JOB SEARCH STRATEGY

AT A GLANCE...

- Follow these six steps to make your next job search easier.
- Use these tips to research options and prepare for an interview.
- Build your online presence to help you connect with employers you’re interested in.

SIX STEPS

1: EXPLORE OPTIONS
- Utilize these websites for career exploration: Vault, O-Net, Occupational Outlook handout.
- Expand your network by using the following resources to find contact information: BYU Connect, LinkedIn, Career Shift.
- Search these platforms to see what jobs are out there: LinkedIn, Handshake.

2: PROFESSIONAL PRESENTATION
- Use a professional email address to give to employers and put on your resume.
- Clean up your social networking sites; employers will look at them... (ex. Facebook, Instagram, Twitter, etc.)
- Identify three to five individuals who will serve as references and ask if they can provide a strong recommendation.
- Record a professional—sounding voice mail greeting in case an employer calls.
- Have your resume(s) and cover letter(s) reviewed at Career Studio.
- Fill out your Handshake profile to include your work and volunteer experience, skills and relevant courses and projects.
- Enhance your LinkedIn Profile by building your network and following organizations of interest.
- Develop a thirty-second introduction or “elevator pitch” for short encounters with potential employers and at career fairs.
3: CREATE A LIST OF EMPLOYERS
• Research potential career fields: select companies, titles, entry level jobs and salaries that interest you.
• Identify the top three geographic areas where you would like to live and work.
• Research various organizations, companies, small to mid-size firms, and government employment that might hire someone with your skills, interests, and background.

4: INCREASE CONTACTS
• Conduct informational interviews with practicing professionals in careers of interest (reference our Informational Interviews handout).
• Join a national association representing your specific career field.
• Check BYU Handshake and other online job posting sites frequently for career/internship opportunities.
• Develop a list of potential networking contacts—both employers and alumni. Use networking emails, LinkedIn and Handshake to stay in touch.
• Send a resume and cover letter to all employers of interest, regardless of whether a position is posted. Show interest by following up with a phone call or email.
• Express gratitude by sending a thank-you letter to those who have helped you along the way.
• Attend employer panels, information sessions, workshops, and fairs.

5: INTERVIEW
• Review potential interview questions and information regarding companies using resources such as Glassdoor.
• Prepare for interviews by using resources on our website, such as Big Interview, and complete a mock interview with your Career Director.
• Evaluate your options with your Career Director after your interview.
• Send thank-you letters or emails after every interview.

6: NEGOTIATE
• Negotiate a starting salary and benefits package after you receive a job offer.
• Learn how to negotiate by visiting with your Career Director.