

Creative Job Search Strategies

21 June 2016

Sue Ellson - Author of
'120 Ways To Achieve Your Purpose With LinkedIn' and
'120 Ways To Attract The Right Career Or Business'

Networks

Social – friends and family

Professional – industry and profession

Personal – hobbies and interest

Network = Net Worth

Build Network

In person and online

Find networks or create one

Maintain presence in best three networks

Become a part of your professional association

Consider international connections

Maintain Network

Add everyone to LinkedIn

Tag with Categories

Set Reminders / Follow Up

Maintain presence

Mentor / Coach / Adviser

Branding

Decision makers will Google you

And check Facebook etc

What message are you sending?

Photos, Text, Video, Audio

Essential Branding

LinkedIn – excellent framework data collection

Google+ / Gmail – link to all of your content

Own Domain Name / Website

**External publications – openforum.com.au
theconversation.com, professional association**

Employer Insights

Cultural Fit

Breadth and Depth – not just academic

Transferable skills – describe

Interests – sport, music, arts etc

Extra involvement – teams, leadership, awards

Don't tell, can't sell

LinkedIn



433+ million members

7+ million members Australia

Network → Publisher → B2B

LinkedIn



In Australia 2016

**LinkedIn 7M, Facebook 15M, Instagram 7M,
Twitter 5M, Pinterest 4M, Snapchat 3M**

Source: <http://www.businessinsider.com.au/this-is-how-many-people-use-snapchat-linkedin-twitter-and-facebook-in-australia-2016-3>

LinkedIn

Profile Views per 90 days – 100+

Save your Profile to PDF

Export your LinkedIn Connections

6+ Recommendations

10+ Endorsements

Fully completed profile with transcript of subjects

LinkedIn - Students

Describe transferable skills from all part time jobs

Focus on your future and share your personality

Be strategic – seek information and referrals

Find mentors – in Melbourne and overseas

Explain details – especially if not common knowledge

Multiple Concurrent Strategies

Networking, Referrals, Voluntary Work

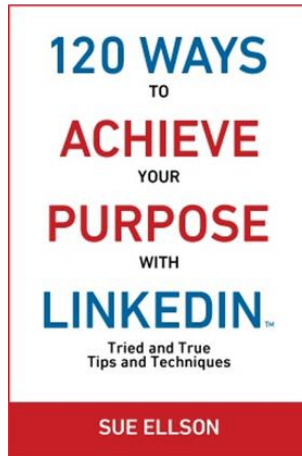
Job Applications, Direct Approaches, Company Websites

Connect, Inform, Follow Up

Ask Questions!!! Don't demand favours

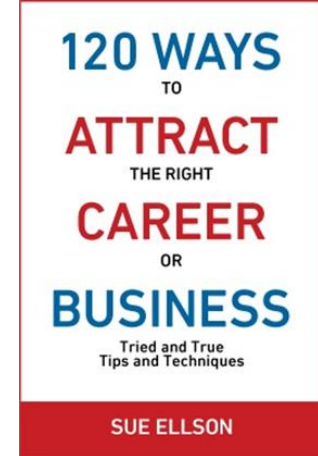
Be Proactive – You are most interested in your success

Smile and personally say Thank you - ALWAYS



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**SMS or email me – first name and ‘Swinburne’
for a copy of the top 20 Tips and Techniques from both books**

**Reinvent Your Career Expo – Melbourne Exhibition Centre
25 – 26 June 2016 10am – 4pm FREE entry**