

# CAREER SEARCH STRATEGIES

## Where do I start?

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Research the job market including the hidden sector. At least 75% of vacant jobs are not advertised. However it is best to start with online job boards such as SEEK, Simply Hired or Career One. Also ask yourself the following questions:

- What career do you specifically want?
- What are your skills?
- What are your qualifications?
- What type of organisation do you want to work for?

If your career search is broad, you will lose focus. Target the roles that suit your experience, ability and skill set. Use the 80/20 rule, if your skills match 80% of the role, then send in an application. Conduct a job search at least 3 times a week to ensure you are viewing the latest advertisements. The hidden job market is tapped into from networking, using your contacts or via Linked In.

## Network

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If you are looking for a new career and not sure of what to do next, look at undertaking voluntary work. While it does not pay it will keep you active and you can learn new skills. Most importantly, it gets you connected with new people and provides additional information for your resumé.

When you do apply for jobs ensure that you research the organisation and read their mission statement. Next make contact with the Human Resource section and be prepared to ask questions about the job. Networking is also about being ready to make new connections and talk about yourself! Alternatively, use social media, friends, family, ex-classmates, neighbours or business contacts to source potential careers within the hidden job market.

## What is your personal brand?

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A personal brand is essential to career development because it defines who you are and how great you are! It will show to a prospective employer why you should be sought out. Branding is basically your reputation and how you have built a name for yourself. In your resume and on-line profiles, showcase what sets you apart from others, and describe the added value of what you bring to a situation or job.

Start by preparing a list of keywords that describes you at work and on a personal level. Then change it into one or two sentences. Once you identify and build your personal brand, remember to continue strengthening and protecting it.

## Prepare your resumé and profile

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Develop a professionally written resumé and on-line portfolio to keep your networking opportunities and relationships strong. Use social media such as Linked In, Facebook, Twitter or even your own website to promote yourself, your skills, qualifications and experience.

A personal portfolio should include all important brand details including your resumé highlights, career goal, summary statement, detailed accomplishments, samples of work or articles, research projects, awards, honors and testimonials. Remember to include your keywords and your personal brand!

## Seek the help of a coach/resumé writer

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Coaching is about changing your future. Through career coaching you will gain enthusiasm, increase your self-confidence, gain clarity and perspective.

**If you would like more information, please contact Julie at [julie@lifepathcoach.com.au](mailto:julie@lifepathcoach.com.au)**

