

# How to Land Your Dream Job

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We all know how hard it is to find a job let alone that perfect job. You are told when you start looking that your only job is to get back to work.

So you spend hours and hours researching, calling, filing out endless online applications and getting exhausted in the end. As a matter of fact a career transition can be an overwhelming process. This guide is designed to provide you with specific information, processes and support for dealing with the complexities associated with a job search.

Each section of the guide is organized in a step by step manner to help you structure your job search effort. This building block approach focuses your activities on tasks that proceed in a logical order.

The approach here is to handle your job search as a marketing campaign, at the end of each section make sure that you're taking the time to understand what it is you need to do and that you're taking the right steps for following and implementing the skills, tactics and strategies reviewed. Each of these steps will move you toward your desired outcome of meaningful employment.

To get started, please make sure to take the following steps:

1. You need to take a self inventory, evaluate your skills and qualifications to determine your career objectives.
2. Assess your transferable skills and perceived liabilities to increase your marketability to employers.
3. Create a targeted marketing plan built specifically to your needs (highlighting your qualifications and highlighting who you want to target) what jobs, what industries and where.
4. Build job search processes to maximize your campaign results.
5. Provide ongoing strategic and tactical adjustments to refine your campaign plan. It may take you a little bit to find out where you want to go next. Always be open to change.
6. Position yourself where companies are finding you valuable. So pay attention to positioning, target companies, and search strategies.
7. Put in the right amount of effort and time throughout this process. Look at this from this point of view. This is an opportunity for growth..this is your time to shine and get to that next level you want to get to.

8. Practice your presentation in front of someone, a mirror or do a video recording of yourself. Then go back and perfect your presentation taking out the ums and ahs.
9. Realize and accept that this process may make you feel uncomfortable--at the same time realize that this process will make you grow and learn a couple of things about yourself.
10. Seek the support from friends and family.

## 1. Campaign overview

### a. Understanding your situation

Always be honest with yourself, what type of job are you looking for. How



much do you need to earn...did your previous employer pay you enough, and do you need to make more money.

Draw out your best scenario as this will be your marketing plan. Also, and this is key why are you not working? If there is a constructive feedback that you can get from your previous employer that will help you succeed and excel in your next job opportunity--if so, ask for it.

Ask your previous employer how you could have done the job better. Learn something here because it will help you work on that skill or that certain behavior they didn't like while you look for your dream job.

- b. Employment and educational  
Write down your employment background. Who did you work for and what did you do. And write down your educational and training background. Do you have training certificates...write these down.
- c. Background  
Your background will affect your job preferences. Do you want to work for a fast past company, slow paste, progressive or conservative...things of that nature.
- d. Current skills assessment  
We cover this in it's own separate segment below but this is where you need to take inventory of the skills you've learned over the years (via training or work experience). List all of them.
- e. Myers briggs type indicator  
We give you a career oriented OPP test in a separate segment below.
- f. Career goals and objectives  
Write down your career goals and write down your objectives, this will be your road map to success.
- g. Align yourself with future employers  
Maybe you're interested in working for the big players in the market. Study what their looking for, what type of skills are they looking for and see how you can align yourself with them so when they find you they chase you down to get you in the door.
- h. I statement  
Your I statement is your 30 second pitch. Who are you? Answer this for employers. How are you with your skills, background and experience going to solve their problem. The issue they are hiring you to solve. what are you passionate about? Write down a paragraph about yourself, your strengths and what you're going to bring to your next job. You need to have your I statement ready to go when you talk to recruiters or hiring managers on the phone, video call or face to face interview.
- i. Key accomplishments  
List down your accomplishments and get to know your accomplishments. Sometimes we don't realize all that we've done till we sit down and write it on paper.
- j. Cover letters and introductions, these are so personal because they sell your story. Who you are, what you're about and shows your future employers a summary of your qualifications and why you qualify for the job they're looking for. Sometimes it's discouraging especially when you've applied for so many jobs and you want to skip the introduction part.

I can tell you from years of experience, please don't do that. If you put in the work you will reap the rewards.

k. Resume or CV

Your resume or profile is the first thing your future employer looks at before they



meet you. Make sure your resume is up-to-date. If it's on paper or you're email it to someone, make sure it's no longer than two pages. ONE page is preferable if you can fit it in. your resume is what gets someone to pay attention to you so if you need to go to a resume writing service then so be it.

Here are a few tips that helped me have an awesome resume.

- i. Right under your name and contact info,.
- ii. Write down your summary of qualifications, these qualifications is what makes you competitive with the next person applying for the same job. Make sure that you customize that for each job so that the recruiter or hiring manager can see that you're the perfect fit for what they are looking for.
- iii. Write down each job and then a few bullet points right under. Only list your top main accomplishments.
- iv. Write down your educational background
- v. List your training, software you're proficient in and any certificates you've obtained.
- l. Social Media accounts. Make sure that your social media accounts does not reflect anything negative about you...employers look for anything that may appear as a red flag against you. Stay away from making political comments or anything that looks controversial.
- m. Utilizing references and reviews. Know that references and reviews provide credibility and many employers will check references prior to hiring--well almost all of them. If you are a freelancer always ask for that review. The same goes to job seekers when you start looking for a job always ask for that reference.
- n. Letters of recommendations. Some employers ask for letters of recommendations some don't, if you had a good relationship with your last employer it doesn't hurt to ask for a review.

Looking for a job is not fun, I mean it can be if you have money in the bank and you already feel financially secure, but if you are a single mom like I was supporting a special needs daughter and need to make enough money to pay your monthly mortgage and bills every month then looking for a job can be stressful. I can't emphasize the importance of stress management. Know that in the end everything will truly be okay and that you're supposed to learn a thing or two throughout this journey. Take advantage of the time off and read a book or two, learn a skill or two and try to always focus on the end goal which is gainful employment.

## 2. Targeting companies



- a. Review and implementation of search strategies, this is so important, once you've identified who you want to target you need to stay on course and keep targeting these companies.

- b. Interviewing, before you land that dream job you want. Your goal is to land an interview. Even if the interview does not land you a job, practice interviews are good too.
- c. Compensation negotiation, you need to be ready and know what to do if a hiring manager asks about your salary requirement. Do you know what you're worth? Have you looked into this? There is a section on this below.
- d. Evaluating offers and selecting new position
- e. Maximizing your next opportunity

### 3. Get to know the employment landscape



- a. Strong job market, that's what job reports are reporting, but it the market strong in your speciality. Research what's strong about your niche as well as what's the weaknesses in your nitch make sure to play and focus on the strength and showcase this in how you present yourself to your future employer. You'll be happy you did.
- b. Low unemployment; reports states that we have low unemployment, but are employers paying you what you're worth.

- c. High demand for skill-based employees, this is why you need to know your skills, if the market is calling for a skill that you don't have maybe this is the right time to learn a new one.
- d. Softer demand for management talent, there is always a demand for management just as much as the rest of the job force.
- e. Small and medium size growth companies are the ones generating jobs.

## 4. Industry trends



Find out what industries you'll be targeting. Do you want to stay with the industry you're in right now? Do you want to change? If so, how will you accomplish this? And why do you want to make that change? Below are industry performance in accordance with today's job market:

- a. Strength in technology, service, healthcare and engineering sectors. proficient and familiar are you with your current industry.



- b. Housing and construction markets are doing great.
- c. Financial services industries are strong
- d. Manufacturing industry experiencing global competitive pressure.

## **5. Job search length depends on numerous factors:**

- a. Current job market
- b. Target industries
- c. Skills transferability
- d. Current industry vs. new industry search
- e. Search specificity (industry, size, position, culture, location, commute, etc...)
- f. Compensation requirements
- g. Financial necessity
- h. The economy

## **6. Transferable skill assessment**

Take a look at your resume and list between 10 to 20 skills that you have attained in the last 1-5 years.

Here is an example of my skill set. My background is in marketing.

1. Digital Marketing strategy
2. Project management
3. SEO
4. PPC
5. Analytics
6. Surveys
7. SEM
8. Email marketing
9. Social media
10. Writing

**You get the point?**

**For research on compensation take a look here.**

<http://jobstar.org/tools/salary/sal-prof.php>

**Also. Salary.com**

<https://www.salary.com/>

**Industry positions**

Where do you want to focus?

**Perceived Liabilities**

Are there too many candidates in the industry you want to target? Learn what makes you more competitive than others applying for the same job.

**This is a great opportunity to get to know yourself.**

## **7. Understanding Recruiters**



You need to do this so you can maximize your exposure to opportunities through recruiters.

A normal response rate is between 8% to 14% however, here with your Myopportunity.com job seeker profile, your chances are higher because the site is dedicated to finding jobs and finding candidates looking for jobs.

Recruiters are looking for candidates that's why they are here, but again you need to showcase yourself so they can notice you. You need to work the system and be constantly looking to engage them on a daily basis. Always leave your contact information and always be accessible and available.

Also, recruiters are very busy. Make sure that you send them your information (whatever they ask for (resume, an interview, a written eval test...), be clear with your goals, the type of job you're looking for, how much you need to earn, and where you want to work. Are you willing to relocate for the right job? Are you looking to work remotely? The clearer you are with you communication the better. Then make sure to follow up...follow up is key with recruiters, remember your job now is to find a job.

With MyOpportunity recruiters will review your qualifications and match them against any existing job orders and send your resume to its affiliated recruiters, as appropriate.

We have over 140,000 recruiters on our platform, you can eblast and send 10,000 messages to recruiters each month with the pro membership. The secret sauce here is to use and leverage anything you can.

Job search platforms are a great way to meet and interact with recruiters because they're already there looking for job seekers.

If you are ready to upgrade to a Pro account please enjoy a 20% off discount, good for the life of your membership. Note: link should take you to the upgrade page without having to enter the coupon, but here it is below just in case.

[Go Pro Now](#)

DISCOUNT CHECKOUT CODE: **OPP20**

**Recruiters are key to not just finding you a job, but finding you your dream job!**

## 8. What to do during the interview?



Show up on time or a few minutes before your appointment, be prepared and have a copy of your resume with you. Look professional and don't wear bright colors (blues and greys) are great colors to wear to an interview.

Be confident and truly believe you have this in the bag. Here is a great way to help you feel confident, spend a little time researching the company you have the interview with so that you seem genuinely interested with what they sell. Also, spend a little time researching the person conducting the interview. What are they like? Are they the owner of the company? Are they the hiring manager? Sometimes the owner of the company would want to hear something different than the hiring manager. You want to appear as a team player so making sure you understand what they expect from their future hire is very important.

Smile, be professional and asks questions. I've always practiced reading my resume out loud and talking about myself the day before or in the car right before I went in. however, I'm an introvert and talking about myself is not my best quality.

## 9. How to handle a virtual interview?



Same as a face to face interview. Don't get too comfortable. Do your research about the company and have a good pitch available for why they should hire you. If your interview is on video then make sure to wear something professional, Smile, be pleasant and at the end of your call ask for the job or at least ask about the next steps.

## 10. What to do after the interview is over?

Once you get home write a thank you letter to the hiring manager and to all if more than one person interviewed you. This shows that you are a professional and that you're asking for the job. In the thank you letter summarize for them why they want to hire you for the job.

Write down a list of their job requirements, then right next to that write down why you are a perfect fit for that job. Emphasize to them how your background, skillset, experience and heart are a perfect fit for them.

After that wait a couple of days and follow up. You don't want to appear aggressive, but you want to appear really interested and excited about the opportunity.



## 11. Conclusion--now what?

Okay so now that you've done everything you're supposed to do. What's next? Really nothing, job search in itself is a numbers' game. Be patient, always focus on the end result and keep at it. Know that you will experience many emotions as you go through the job transition process. Take this time as an opportunity for reflection and self assessment. It is important that you take care of yourself emotionally and physically during the stressful time. The support of family and friends is essential.

If you're ready to take a step in the right direction, here is a coupon for 20% off our membership for the life of your membership. Note: The upgrade link should work without having to enter the coupon, but here it is below just in case.

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Happy Hunting, The Opportunity Team!

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