**WHAT IT REALLY TAKES TO GET A JOB TODAY**

Step #1 – Know what you want to do and what you have to offer an employer – Be able to answer the question “What’s in it for me?” in terms of what you have to offer in the position.

* Do you know what you are good at and what you want to be doing?
* Do you have short term and long term career goals?
* Do you know what’s important to you in terms of a job? Commute, salary, benefits, duties, responsibility, direction, training, etc.
* Do you have a resume or other marketing tool to sell yourself to potential employers?
* The sooner you can say “Yes” to each of these, the more quickly you will be able to find not just a job, but a career path that will move you in the direction of your dreams.

Step #2 – Target employers that have the type of job you want

* Pick 10-15 employers that you’d like to work for.
* Learn what their companies are all about in terms of growth, culture, customers, etc.
* Google them
* Check them out on LinkedIn
* Talk to people that work or worked for them

Step #3 – Network, network, network. You’ll want to spend most of your job search time trying to connect with employees of the company and/or the individuals doing the hiring. This is truly what will get you your next job. 80% of your job search efforts should be spent on networking each day.

* Networking is NOT connecting with someone to help you get a job, but that is what it helps you to do.
* Make your network visible and start connecting using LinkedIn, Facebook, Pinterest, Twitter, and more.
* EVERYONE you know or meet should start to know who you are and what your objective is, or at the very least what skills and abilities you are looking to use in your next job.
* Networking is connecting with people to see if they have a need that you may help them fill. It is also acknowledging a person as an expert in their area of knowledge and learning about what they have to offer others.

If you need further assistance finding a job, stop in to Career Services to meet with an advisor or call to schedule an appointment at 661-362-3286. We can assist you in connecting to your next employer. You can also check us out on Twitter, Facebook and on our website [www.canyons.edu/careercenter](http://www.canyons.edu/careercenter) and Jobspeaker <https://canyons.jobspeaker.com> for local job listings.

**SEARCH SUGGESTIONS FOR CONNECTING TO HIRING MANAGERS WHEN TARGETING EMPLOYERS**

Use Boolean Phrases in your Google searches to connect with the people doing the hiring.

For example: “human resources director” OR “human resource manager” AND “city of employer’s HR department” AND email

* + Everything should be in lower case except the Boolean phrase.
  + If there is more than one word, in the city, title, or phrase put it in parentheses.
  + Look for the email format of the company so if you come across the name of the hiring manager, you can plug it into the email format and try to connect with them directly.
  + Otherwise, you can send your customized resume and cover letter to any email address in HR that you come across. Just put the Job Title under the subject line and address the email to:

Dear Hiring Manager.

**Facebook**

* + Use Facebook to find out if you know or are connected to anyone who knows someone at the company you want to work for.
  + For example, you could post: Does anyone know someone who either works for, or worked for, ABC Company? I have applied for a position with them and would like to learn more about what it’s like to work for the company.
  + Follow up immediately if you get a lead on a connection within the company.
  + Remember, you are calling them to find out about what it’s like to work for the company, NOT to have them help you get a job. The end result should be that they send or bring your resume and cover letter to HR, or they may offer you the name of the HR director or person doing the hiring for the type of position you are seeking.
  + In most cases, you should keep your Facebook profile and posts private except for your connections but remember private doesn’t really exist on the internet. Don’t post anything that you wouldn’t be ok with your next potential employer seeing.

**LinkedIn**

* + Join industry associations and groups with likeminded professionals.
  + Sign up for their weekly activity summaries. This is often a hot spot for HOT JOBS before they are advertised elsewhere.
  + Be active in the groups to share your knowledge with others who may benefit from what you have to offer. Share relevant articles and respond to other posts. Post or comment at least 3 times a week.
  + Make sure you keep your profile 100% complete and keep it current with what your objective for employment is, as well as what you have to offer an employer. If you used to be an actor but are now looking for work as a manger, your profile should reflect your management ability and employment desire NOT your love of acting.
  + Follow the companies for which you are most interested in working.
  + Set up an automatic Job Search notification for the positions you are seeking.

**Company Websites**

* + Make sure you have an application or profile completed on the websites of each of the companies you are targeting if possible. Check out weekly, what’s happening on their websites.