

JOB SEARCH GUIDE AND CHECKLIST

**withSarina
career coaching**



STEP 1

Get clear

QUESTIONS TO ASK YOURSELF TO ACHIEVE CLARITY

- 1.What am I good at?
- 2.Do I like doing what I'm good at?
- 3.If not, what do I like to do? What brings me joy?
- 4.What are the skills that I've built over the years? How can I apply those to a new industry or role?
- 5.Which industries excite me? Where are those industries based? Am I willing to relocate?
- 6.Do I have the skills or the potential to be good at the roles that excite me?
- 7.What type of work drains me?
- 8.Do I like working at large companies or small companies? Why?
- 9.What type of boss, company, and/or team is important to me?

Getting clear is a lot easier said than done so take your time with this one. You might be in a situation where your industry took a hit during the pandemic and now you have to pivot. Or maybe you have been thinking about switching jobs for awhile but you're just not sure about where you want to go or what type of role you want to do next.

As an action item, dedicate an hour or two to the questions on this sheet. Really dive deep into what's important to you, what energizes you and also what drains you! And, write it all down!

The goal is that you'll feel more clear or at least more focused on what you want to do next. But if not, let's talk!

STEP 2

Build your marketing kit

YOUR TO DO LIST (WITH TIPS!)

☐ Dust off your resume and bring it back to life.

Focus on achievements vs. tasks, keep it to a page unless you have decades of experience, and proofread! Don't know where to start? Google Docs has great templates that are fresh and modern.

☐ Write a cover letter that you can edit.

And, keep it engaging. A cover letter is a story that should pull the reader in, not just a list of achievements. The goal of the cover letter is to tie the less obvious parts of your resume all together.

☐ Sharpen your LinkedIn profile.

Upload a picture of yourself with a clean background, get to 500+ contacts, and make sure your experience section is updated and aligned with your resume.

Your marketing kit (resume, cover letter, and LinkedIn profile) should always stay updated and ready to go. Even if you aren't looking today, having an updated marketing kit is key as you build your network or come across unexpected changes and/or opportunities.

For example, you may be perfectly happy in your job today but then a sudden turn of events (you know, like a pandemic) changes things like job security or working with a team you love. So, be prepared!

STEP 3

Get organized

YOUR TO DO LIST

☐ Build a job search tracker.

Key things you want to track: Company name, Open role/Job title, Link to the job posting, Connections, Date applied, Interview date(s), and Notes. Here's an example:

A	B	C	D	E	F	G	H	I
Company Name	Job Title	Link	Connections	Date Applied	Heard back?	Interview 1	Interview 2	Additional Notes
Dream Company	Dream role	Link here	Jane Doe	7/1/2020	Y	7/6/2020 with HR		Read latest news on the company before the first interview

☐ Build a networking tracker.

It's no secret that networking is critical to career success. So stay organized and make sure you are properly and effectively following up with the people you meet. Here's an example of what to track:

Company Name	Person to Connect with	Job Title	LinkedIn Profile	Connections?	Email/inMail Sent	Additional Notes	Next Steps
Dream Company	Jane Doe	CEO	LinkedIn Profile	None	6/20/2020	Jane responded right away to my cold outreach asking for an informational interview. We had a Zoom call on 6/25 and she encouraged me to apply to the Dream Job. Follow-up with Jane	Follow-up with Jane after the first round interview.

Have you ever been in a situation where you couldn't remember when you applied to a job or when you met with someone for an informational interview? If you answered yes, it's time to get organized. Whether you use Google Spreadsheets, Airtable or Excel, keep yourself on top of all aspects of your job search. Having everything documented will come in handy both during your job search and in the future.

STEP 4

Set goals

YOUR TO DO LIST

- ☐ Set a goal for the # of jobs you're going to apply to each week.

Depending on where you are in your career, this number could be 1 or 50. For young professionals who are starting out and need to get their feet wet (especially right now), I recommend upping the number. For more experienced professionals with specialized skills, job opportunities might be more limited. So, their number is lower.

- ☐ Set a goal for the # of people you're going to reach out to each week.

In case you didn't get the memo in Step 3, networking is critical for success!

Got goals? If the answer is no, then let's change that. The ultimate goal in any job search is well, to get the job. But, there are steps to achieve that larger goal and I highly recommend setting small weekly goals during your search to keep you focused and on track.

At the end of the day, a job search is like sales. It's a numbers game. If you apply to 50 jobs, chances are that you will get at least 1 or 2 interviews. So, set goals and send out those networking emails and applications!

WRAPPING UP withSarina

Getting a new job takes time. You might apply to 20 jobs but only hear back from 1...and WEEKS later. That's normal. Stay focused, positive, and keep going. The more you put yourself out there, the more likely you'll see results.

Ok, this all sounds great but what if you don't know where to look for your next job? Start with these tips:

- Make a list of your favorite brands (hint: add them to your job search tracker). This is a great place to start because you can speak to your knowledge of the brand/product as a consumer.
- The same goes for apps. Browse your phone and make a list of the apps you use on the reg.
- Have a set of go-to resources where you can search for new jobs. These could be local forums or alumni lists. I highly recommend LinkedIn.

Pro-tip: if you're on a budget and/or are new to LinkedIn, you can sign up for a free trial for a Premium account. Use this when you're ready to go full force on your search for both job hunting and networking. And, if you can swing it, I highly recommend keeping it for future networking.

