Brand New Job

Our **succesful** job application ☑ checklist



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Step 1: Focus on your future

Work with your coach to create a personal and job search profile, and use the separate inserts. What kind of role are you looking for?

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- ☐ Set realistic time based goals. For example: "I will have my CV ready within one week, within two weeks I will have contacted ten agencies, and within one month I will have had five job interviews."
- ☐ Keep track of your actions and results in a structured system. Once you have ten or more applications in progress, it becomes easy to forget details and miss opportunities. Record everything and keep a clear head.

Step 2: A perfect CV

Your CV as a marketing document.

- ☐ Use the Brand New Job checklist for a top CV to update and improve your own CV.
- ☐ Remember that this is your standard CV. Always tailor it to the specific role you are applying for, based on the knowledge and experience requested in the vacancy.
- ☐ Enrich your CV with the right keywords so that you can be found more easily. Think about synonyms as well. For example: office manager, executive assistant, management assistant. Include Dutch and English terms, for example facility or facilitair, and finance or financieel. Using a variety of relevant keywords greatly increases your chances of being found.

Step 3: A different approach to the job market.

Internet

- ☐ Upload your CV to job sites that are relevant to you and refresh it every month. The largest job sites in the Netherlands are Monsterboard.nl, Indeed.nl and Nationalevacaturebank.nl. Note in your calendar or system when to update it again so that you remain high in the search results.
- ☐ Create a list of at least ten interesting companies. Check the relevant company websites every week.
- ☐ Use Google to find employment agencies or recruitment and selection firms in your area, or visit www.allewervingenselectiebureaus.nl.

Internet

- ☐ Create a list of at least five recruitment and selection agencies, five temporary employment agencies, and or secondment agencies, and register with them.
- ☐ Maintain regular contact with the various agencies by phone and by email. Note in your calendar or system when you will contact them again. Alternate calling with emailing, about once every two weeks.

Tip 1

Search on Indeed.nl using keywords that interest you, for example "customer administration", and discover what titles those roles use.

- ✓ Standard searches return vacancies that include all the words you enter.
- ✓ Use quotation marks for an exact phrase, for example "sales assistant".
- ✓ You can also use a minus sign to exclude words. For example, exclude the word shift work.
- ✓ If you are looking for a part time role, also approach companies with full time vacancies. They may be open to hiring two part time employees.

LinkedIn

- ☐ Make sure your LinkedIn profile is complete, including work experience, education and voluntary work. You can copy text from your CV to LinkedIn. Include your mobile number in the About section.
- ☐ Grow your LinkedIn network by at least ten people per week. Always send a personal invitation. You can do this on your phone as well, see Tip 2.
- ☐ Ensure you are easy to find by using the right keywords, the terms commonly used in your field. Join several groups. Vacancies are often posted there and you can meet peers.
- ☐ Follow company pages to show your interest in the organisation.
- ☐ Use LinkedIn to search for vacancies. If you are invited for an interview, look up your interviewers as part of your preparation by using Advanced Search.
- ☐ If someone views your profile, for example a potential manager or a recruiter, contact them to ask if you can help them with anything.

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Tip 2
How to send a personal LinkedIn invitation on your phone

- ✓ Open the LinkedIn app on your phone.
- ✓ Search for the person you would like to connect with.
- ✓ Do not click "Connect"; instead, tap the three dots (...).
- ✓ Choose "Personalise invite".

You can now write a short personal message and send it. You can do this five times per month for free. This will significantly increase your chances of being accepted.

Networking

- ☐ Take your list of ten companies you would like to work for.
- ☐ Rank the list by preference. Place your favourite company at the top and the least attractive company at the bottom.
- ☐ Start at the bottom and work your way up. This reduces the risk of missing out on your dream job.
- ☐ Find the contact details of your potential manager on the company website or on LinkedIn. If you cannot find them, call the company and ask for the information.
- ☐ Take the initiative and call, even if no vacancy is advertised. Prepare a call script, see Tip 3. Introduce yourself in a few sentences as a short pitch. Explain that you are interested in the organisation and would like to arrange an introductory meeting because you are looking for a new role.
- ☐ Send your CV immediately after the call and follow up within two days.
- ☐ Ask about possibilities within the company.
- ☐ Let your new contact know how the referral turned out and thank them regardless of the outcome. Do not forget to connect.

Step 4: Application skills

The elevator pitch

- ☐ Write an elevator pitch of around 150 to 200 words. The total time should be about one to one and a half minutes.
- ☐ Practise your elevator pitch regularly in front of a mirror and with a friend until it feels natural.
- ☐ Keep practising your pitch so that it flows smoothly and sounds confident rather than memorised.

Tip 3
When you call for information about a vacancy or for networking, proceed as follows

- ✓ Prepare a short call script in advance.
- ✓ State your name clearly and politely. For example, "Good morning, this is ... speaking."
- ✓ Ask whether it is a convenient time to talk. If not, ask what time would be better and suggest a time later that day.
- ✓ Give your short pitch and the reason for your call.
- ✓ Ask two or three questions about the role, such as how many people work there, what the working hours are, or what is most important in the job.
- ✓ If you wish, ask about the salary range. Note the contact details and send your CV immediately after the call.

The STAR method

- ☐ Carefully study the requirements in the vacancy text. For each requirement, prepare an example using the STAR method. In about 150 words describe the Situation you faced, the Task you were given, the Actions you took and the Result you achieved.
- ☐ Do the same for your key strengths — three is enough — and also for your development points or weaker areas, two is sufficient.
- ☐ Choose weaker areas that are not essential for the role, such as not yet being familiar with a product or service. Always explain how you have learned to manage this consciously and constructively.

Tip 4
You can use the STAR method both for your motivation letter and during the interview. Prepare at least three to five STAR based examples so you always have a suitable story to share. You can often draw these examples from moments when you enjoyed your work or felt proud of an achievement — that is where your strengths and best practical examples lie.

The application or motivation letter

- ☐ Make a good impression before sending your letter by calling the potential employer in advance. If you have not called, you have not truly applied.
- ☐ Make sure you know who you are writing to. Begin with a personal greeting instead of “Dear Sir or Madam.”
- ☐ Write a strong and engaging opening sentence.
- ☐ Create interest by showing enthusiasm, vision and relevance.
- ☐ End with a clear call to action — an invitation to meet for an interview.
- ☐ If you need to send an accompanying email, make sure it is equally enthusiastic and emphasises why you are the perfect match, as the letter is not always read.

Tip 5
Ask someone you know, or call the company receptionist, to find out what the usual dress code is within the organisation.

Good preparation

- ☐ Bring a neat folder, bag and pen. Also take a copy of your CV and the vacancy notice.
- ☐ Dress formally. It is better to be slightly overdressed than too casual.
- ☐ Make sure you know where you have to be and how to get there. Arriving ten minutes early is ideal.
- ☐ Study the company website in advance.
- ☐ Check your interviewers on LinkedIn.
- ☐ Review the vacancy again and note a few questions you would like to ask.
- ☐ Prepare your answers to common interview questions in writing.
- ☐ Prepare your strengths with STAR examples.
- ☐ Prepare your weaker points with STAR examples.

The interview

- ☐ Shake hands firmly and introduce yourself clearly. Maintain regular eye contact with all interviewers.
- ☐ Ask questions from the start so that the meeting becomes a genuine conversation.
- ☐ Take occasional notes. This shows that you take the meeting seriously and do not want to forget anything. Be aware of your posture and communication style —
- ☐ avoid speaking too softly or too loudly, too briefly or for too long.
  End the conversation with a positive summary of why
- ☐ you enjoyed the interview and why you believe you are a good fit for the position.
  Remember that the interview starts the moment you
- ☐ walk into the building and only ends when you leave. Make a good and positive impression throughout. Send an email the next day explaining what you enjoyed about the meeting and why you feel you are
- ☐ well suited to the role.

Now you can get started!

During this training and or coaching you have gained greater insight into your personal situation, your profile and the five steps needed to begin your job search successfully. It is now important to put what you have learned into practice. Do not try to do everything at once — set clear priorities. It can also help to write down the most important things for yourself so that you can look back on them when useful.

In doing so, you make a kind of commitment to yourself — this becomes your personal reminder to stay motivated and focused. Finally, create a system to plan your follow up actions, make return calls, follow things up, send documents, arrange follow up appointments and, most importantly, keep adding new actions.

Good luck with your applications!