

Job Search Coaching Process - Training Guide

The Mental Game of Job Search

Helpful Thoughts for Job Search Clients

1. Make it an Adventure

Questions:

- a. How can you make your job search an adventure?
- b. How can you be 'with' the process in a way so it feels like an adventure?

2. Make it Fun

Questions:

- a. How can you make the process fun?
- b. How can you make the process lighter?

3. Have A Winning Attitude

Questions:

- a. What would help you have a winning attitude?
- b. How have you won in the past? How can you apply how you approached that to your job search?
- c. Can you think of a time when you needed to be resourceful? What did you do?
- d. What are you grateful for now?
- e. How much do you want this new job? What are you willing to sacrifice to get it?

4. [Sowing Seeds of Possibility](#) – Refer the client to the article off the [Mental Game of Job Search](#) Page

- a. The more seeds you plant the more will grow
- b. Some seeds will reward you months or years from now

Questions:

- c. How can you use this or another metaphor to support you during your job search?

5. It's a Numbers Game (Just Like Any Kind of Sales)

6. Cast a Wide Net

7. Be patient, it takes time

- a. The higher the position, the less positions there are, so be doubly patient

8. Interview Wisdom:

- a. Always Play to Win
- b. People Hire People Who are Like Them, Mirror Your Interviewer

Mental Challenges for Job Search Clients

9. Panic at Not Having a Job

Questions

- a. Is Your Fear Founded?
- b. What are the Resources You Could Tap Into to Support You During This Time?
- c. How Can You Bring in Some Money (Consulting, Contract Work)?

Actions

- d. Assess Income and Assets, Make a Budget, Ask for Help, Look for Consulting Work, Ask if You Can Consult at Your Past Job, Journal About the Fear, Draw About the Fear

10. Letting Go of the Last Job

Questions

- a. How Can You Let Go of the Things You Loved About Your Last Job?
- b. How Can You Let Go of the Trauma from Your Last Job?

Actions

- c. Letting Go Ceremony, Journaling, Talking to Friends, Draw What Letting Go Would Look Like, Meditate

11. Fear – Show the Client the 5 Fears Webpage

- a. Inadequacy
 - i. Too old
 - ii. Not having a degree
 - iii. Not enough experience
 - iv. Explaining lay off or being fired
- b. Fear of Rejection / Fear of the Unknown Fear of Embarrassment / Fear of Failure / Being Judged
 - i. Reaching out to Their Existing Network
 - ii. Networking
 - iii. Job Description Intimidation
 1. You only need 60% of the requirements
 2. People hire people they like
 3. People hire people who are like them
 - iv. Applying
 - v. Interviewing
 1. Guided Imagery
 - vi. Negotiating

Questions for Fear of Rejection:

1. In your previous job, what was it that made you valuable to your organization? What did you bring to the table?
2. How could a company benefit from what you have to contribute?
3. How can you reframe this experience so you don't take it personally?
4. Could there be a way to make rejection a game or find the adventure in it?

12. Stepping into The Mental Space of the Next Rung on the Ladder

13. Confidence

14. Doing Enough

- a. [Job Search Schedule](#) – Show the Client This Web Page

Questions:

- i. How many hours do you want to spend searching?
- ii. How will you schedule this into your calendar?

- b. [Job Search Goals & Metrics](#) – Show the client the Job Search Metrics page

15. Handling Rejection

16. Eggs in One Basket

17. Stamina & Perseverance

18. Job Search Burnout

Job Search Checklist

- Job Search Marketing Collateral
 - Resume
 - Cover Letter
 - Elevator Speech
 - Network (People) List
 - LinkedIn Profile
 - Executive Bio
 - Online Presence
 - Personal Branding
 - References
- Target Company List
- Job Search Plan
 - Job Search Strategies (Choose at least 6)
 - Recruiters & Headhunters
 - Work Your Existing Network
 - Network to Find a Job
 - Job Search Websites
 - LinkedIn
 - Company Website Job Listings
 - _____
 - _____
 - _____
 - _____
 - Job Search Schedule
 - Job Search Metrics & Goals
 - Organization
 - Productivity & Accountability
- Hone Skills in Selected Job Search Strategies
- Interview Preparation & Follow Up
- Mental Game of Job Search
 - Motivation
 - Confidence
 - Perseverance
 - Rejection
 - Resilience
- Negotiate Job Offer(s)
- Onboard into Your New Job (“The First 90 Days”)
- Build Leadership & Professional Skills
- Maintain Your Business Network
- Search for the Next Job on Your Career Path

Job Search Client Page

Welcome to our Job Search Client Page with resources for your Job Search.

Here is **Job Search Checklist** to help you get started.

1. Job Search Marketing Collateral
2. Target Company List
3. Job Search Strategies
4. Job Search Schedule
5. Job Search Goals & Metrics
6. Interview Preparation & Follow Up
7. Mental Game Of Job Search
8. Recommended Reading for Job Search
9. Negotiate Job Offer(s)
10. Onboard Into Your New Job (“The First 90 Days”)

11. Build Leadership & Professional Skills
12. Maintain Your Business Network
13. Search for the Next Job on our Career Path

Create Your Job Search Marketing Collateral

1. Resumes

2. Cover Letters

- [University Administration Cover Letter Example](#)
- [Project Manager Cover Letter Example](#)
- [Biggest Cover Letter Mistake: Not Including One](#)

3. Elevator Speech

- [What is an Elevator Speech?](#)

4. Network (People) List

5. Executive Bio

6. Online Presence

- [What 80% Of Employers Do Before Inviting You For An Interview](#)
- [Using Google Alerts to Keep Tabs on Your Online Presence](#)

7. Personal Branding

- [Seven Ways To Make Yourself More Memorable](#)
- [4 Psychology-Backed Exercises That Will Make You Feel More Confident](#)

8. References

- [Why you're rolling the dice when you don't give your reference a heads-up](#)



Resume Check List

Here are some steps to follow to ensure you create an effective resume that will help you get your dream job!

- Determine Your Target Job or Jobs
- Determine Your Target Industries
- Determine How Many Different Resumes to Create
- One for each type of job you are targeting
 - Possibly different resumes for different industries
- Gather Job Ads from [Job Search Websites](#) for Jobs That Interest You
- Utilize words from the Job Ads in your resume
- Choose a Resume Format (Chronological, [Functional Resume Example](#), or a Combination)

RESUME EXAMPLES

- Select format and content tips to follow
- Review colleague resumes and incorporate good phrases and terms
- Create a [Keyword List / Skills List](#) (a list of words that Recruiters or Hiring Managers would search on to find someone like you)
- Decide whether to write it yourself or hire a professional resume writer. Writing it yourself will ensure you can talk to the important points when you are interviewed.

PROFESSIONAL RESUME WRITERS

- Colleagues
- Obtain Feedback from
- Have a friend proofread your resume
- Proofread your resume (typos make you look sloppy and unprofessional)
- Add Keywords from your Keyword List throughout your resume to ensure it will be sorted well by Resume Scanning Software
- Getting feedback from HR Professional or Industry Insiders can be invaluable in helping you use the right language to describe your accomplishments and catch the attention of hiring managers and recruiters in your field.
 - Industry Insiders
 - HR Experts
 - Recruiters
 - Mentors
 - Revise Your Resume Based on the Feedback
- Add Your Resume to Your LinkedIn Profile as a Document
- If you do not have to be concerned about your employer finding out you are in a job search, post your resume on Job Search Websites and Social Media
- Update Your Resume Each Time You Obtain a New Job

RESUME TIPS

[Download/Print Copy](#)

Resume Examples

1. Resume Format – Recruiter Tested
 - a. Resume Format – Recruiter Tested (Microsoft Word Format)
2. Functional Resume Format Example
3. Donna Schilder's Resume – Example
4. Resume Experience Bullet Format – Problem-Action-Result (PAR) or Challenge-Action-Results (CAR)



Resume Content Examples

1. Resume Samples
2. Human Resources Resume Example



Executive Coaching, Career Coaching, Training

(562)434-7822 ~ Donna@GlacierPointSolutions.com ~ www.GlacierPointSolutions.com

LinkedIn Company Page: [LinkedIn.com/company/glacier-point-solutions-inc-](https://www.linkedin.com/company/glacier-point-solutions-inc-)

NAME

Email ♦ Phone ♦ Address ♦ [linkedin.com/in/](#)

Human Resources Generalist

- ♦ **Certified Professional in Human Resources (PHR)** offering a 15-year Human Resources career distinguished by commended performance and proven results.
- ♦ **Extensive background in Human Resources Generalist responsibilities**, including strong experience in employee relations, performance coaching, conflict resolution, job candidate recruitment, HR policies development, and state and federal labor law compliance.
- ♦ **Demonstrated success in negotiating win-win compromises** and developing and writing performance improvement plans, corporate policies, job descriptions, and corporate communications.

HUMAN RESOURCES SKILLS

Employee Relations
Training
Investigations
Mediation & Advocacy
HR Policies & Procedures

Multi-State Employment Law
Performance Management
Organizational Change
Recruitment (exempt & non-exempt)
Orientation & On-Boarding

HR Project Management
LOA-FMLA/ADA/EEO/WC
Benefits & Payroll Processing
UI Claims and Hearings

HUMAN RESOURCES EXPERIENCE

CORESTAFF AGENCY

2010 to 2011

Staffing Agency contracting with 30,000 contract workers.

Project Human Resources Consultant

- Contracted to assist with the backlog of Employee Relations cases that resulted from a large retail division acquisition.
- Worked with management, supervisors, and employees to interpret and apply HR policies and procedures consistently; executed performance improvement plans, coaching, disciplinary actions, terminations, and progressive workplace issues.

Key Results:

- ♦ Played a key role in organizing, tracking, and resolving the backlog of employee relations cases which included: lengthy and in-depth investigations (social media, harassment, workplace violence, discrimination, and retaliation) performance coaching, disciplinary actions, and terminations with management.
- ♦ Revised and created structured employee communication language for management coaching, interpreted company policy, communicated and recommended areas of opportunity for trainings, and new-employee orientation.

GREENLIGHT FINANCIAL SERVICES

2003 to 2009

Privately owned full service Mortgage Company with 350 employees.

Human Resources Manager (2006 to 2009)

- Promoted to fulfill a broad range of HR functions, including performance management, employee relations (organizational change, RIF, investigations), recruiting, on-boarding employees, administering benefits, and processing payroll (ADP).

Key Results:

- ♦ Strategic partner to Senior Management on organizational change projects, transitions, and executions.

Resume Tips

Here are some resume tips to help you create a resume that will get you the interview and your dream job:

Keep It Simple

Recruiters want resumes that are simple to understand.

Be sure your resume clearly communicates your skills, knowledge, education, and experience. Use job descriptions and job ads you find on Indeed.com and other job search websites to identify the skills, experience, education, and knowledge required that will make you successful in the job you are applying for and include examples of these in your resume.

For maximum impact, keep your resume as concise as possible.



Include the Benefits You Offer An Employer

Your resume should show how you can benefit an employer. Explain how you made money, saved money or improved a process or product for your past employers. Quantifying your impact increases the credibility of your accomplishments. To strengthen your resume include:

- Improvement Metrics
 - The more numbers you can add to your resume, the stronger it will look. Include metrics on:
 - Improved Quality by %
 - Increased Sales by %
 - Increased Customer Satisfaction %
 - Reduced Costs by %
 - Reduced Errors
 - Reduced Process Time
- Add Numbers that Show the Magnitude of Your Responsibility for increased credibility:
 - Amount of Budget Managed
 - Number of People Managed
 - Amount of Sales Managed
 - Amount of Materials Managed
- Create a Skills Section
 - A Skills Section makes it quick and easy for recruiters or hiring managers to see what you have to offer

How to Handle Employment Gaps

Handling Sabbaticals & Employment Gaps on your resume can be tricky. [Here are some articles to give you ideas on how to address them.](#)

Words To Include & Avoid in Your Resume

More Resume Tips

- [Resume Advice From a Google Recruiter](#)
- [7 Strategies To Get More Recruiters To Read Your Resume](#)
- [4 Secrets Of People Who Always Get The Job Offer](#)
- [9 Resume Fonts Designers Love](#)

Optimizing for Resume Scanning Software

- [Keyword Optimization for Resume Scanning Software](#)
- [4 Ways to Optimize Your Resume for Applicant Tracking Systems](#)
- [Formatting Rules To Get Your Resume Through The Scanning Software](#)

Job Search Strategies

COMMON JOB SEARCH STRATEGIES

1. Recruiters & Headhunters
2. Work Your Existing Network
3. Network to Find a Job
4. Job Search Websites
5. LinkedIn
6. Company Website Job Listings

LESS COMMON JOB SEARCH STRATEGIES

7. Network into Your Target Companies
8. Leverage Your Past Employers
9. Perform Informational Interviews
10. Career Center at Your College or University
11. Career Fairs (University, Public, Regional, Publication, Industry)
12. Trade Shows
13. Post Resume on Job Search Websites
14. Job Ads on Professional Organization Websites & in Printed Newsletters

Work Your Way Into a Job

15. Consult
16. Contract Work
17. Temporary Agencies
18. Volunteer Work
19. Internships
20. Entry Level Jobs (Work Your Way Up)
21. Create Your Dream Job at Your Current Company
22. Create Your Dream Job at a Target Company

Non-Traditional Job Search Methods

23. [Social Media \(Other Than LinkedIn\)](#)
24. [Mass E-Mailing or Paper Mailing](#)
25. Cold Phone Calls
26. Printed Newspaper Want Ads
27. [Newspaper Job Ads Online](#)
28. [Your Own Website](#) (Resume, Work Samples, Portfolio)

[\(Download your list here\)](#)

Job Search Strategy Articles

- [Hidden Job Market Myth](#)
- [6 Changes You Should Make to Your Job Search Strategy](#)

Have the client select at least 6 Job Search Strategies that they will do consistently. Support the client in selecting a variety of strategies so that they cast a wider net and get exposure to more jobs.

LinkedIn for Job Search

Below is the main page for LinkedIn the Client Only resources. In the left column are the resources for all clients to support them in building their Personal Brand.

Job Search clients should use both the resources in the left column for Personal Brand work and the **LinkedIn for Job Search** resources in the right column as well. Items highlighted in yellow are especially helpful for those in a Job Search. We strongly suggest Job Search Coaches review the resources highlighted in yellow by clicking on the links and reading the articles there. Clients often ask whether they need a Premium Account while in a Job Search. The link below will highlight the advantages. We often suggest they obtain a monthly Premium Account while in their Job Search, and then discontinue it when they obtain their new position. Make sure you review the LinkedIn Profile, LinkedIn Network, and LinkedIn Groups page with your Client.

The podcasts on #7 give a good overview of how to use LinkedIn for Job Search are especially helpful for auditory learners.

LinkedIn	
LinkedIn for Your Personal Brand	LinkedIn for Job Search
1. General LinkedIn Information <ul style="list-style-type: none"> • LinkedIn Check List • Do I Need a LinkedIn Premium Account? • How to Contact LinkedIn Customer Service • Donna Schilder's LinkedIn Blog 	1. General LinkedIn Job Search Information <ul style="list-style-type: none"> • LinkedIn Job Search Checklist • LinkedIn "Jobs" Tab <ul style="list-style-type: none"> ◦ Search for Jobs under the "Jobs" Tab ◦ Create Job Alerts under the "Jobs" Tab • 3 Ways LinkedIn Can Help You Nab a Job • 10 Ways to Use LinkedIn to Find a Job (Guy Kawasaki) • A Step-By-Step Guide to Using LinkedIn to Get a Job
2. LinkedIn Profile	
3. LinkedIn Recommendations	
4. LinkedIn Network	
5. LinkedIn Groups	
6. LinkedIn SEO <ul style="list-style-type: none"> • 15 LinkedIn Status Updates to Get You Noticed • Posting Status Updates & Blogs on LinkedIn <ul style="list-style-type: none"> ◦ Best Times To Post On Facebook, Twitter, Google+, LinkedIn, and Pinterest ◦ Here's How to Know What and When to Post on LinkedIn 	6. LinkedIn SEO for Job Search <ul style="list-style-type: none"> • Deciding Whether to Post Seeking a Position to Your Status Updates
7. LinkedIn How-To <ul style="list-style-type: none"> • Get LinkedIn Now! Video E-Course 	7. LinkedIn How-To For Job Search <ul style="list-style-type: none"> • Podcast Interview with Donna Schilder, Master Certified Coach – Get The Most from LinkedIn • LinkedIn Job Search Podcast Interview – From the "Catapult Your Career Telesummit"
8. LinkedIn Company Pages	

LinkedIn Check List

- Determine Whether Premium LinkedIn Account Needed
- LinkedIn Profile
 - Review LinkedIn Profile Examples
 - Turn off Status Updates If in Confidential Job Search (Turn Back On After Major Overhaul of Profile)
 - View Profile As Seen By Those Viewing Your Profile Vs. Edit Mode
 - Understand LinkedIn SEO
 - Top 3 SEO Keyword Spots: Headline, Job Titles in Experience Section, Skills Section
 - Create Keyword List (Use for Headline, Job Titles, Skills Section, Summary, Experience Descriptions, Education Descriptions)
 - Job Titles – Top Priority
 - Skills
 - Put Keyword List in Priority Order*
- LinkedIn Top Card
 - Your Picture
 - Headline (Keywords SEO)
 - Your Contact Information
 - Your Profile Address
 - Phone, Email, IM
 - Background Picture
- Formatting for the Screen
- Summary
 - First Person Description (Human Voice) with Benefits / Results
 - Specialties
 - Industries
 - Location
- Experience
 - Job Titles (Keywords SEO)
- Skills & Endorsements (Keywords SEO)
- Education
- Recommendations
- Accomplishments (Optional Sections that Can Be Added):
 - Publications
 - Courses
 - Certifications
 - Organizations
 - Volunteering
 - Honors & Awards
 - Projects
 - Languages
- Re-Order Sections For Emphasis*

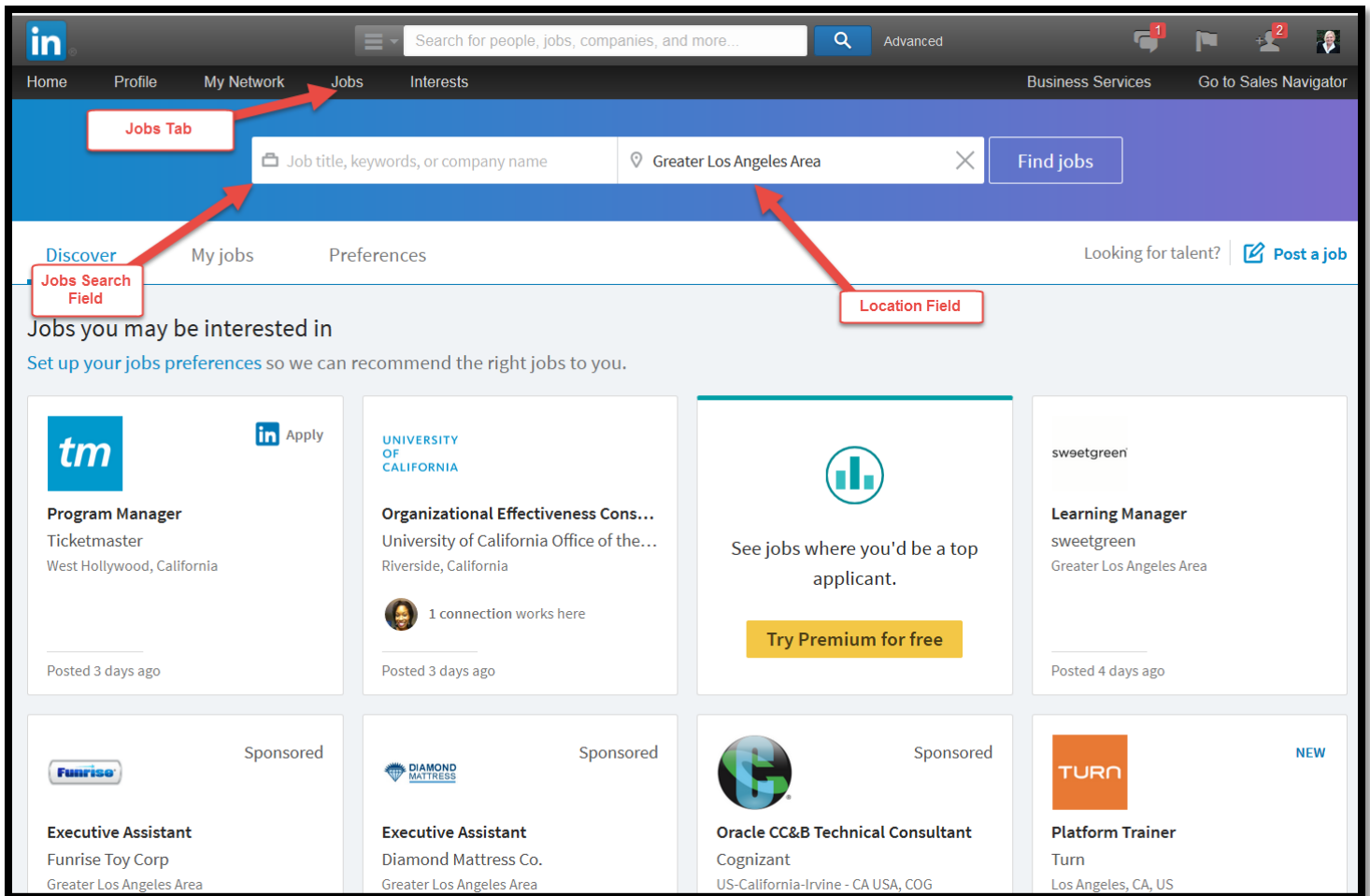
- Build Your Network
- LinkedIn Groups (Up to 100 – SEO)
 - Job Specific
 - Career Specific
 - Industry Specific
 - Company
 - Special Interest
 - Alumni
 - Company Alumni
 - Job Search
- Be Active on LinkedIn (SEO)
 - Connect to People (Build Your Network)
 - Revise Your Profile
 - Join Groups
 - Give & Get Recommendations
 - Add Skills
 - Get Endorsements
 - Post Status Updates
 - Post Blog Posts
 - Participate in Groups

LinkedIn Job Search Check List

- Jobs Tab
 - Search for Jobs
 - Set up a Job Alert
- Group
 - Join Job Search Groups
 - Join Alumni Groups
 - Join Industry Groups
 - Join Career Groups
 - Join Company Groups
 - Search for Jobs Under Group Jobs Tabs (Free postings for employers)
 - Link to Recruiters
 - Link to Hiring Managers
 - Ask for Informational Interviews
 - Link to People in Target Companies, Industries, Careers
 - Ask for Informational Interviews
- Link to Recruiters
 - Advanced Search
 - Search Connection's Connections
- Link to Hiring Managers
- Link to Well Connected People
- Set Up Informational Interviews

LinkedIn Job Tab

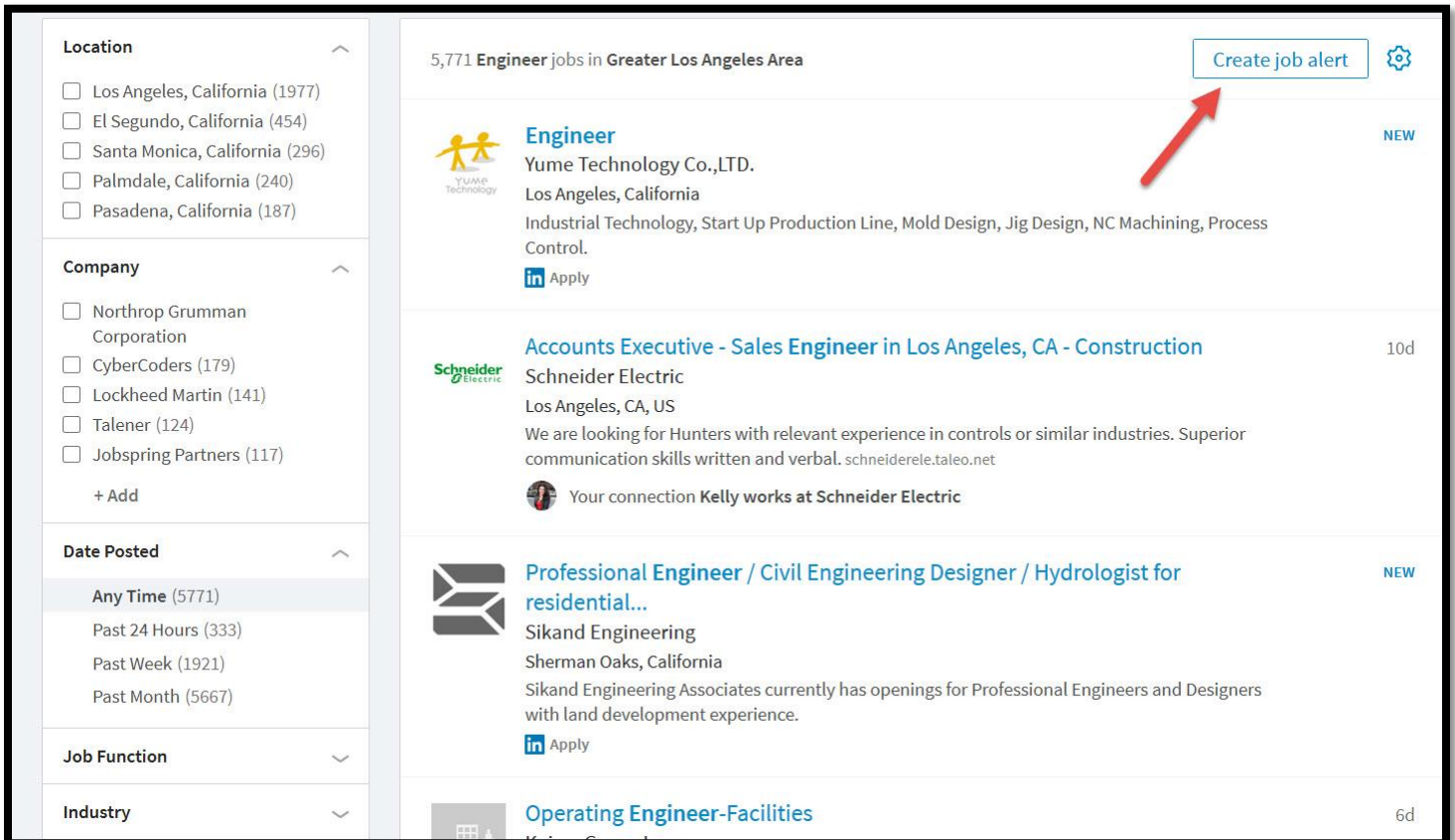
LinkedIn not only gives its members the ability to post what is like their own website page of their resume online, but it is also a Job Search website like Monster or Career Builder that employer pay to put job ads on. To access the job ads on LinkedIn, click on the Jobs tab at the top.



The screenshot shows the LinkedIn Jobs tab interface. At the top, there is a navigation bar with 'Home', 'Profile', 'My Network', 'Jobs', and 'Interests'. The 'Jobs' tab is selected. Below the navigation bar, there is a search bar with the placeholder text 'Job title, keywords, or company name' and a location field set to 'Greater Los Angeles Area'. A 'Find jobs' button is to the right of the search bar. Below the search bar, there are tabs for 'Discover', 'My jobs', and 'Preferences'. A 'Jobs Search Field' annotation points to the search bar, and a 'Location Field' annotation points to the location dropdown. Below the search bar, there is a section titled 'Jobs you may be interested in' with a link to 'Set up your jobs preferences'. Below this section, there are several job listings. The first listing is for 'Program Manager' at Ticketmaster in West Hollywood, California. The second listing is for 'Organizational Effectiveness Cons...' at the University of California Office of the... in Riverside, California. The third listing is a promotional banner for 'Try Premium for free'. The fourth listing is for 'Learning Manager' at sweetgreen in the Greater Los Angeles Area. Below the job listings, there are several sponsored job listings. The first sponsored listing is for 'Executive Assistant' at Funrise Toy Corp in the Greater Los Angeles Area. The second sponsored listing is for 'Executive Assistant' at Diamond Mattress Co. in the Greater Los Angeles Area. The third sponsored listing is for 'Oracle CC&B Technical Consultant' at Cognizant in US-California-Irvine - CA USA, COG. The fourth sponsored listing is for 'Platform Trainer' at Turn in Los Angeles, CA, US.

LinkedIn Job Alert

To create a **LinkedIn Job Alert** which will send you notifications either through LinkedIn Messages or through your email account when employers post jobs that match the job criteria (job title and location) you specify, click on the Jobs Tab. Then enter the job search term(s) and location of the job you would like to create the job alert for and click "Find Jobs".



The screenshot shows the LinkedIn job search interface. On the left, there are filters for Location, Company, Date Posted, Job Function, and Industry. The main area displays search results for "Engineer" jobs in the "Greater Los Angeles Area". A red arrow points to the "Create job alert" button in the top right corner of the search results area. The first job listing is for "Engineer" at Yume Technology Co., LTD. in Los Angeles, California. The second listing is for "Accounts Executive - Sales Engineer in Los Angeles, CA - Construction" at Schneider Electric. The third listing is for "Professional Engineer / Civil Engineering Designer / Hydrologist for residential..." at Sikand Engineering in Sherman Oaks, California. The fourth listing is for "Operating Engineer-Facilities" at King Group.


Then, click on "Create a job alert" at the right.

Let's create your job alert for: ×

Engineer in Greater Los Angeles Area

How often do you want to get alerts for this search? Daily Weekly

How would you like to get alerts? Email Notification ?



LinkedIn Profile for Job Search

There are two goals for the client for their LinkedIn Profile when they are in a Job Search:

- To tell people in a professional way what they have to offer or how the hiring company can benefit from hiring them
- To be found by hiring companies (or recruiters who can put them in front of hiring companies)
 - The client can accomplish this goal by search engine optimizing for the LinkedIn Search Engine so they get found.

LinkedIn Profile	
LinkedIn Profile for Your Personal Brand	LinkedIn Profile for Job Search
<ul style="list-style-type: none"> • LinkedIn Profile Examples • LinkedIn Profile Visual Guide • Why Create a LinkedIn Profile? <p>1. LinkedIn Profile Nuts & Bolts</p> <ul style="list-style-type: none"> • Turn Off Your Activity Notifications • View How Others See Your LinkedIn Profile • Number of Characters in LinkedIn Profile Fields 	<p>1. LinkedIn Profile Nuts & Bolts</p> <ul style="list-style-type: none"> • If You Are In a Confidential Job Search: Turn Off Your Activity Notifications
<p>2. LinkedIn Keyword List</p> <ul style="list-style-type: none"> • Create a Keyword List <ul style="list-style-type: none"> ○ Job Titles ○ Skills 	<p>2. LinkedIn Keyword List for Job Search</p> <ul style="list-style-type: none"> • Create a Keyword List <ul style="list-style-type: none"> ○ Job Titles ○ Skills
<p>3. LinkedIn Top Card</p>	<p>3. LinkedIn Top Card for Job Search</p>
<p>A. LinkedIn Profile Picture</p> <ul style="list-style-type: none"> • LinkedIn Profile Picture Pixels • The LinkedIn Guide to the Perfect #WorkSelfie 	
<p>B. LinkedIn Headline</p>	<p>B. LinkedIn Headlines for Job Search</p> <ul style="list-style-type: none"> • How to Write a LinkedIn Headline That Attracts Recruiters • Deciding Whether to Add "Seeking a Job Or Not" to Your Headline
<p>C. LinkedIn Contact Information</p> <ul style="list-style-type: none"> • Add Personal Email Address • Add Phone Number (if applicable) • Customizing Your LinkedIn URL 	<p>C. LinkedIn Contact Information for Job Search</p>
<p>D. LinkedIn Background Picture</p> <ul style="list-style-type: none"> • How to Use Canva to Quickly Make a Perfectly Sized LinkedIn Background Image 	
<p>4. Formatting Your LinkedIn Profile for the Screen</p> <ul style="list-style-type: none"> • Symbols to Use for Your LinkedIn Profile 	
<p>5. LinkedIn Summary</p> <ul style="list-style-type: none"> • Put A Human Voice In Your LinkedIn Summary • Top 10 Most Overused LinkedIn Buzzwords 	<p>5. LinkedIn Summary</p> <ul style="list-style-type: none"> • Add Your Resume and/or Bio

6. LinkedIn Experience <ul style="list-style-type: none"> Use Keywords in Job Titles 	6. LinkedIn Experience <ul style="list-style-type: none"> 4 Steps to Attract Recruiters to Your LinkedIn Profile Handling Employment Gaps
7. Education	7. Education for Job Search
8. LinkedIn Skills & Endorsements Section <ul style="list-style-type: none"> Your LinkedIn Skills Just Got a Lot More Valuable 	8. LinkedIn Skills Section for Job Search <ul style="list-style-type: none"> The 25 Hottest Skills That Got People Hired in 2014
9. Accomplishments (Optional Sections that Can Be Added): Publications, Courses, Certifications, Organizations, Volunteering, Honors & Awards, Projects, Languages	
9. Advanced LinkedIn Profile Tips <ul style="list-style-type: none"> 7 Ways to Stand Out With LinkedIn Visual Content 	

Skills Section

- You can add up to 50 words to the Skills Section (and add 50 words). Type in a keyword and see what comes up that relates. Always use the keywords that come up as it auto-populates.
- Put the most important words up front because these will be the ones that people endorse you for the most (because they come up in their feed first). Getting endorsements from fellow students won't hurt because eventually they will be working in the field and then they will have greater impact). Not all keywords have to be job titles, they are just the most important ones. Any keywords that are relevant to what you do will help you be found.

Education

- For SEO, list some of the courses you are taking that would have relevant keywords in them.

LinkedIn Network for Job Search

Job Search clients can support their job search by building their LinkedIn network so that they are found by more recruiters, hiring managers, and colleagues and so that can have access to more people for their job search.

LinkedIn Network	
LinkedIn Network for Your Personal Brand	LinkedIn Network for Job Search
Build Your LinkedIn Network <ul style="list-style-type: none"> • Upload your contact database(s) – (work email, customer database, vendor database, personal email, Facebook Contacts, other social media contacts) • Search your contact's LinkedIn contacts for people you know • Categories of people to look for on LinkedIn to expand your network • Search for colleagues from past Employer Employee Lists <ul style="list-style-type: none"> ◦ People Searches ◦ Advanced People Searches 	
Network on LinkedIn <ul style="list-style-type: none"> • 5 LinkedIn Connection Requests That Get You In Front of CEOs 	Network on LinkedIn for SEO (to Support Job Search) <ul style="list-style-type: none"> • Top 100 Most Connected People on LinkedIn
	Link With Recruiters <ul style="list-style-type: none"> • How to Connect With Recruiters on LinkedIn • How to Find Recruiters on LinkedIn <ul style="list-style-type: none"> ◦ Using the Advanced Search to Search for Recruiters ◦ Searching Your Connections' Connections for Recruiters • 6 Ways Recruiters Use LinkedIn to Headhunt
Build Your LinkedIn Network in an Ongoing Basis <ul style="list-style-type: none"> • Scan Business Cards from Networking Meetings Upload into LinkedIn • Send Link Requests to Everyone You Meet <ul style="list-style-type: none"> ◦ Customers / Clients ◦ Vendors ◦ Interviewees or Interviewers ◦ Colleagues ◦ Competitors ◦ Speakers ◦ New Friends 	

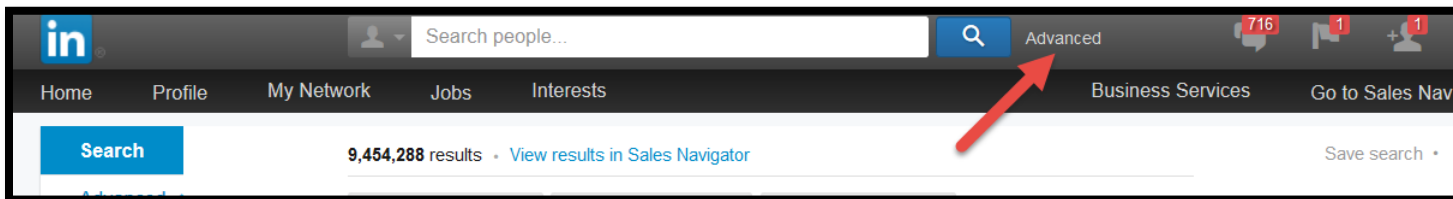


Executive Coaching, Career Coaching, Training

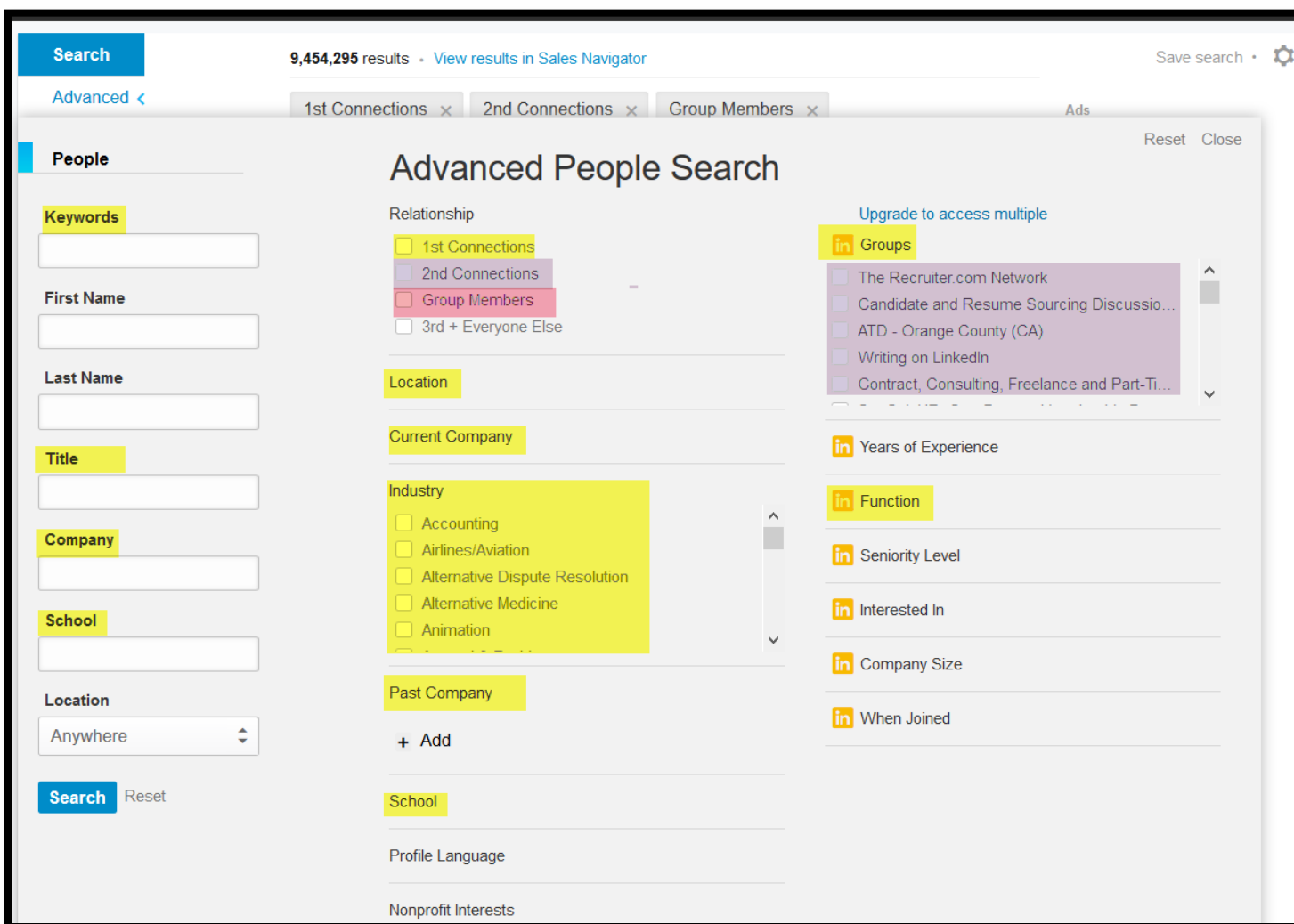
(562)434-7822 ~ Donna@GlacierPointSolutions.com ~ www.GlacierPointSolutions.com

LinkedIn Company Page: [LinkedIn.com/company/glacier-point-solutions-inc-](https://www.linkedin.com/company/glacier-point-solutions-inc-)

LinkedIn Advanced People Search



LinkedIn Advanced People Search Filters




Search Your Connections' Connections for Recruiters

Home Coaching How Coaching Works Success Stories Bio Resources

LinkedIn Connection's Search

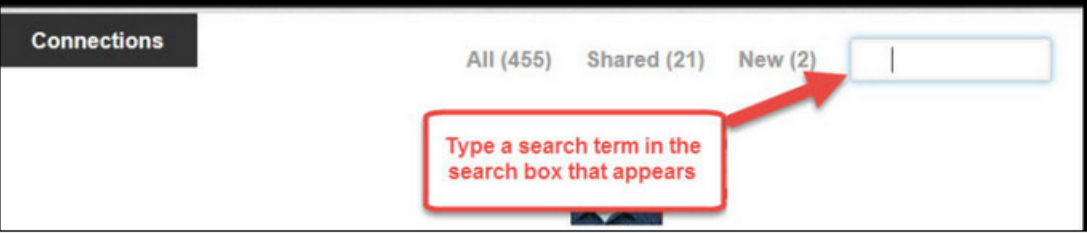
One way to find Recruiters to Link to on LinkedIn is to do a search on one a colleague's Connections that you believe would be linked to Recruiters.

To perform a search on a Connection's Connections, go to their Connections and click on the magnifying glass in the right corner.



The screenshot shows the top of a LinkedIn profile's 'Connections' page. It features a dark blue navigation bar with the word 'Connections' in white. Below this, there are three tabs: 'All (455)', 'Shared (21)', and 'New (2)'. To the right of these tabs is a magnifying glass icon. A red arrow points from a red-bordered callout box to the magnifying glass icon. The callout box contains the text: 'Click on the magnifying glass to search your Connection's Connections'.

A search field will appear. Type the search term you would like to search on into the search field. To search for recruiters in a colleague or connection's connections, type the word "Recruiter" in the search field or type two terms to narrow the search like: "Engineering Recruiter".



The screenshot shows the same LinkedIn profile's 'Connections' page, but now a search input field is visible to the right of the 'New (2)' tab. A red arrow points from a red-bordered callout box to the search input field. The callout box contains the text: 'Type a search term in the search box that appears'.

Once the list is returned, you can click on the connection(s) you would like to link with and send a "Link Request" to link with them or ask your connection for an introduction.

If you are asked for an email, the recruiter may list their email in their Summary section.

LinkedIn Groups for Job Search

Joining LinkedIn Groups is an important Search Engine Optimization tool for a job search. Being in the right LinkedIn Groups with the right people has a strong impact getting found by the right people. When people do searches, you are returned in their searches if you are in a LinkedIn Group with them. Job Search clients should be encouraged to join as many LinkedIn Groups as possible. Types of groups include:

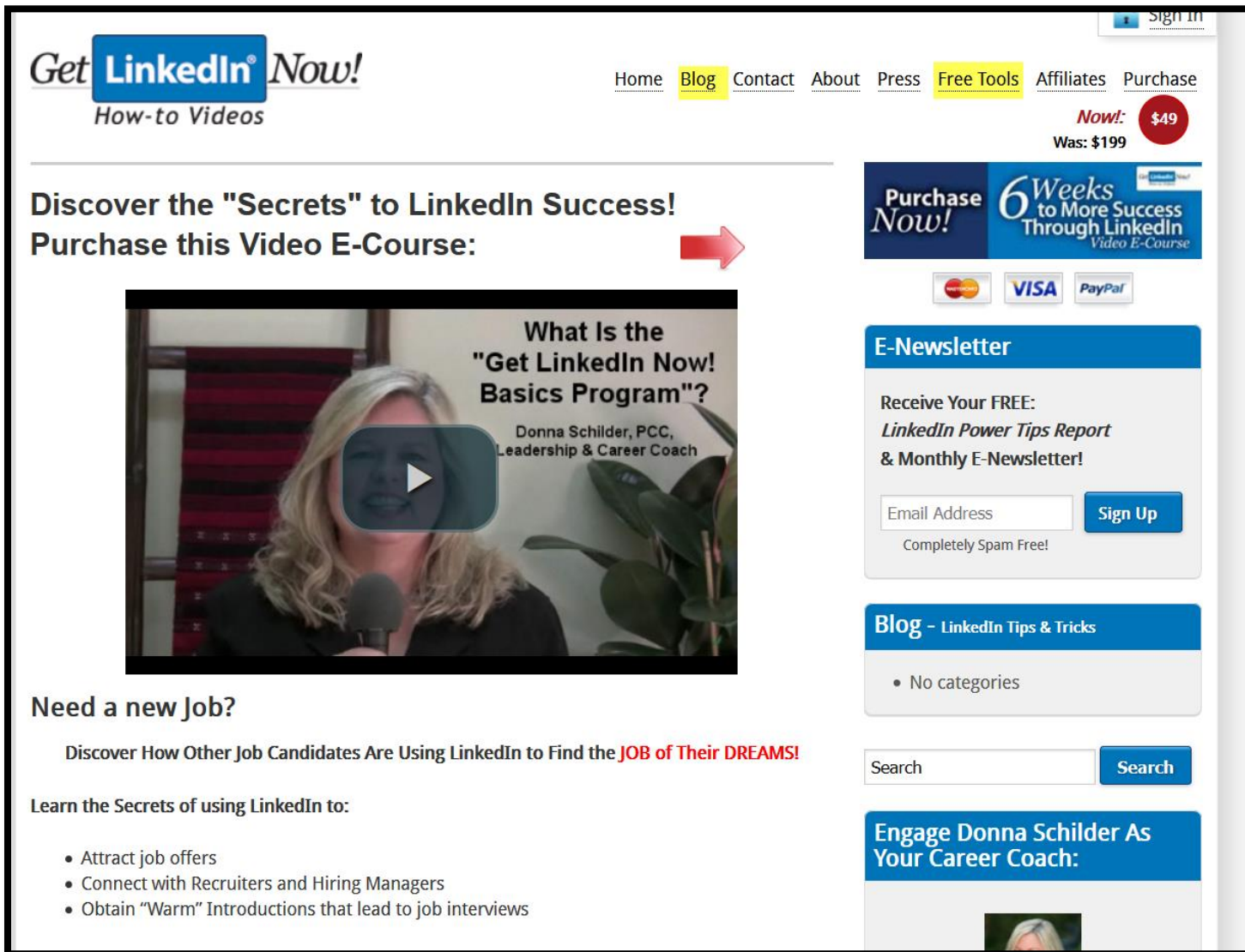
- **Job Search LinkedIn Groups**
- **Recruiter Groups**
- **Human Resources Groups**
- **Target Industry Groups**
- **Groups their Target Companies are in**
- **Job Specific**
- **Career Specific**
- **Industry Specific**
- **Alumni**
- **Company Alumni**

There are LinkedIn Job Search Groups that recruiters search for candidates and jobs are listed under their jobs tabs of these groups. LinkedIn members can join up to 100 Groups.

<p align="center"> Home Coaching How Coaching Works Success Stories Bio Resources Blog Press Contact </p>	
<h2>LinkedIn Groups</h2>	
<h3>LinkedIn Groups for Your Personal Brand</h3> <p>Types of LinkedIn Groups to Join</p> <ul style="list-style-type: none"> • Job Specific • Career Specific • Industry Specific • Special Interest • Alumni • Company Alumni • LinkedIn Job Search 	<h3>LinkedIn Groups for Job Search</h3> <p>LinkedIn Job Search Groups to Join</p> <p>Contact Hiring Managers & Recruiters through Groups</p> <p>Be found by Hiring Managers & Recruiters in Groups</p> <ul style="list-style-type: none"> • Job Specific <ul style="list-style-type: none"> ◦ Target Job • Career Specific <ul style="list-style-type: none"> ◦ Target Career ◦ HR Groups ◦ Recruiter Groups • Industry Specific <ul style="list-style-type: none"> ◦ Target Industries ◦ Access Target Companies • Special Interest • Alumni • Company Alumni <p>• LinkedIn Job Search Groups to Join</p> <ul style="list-style-type: none"> ◦ Look at "Jobs Tab" in Groups <ul style="list-style-type: none"> ▪ Hide logos if in a confidential job search ▪ Turn off Group Digests (if too much email) ◦ Be found by Hiring Managers & Recruiters in Job Search Groups
	<p>Network in LinkedIn Groups</p> <ul style="list-style-type: none"> • Link with Potential Hiring Managers • Link with Recruiters • Link with People in Your Target Industry(ies) • Link with People in Your Target Career • Link with People in Your Target Companies

LinkedIn How-To Videos – Get LinkedIn Now!

I created a series of videos on how to use LinkedIn that you may view (I did everything but work the camera on them). The screen by screen process is no longer accurate, but there is strategy in the videos that is still valid. I will revise the videos at some point in the future.



Get LinkedIn Now!
How-to Videos

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Now! \$49
Was: \$199

Purchase Now! **6 Weeks to More Success Through LinkedIn Video E-Course**

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Email Address **Sign Up**

Completely Spam Free!

Blog - LinkedIn Tips & Tricks

- No categories

Search **Search**

Engage Donna Schilder As Your Career Coach:

Get LinkedIn Now! Blog

Even Shaq (Shaquille O'Neal) Has a LinkedIn Profile!

Apr 30, 2014



Shaquille O'Neal
 Owner, A list of companies
 Orlando, Florida Area · Employment
 Owner · A list of different companies, Inc.
 Education
 Baylor University

Wondering if you need a LinkedIn Profile? Even Shaq has a LinkedIn Profile!

Like many professionals, Shaquille O'Neal emphasizes his ability to lead teams on his LinkedIn Profile:

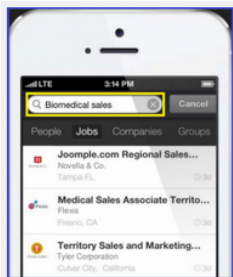
"... proven to lead teams to championships. I mean multiple championships."

Those are pretty strong teamwork credentials, Shaq!

[Read More](#)

Apply for Your Dream Job on LinkedIn Mobile

Aug 22, 2013



LinkedIn's Mobile Job Application now allows you to both search and apply for jobs on the go.

[Read More](#)

Get Creative with Your LinkedIn Updates



E-Newsletter

Receive Your FREE:
**LinkedIn Power Tips Report
 & Monthly E-Newsletter!**

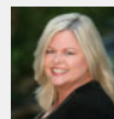
[Sign Up](#)
 Completely Spam Free!

Blog - LinkedIn Tips & Tricks

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[Search](#)

Engage Donna Schilder As Your Career Coach:



www.DonnaSchilder.com



Why Can't I find a Job!

1. Job Search Marketing Collateral

- Bad Resume
 - Poorly written resume
 - Not tailoring the resume to the position
 - Typos and grammar errors
 - Formatting errors
 - Inappropriate format
 - Resume doesn't match the job
 - Lack of experience
 - The wrong experience emphasized for the position
 - Too long
 - Unprofessional email address
 - Out of date contact information
- Bad Cover Letter
 - Bad grammar, typos
 - Unprofessional
 - Wrong format
 - Not highlighting the right experience
 - Not tailored to the job or company
 - Too long
 - Too short
- Bad Elevator Speech
 - Unclear
 - Too Long
 - Not Compelling
 - Insincere
 - Unattainable
- Weak Personal Brand
 - Not Presenting a Strong Personal Brand at Networking Events
 - Not Presenting a Strong Personal Brand Within Your Company
- Bad References
- LinkedIn Profile
 - No picture
 - Picture unprofessional
 - No contact information
 - Profile doesn't match position

- Profile unprofessional
- Profile not robust enough
- Typos
- Bad Profile format
- No Recommendations
- No Contacts
- Linked with inappropriate contacts
- No Endorsements
- Not understanding the purpose: “I like many believe that Linked In is all about business and not gossip, etc. I hope I am not breaking with protocol but today my daughter graduates from high school.”

2. THE INTERNET!!!

- Social Media
 - Facebook
 - Inappropriate or illegal activity or political or bashing your company or boss

Twitter	Instagram	YouTube
Yelp	AboutMe	Google+
Friendster	Meetup	Classmates
myHeritage	Tumblr	Vine
MySpace	Flixster	Match.com

- Past Employer Websites
- Past Resumes Posted on Job Search Websites
- Pictures on the
 - Shutterfly
 - Picasa
 - Google Images
 - iPhone Photos
 - Web Albums
- Illegal activity
- Mistaken identity
- Bad credit
- Personal Websites

3. Productivity Issues

- Not Applying to Enough Jobs
 - Eliminating yourself from jobs you qualify for
 - Fear

- Not knowing the right keywords to find jobs you qualify for
- Not putting enough time into it
- Underestimating the number of resumes or phone calls or emails it takes to find a job
- Not Networking Enough
- Not Working Your Network Effectively
 - Fear
 - Don't want to be a bother
 - Don't know you have a network
- 4. Being Too Choosy
- 5. Not Using Multiple Job Search Strategies
- 6. Not Interviewing Well
 - Not dressing appropriately for the interview
 - Not having good body language in the interview
 - Seeming desperate
 - Being a smoker
 - Not showing a good work ethic
 - Being arrogant
 - Being self centered
 - Being too passive
 - Fear
 - Bashing your last company
 - Not following up
 - Following up too much
 - Money
 - Asking for too much money
 - Not asking for enough money
 - Bringing money up too soon
- 7. Blackballed in the industry
- 8. Bad Press

Prepare For & Follow Up On Your Job Interviews

- [Sample Interview Questions](#)
- [5 Career Stories You Need to Know for Your Next Job Interview](#)
- [STAR Questions \(Behavioral Questions\)](#)
- [The favorite job interview questions of Elon Musk, Richard Branson, and 26 other highly successful executives](#)
- [How to Prepare for Job Interviews](#)
- [7 Tips to Ace a Phone Interview](#)
- [Handling Employment Gaps](#)
- [10 Awesome Interview Tips from Actual Hiring Managers](#)
- [What to Do Hours Before A Big Job Interview](#)
- [Questions to Ask on Your Interview](#)
- [Panel Interviews](#)
 - [Master the Panel Interview](#)
 - [How to prepare for and succeed at a panel job interview](#)
 - [How to Prepare for a Panel Interview](#)



In Person Interview Check List

How to Follow Up on Your Interviews

- [Sample Interview Thank You Letter](#)
- [Determining When to Call or Email to Follow Up](#)
- [Ghosted after an interview? It's becoming more common](#)

Interview Preparation Coaching Process

Interview Skills Overview - Coaching Session

1. Show the client the [Interview Preparation & Follow Up](#) page and the [Interview Questions](#) Page on the DonnaSchilder.com webpage.
2. Help the client understand the different types of Interview questions.
3. Optional: Help the client select Interview questions to prepare for and ensure they choose some questions to prepare for from some of the following question lists:
 - a. [Behavioral Interview Questions](#)
 - b. [Common General Interview Questions](#)
 - c. [Challenging Interview Questions](#)
4. Encourage the client to create 5 Interview Stories.
5. Talk about [What to do Hours Before the Interview](#).
 - a. Encourage the client to review some questions aloud in the car before going into the building (“Tell Me About Yourself.” is a good one to review).
6. Make the Client Aware of the Interview Feedback Checklist.

Mock Interview Coaching Session - Preparation

7. For interview preparation, ask the client for:
 - The job description(s) of the job(s) they are interviewing for or hope to interview for
 - Their resume
 - Any questions they think they will be asked, are concerned about answering, or that have stumped them in the past
 - Then I develop my own questions based on their resume and the job description. If you need help with this, let me know and I can take a look.
8. Develop questions based on the materials the client provides.
9. Select questions from the lists of [Sample Interview Questions](#) on DonnaSchilder.com:

Mock Interview - Coaching Session

10. Do a mock interview and give the client feedback after each answer.
11. Near the end of the session give the client overall feedback.
12. Questions to Ask:
 - What can you improve?
 - Can you summarize what you learned today?
13. Develop actions to improve Interviewing skills. Here are some possibilities:
 - Write out answers to practice questions.
 - Read over answers they've written to practice questions.
 - Practice aloud on their own.
 - Find someone to practice with.
 - Pre-Interview: Practice in the car aloud outside prior to going in the building to get the juices flowing.

NOTE: Coaches, if you are willing to share the questions you develop for the interview prep, I will put them on the Interview Preparation page as examples of questions. It is really helpful for all of us to have these examples for our clients, but don't feel obligated to share them.

Interview Debrief – Coaching Questions

1. What did you do well?
2. What could you do better?
3. What would you do differently next time?
4. What can we work on that will improve your interviewing skills for future interviews?

In Person or Skype Mock Interview – Coaching Session Feedback Checklist

Interview Checklist

- Greeting is appropriate and confident
- Handshake is firm, but not too strong
- Sitting position looks professional
- Hair looks professional
- If female
 - Makeup looks professional
 - Makeup is not too pale or plain
 - Makeup is not overdone
- Glasses look professional
- Shoes are good quality, business-appropriate, and well maintained
- Suit
 - Style is appropriate
 - Looks well maintained and unwrinkled
 - Pants are hemmed to an appropriate length
- Tie
- Shirt lies flat & is unwrinkled
- Gestures
 - Gestures not too big
 - Hands not too still
- Posture
 - Not too casual or slouched
 - Not too stiff
- Body language
- Facial expressions
- No facial ticks
- Eye contact is used appropriately
- No excessive blinking
- Voice tone
 - Assertive, confident, professional
 - Does not go up at the end of sentences like a question
 - Voice volume is appropriate
- Pace of speech is appropriate
- No throat clearing
- Does not seem nervous
- Hand placement is appropriate
- Does not fidget
- Business card looks professional
- Business card content is appropriate
- Resume printed on resume paper
- Answers to questions – are of appropriate content
- Panel Interviews
 - Eye contact shifts between panel members appropriately



Interview Debrief

Positive Feedback:

Suggestions for Improvement of content of answers to questions:

Suggested Areas for Overall Improvement:

Suggested Development Activities:

Educating the Client About Other Services You Provide

It is important to educate the client on what services you can provide them in the future as they transition from one phase in job search, career, or life to another. Your goal should be to maintain the relationship with the client.

Sometimes the client will seamlessly transition into another type of Coaching with you, (or with another Glacier Point Solutions Coach, if you are unable to provide the services they need). Other times, the client may disengage with us, and return intermittently or for a longer engagement in the future.

With Job Search Coaching, some clients work with their Coach until they have found a position and other clients choose to discontinue their Coaching sessions prior to landing a position (once they feel comfortable that their job search skills are honed and they have a good job search plan). But, they may need support when they interview for positions, when they lose momentum, when they are negotiating a job offer, or when they start their new job.

Below are examples of verbiage to use for educating clients on what you have to offer them after they have discontinued Coaching services for this engagement:

“I am available any time to support you with interview preparation, help with job offer negotiation, help with deciding between multiple job offers, or support in getting re-motivated or increasing your job search productivity. You can engage me for one session at a time if you need to or re-engage me on a month-to month basis.”

“When you get your new position, you may want to engage me to support you for the onboarding process to ensure that you are successful in your new job. I can support you in assessing the new corporate culture you will be engaging with, creating strategies for communicating with your peers, and for establishing your relationship with your new boss.”

“Many clients pitch to their new employer to pay for Executive Coaching for them or find that their company already has an Executive or Leadership Coaching fund in place that can be used to pay for Coaching.”

Areas that you may want to highlight with your clients as areas for future work in Coaching include:

1. Onboarding Coaching – “The First 90 Days”
2. Executive Coaching
3. Professional Skill Development
4. Career Plan Development
5. Life Planning
6. Life Coaching
7. Future Job Search



Executive Coaching, Career Coaching, Training

(562)434-7822 ~ Donna@GlacierPointSolutions.com ~ www.GlacierPointSolutions.com

LinkedIn Company Page: [LinkedIn.com/company/glacier-point-solutions-inc-](https://www.linkedin.com/company/glacier-point-solutions-inc-)

8. Sales Coaching
9. ADHD Coaching

If your Client needs a type of Coaching that you do not feel comfortable providing, please let Donna Schilder know and she will work to match the client with a Coach who can provide the services they need.