* Build a Base Resume Targeting the Role
* Upgrade LinkedIn Profile – Focus on Headline & About
* Develop a Simple Cover Letter Model

**MANAGING A CAREER TR**

**ANSITI**

**ON IN TIMES**

**OF ECONOMIC UNCERTAINTY**

**PREPARATION & RESEARCH**



Self-Assessment



Target a Role/Industry/Geography



Research Job Postings (Learn Language of Buy Side)



Research Individuals Currently in Role (Learn Language of

Sell Side)



Create a Target List of Networking Contacts



Perform Company Research (Using Database & SIC Codes)



Gain Solid Understanding of ATSs, SEO & Keyword

Dominance

**PLANNING & NETWORKING**

* Create a Targeted Networking List



Develop a Naming Protocol for Resumes



Create a Targeted Company List



Set Goals for Number of Calls / Applications

**JOB SEARCH PLAN EXECUTION**



Begin Networking – Follow up on All Leads



Review Job Postings, Set Alerts, Identify Relevant Job

Boards



Visit Targeted Company Web Sites and Approach

Contacts



Apply for Jobs / Find Inside Contacts to Enhance Chances

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