

JOB SEARCH

Find a better job faster

Seven step guide to
effective job search

RT ROBERT TEARLE
CONSULTING



YOUR SEVEN STEP GUIDE TO EFFECTIVE JOB SEARCH

Find a better job faster

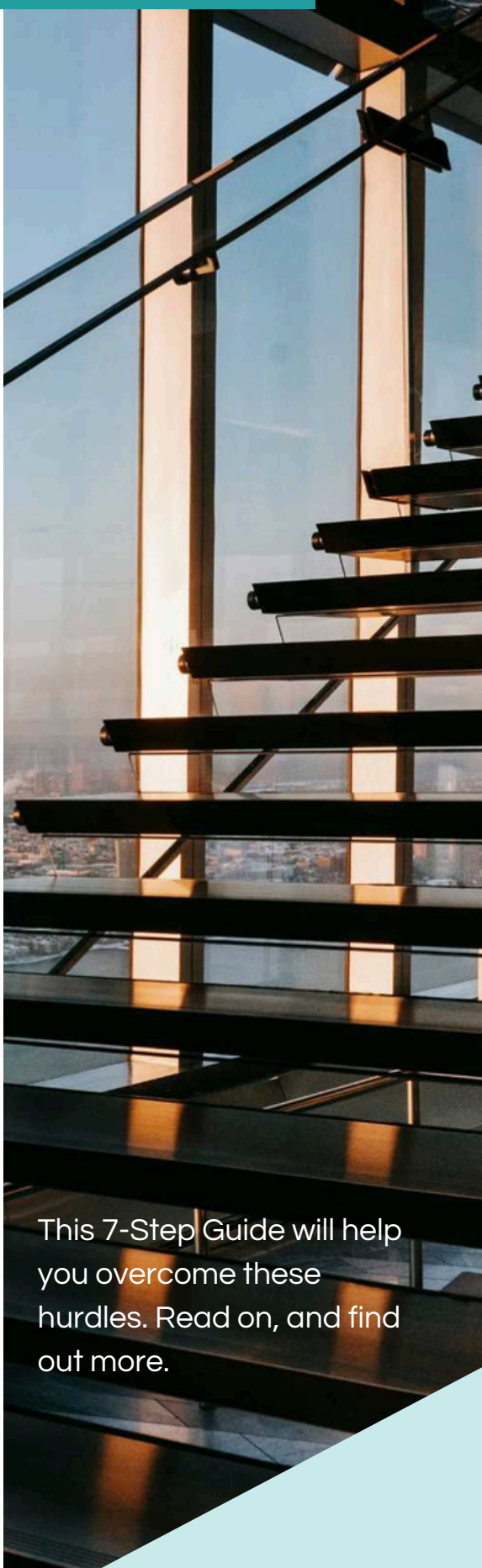
If you're actively looking for a new job, then you need to appreciate the 7 most common obstacles that job seekers face:

- 1) Failure to develop a meaningful clarity of the type of opportunity you should be looking for.
- 2) No plan, wrong plan.
- 3) Poor presentation of credentials.
- 4) Failing to use all job search methods.
- 5) Complacency.
- 6) Approaching job search solo.
- 7) Loss of morale

At Robert Tearle Consulting, we're a boutique search firm, specialising in headhunting rather than traditional recruitment. We focus intensely on a select number of assignments, ensuring unwavering commitment to each client and candidate.

Our precise criteria and comprehensive approach guarantee an optimal match between employers and candidates, with more than 90% of our headhunted individuals currently employed.

While we don't help people find jobs, this guide to effective job search is one of a number of valuable resources that we've created to help those actively seeking new employment opportunities.



This 7-Step Guide will help you overcome these hurdles. Read on, and find out more.

1 CHECKLIST POINT ONE - FOCUS

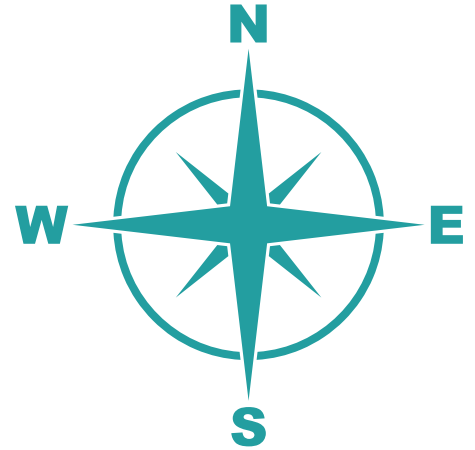
Your target opportunity profile

A high proportion of job seekers lack clarity about the type of opportunity they are looking for.

If you haven't established the most important qualities which you seek in an employment opportunity, then your job search will lack direction.

You need to identify these, likely comprised of 5 or 6 dimensions. What are they, and what's of most importance to you...

Likely to include some of the following.



1. Occupational area/job type
2. Industry sector/Employer type
3. Seniority level
4. A special quality of importance to you!
5. Company/employer culture
6. Salary
7. Office location, office-based/hybrid/remote & working hours
8. Work-life balance

1 CHECKLIST POINT ONE - FOCUS

Your target opportunity profile/s

Once you've defined the qualities which you seek in an opportunity, you can then think of it as being your target opportunity profile. However, if you don't want to be limited to just one type of opportunity, you're not alone. Here's what to do.

Identify three.

Profile 1 – Your #1 priority target job opportunity.

If you're unemployed and are keen to return to work, this is likely to be a job of a like-for-like nature.

The type you're most likely to be able to get.

- The same type of job, the same type of employer.
- Representing jobs of a similar type to what you've done before, and for a similar type of employer.
- These are likely to be the jobs you're most likely to be invited to interview for and to be ultimately offered.

Profile 2 – Your #2 priority target job opportunity.

Job opportunities with a single variance.

- Representing the same job type as you've done before, however, with a different type of employer or...
- A different type of job with the same type of employer for whom you've worked before. i.e., this is a job opportunity with a single variance.

Profile 3 – Your 3rd priority target job opportunity.

Job opportunities with two or more variances.

- Representing perhaps a slight change of job type and into perhaps an industry/employer type.
- Employers prefer hiring people proven in both a job and industry type.
- The greater the difference, the less chance you'll be successful.

Profile 4 is for everything else.

It's not so much a profile. Think of it as a "catch-all" for anything and everything else, particularly jobs for which perhaps you're an outsider but nonetheless may like to give it or them a go.

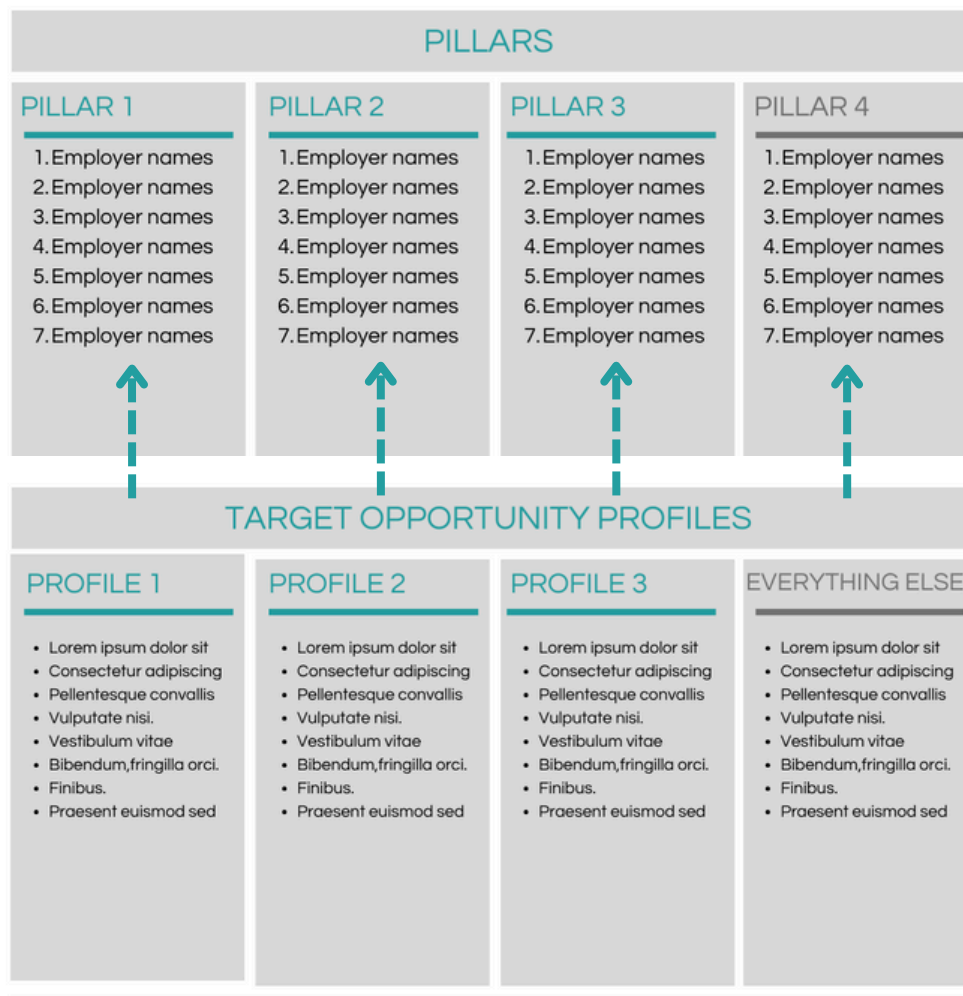
Three numbered input boxes, each consisting of a circle with a number inside, followed by a rectangular box for text entry. The numbers are 1, 2, and 3, arranged vertically.

1 CHECKLIST POINT ONE - FOCUS

Your target opportunity profile/s

Focus your job search activity on Pillars.

Once you've identified your target opportunities, you can think of these as representing "pillars" of opportunity. With "pillar 1" representing your first priority, and pillars 2 & 3, your second and third ones. Pillar 4 is a catch-all for everything else.



The idea is that your job search activity is focused on identifying opportunities falling into each of the three pillars and with the greatest emphasis being on Pillar 1, then 2 and 3 respectively.

What are your pillars of opportunity?

2 CHECKLIST POINT TWO - PLANNING

No plan, wrong plan.

Pillars of opportunity.

The above concept is based on the principle that you will be most likely to be able to secure a job of a like-for-like nature, more quickly than other job types.

Think of your Target Opportunity Profiles as representing Pillars of Opportunity.

Once you have defined the characteristics of your Target Opportunity Profiles, we'd now like you to think of these as representing Pillars of opportunity.

This concept of pillars is particularly relevant to you if your skills are industry-specific ones, which gives you scope to cross-transfer industry skills which may be highly valued.

If your skills are not industry-specific and are more functional, then consider the pillars in a broader sense. With different pillars representing opportunities with different employer types, for example, ones with offices in a local area to you or alternatively ones with which you have an affinity.

NB For the majority of people, your most likely ability to get a job will be to assume one of a like-for-like nature, i.e., Pillar 1 or Target Opportunity Profile 1.

The principle of these Pillars of Opportunity is to bring a focus to your job search.



2 CHECKLIST POINT TWO - PLANNING

Organising your job search

Planning



You need to plan on, applying an approach that's simultaneously qualitative and quantitative. For someone in between jobs, you may need to make 50, 100 or even 200 applications to get one job offer. If one in ten of your applications results in an invite to interview, and if an employer interviews five to eight people for each job, then you need to make 50-80 applications.

No matter how smart you are, a numbers game applies! However, if you make applications for jobs for which you are poorly qualified, you will be wasting your time, and it will be counterproductive to your job search success.

Set up a record keeping system

If you need to make 50, 100, 200+ applications, you'll need to be organised with a note-taking system or activity tracker, to monitor:

Priority | Status | Employer | Opportunity | Source | Contact | Title |
Contact info | Reminders



Calendar reminders

You may wish to put target dates for progress milestones and reminders into your calendar.

Poor presentation of credentials.

Creating a winning CV

It's essential that you create a CV that properly showcases your credentials.

[Click here to access our CV Tips & Template \(PDF\).](#)

Be a magnet for the best job opportunities

Similarly, you need a LinkedIn profile, that also showcases your skills and, importantly, contains the information that's needed for you to be found on LinkedIn. Headhunters and recruiters (sometimes executives, i.e. those hiring themselves) actively use LinkedIn to identify and engage with prospective talent.

[Click here to access our Guide to optimising your LinkedIn profile.](#)

Get invited to the best interviews

If you're applying for jobs via email, LinkedIn or any messaging channel, you'll probably want to create a template. The term less is more will ordinarily apply, i.e. the more information presented, the less of it that gets read! And the less provided, the more of it that gets read. Below, we've given an example of what a good message might look like. Notice the use of bullet points in the middle. You may highlight 3-5 key credentials; more than 7 is likely to look lengthy. On the next page, you'll find examples of phrases that you may wish to use.

New message

To

Firstname surname

Cc Bcc

Subject

Enquiry for XYZ job with name of employer company, Firstname Surname

Firstname Surname

I'm writing on a speculative basis. I am a (state your role type) and wonder if you are looking to hire into this kind of position.

I believe my key credentials for this role include:

- Consider stating your experience in their business sector (and / or)
- State qualifications or certifications if they are strong, directly relevant and/or essential to the role (and / or)
- A couple of lines outlining how you have contributed to the success of your existing/last company.

My CV/Resume, which is enclosed, provides additional information on my background and qualifications. I look forward to hearing from you as soon as possible.

Kind regards Your first and surname

Your email address | Your mobile / cell telephone number

A

Send

3

CHECKLIST POINT THREE - SHOWCASING CREDENTIALS

Create your emails with 3 components:

1) Introductory phrases:

I'm pleased to attach my CV/Resume in an application for the position of (the title of the role you are applying for) which you advertised in (name of the publication).

I read your job advert for (the title of the role you are applying for) with interest. I can offer (name of the employer company):

I am writing in response to your advertisement in/for

I'm writing on a speculative basis. I am a (state your role type) and wonder if you are looking to hire into this kind of position – I have attached a copy of my CV/Resume.

I am writing to enquire if you have any openings for...

2) Outlining credentials for the role:

Be sure to make these short and sharp

I believe my key credentials for this role include:

Consider stating your experience in their business sector

State qualifications or certifications if they are strong, directly relevant and/or essential to the role

A couple of lines outlining how you have contributed to the success of your existing/last company, such as your track record of performance or accomplishments in the role.

The credentials you outline should be relevant to what will be measured in the role (your performance) and the personal criteria the company may have stated in the advert – make it relevant to the job and the employer's desired outcomes.

3) Closing phrases:

I have attached a copy of my CV/Resume, which outlines my skills and I would welcome the opportunity to speak with you on the phone or meet up in person to discuss this further.

My CV/Resume, which is enclosed, provides additional information on my background and qualifications. I look forward to hearing from you as soon as possible.

I have enclosed my CV/Resume and will call within the next week to see if we might arrange a time to speak together.

I am sure I could make a positive contribution to your organization. I'll contact you in the next few days to talk about the job advertised or other positions where your needs and my talents meet.

We suggest you always end by including your name, email address, and mobile/cell telephone number. In fact, if you haven't already set up a signature file on your email, you may wish to do so now.

Kind regards

Your first and surname

Your email address | Your mobile/cell telephone number

4 CHECKLIST POINT FOUR -USING ALL JOB SEARCH METHODS

Failing to use all job search methods.

The five job search methods are:

1. Networking.
2. Be found on LinkedIn.
3. Direct applications.
4. Advertising, including job boards.
5. Headhunters and recruitment firms.

Avoid jumping to conclusions about which ones are best. Your best interests are served by leveraging all of them. Different employers have different preferences with respect to how they source candidates.

Employers' preferences vary from one company to another, from one industry to another, from one job type to another, at different levels of seniority and at different times!

Large employers often have a preference to source candidates through ever-increasingly sophisticated internal teams. Smaller companies lack brand awareness, and they're likely to respond well to direct approaches and recruitment firms.

At the most senior levels, often they'll use headhunting firms (top-end recruiters).



4 CHECKLIST POINT FOUR -USING ALL JOB SEARCH METHODS

i) Networking

Networking. Research suggests that 50-70% of jobs are found via networking. Staffing firms/recruitment agencies and advertising account for c. 20% each! For senior and specialist hires, networking is perceived to be the #1 method in which professionals are hired.

We suggest that you develop and maintain a list of people with whom you can network.

- Write down a list of people you know who may be relevant to your job search.
- Colleagues past and present, contacts in other depts. / subsidiaries, customers, suppliers etc
- Consider who can best connect you, with the people you want to be connected with.
- Think about who is well connected with employers you may wish to work for.
- Some of your best contacts will be “insiders” people working for your ideal employers.
- Secondly, identify your best contacts!
- Some people will be better networking contacts than others.
- This is because some are likely to be better connected more inclined to support or promote you as a candidate.
- Identify people who are connected with employers you’d like to interview with.
- When you speak with people, the best approach is to leverage common interests as opposed to immediately asking for a job.
- Most people won’t be able to help you directly, but they may be able to help you indirectly.



ii) Be found

Set your LinkedIn profile up as a magnet for the jobs market, recruiters and head-hunters to come to you.

It’s vital that you build searchable content into your LinkedIn profile. Make sure your job titles are universally understood, and be clear about your employers' lines of business i.e. industry experience, your responsibilities and meaningful accomplishments. And importantly embed keywords into your profile... [Find out more here.](#)

iii) Direct applications

Employers are generally keen to hire directly and save money on advertising and recruitment fee costs.

Don't be reactive. Be pro-active. Develop a list of companies with whom you can explore openings...

- Ask your colleagues, ex-colleagues, friends...
- Google search – if you type in the name/s of some of the companies you're thinking about, Google will show similar companies "People also searched for" and present a list of companies.
- Similarly, using a search engine, you can play around with various search strings, for example, "consumer goods companies", "luxury brands retailer", "automotive parts manufacturer", "telecoms companies with US HQ", "advertising companies-based London", "top 10 tyre manufacturers" or "largest employers in XYZ (name of your region)".
- LinkedIn – allows you to do something similar. When you enter a company name and then scroll down, it will state, "Try searching for," and present a list of companies.
- Also, on LinkedIn, you can look at a company already on your list, or similar people profiles, and see where employees worked before and after specific companies.

The principle is that you identify the employers you most want to work for, and then use the job search methods to get in. Different employers use different hiring methods; however, once you've identified the employers you'd like to work for, you've got four key ways:

1. Using your people network to open doors.
2. Make direct applications to the hiring manager/s – the person/s into whom the role someone like you reports. LinkedIn InMail, email or phone call.
3. If the employer has one, look up their careers page on their site and apply for job postings directly.
4. Get noticed by comments you may make on social media.



4 CHECKLIST POINT FOUR -USING ALL JOB SEARCH METHODS

iv) Advertising/job boards.

They often bring quick and cost-effective results for employers and are key sourcing channels.

The top job boards in the USA are: Indeed, Glassdoor, Upwork, Job Rapido and LinkedIn, and in the UK... Indeed, Totaljobs, Reed, CV-Library and Monster.

Think about and try to identify the top 1/2/3 job boards which may be of most relevance to your type of jobs ~ type, industry, location, and level of seniority.

Boolean searches are ones which make smart requests of a search engine or site they include:

- AND for example, if you'd like to look for jobs at Coca-Cola AND Pepsi
 - OR for example, if you'd like to look for jobs as an Engineer OR Technician
 - "Words placed in inverted commas, meaning you seek an exact word match, for example, "Supply chain"
 - NOT for example if you wish to look for jobs in London NOT Manchester
 - *Asterisk if for example, you seek a job as a Developer, you can search on develop* the asterisk meaning the search request is flexible after the last letter
 - () by placing requests in brackets, this means the search instruction
- Here's an example:

"Consultant" AND "Job" AND "Software" AND "Big Data" ("London" OR "Bristol")



v) Headhunters and recruitment firms

Recruitment consultancies and head-hunting firms account for a large proportion of jobs filled.

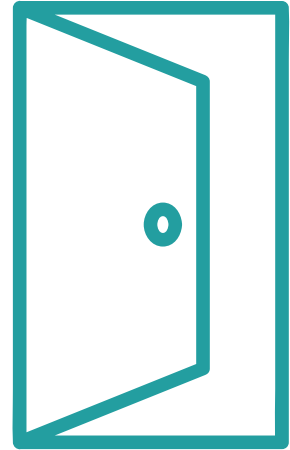
Senior executives (directors, vice presidents, senior managers) may wish to approach head-hunters, whilst job seekers at all levels may benefit from dealing with employment agencies or recruitment consultancies, as they prefer to be called.

Recruitment agencies and headhunting firms tend to specialise in certain areas most notably you need to determine if they recruit into the type of opportunity, you're looking for ordinarily their vacancies will be determined by three variables:

1. Occupational type e.g., Accountant, HR, Sales, IT...
2. Industry sector e.g., Retail, Telecommunications, Consumer Packaged Goods, Automotive, Construction
3. Seniority level

You should look to engage with those who are relevant to you, rather than waste your time and theirs if there's no match.

- Ask for input from your network
- Ask around; find out which agencies your peer group has used and how they rated them. Include this in your networking process.
- Large staffing firms will usually deal with major companies/organizations, and in many cases will primarily be interested in candidates with relevant backgrounds, and who may have strong qualifications: degrees, second degrees, MBAs, etc.
- Different firms specialize in different markets and disciplines – so establish whether their specializations are relevant to you.
- Make yourself known, register with several firms.



5 CHECKLIST POINT FIVE - RESILIENCE

Avoid becoming complacent

Eliminating obstacles.

Have you developed clarity as to the type of opportunity/opportunities you should be pursuing? If so, have you focused your job search efforts on these? Or are you simply busy applying for jobs, for which perhaps you're a weak candidate with an outside chance and perhaps ones you're not keen on anyway?

Does your CV, LinkedIn profile and Photo showcase you at 100%? What feedback have you had?

If you're unemployed, you need to be constantly topping up the number of "quality targeted opportunities" you're applying for. Here are some ideas for you:

Have you identified the Top 10 or 20 employers, for each of your Target Opportunity Profiles? Have you applied to them? If not, why?

Have you identified the Top 10 or, indeed, 20 employers of most relevance to you who have offices in your local area/neighbourhood? Have you applied to them? If not, why?

How many of the five job search methods are you using? Do you need to kickstart any new initiatives?

Have you identified the 20 most significant individuals in your job search, who are in your people network?

Have you made contact with them?

Have you incorporated the most important keywords into your LinkedIn profile?



6 CHECKLIST POINT SIX - BUDDYING UP

Avoid approaching job search solo

This is more of a tip for those in between jobs than those employed.

People who team up with others invariably perform better in a job search than those approaching it solo. Don't delay your job search by first looking for job search buddies and waiting to team up with them; however, do put it on your to-do list.

Consider teaming up with at least one other person, and if it's a group thing, consider the following...

Evidence suggests that people working in job hunt teams/job clubs find better jobs faster than those working alone. They can bring objectivity and focus to the job seeker, give an immediate opportunity for networking, keep the emphasis on progress, and address a common pitfall which job seekers encounter: working in isolation and losing self-motivation. The job club could have 3 to 10 members.

- The job hunt team should meet once a week or fortnight.
- Members should ideally familiarise themselves with best practices in effective job seeking. The starting point should be to discuss their CV, their target opportunity profile, and their anticipated approach.
- Each member should keep records of at least some key progress measurements, notably the number of applications made and, the number of interview invites.
- At the meetings, each member should spend one to two minutes reporting on their activities during the
- previous week or fortnight. They should state one positive thing, then outline actions they will be taking. The report should be communicated to the group as headline information. Then, it's time for input from the group.
- Members should be given an equal amount of airtime during the meetings.
- In-depth one-on-one conversation should take place at the end of the group meeting, as they would normally
- benefit only one person.
- The focus should always be on progress and the positive.



Loss of morale

One step closer every day

Finding a job can take longer than you'd imagine, which can be attributed to many things, including bad luck. There are obstacles which you may face which may be beyond your control and which may impact your job search, notably, the state of the economy, which determines hiring demand, and the dynamic nature of business means there's constant change. In some cases, skills once in demand may no longer be sought after.

If your job search efforts are taking you longer than you'd imagined, for example, three or more months, here are some things to consider.

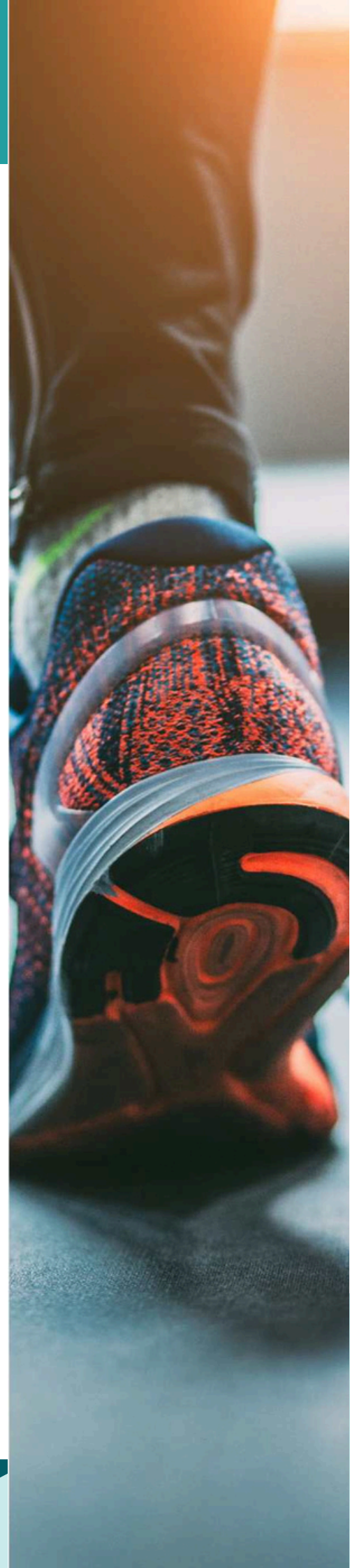
1. Assessing your progress

- How many applications have you made?
- How many interviews with employers have you had?
- How many second/subsequent interviews have you been invited to?
- How many first interviews are you being invited to each month?
- How long will your job search take?

If you needed to attend ten first interviews to get one job offer, how long will it take you to land a new job? What observations can you make about your progress, including what feedback have you been given? What job search methods have you used? What job search methods have you not yet used? Is there an obstacle which you are facing in your job search, and if so, what is it?

2. Check in with others.

If your job search is taking longer than anticipated, you need to ask yourself, do you need to do more of the same or do something differently? And the question must become, "What is it?"



7

CHECKLIST POINT SEVEN - MAINTAINING MORALE

Common obstacles include:

- Poor presentation of your credentials.
- Having a CV which compromises vs compliments your credentials.
- Your LinkedIn profile which shows you but doesn't showcase you.
- Not getting enough invitations to interview.
- Failure to use all job search methods and to leverage them comprehensively.
- Being a runner-up or also-ran because your interview technique lets you down, and others do better.

What feedback have you got about your job search activities?
Do you need to reflect on something, have you overlooked anything, have you solicited different perspectives?

3 Perseverance

The reality of job search is that for many people it will take longer than they would have liked and at times you'll feel demoralised, this is normal.

However, the fact of the matter is that people get back into work, the smarter and harder you apply yourself, the more quickly this will be and most likely the better the job.

You need to be persistent, use all job search methods, keep making new applications and where appropriate re-visit old applications.

SEVEN STEP GUIDE

find a better job faster

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