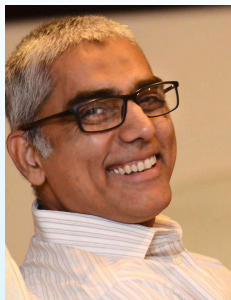


# Quick Tips for Finding Job Opportunities



JOBS

By **Hammad Siddiqui**, IOM  
Author of *“Bootstrapping Your Career”*



*I dedicate this book to young people who are facing an ever growing competition in the job market. As more and more people qualify from universities, due to increased supply and reduced demand, starting a career becomes more challenging.*

*This short and crisp pocket book provides some excellent tips to defy job market competition. I would like to recognize Ms Lubna Malik, Career Psychologist and LinkedIn Profile Expert, who helped me put this ebook together and Mr. Zahid Ahmed who used his creativity for designing it.*

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# How to write a CV

Effective CV Writing - Good CV is a marketing tool that ensures an interview call! Undoubtedly, a Powerful CV is your sales letter, your marketing tool to secure the first call. Therefore, it is critical to spend time and energy in ensuring that your CV is powerful and unique.

## Tips:

1. Think how can you be different for others applying for the similar job.
2. Define which KEY Words describe you and your experience.
3. Use these key words several times in your CV.
4. While describing your strengths, use the most powerful statements on the first page of your CV.
5. Tell your story in narratives, and avoid using bulleted expressions.

6. Talk about your future aspirations and how can you add value to your potential employer.
7. Create a general CV and according to job opportunity, fine-tune it every time you send it out.
8. Remember, people like to hire successful people. Highlight your success by putting numbers in the text (something like, managed a team of 20 people, improved sales by 10%, etc.)

**Golden Tip:** HR experts suggest that CV is used as a negative marking tool. Poorly written CVs get chucked-out. By using the above tips carefully, you will be able to reduce your negative marks significantly!

# Where is your job market?

Jobs are scarce, more and more young people are in the job market every year and there are redundancies also.

Your education, experience, will to accept challenges and your Unique Selling Proposition (USP) that helps you stand out in competition. You can defy competition and determine your career opportunities:

## Tips:

1. Dig deep and know yourself better.
2. Rephrase the question “How Shall I Find a Job” as “Where shall I find a job”. Here, “Where” is the key. If you know the market of your product, it’s easier to experiment. Know where your potential employers are. Employers who are looking for people with skills, education and experience that you possess.

3. Look at the market that requires your skill-sets and experience and also education.
4. Employers like solution providers. Can you be their solution provider?
5. Your CV is your sales letter, so as your LinkedIn Profile. Spending time, energy, and efforts in fine-tuning your profile and your CV are essential.
6. Social Media can help you find a suitable job. Use it!
7. Make a list of companies that you would like to work for. Check the career sections at their websites. (Google alert is a good tool, use it!)
8. Make a list of companies where you have applied with date and the job reference.
9. Be prepared for a follow-up, there is no harm in following up.
10. Prepare a master CV and tweak it a bit for each application to give a fresh look.
11. Do research about the company prior to going for an interview, visit website, annual report, get the name of the CEO, and check LinkedIn profile.
12. Prepare a list of expected questions and practice answers.
13. Prepare a list of questions that you wish to ask during the interview.

14. For hidden job market leads, immediate follow-up is important.
15. Build a network with those searching for jobs. This helps in lead generation.
16. Remain in contact with those who have been recently hired; there might be other opportunities in the same organization.
17. Check your emails at least twice a day and respond immediately.
18. Engage on social media such as LinkedIn, Facebook and Twitter.
19. Register on job portals.

**Golden Tip:** A proper mix of passion, knowledge beyond books, starting early, staying healthy (both mentally and physically), and strong network is probably the best way to find your dream job.

# Interview Tips

Job interviews are full of surprises. Those who face a job interview for the first time are often deceived by an unexpected question. For any fresh candidate entering the job market, first interview is considered make or break point.

So what is your objective in an interview? Wrong if you think you want to impress. What you want is to convince your potential employer that you are a perfect candidate for the job. You have the right skillset, education, and knowledge to complement your willingness to work.

## Tips:

1. Dress professionally and appropriately for the position you are applying for, don't overdress or look too informal.



2. If you are a student with no prior work history, make a list of your hobbies, clubs you belong to, or sports you're involved in. Show that you have strengths.
3. Carefully craft your questions to show your ability to articulate and express your interest in the job. It helps!
4. Visit the company office a day prior to your interview to familiarize with the location.
5. Employers want to hire productive and positive individuals. Be positive, but do not play with your words. Always speak positively of former employers and co workers no matter why you left even if you were fired from your last job.
6. Let the employer lead into any conversation about benefits. When discussing salary, always be flexible and avoid naming a specific salary.
7. Let your interviewer ask questions, design your story of accomplishments to allow him space to ask questions and practice well to respond to those questions confidently.

8. Close the interview on a positive note. If the employer does not offer you a job on the spot or say when you will hear from them, ask politely about their time frame for making a decision.
9. A brief thank you note to the interviewer is my recommendation.

**Golden Tip:** There are three things that every candidate needs to present in an interview: Right Educational qualifications, Right Experience (in case of an entry level job, reasonable knowledge relevant to the job), and Enthusiasm to excel.

# Using social media for job search

Ali Chambers, vice president at Boston-based executive coaching and outplacement said: *"People who have neglected to create and update a social media presence, particularly on LinkedIn, could miss out on being considered for positions."*

The fact that globally, over 80% of employers now use LinkedIn, Facebook, and Twitter to find new hires. A survey conducted by a recruiting platform Jobvite shows the following astonishing results:

89% will recruit in social networks this year; 55% will spend more on social recruiting; 64% use 2 or more networks for recruiting; 78% expect increased competition for hires. This survey was conducted online between May and June 2011; over 800 human resource and recruiting professionals in the U.S. participated in the survey. Results also showed that by far the largest number, 89% relied mainly on LinkedIn, followed by Facebook at 28% and Twitter at 14%.

Since 2011, social media platforms are getting more sophisticated and efficient - Ali Chambers suggests the following ten steps for effective job search using social media.

**Tips:**

1. Think of your online persona as a brand.
2. Use your professional headline to showcase your abilities.
3. Position yourself as an expert in your field.
4. Check carefully for any discrepancies between your resume and your online profiles.
5. Join LinkedIn and Facebook groups comprised of people in your field.
6. Include your LinkedIn URL in the signature block of your emails.
7. Make sure you adjust the privacy settings on your profile to "public."
8. Devote a Facebook page to your professional life.
9. Keep your social media profiles updated.
10. Include brief reports on your job search in your status updates.

**Golden Tip:** Jeff Antaya, Chief Marketing Officer at Plante Moran is of the view that *"Social media is like a snowball rolling down the hill. It's picking up speed. Five years from now, it's going to be the standard."*



# Effective use of LinkedIn

*"I think job postings are such old news – Social is the hot new industry."* Jeff Vijungco  
VP, Worldwide Talent Acquisition at Adobe Systems Incorporated.

LinkedIn is the most widely used social network by job seekers, headhunters and freelancers. With over 225 million professionals (expected to reach 500 million in a couple of years) from all continents, LinkedIn offers tremendous power to find and connect with professionals that are relevant to you and your career.

A large number of headhunters and recruitment firms are now using LinkedIn to find suitable candidates. It is not only cost-effective, but also provides a bigger pool of people to select from. Now the challenge rests with the individuals to create their profiles in such a way that they appear in searches run by those hunting for appropriate human resource!

LinkedIn suggests that *“users with complete profiles are 40 times more likely to receive opportunities through LinkedIn!”* So if your LinkedIn profile is not up-to-date, do not blame the system! Consider revisiting your profile every month and review it to make few adjustments.

New York Times published: *“LinkedIn is the industry leader in helping people make work connections. Log on, and this professional-networking site displays a sampling of “people you may know.”*

#### Tips:

1. Use the selected "keywords" in your LinkedIn profile.
2. Add your email address on the profile; you stand better chance for receiving an email from head hunters.

3. Participate in selected professional discussions, join relevant professional groups, and also engage people in discussions around subject of your interest.
4. Create clear, concise and objective driven LinkedIn profiles as it attracts attention.
5. Use feature of interests as they will be able to see your potential beyond your skills and professional expertise.
6. Your comments show how professionally you respond to posts from other people. Remember that comments are considered as a tool to gauge your personality and professionalism.
7. Publishing allows you to write articles on subject of your interest and have it published under your profile. Believe me, this is a great tool to show your expertise and creativity and attract potential employers.
8. Keep connecting with relevant people either directly or through your existing network. Stronger your network, better your chances are to excel in your professional career as people in your network may guide you to achieve what you wanted to achieve.



9. Sign-up for a LinkedIn premium account, but having a premium account does not mean you automatically become a star on LinkedIn. You must have a strategy and a reason to pay for this excellent service!

**Golden Tip:** Strong recommendation is to stay alive and stay connected; this is the only way to optimize your presence on LinkedIn.



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WITH HAMMAD SIDDIQUI



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- Saad Amanullah Khan, CEO Gillette Pakistan Ltd.

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- Sarfaraz A Rehman, CEO Engro Foods

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