



THE 4 MISTAKES

MOST JOB SEEKERS MAKE

And how to avoid them

Most people make these simple errors while looking for a job that, while seemingly small, can significantly hurt their chances. Fix these four things and your chances of landing the job you want will increase drastically.

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MISTAKE 1: Missing the Basics



Although it sounds basic, remember to dress professionally, smell good, have your hair combed, and look the part of the job you want. We all make snap judgements about one another, and if you come in with sweaty hands, you could immediately turn the interviewer off when you shake. Don't arrive even one minute late or its over.



Not having a professional email address and email signature, and/or using improper grammar and spelling can significantly hurt your chances at landing a job. **Get a friend or relative to proofread your messages if grammar isn't your strong suit.**



Be sure to attach a great photo of yourself to your email profile so you form an instant emotional connection with the employer. This will help him or her remember you when you come in for the interview.



Beware! A weak resume will be tossed in the trash immediately. Be conscious of the formatting and fonts you use. If the margins are off or you use an unprofessional font like Comic Sans, you might be hurting your chances more than you think. Be sure your resume is tailored for the job you're applying to. Highlight related jobs, skills, and education you've had and minimize unrelated ones. **Never create a generic resume to mass mail to different industry jobs. No one wants to hire a jack of all trades, so be sure to focus on your expertise.** Bonus points if you add a good headshot to the top of your resume.



Are you talking too much during the interview? The more you allow the interviewer to speak, the more they'll like you because they'll be building rapport with you themselves. When it comes time for you to talk, ask questions that show you're interested in their company and excited to work there. **Asking how they plan to grow the division you'll be in is a great way to conclude the interview because it shows you're interested in staying there long term.**



Do your homework! **Be sure to research the company you're apply to so that you can answer questions like "Why do you want to work with us?" and "What do you hope to accomplish while working here?"** Interviewers can easily tell who did their homework and who didn't based on how generic your answers are.



Do you have a USP? In marketing and selling, a USP stands for Unique Selling Proposition (or Unique Selling Point). It's what makes you different or better than the competition. Spend a few hours thinking about what your USP is. **What makes you different and better than other job candidates? What can you give this company that no one else can? Why should they hire you over the other applicants?** The more time you spend coming up with answers to these questions, the higher your chance of landing the job.

MISTAKE 2:

Doing a “Good Job”

Have you ever heard the phrase “Under Promise, Over Deliver?” Most job applicants go in hoping to do a “Good Job” in the interview and be rewarded handsomely. Unfortunately it rarely turns out like this. Why? Because these days, doing a “Good Job” results in poor results - meaning you probably won’t get the job. **In order to have a chance at getting the job, you’ll have to do at least an “Excellent Job” in the interview.** And when you do that, what kind of results will you get? Good results. Meaning you’ll probably just barely land the job.

However, those that really stand out and create the dream job they’ve always wanted are the ones who do an “Outstanding Job” in the interview. These are the people who go above and beyond by under promising and over delivering. These are the people who do just a bit better than those few other “Excellent” applicants. Those who do an “Outstanding Job” are rewarded with “Excellent” results.

A great way to under promise and over deliver, or to be “Outstanding” in an interview is to do more in-depth research on the company. **Find out what the company’s mission is and come up with at least three creative ways you can help them move towards it. Present your ideas during the interview and you’ll really impress the hiring manager.** Providing this kind of value will give them every reason to ask someone as dedicated as you to join their organization.

If you haven’t landed the actual interview yet, you can simply connect with them in your cover letter using these three techniques: **1) Include a professional photo of you smiling so they see your face and get to know you.** You’d be surprised at how much less likely someone is to press delete on your application message when they see an smiling human face. **2) Write in a natural and friendly way.** Coming across as overly formal or corporate in your emails can dehumanize you and make it easier for them move on to the next person. **3) Offer at least one or two compelling reasons you are excited to join their team, and be sure to mention why working there is so important to you.**

You’d be surprised at how few people want to spend a few extra minutes thinking of reasons they really want to work somewhere. Not only is this process great for landing the job, but it can also help you do better work once you’ve been offered the position because you’ll feel more connected to the company.

Important: If you don’t hear back from them within a few days of submitting your resume and cover letter, be sure to follow up. **I recommend using an easy and free service such as www.followupthen.com to remind yourself to follow up with people.**



MISTAKE 3:

Not Branding Yourself



Do you know what it means to brand yourself? Most people think of Kellogg's or Chase when they think of brands. These are examples of corporate brands, and they each have something unique about them: a unique feel, unique colors, unique designs and products, etc.

1,2,3

Branding ourselves works similarly. What makes you different and memorable? How do you stand out? **Branding yourself means combining your best personality traits with whatever skills you have that relate most to the job you're looking for.** For instance, are you really funny but also great at math and numbers? If you're applying for an accounting position, you can tell them about your numbers prowess while also showing your comedic side by being your funny self during the interview.



So how do you brand? **First, figure out what skills you have that are most relevant to the job you're applying for. Second, figure out the best aspects of your personality. Then combine them together and you'll have an idea of who you are emotionally and what you do best.** Bonus points if you create a business card (www.vistaprint.com) and make a free simple website (www.weebly.com) for yourself that play up these things. For example, if you're applying for a sales position, you can create business cards as a freelancer showing you specialize in sales. Doing this shows you're established and take your work seriously. **Be sure to include a professional headshot on both your website and business card to continue reinforcing that emotional connection and making potential employers want to meet you.**

BUSINESS CARD

Just think how impressed a hiring manager would be if they saw you have a professional looking website and business card that shows you are the perfect candidate for the type of job you want. If you think designing a business card and website is too much work (it only takes a few hours), at least tailor your resume and cover letter to promote your brand

MISTAKE 4:

Not Taking Care of Your Online Presence



Did you know that 92% of companies use social media such as Facebook during the hiring process? **Social media sites give hiring managers the information they need to whittle down the list of candidates, and one in five employers ONLY looks at your LinkedIn photo and nothing else!** Not having a social presence can also hurt you because it says you're out of touch with trends and might not know how to use computers well.



It's absolutely vital that you check social media sites and remove tags from pictures that show you engaging in NSFW (not safe for work) activities. You must also be sure your LinkedIn page is up to date with an excellent, professional profile photo.



A professional headshot tells employers you take yourself seriously and care, and it shows you are established enough to afford a professional photo. Unfortunately, research has shown that there is a strong bias against those who are unemployed, but having a professional headshot has been shown to help minimize this bias.



A study done by LinkedIn found that job candidates are 14X more likely to land an interview if they have a professional headshot on their LinkedIn page, and that the positive first impression generated by a headshot with a genuine smile gives job applicants an immediate boost when the interview starts. This means rather than having to fight your way up from nothing, you'll already be on the interviewer's good side from the get go during your interview.

We hope this information has been valuable to you! If you do nothing other than add a professional headshot to your LinkedIn page and take just a few small steps listed in this report, chances are your next interview will go extremely well.

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