

## 6 Job Search Tips That Are So Basic People Forget Them

As seen on: <https://www.themuse.com/advice/6-job-search-tips-that-are-so-basic-people-forget-them>

### 1. Make Yourself a “Smack-in-the-Forehead” Obvious Fit

When you apply for a job via an online application process, it’s very likely that your resume will first be screened [by an applicant tracking system](#) and then (assuming you make this first cut) move onto human eyeballs. The first human eyeballs that review your resume are often those of a lower level HR person or recruiter, who may or may not understand all of the nuances of that job for which you’re applying.

Thus, it behooves you to [make it very simple](#) for both the computer and the human to quickly connect their “Here’s what we’re looking for” to your “Here’s what *you* can walk through our doors and deliver.”

#### Tip

Study the job description and any available information you have on the position. Are you mirroring the words and phrases in the job description? Are you showcasing your strengths in the areas that seem to be of paramount importance to this role? Line it up. Line it up.

### 2. Don’t Limit Yourself to Online Applications

You want that job search to last and last? Well, then continue to rely solely on submitting online applications. You want to accelerate this bad boy? Don’t stop once you apply online for that position. Start finding and then endearing yourself to people working at that company of interest. [Schedule informational interviews](#) with would-be peers. Approach an internal recruiter and ask a few questions. Get on the radar of the very people who might influence you getting an interview. (More on that [here](#).)

#### Tip

By lining up with people on the inside of the companies at which you want to work, you will instantly set yourself apart. Decision makers interview people who come recommended or by way of a personal referral before they start sorting through the blob of resumes that arrives by way of the ATS.

### 3. Remember That Your Resume (and LinkedIn Profile) Is Not a Tattoo

Yes, your new resume is lovely. Your LinkedIn profile, breathtaking. However, if they don’t position you as a direct match for a particular role that you’re gunning for, don’t be afraid to modify wording, switch around key terms, and swap bullet points in and out. Your resume is not a tattoo, nor is your LinkedIn profile. Treat them as living, breathing documents throughout your job search (and career).

#### Tip

If you're a covert job seeker, remember to turn off your activity broadcasts (within privacy and settings) when you make edits to your LinkedIn profile. If your current boss or colleagues are connected to you on LinkedIn, they may get suspicious about all the frequent changes.

#### **4. Accept That You Will Never Bore Anyone into Hiring You**

Don't get me wrong—you absolutely must come across as polished, articulate and professional throughout your job search. However, many people translate this into: Must. Be. Boring.

Wrong, wrong, wrong. Realize that few people get hired because they had perfect white space on their cover letters, memorized all of the “correct” interview questions or used incredibly safe, common phraseology (*i.e.*,  [clichés](#)) throughout their resumes. All of this correctness is going to make you look staged and non-genuine. Instead, give yourself permission to be both polished *and* endearing. Memorable, likable candidates are almost always the ones who go the distance.

#### **5. If you're Not on LinkedIn, You Very Nearly Don't Exist**

Considering that more than 90% of recruiters use LinkedIn as their primary search tool, this is not an understatement. If you're a professional, you need to not only be on LinkedIn, you need to be using it to your full advantage. Don't believe me? Think about it this way: If tomorrow morning, a recruiter logs onto LinkedIn looking for someone in your geography, with expertise in what you do, and you're not there? Guess who they're going to find and contact? Yes, that person's name is “not you.”

##### **Tip**

If you figure out how to harness the power of no other social media tool for job search, figure out LinkedIn. It's (by far) the best resource we have available today for career and job search networking, for finding people working at companies of interest, and for [positioning yourself to be found by a recruiter](#) who has a relevant job opening.

#### **6. Thank You Matters**

I once placed a candidate into an engineering role with a company that manufactures packaging equipment. He was competing head-to-head with another engineer, who had similar talents and wanted the job just as badly. My candidate sent [a thoughtful, non-robotic thank you note](#) to each person with whom he'd interviewed, within about two hours of leaving their offices. The other candidate sent nothing.

Guess why my candidate got the job offer? Yep, the thoughtful, non-robotic thank you notes. They sealed the deal for him; especially considering the other front-runner sent nothing.

##### **Tip**

Consider crafting, original, genuine thank you notes (one for each interviewer) the moment you get back to a computer, following the interview. The speed with which you send the notes, and the quality, will make an impact. And finally, remember that the interviewer cares much more about what you can do for them than what you want out of the deal. Certainly, they're going to care a bunch about what you want once you establish your worth. But during the interview, you must demonstrate why you make business sense to hire, period. Now, go forth and show your job search exactly who is the boss.