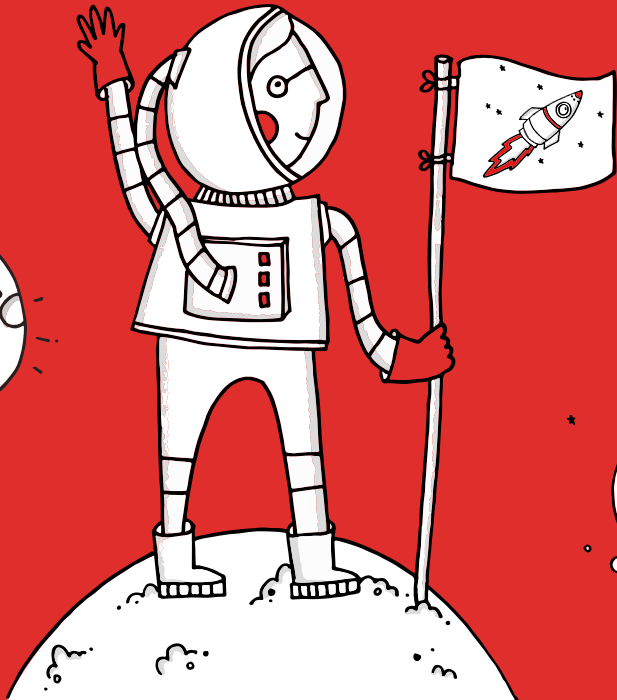
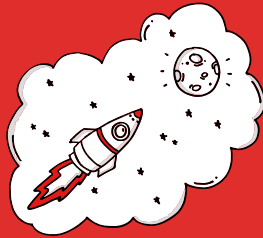
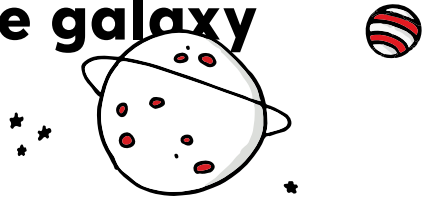


the job seeker's guide to the galaxy





the job seeker's guide to the galaxy

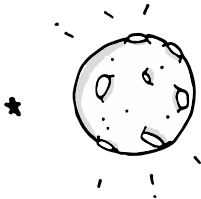


Hey job seeker! Are you hunting for a job but need a hand?

You've come to the right place. In our Job Seeker's Guide to the Galaxy, you'll find answers to all your questions, step by step, in an easy-to-read way.

Resume samples, cover letter tips and interview hacks. Worth its weight in gold, all in a single bundle.

Read our free e-book and get that job of your dreams!



content

Chapter 1

The first step to skyrocketing your career



Chapter 3

Discover the power of a cover letter



6



8



14



18



Chapter 2

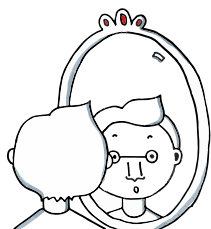
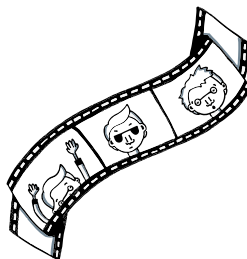
Write a perfect resume

Chapter 4

Leave a trail with a personal website

Chapter 5
Explore LinkedIn and
social media

22



„I FEEL SO CONFIDENT!“

26

Chapter 6
The final countdown
before the interview



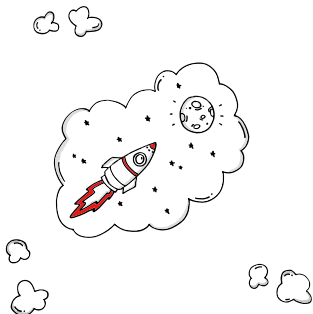
Chapter 7
Shine bright at the
interview

34



„AT THE INTERVIEW.“

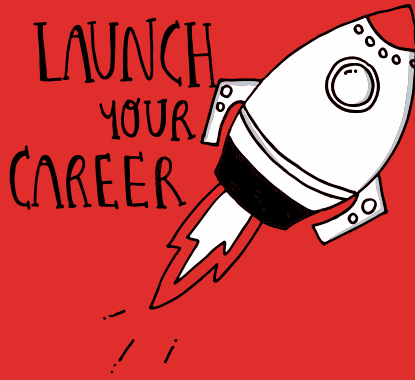
„NOPE, NOT ANYMORE.“



64

Chapter 8
Shortcuts on your
journey to the
stars

CHAPTER



1



the first step to skyrocketing your career



Looking for a job is a toughie even if you have a clear goal, let alone if you can't fathom what your dream profession might be. Discovering what you want to do for a living can be one of the hardest things in life. Especially, if you keep hearing all these motivational speeches telling you: *"Only do what you love!"*

Yet, what if you love skiing but don't have the means to become a professional athlete at the age of twenty-four? Sometimes it's simply too late. Focus on who you are now and remember:

Everybody is good at something (Even you!).

You may be at the beginning of your professional journey or perhaps you're switching careers. Whichever it is, don't panic! We can help you with both.



WHAT IF I DON'T KNOW WHAT JOB TO LOOK FOR?

— Do some research and make a list of jobs that might interest you. It always helps if you studied something you really want to be doing. Still, many graduates—especially liberal arts and humanities majors—don't even know if they're actually useful, let alone what their dream job might be.

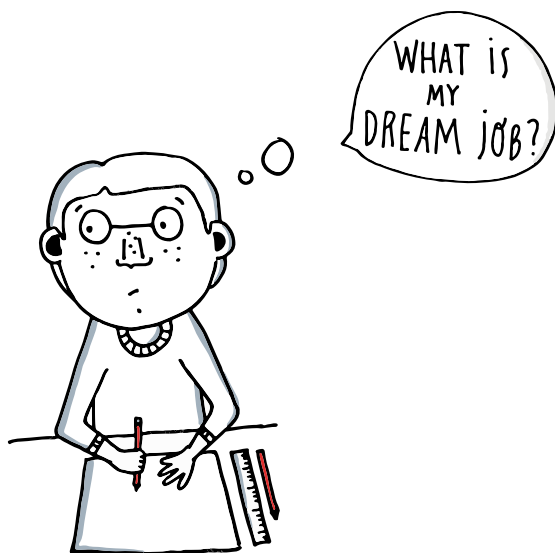
— Create your personal mind map. Pick two or three things you're good at, make a list of the personality traits and qualities that define you. Work on improving those. Don't forget to consider past experience and extracurricular activities you enjoyed (and were good at) when you were still at school.



WHAT IF MY DREAM JOB IS IN A COMPLETELY UNRELATED INDUSTRY?

— If you're a fresh graduate with next to no experience, it might be tricky to make someone to hire you. With no way of proving you have what it takes for the job, you have to be resourceful.

— In theory, it's quite straightforward. Learn the skill you lack and depend primarily on your transferrable skills. Find an internship or a volunteering position. Do some freelance work or get a part-time in the field.



HOW AM I SUPPOSED TO ACTUALLY FIND A JOB?

— There are plenty of sites with loads of job offers updated on an hourly basis. Still, some organizations don't advertise their job openings on regular job sites. It's best to visit their website and check the vacancies. Even if they don't have any positions available, send them an email. You want to let them know you're interested in working with them.

— If you want to score a job in your field of study, you can also ask for more information at your university's career center. Or perhaps get a recommendation from one of your favorite professors.

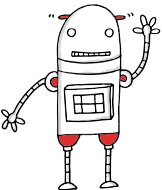
— Networking is a great way to find a job. Ask your friends, colleagues, classmates, or simply browse through the profiles on LinkedIn. Sorry, you'll probably have to make some friends after all.



KINDERGARTEN TIMES



WHEN
I GROW UP,
I WANT TO BE
AN ASTRONAUT!



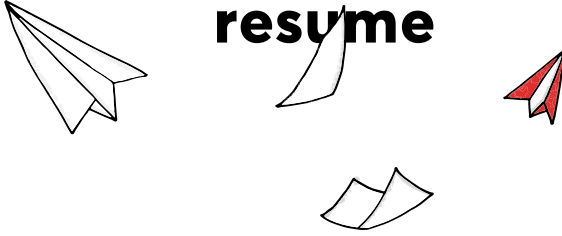
— find more tips [here](#)

CHAPTER



2

write a perfect resume



Your resume is like a business card that can briefly introduce you to a potential employer. Even though most people struggle with writing a resume, it's actually the easiest part of job hunting. Don't panic. All you have to do is to follow a set of simple guidelines and you'll be alright. Keep reading and see that resume writing can be a good fun.



HOW LONG SHOULD MY RESUME BE?

— There is no universal answer. It depends on several factors:

- EXPERIENCE

- *THE INDUSTRY*

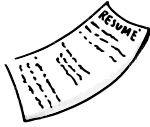
- THE COUNTRY WHERE YOU'RE

- APPLYING

— Having said this, single-page resumes dominate today's job market. The reason is obvious. Since there is a higher demand on jobs than the supply, hiring managers have grown quite picky when selecting potential candidates. If the first page of your resume doesn't grab their attention, they won't continue reading.

— On average, recruiters spend around 6 seconds reviewing a resume. To improve your chances, you have to be clear and concise—keep only the most relevant information. You can always provide further details when you get an interview.

— On the other hand, if you have a lot to say and you absolutely believe it's relevant, don't squeeze it into a single page by using small fonts and sacrificing the layout.



— Basic resume sections you should use:

• *CONTACT INFORMATION*

• *HIGHLIGHTS AND
ACCOMPLISHMENTS*

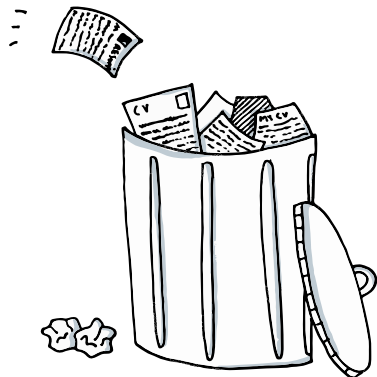
• *EDUCATION*

• *EXPERIENCE*

• *VOLUNTEERING*

• *SKILLS*

• *AWARDS*



HOW SHOULD I DESIGN MY RESUME?

— The answer to this question is two-fold: structure and visuals. Generally, you want to put your personal details at the top and rearrange the rest based on your previous experience. The most relevant experience should go first. For instance, if you're fresh-out-of-college, list your education at the top, it's probably still your greatest accomplishment. Arrange your resume into clearly delineated thematic blocks with the most recent experience first. Sections should include your work experience, education, volunteering, and professional skills.

— Regarding the visuals, be advised that Microsoft Word documents are a thing of the past. Not that it's impossible to create a nice-looking resume in Word but it takes a considerable amount of time, effort, and skill. You don't have to be a designer to have a professionally designed resume. You can use a resume builder, such as Kickresume, where you'll find templates for any kind of job. Simple and sleek designs or more creative and off-the-wall templates.





WHAT PHRASES SHOULD I USE IN MY RESUME?

— You need to be careful about what words you use in your resume. Many phrases that used to be popular about ten years ago became cliché buzzwords. Avoid these at all costs (but more on that later). On the other hand, there are still some power words and action verbs that make your resume sound more professional.

— When trying to find the right words, you should take the job description into account. Reread it a few times and identify the essential keywords. Make sure to use these repeatedly in your resume. This will

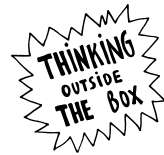
improve how a human reader will see it, but also help your resume get through an automated ATS (Applicant Tracker System).

— Some larger companies like to use an ATS to filter resumes received by their HR department. These systems scan each resume and if it doesn't contain the required keywords, they discard it automatically.

WHAT PHRASES SHOULD I NOT USE IN MY RESUME?



TEAM
PLAYER



THINKING
OUTSIDE
THE BOX



HARD-WORKING

— Over the years, some words and phrases became so overused—both by employers and job seekers—they lost their meaning. These words have been long booted out of professional jargon. If you don't want your resume to end up at the bottom of the pile, avoid using them at all costs! These cliché buzzwords don't tell the hiring manager anything about you. It's always much better to be clumsily yourself, than being a graceful cliché.



DYNAMIC



FLEXIBLE



CAN-DO
ATTITUDE



SELF-
MOTIVATED



SHOULD I INCLUDE AN OBJECTIVE STATEMENT?

— As we've mentioned, you should keep your resume clear of irrelevant stuff—resume objective is one of them. HR managers agree that resume objectives are in the majority of cases worthless. More often than not, they bring no substantial value to the resume and tend to be just a collection of buzzwords and meaningless fluff.

— Yet, in some situations it might be a good idea to include an objective statement. For instance, in countries like the UK, it's still common to begin a resume in this way.



— As a rule of thumb, you should consider including objective statement if:

You lack work experience or you're new to the industry.

You're switching careers. It's useful to explain yourself briefly before the hiring manager gets to read through your work experience.

You have gaps in your employment history and need to explain your lack of recent work experience.

— If you decide to include an objective statement, keep in mind this last piece of advice: No beating around the bush. Be clear and concise.

WHAT IF I DON'T HAVE ENOUGH EXPERIENCE?

— If you're still a student or a fresh graduate, you probably don't have much to brag about on your resume. Still, having little to no experience doesn't mean you cannot get the job you want. Following these few steps can increase your ability to sell yourself:

Take advantage of your transferrable skills.

These're the skills you might've demonstrated during college or in volunteering and can easily translate to the job you want.

Write a catchy summary.

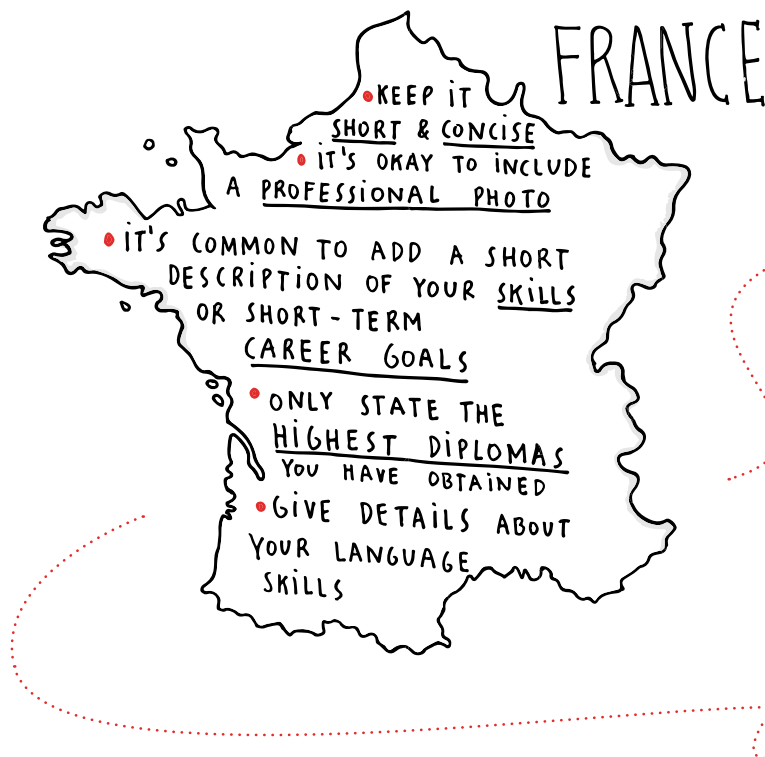
Use action verbs, express a deep interest in the job and highlight your willingness to learn new skills.

Make your resume more personal.

Let the hiring manager know that what you lack in experience, you can easily compensate for by your personality traits.

Include your volunteer work and internships.

There's nothing recruiters like to see more than a determined and enthusiastic person. Past volunteering and internships are a tangible proof that you possess these qualities.



Emphasize your extracurricular activities.

What you do in your spare time tells a great deal about you. Naturally, list only those activities that are relevant for the position.

Stand out with your visuals.

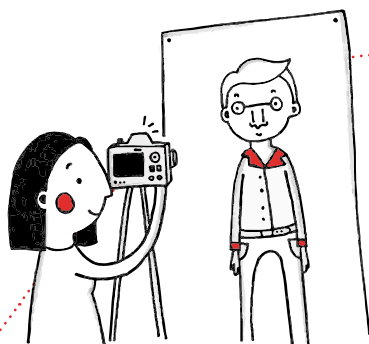
If you submit a generic, dull resume that looks exactly like the next guy's, you'll be just another fresh grad who doesn't know how to impress. Dare to be creative.

SHOULD I INCLUDE A PHOTO IN MY RESUME?

—— Most experts agree it's better not to include a photo. Almost every employer on the planet adheres to a non-discrimination policy, which makes attaching photos fairly outdated.

—— If the position requires you to look good, or if you're applying for a job in a country where this is still a common practice, then naturally, go ahead.

—— It's your knowledge, skills and competence that should speak for you, not your exceptionally good looks. A great majority of professional recruiters know this and will consider your application exclusively based on your skills and the value you can bring to the company. Moreover, many hiring managers like to google their candidates before inviting them to an interview, so they will probably see your face anyway.



WHAT IF I WANT TO APPLY FOR A JOB ABROAD? DO THEY WRITE RESUMES DIFFERENTLY IN OTHER COUNTRIES?

— You should definitely research how the resume requirements differ from those in your home country. A resume that would get you a job in the US can be easily discarded in France.



CAN I GET SOMEONE TO CHECK MY RESUME?

— If you have any friends, ask them to go through your resume and give you honest feedback. This will help you see your resume from a disinterested perspective and get a better idea what impression it will make on recruiters.

— If you have no friends to help you, you can also get your resume checked and proofread by a professional. In Kickresume, we offer advice from professional recruiting experts who will be happy to assist you. Don't hesitate to ask for help!



- IT'S COMMON TO HAVE A REALLY LONG CV, SO IT SHOULD BE DETAILED
- INCLUDING A PHOTO IS A MUST
- WRITE DETAILED PERSONAL INFO
- FEEL FREE TO EXAGGERATE AND EMBELLISH

• MAKE SURE YOUR CV STANDS OUT OF THE CROWD!

WHAT SHOULD I NOT INCLUDE IN MY RESUME?

• AS WE'VE ALREADY SAID,

DITCH THE BUZZWORDS

• *OBJECTIVE STATEMENT*

• TYPOS AND GRAMMAR

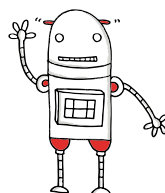
MISTAKES—WE CAN HELP YOU

WITH THAT

• *YOUR PHOTO*

• “REFERENCES UPON REQUEST”

• *ANYTHING IRRELEVANT*



AUSTRALIA

- INCLUDE A MISSION STATEMENT / YOUR CAREER OBJECTIVE
- LESS IS MORE = KEEP IT SIMPLE
- BRING AS MUCH OF YOUR PERSONALITY INTO YOUR RESUME AS POSSIBLE
- MAKE YOUR RESUME ACHIEVEMENT ORIENTED.
- HIGHLIGHT YOUR STRONG POINTS AND VALUE YOU WOULD BRING TO THE WORKPLACE
- NO PHOTOS, AGE, RACE or RELIGION

INDIA

• KEEP IT RELEVANT

- IT'S QUITE COMMON TO PUT AN EXECUTIVE SUMMARY AT THE BEGINNING OF YOUR RESUME

• USE A FUNCTIONAL FORMAT INSTEAD OF REVERSE CHRONOLOGICAL FORMAT

- NO PHOTO
RACE or RELIGION

- TYPICALLY, YOU INCLUDE A PROFESSIONAL PHOTO
- YOUR RESUME SHOULD BE WRITTEN IN JAPANESE
- INCLUDE VERY DETAILED PERSONAL INFORMATION (GENDER, DATE OF BIRTH, ADDRESS, NATIONALITY)

JAPAN

CHAPTER



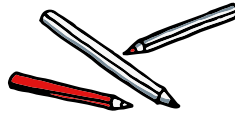
3

discover the power of a cover letter



Your cover letter is often as important as your resume. It tells the recruiter a great deal about your personality and professional qualities. At the same time, writing a cover letter is often a tormenting experience.

In about 500 words, you must grab the hiring manager's attention, tell her why do you want the job, and convince her you're the best candidate she can find. Obviously, this is no easy task! Still, if written well, your cover letter can instantly land you your dream job. Here's some useful advice for a perfectly written cover letter.

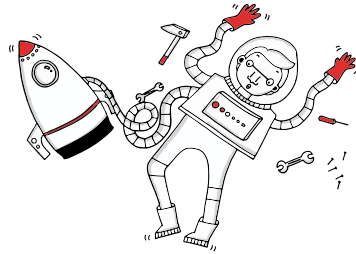


HOW LONG SHOULD MY COVER LETTER BE?



— A standard cover letter should not exceed a single page, up to 500 words. Your main goal is to say as much as possible, in as few words as possible. Recruiters don't like reading long bodies of text so structure it into separate paragraphs.

HOW SHOULD I STRUCTURE MY COVER LETTER?



— A standard cover letter should not exceed a single page, up to 500 words. Your main goal is to say as much as possible, in as few words as possible. Recruiters don't like reading long bodies of text so structure it into separate paragraphs.

1

Introduction: This is where you grab the hiring manager's attention and compel them to read on. The first two or three sentences create the first impression of you as a candidate. Avoid generic phrases such as: *"I'm applying for the job position as..."*

or “*This job offer caught my attention because...*” Cut straight to the point. Show some love for the company and passion for the job position. For example: “*I’d love to work for [insert company name] because I believe my passion for [insert skill] fits the company philosophy perfectly.*”

2

Body: Cut straight to the point. This is where you should say it all. Carefully re-read the job description and identify which required skills are you best at. These should come first. Highlight your transferrable skills.

When it comes to your writing style, don’t just drily describe your skills and personality traits. Keep in mind that the company doesn’t want to hire you because of what an outstanding person you are—it’s because they think you can add value to their team. Let them know how can the company benefit from your skills, suggest a specific improvement or a particular field in which you excel.

Tailor your style to the level of decorum appropriate to the position. Whether your cover letter is formal or not, keep this in mind: Don’t boast but don’t put yourself down either. The key is to sound confident in your skills but remain humble as a person.

3

Conclusion: Tell them how your experience and abilities make you a perfect candidate. You can also express hope for future interaction: “*I’m looking forward to meeting you in person.*”

By the end of the letter, you should give the impression of a naturally self-confident and committed person. If you lack experience, emphasize you’re eager to learn new things and enthusiasm about becoming part of the team.

WHAT WORDS/ PHRASES SHOULD I USE IN MY COVER LETTER?

— When it comes to wording, don't repeat what you've put in your resume. Stick to the keywords the job requires (the same ones you used in your resume) but don't forget to come up with new effective action verbs, as possible. Recruiters don't like reading long bodies of text so structure it into separate paragraphs.

— As a general rule, your cover letter should convey your enthusiasm and passion for the job. Use words that exude positive energy. Great words and phrases to use are:

ENTHUSIASTIC	→	INSPIRED BY
SKILLED IN	→	EFFICIENT
POSITIVE	→	EXCITED ABOUT
PASSIONATE ABOUT	→	EXPERIENCED IN
HIGH-LEVEL	→	OPTIMISTIC

experienced in

WHAT WORDS/ PHRASES SHOULD I NOT USE IN MY COVER LETTER?

—— Just as we've previously said about resumes, leave the buzzwords out.

—— Ditch the vague sentences such as “*I'm a highly motivated individual*” or “*I'm a hardworking person with a can-do attitude*” or even “*I think outside of the box.*” Check out our list of the most commonly used buzzwords and if any of those appear in your cover letter, don't hesitate to press the delete key.

—— Avoid using words like “*good*” and “*best.*” Many people say they're good at this and that, but “*good*” is like saying someone's “*nice.*” It doesn't really mean anything. On the other hand, using “*best*” sounds a bit too self-confident, even arrogant. Use these words instead:

IDEAL	→	COMPETENT
OUTSTANDING	→	EXPERIENCED IN
EXCELLENT	→	SKILLED AT

~~*best at*~~

— Avoid saying “*I think*,” “*I believe*,” “*I’m confident*,” even “*I feel*.” These are cliché phrases that will only make you sound insecure. Instead of “*I believe my experience in PPC and content marketing would make me a great Social Media Manager*,” say “*My experience in PPC and content marketing would make me a great Social Media Manager*.”

— On top of that, you should also be mindful of your cover letter’s readability. Avoid long sentences and complicated phrases. Let your cover letter breathe.

FOUR THINGS TO REMEMBER WHEN WRITING A COVER LETTER

1: Tailor it to each job application.

2: This goes without saying but: keep it free from typos, spelling and grammar mistakes.

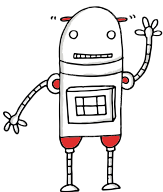
Kickresume can help you with that—our editors are here for you 24/7.

3: Never mention salary expectations.

4: Don’t use over-blown superlatives like: “*I was the best in my class*,” or “*I was the top man on the team*,” or “*I’m the best candidate because...*” Even if you really are the best in what you do, when you say it like that it sounds like boasting.

don't boast but
don't put yourself
down either.

the key is to sound
confident in your
skills but
remain humble as
a person.



— find more tips [here](#)

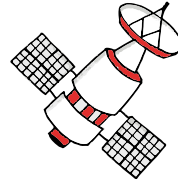
CHAPTER



4



leave a trail with a personal website



Even if the classic resume is here to stay, most of hiring managers today take your online presence into account as well. Having a personal career website is a great way of showing yourself in the best possible light.



WHY SHOULD I BOTHER WITH A PERSONAL WEBSITE?



— You might think you don't need a personal website. Especially if you don't have that much experience or enough assets to build a strong portfolio. Still, even without a rich background, having a personal website creates a great impression of you as a professional.

— Ideally, your website becomes the main gate to your other on-line activity. If you have creative work to showcase, don't forget to link it to your Behance or Dribbble portfolios, blog, or your photography page. If you don't have any of those, your website can serve as a simple business card with links to your social media profiles and contact details.

— A great advantage of having a personal website is that it helps you keep your resume short and sweet. If you simply include a link to your website, make sure the hiring manager is going to click on it. Also, unlike a resume, your personal website is a dynamic space you can update with new skills and projects.

WHAT ARE THE BENEFITS OF HAVING A PERSONAL WEBSITE?

- PEOPLE CAN REACH YOU EASILY
- *IT HELPS YOU STAND OUT*
- ONE MORE THING TO
SHOWCASE
- *YOU HAVE CONTROL OVER
YOUR ONLINE PRESENCE*
- PROVES YOUR COMPUTER
LITERACY



WHAT SHOULD I INCLUDE ON MY WEBSITE AND WHAT SHOULD I LEAVE OUT?

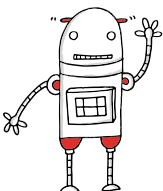
— First, decide on the objective of your website. Is it to showcase your portfolio? Then your contact details and samples of your previous work will do. If you don't have much experience, we recommend creating an online resume or just a contact page. You can include short bits of additional information to grab the hiring manager's attention.

— Don't include any sensitive info. Also, don't overdo it by filling your page up with irrelevant stuff. Although you are allowed to get a bit more personal, your website should still be professional and contain only the information that might help you get hired.

WHAT IF I CANNOT CODE OR DON'T WANT TO BUY A TEMPLATE/DOMAIN?

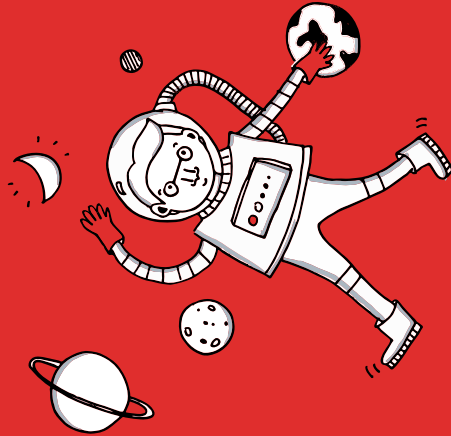
— No worries! There are many website builders and hosted CMS (Content Management System) sites where you can create your own website even if you're not a coder. Most offer a wide range of templates you can load with your text, pictures, and links. If you think you don't have enough content to create a complex site with numerous subpages, don't worry. As we've said, a single landing page is often enough to create a great impression.

— If you're still in doubt, with Kickresume you can create your personal web in a matter of seconds. Check it out!



— find more tips [here](#)

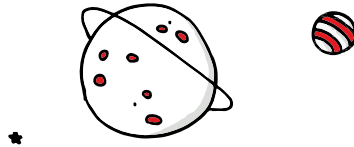
CHAPTER



5

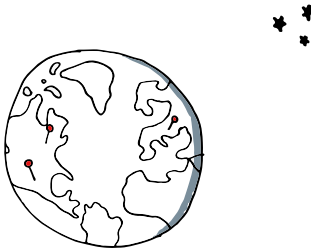


explore linkedin and social media



Social media play an important role in a job search. Nowadays, it is normal that recruiters look up their candidates on social media before inviting them to interview. Social media can either improve your image or destroy it.

LinkedIn profile is not just a digital version of your resume. It's a social network, which means you have to be actively involved in it, otherwise you might as well not be there at all. See how effective is your profile, LinkedIn shows you the strength of your account. Having an all-star LinkedIn profile increases your chances of getting noticed.



HOW IS A LINKEDIN PROFILE DIFFERENT FROM A RESUME?

Relevance: Your LinkedIn profile contains all the info about your professional life—both the relevant and irrelevant for anyone viewing it. Your resume is specifically tailored to fit each of your job applications and it should summarize relevant knowledge and skills.

Purpose: LinkedIn helps you stay connected with people from your industry. The goal of a resume is to get you an interview and, ultimately, a job.

Complexity: A resume is typically a one or two-page document which limits the information you provide. LinkedIn contains a plethora of other information, such as people who endorse you, articles you wrote, videos and links you've shared, things you like, people you know, etc. LinkedIn offers a much richer (and more overwhelming) experience than a resume.



SHOULD I INCLUDE SOCIAL MEDIA IN MY RESUME?

— When appropriate, you can include a link to your LinkedIn profile. If anything, the hiring manager will appreciate the fact you've saved them a couple of seconds to look you up. When it comes to other social media, these are not as relevant as LinkedIn and you can leave them out. If you have a personal website, you can add as many links as you like, since that's exactly what the website is for.

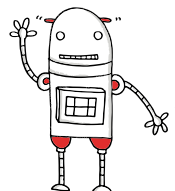
SHOULD I REVIEW MY SOCIAL MEDIA PROFILES BEFORE APPLYING FOR A JOB?

— Absolutely! The carefree college days are over—real life begins. You don't need those drunk party photos all around your social media. Inappropriate social media content can actually ruin your reputation. Good as those times were, don't hesitate to remove any evidence of your less responsible, younger self. It'll be worth it, you'll see.

CAN I CREATE A RESUME FROM MY LINKEDIN PROFILE?

— Of course! You can do that in just two minutes. If you have an all-star LinkedIn profile, you can turn it into a beautiful resume in the blink of an eye. [Here is a short video](#)

— find more tips [here](#)



LinkedIn profile
is not just a digital
version of your
resume.

it's a social network,
which means you have
to be actively involved
in it, otherwise you
might as well not be
there at all.

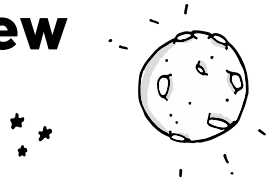
CHAPTER



6

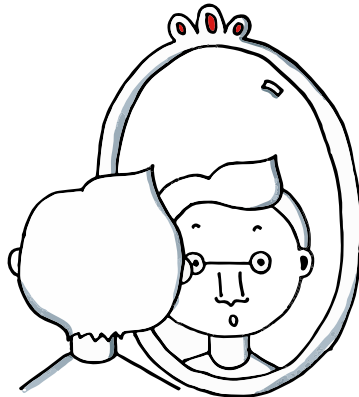


* the final countdown before the interview



You've applied for a job and they called back to invite you for an interview? Well done! Now, don't panic and take it easy.

Confidence is the key to your success. In order to make that first impression, take a bit of time and research. Keep reading.

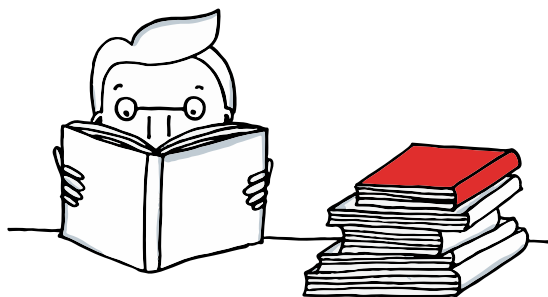


„I FEEL SO CONFIDENT!“

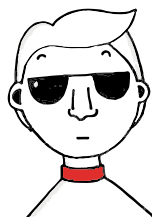
WHAT SHOULD I RESEARCH ABOUT THE COMPANY BEFORE MY INTERVIEW?

— Don't satisfy yourself with knowing the CEO and a brief history of the company. Let them know you've made the effort and went further than most people.

— Show that you understand the company and that your personality fits their culture. If a particular product is involved, research everything about it, express your interest in it, and know what sets it apart from the competition. Research the company's recent accomplishments and important milestones. If the company is active on social media, research their profiles, read blog posts, or find out what other people are saying about it. It's always good to know a bit more than other candidates—some facts and stories.



WHAT ELSE CAN I DO TO PREPARE FOR AN INTERVIEW?



Rehearse your speaking and body language. You can do this with help from someone else or in front of a mirror. Make sure you know exactly what are your strengths, what you bring to the table, and what is expected of you.

Know everything about the position and make sure you know how your skills complement it. You'll be asked about what makes you perfect for the job or what value you can add.

Think up some answers to the most commonly asked questions and a few questions of your own. More on this in the following chapter.

Make sure you know the terminology. If this is your first job in the industry, thoroughly research the terms used in the field and become familiar with its jargon. If you speak the language of the hiring manager, you'll seem much more capable.

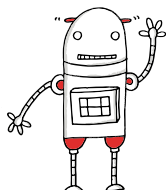
WHAT SHOULD I WEAR?

— You think looks are not important but the hiring manager will judge you based on how you dressed for the interview. Before the interview, research the company dress code.

— As a general rule, your clothes should fit the company culture. Medium to large companies prefer formal, professional-looking clothes, while some smaller ones don't require it. Avoid coming overdressed. Startups, marketing, programming, and designer jobs usually don't expect formal clothing at interviews. You might even look a bit like a dork if you knock on their door wearing a suit. For corporate, banking, legal, public policy jobs and the like, jeans, sneakers or t-shirts are completely out of question.

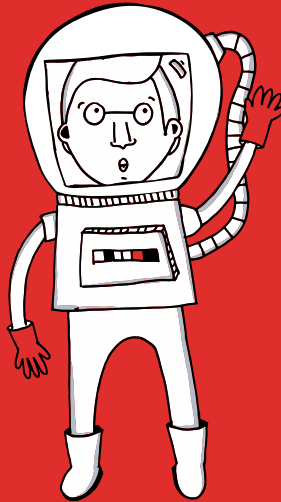
One final tip: Before your interview, have a good night's sleep and leave your home about half an hour early so you're not late.





— find more tips [here](#)

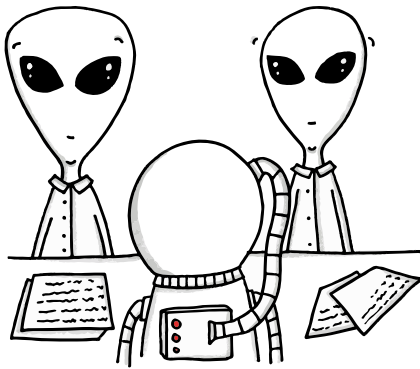
CHAPTER



7

shine bright at the interview

Interviews are stressful. For most job seekers, an eye-to-eye meeting with a person who will decide their future is a bit nerve-wrecking. This is a big mistake. No matter how stressed you are, you mustn't let them see your anxiety. Keep calm and smile. Don't forget you are prepared for this.



HOW SHOULD I ANSWER THE MOST COMMON INTERVIEW QUESTIONS?

— Every interview is unique and you can never prepare for every single question that might come up. Still, most interviewers tend to stick to a set of well-established questions. Answering these usually involves a bit of careful consideration so it's best if you prepare for them.

1

What makes you the best person for this position? Generally, people stick to the job description and say they can do all that is required. Demonstrate you can go beyond the job requirements. Propose a couple of improvements for the job. If you can, explain how your skills allow you to surpass the job description.

2

Why should we hire you? What they're really asking is: If we hire you, what benefit will you bring to the company? Research the company, anticipate their goals for the future and convey how your skills can help achieve these goals.

3

What are your professional strengths? Pick two or three and be specific. For instance, if you want to point out you're great at negotiation, mention a difficult situation where your skills got to shine.

4

What do you consider your greatest professional achievement?

Mention an achievement that relates to the job offer. You don't need to have years of experience behind you to answer this—focus on traits. For instance, if you're applying for a sales position, think of a time when you convinced somebody to buy something from you and explain what methods you used.

5

Can you explain why have you switched careers?

Explain your motivation for abandoning your previous career path. Explain how the skills you acquired at your previous job can add value to the position you're applying for now.

6

What makes you different than other candidates?

This one serves to reveal how do you see yourself in relation to others. The recruiter wants to see whether you're realistic about your skills and humble enough not to boast. Instead of speaking directly about yourself, focus on skills or traits that might set you apart from others. Explain how they can help you do your job better.

7

Tell us about a time when you exercised leadership.

Think of a situation that would prove you have great project management skills or one that shows you can motivate your team members to a better performance. In case you're not a leading type, give an example from everyday life, such as being a role model for your younger sibling.

8

Where do you see yourself in five years? The aim is to show that you're an ambitious, yet realistic person. You will have to strike a balance between modesty and aspiration. You don't have to be too specific. It's okay to say you don't know yet. You can only hint at your future plans and say you're more than sure this job will help you get there.

9

What do you think we could do better or differently?

Most companies don't want to hire a passive employee who does as told. You should come up with your own ideas that would help improve the company. Think of a new product, feature, ad, or a strategy the company could implement. You just need to give the impression you care about the job.

10

What are your salary requirements? Let them be the first to make an offer. Even if you're a fresh graduate, you can usually negotiate for a 10% increase from their first proposal. If you're applying for a senior position, aim for a bit higher than your previous salary. Don't be too shy. Employers expect you to negotiate and you're likely to be at least partially successful.

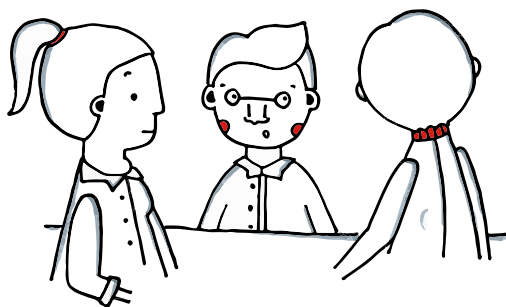
HOW TO ADDRESS MY WEAKNESSES?

— Most interviewers will put you on the spot about your lack of skill. Talking about your weaknesses is neither pleasant nor easy, but don't worry. You can still come out on top by preparing for these questions.

— They might ask you about your worst personality trait or your weakest skill. Present your shortcomings as something positive. Here's an example: *"I get impatient when others in my team lag behind with work."* Or *"I tend to get unsociable when I concentrate on my work."*

— When a hiring manager asks you about your biggest incompetence, pick a skill you think you're good at but didn't have a chance to develop yet. Say something like: *"I'm still working on this skill and I can tell from my progress I will get good at it."*

· AT THE INTERVIEW ·



„NOPE, NOT ANYMORE.“

HOW SHOULD I SPEAK ABOUT MY PREVIOUS JOBS?

— If you are not applying for your first job, at some point during the interview they are going to ask you about your previous employment. If you didn't leave your job on the best terms, you might feel a bit intimidated.

— Provide as little detail as possible. *"I was dismissed after a change in management."* Or *"I was let go because the company was doing some internal restructuring."* Or *"My position underwent some changes and my skills were no longer required."* Then you can steer the conversation towards something more positive—say that you're looking forward to new opportunities to develop your expertise.



Remember these five handy tips:

1

Never talk badly about your previous employer.

Bad-mouthing your former team makes you appear unprofessional and unpleasant.

2

Control your emotions and show that you're okay with it.

Even if you're still harbouring hard feelings about your dismissal, don't let it show.

3

Don't mention the personal dimension of the problem.

Don't go into details about the personal feuds in your previous job.

4

Be optimistic about your future. Steer the conversation towards the future rather than the past. Say how excited you are about this new opportunity.

5

Speak about the positive sides of your previous jobs.

What have you learned there and how it's useful in the new job. Focus on skills you've acquired in that position.

WHAT SHOULD I SAY WHEN THEY ASK ME TO ASK QUESTIONS?

— Job interviews are not only about you answering questions. At the end of every interview, you will be expected to ask questions too. Do not underestimate it. You are expected to ask questions to show you care and are curious about the job. When you're under pressure it can be difficult to come up with something. In preparation for this part of the interview, take a look at the five best questions to ask:

1

What do you enjoy the most about working here? This is a great question to loosen up the mood and relate to the hiring manager on a personal level. Typically, they would tell you about the perks the company offers, describe the team, or their personal growth. You can learn more about how the company works from the inside.

2

Do you offer any additional professional training? Showing interest in learning new things and growing with the company is always a good idea. You show you're ambitious and care about your personal growth. If the answer is negative, just smile and say you're keen on learning new things by yourself.

3

Can you tell me something about my possible future team? Listen carefully to the answer to this question, the team you'd be working with is one of the most important things about your new job.



What will be the greatest challenge for me if I'm hired?

4

By asking this, you show you're already thinking about working for the team and let the hiring manager think of you as its member. If you're startled by the possible challenges, don't let it show.

Do you think I lack any skill needed for this position?

5

Don't be afraid of this question. You will show you don't fear criticism and you're not overly self-confident. You will also convey you want to learn and improve. Moreover, in case the hiring manager is misjudging your level of competence, you'll get a chance to defend yourself and explain why you think you have what it takes.

HOW TO NEGOTIATE SALARY?

— First of all, you should do some research about the average pay for your desired position. Don't forget to take your level of expertise into consideration.

— If you're a fresh graduate, you can usually negotiate for 10% more than the initial offer. If you're applying for a senior position, be bold and ask for slightly more than you really want. If you're good and they really want you, there's a chance they'll agree. You never know.

— Also, never say less than you had in your previous job. People are often afraid they will ask for too much. In fact, the decision always rests with the employers and it's up to you whether you agree to their terms. When speaking about your expected salary, emphasize you're open to negotiation and compromise. A well-handled negotiation will benefit both sides.



WHAT SHOULD I NEVER SAY AT AN INTERVIEW?

never say: I don't know.

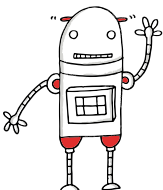
don't disclose anything
too personal or intimate.

don't mention that you're
planning to go traveling any
time soon.

don't bring up your
shortcoming or lack of skill.

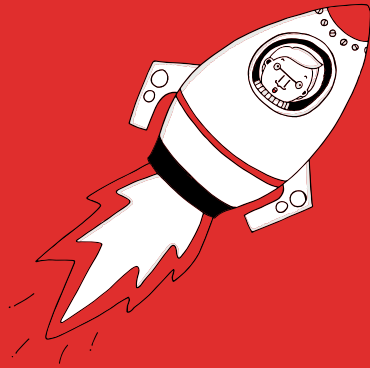
don't reveal your dream job
is different from this one.

don't bad-mouth your
previous jobs/management.



— find more tips [here](#)

CHAPTER



8



shortcuts on your journey to the stars



— These hacks will help you ace your job application.

1

Cheat the ATS. The abbreviation stands for applicant tracking software which recruiters commonly use to filter the initial inflow of resumes. If you want your resume to succeed, copy some of the keywords from the job description. You can identify them easily. These words best describe what the job involves. Any words that characterize the position, industry, and the ideal candidate.

2

Make sure your resume and cover letter match. Choose the same template and make them complement each other. It might seem inconsequential at first but hiring managers do appreciate a keen eye for detail. Moreover, for most human beings it is easier to remember things that are visually appealing.

3

Always tailor your resume and cover letter for a concrete job position.

There is nothing worse than a one-size-fits-all resume that looks like you've sent it to hundreds of employers already. It's best to have a template that you can customize for each position you're interested in.

4

Account for the gaps in your employment history.

The goal is to appear as if you remained busy and productive between jobs. Say you went traveling, took some courses, or started a blog.

5

Follow up.

This might be a little intimidating but don't worry. No recruiter will regard it as pushy or obtrusive. On the contrary, you will probably come across as ambitious and self-confident.

6

Ask for a feedback.

Most people don't do this and they're mistaken. Feedback from someone who just turned you down is the most valuable thing they can give you. What were your shortcomings? What skill did you lack? Learn and improve.

7

Work on your body language.

Mirror the interviewer. Do what she's doing, act the way she's acting. If she's formal and professional, do the same. If, on the other hand, she's informal and friendly, be like that. One way or another, you should appear confident and composed.

8 **Review your social media.** Before you begin to search for a job, make sure to go through your social media and remove anything inappropriate.

9 **Improve your LinkedIn.** LinkedIn plays an important role in searching for a job and you should keep it updated and filled with information.

10 **Sign up for various job sites** and get new job offers delivered to your inbox daily.

11 **Have some attention-grabbing stories up your sleeve.** If you don't want to bore the interviewer to death, make sure your responses are honest and from the heart. Most candidates give the same generic answers, being yourself is the best way to stand out.

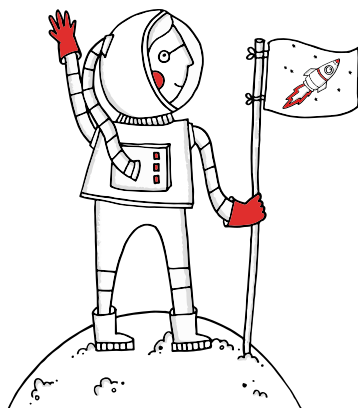
12 **Research before the interview.** Not only should you know about the company as much as possible, you should go even further. You might want to look up the LinkedIn profiles of people who work there, go through their blog, and think up questions and ideas you might have about what they're doing. It will come handy.

13

Filter the information you include in your resume. Don't try to fill up space just by adding irrelevant information. For instance, you don't have to include such basic knowledge as Microsoft Office, macOS, or elementary proficiency in a foreign language.

14

Don't put the jobs you left on bad terms on your list of references. If your previous superiors might think badly of you, it's best to leave this job out. List only those who will speak of your strengths and positive traits.



CONCLUSION

— The job application process is replete with variables. Some of these will forever escape your control, most can be mitigated through careful preparation. In this short book, we tried to equip you with enough information to handle every step of the hiring process. Still, it is rarely enough to go through the process once.

— If you fail, don't lose heart. Many job seekers become discouraged after when they don't succeed immediately. Remember that finding employment is a skill that needs time to develop. See unsuccessful applications as opportunities to learn. Edit your resumes and cover letters after each failed attempt. Ask for feedback. Every interview prepares you for the one that will score you a job. There's a lot to learn, don't give up—you're bound to succeed.

— Finally, remember getting hired is only the beginning. Never stop growing. Navigating the waters of career building comes with its own set of challenges. More about that in our next ebook...

ABOUT US

— Kickresume is a powerful career documents builder that helps you create an outstanding resume, cover letter and a career website in a blink. Our story began with an idea: why can't everyone have an outstanding and well-formatted resume? The result of this idea is Kickresume. We're a young, creative bunch of people passionate about turning ideas into reality.



If you've made it all the way to the end of this book, you can get 30% discount on Kickresume Premium. Just use our secret promo code **"reachthestars"**.



tošo Co-founder & Marketing

When he's off his laptop and smartphone, he enjoys snowboarding and travelling. He edited thousands of resumes so don't even try to tell him your resume cannot be less than 3 pages long.

peto Co-founder & CEO

He loves trying out every sport in the world and playing Photoshop pranks on his friends. Giving resume feedbacks to Kickresume users since 2013.



katka Career blogger

She loves puns, long sentences and taking lots of pictures everywhere she goes. She dreams of writing a book one day.

martin Content manager & Career blogger

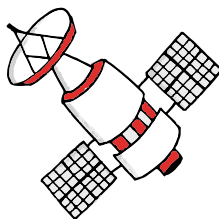
He secretly loves the Oxford comma, exaggerated stories, and telling everyone how he totally almost died in the Patagonian rainforest once. A huge fan of bad jokes and good people.



katka Illustrator

She's working toward the dream of creating her very own illustrated children's book one day. She's rather fond of baking banana bread and endless walks in galleries or mountains — it doesn't really matter which one.

CREDITS

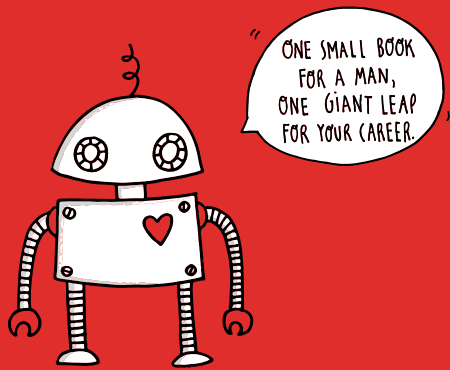


Story: Kickresume
Writer: Katka Mrvová
Editing: Martin Poduška
Cover: Double Atelier
Illustrations: Katka Končová
Design: Double Atelier

First edition, 2017

© All rights reserved. We're not really into impenetrable legal paragraphs, so we'll just say this: Please don't try to use any part of this book, neither content nor imagery, for your own profit. If you decide to share it for free or write about it somewhere (Please do!), be sure to give Kickresume due credit and a link.





We've helped over 300k people kick-start their careers.
Now you can find everything we've learned in this little
book.

In less than one hour, we'll take you all the way from
figuring out what you want to do for a living to acing
that final job interview.

From zero to hero in a step-by-step, easy-to-read way.