

A blue wolf with glowing yellow eyes is the central focus, surrounded by a large flock of white sheep. The scene is set in a field with a blue sky in the background.

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Dedication

We dedicate this book to our parents, **Mrs. Surekha Thakkar, Mrs. Sudesh Juneja and Mr. Rakesh Juneja.**

For their blessings and love is the reason why we are able to add value to the world. We are really thankful to them for giving us such an auspicious purpose of helping people which increases choices and enables quality of life.

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Preface

Hello! We hope you are doing well.

Welcome to the journey of unlocking your career potential through the pages of this comprehensive guide on securing the career of your dreams. This book is crafted to be your compass, providing insights, strategies, and techniques to successfully land your ideal job by excelling in interviews and building a strong career.

Why Does This Book Matters?

If you remember post 2020 Global lockdown there was a sudden rise of hirings and then sudden start of the jobs Layoffs in 2022. But the expectations of many candidates were shattered when they found out the sudden change in employers' expectations while hiring. This is the confusing point when the job searchers' old tactics did not work. Especially when the Global slowdown, other factors like Job Layoffs and the Ukraine war, created more job searchers' horde and less jobs. Being in the industry for more than 10+ years, this encouraged us to discover "Wiseversity", our Social media channel where we have been helping more than 30 million+ viewers and 1.5 lakhs+ professionals and students who trust, follow and grow with us. We created 500+ videos which solve interviews, jobs and career related problems.

But it's hard to go through and remember such quality content especially when the interviews are closer. To fill this void and create a lighthouse for job searchers according to the needs of the present times. We decided to write this easy and solutions-filled book. Embarking on a job search or preparing for an interview can be akin to traversing uncharted territories. Recognizing the need for a reliable guide, this book is designed to demystify the intricacies of the job search and interview process.

Whether you are a recent graduate stepping into the professional world or a seasoned professional seeking a career transition, the insights herein are tailored to suit your needs.

What You Will Find Inside?

This book is not just a manual; it's a companion on your journey to professional success. This book covers the quality content of not only the 500+ videos that we shared on the Wiseversity social media account but also inputs and research based Advice and Tips by some of the World's best Career Experts.

Here's a glimpse of what awaits you within these pages:

- **Strategic Job Search:** Master the art of effective and fulfilling job hunting.
- **Interview Essentials:** Learn the key elements to stand out in interviews by unraveling both your and the interviewer's mindset.
- **Dress for Success:** Grasp the significance of appearance and the art of making a lasting impression.
- **Resume Mastery:** Delve into resume intricacies using the '4R strategy' for a compelling professional narrative.
- **Question Time:** Equip yourself with effective strategies to confidently handle various interview questions.
- **Negotiation Prowess:** Master the delicate art of salary negotiations, navigating this crucial stage with finesse.
- **Interview Types:** Explore and prepare for various interview formats, from video calls to personality tests.

- **Interview Wizardry:** Acquire skills to authentically and precisely answer questions with strategic finesse.
- **The Importance of Practice:** Recognize and implement effective strategies to hone your interview skills through practice.
- **Avoiding Common Mistakes:** Identify and steer clear of pitfalls for a smooth journey toward your dream career.
- **Career Transition:** Successfully navigate career shifts by understanding what it takes to make a seamless switch.
- **Current Employment Trends:** Stay updated on present employment trends, discovering in-demand traits and gaining insights into the job market.

In every chapter, you'll find practical tips, real-world examples, and actionable advice to empower you on your professional journey. Remember, this book is not just a resource; it's your ally in unlocking the doors to a successful and fulfilling career. Let's embark on this journey together!

1. The Job Search Strategy

“Maybe you are searching among the branches, for what only appears in the roots.” - Rumi

Before searching the Job one important thing you must do is to know your Goal,

1. What industry do you want to work in?
2. What Job skills and abilities do you have or want to gain?
3. What are your Job goals or purposes?

“You must consider Culture, Team, Business Problem and Company stage as factors in your job search strategy”, says Hemant Dhingra, the Director of Engineering from the firm Toast Inc.

Here is a way to assess what skills you have?

- Use **online surveys** to find your strengths and interests.
- Make a **list of skills** from your experiences and hobbies.
- **Chat** with people in jobs you're curious about.
- **Attend events** to learn about different industries.
- Check job websites and industry **trends online**.
- Consider **internships or volunteering** in your chosen field.
- Do **Job Shadowing**, Follow a professional for a day to see their work.
- Do a **SWOT Analysis**, evaluate your strengths, weaknesses, opportunities, and threats.
- **Get guidance** from career experts or coaches.
- Take on **small test projects** to see what you enjoy.

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- Think about how your **hobbies** could become jobs.
- Get **feedback** from friends, family, and mentors.

Here is a Wisdom from the book “Ikigai” by Hector Garcia.
Choose a job,

- (1) You **Love** (2) which the **world needs**.
(3) you are **good at** (4) you will get **paid** for.

Combine these four things and that is the job which can motivate you and give your life a meaning or worth.

First Align your goals into **short and long term**:

1. **Short-term goals** could include updating your resume, building a professional network, and researching industries.
2. **Long-term goals** might encompass attaining a leadership position or transitioning into a new field.

Secondly, Align them into Specific, Measurable, Achievable, Relevant, and Time-bound (**SMART**) goals provide a clear roadmap for your job search.

So assess your skills and where do you want to go? Then you have a direction where you can search for a job by tailoring your profile accordingly.

The Job Search Execution.

Once you have your skills ready, it is the execution part that is important. Now you align and search for the job relevant to your skills.

A standardized sequence of steps would be,

- **Identify Your Job Search Goals:** Jot down your job search objectives. Determine the job type, industry, and your relevant skills.
- **Craft tailored resumes and cover letters:** for each application, showcasing your skills and accomplishments that align with the job requirements.
- **Start Networking:** Leverage your professional contacts, like former colleagues & mentors, for hidden job leads and referrals. Approach people in industry events if you don't have a network
- **Access Online Job sites and Platforms:** Sites like LinkedIn, Indeed, and Glassdoor shall help to find job positions and connect with recruiters. Create a compelling online profile.
- **Exhibit your strong Online Presence:** Optimize your LinkedIn profile and build a strong professional website. Show what value you can add, engage in discussions, and connect with people.
- **Simultaneous Skill enhancement:** Ensure your professional growth by **acquiring new skills or certifications**. This is important while you are searching for jobs.
- **Prepare and Practice:** research companies deeply, practice common interview questions, and overcome your errors.
- **Leverage Temporary/Freelance Work:** This is a good step when you have a gap either due to personal reasons or medical ones.
- **The After-interview networking:** Connect and thank interviewers with Thank-You notes/ emails and reiterate your interest in the position.
- **Continue till you win:** Job searching is tough, But every failure is a practice, continuing is the key.

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All the things above are good but most candidates use the same strategy. Here is the different path which we shall prescribe.

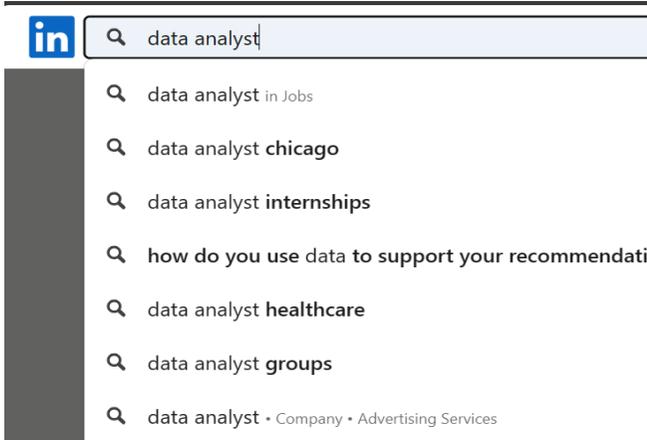
First thing first, You want a job and then grow your career, and struggling to find the job is not going to enhance your career as you don't get the chance to perform. You just get a good experience of what works in job search and what not.

Here are the alternate techniques which are nontraditional but quite effective.

1. **Job opportunity through networking:** Firstly tap into your network before applying at a place where you are a stranger.

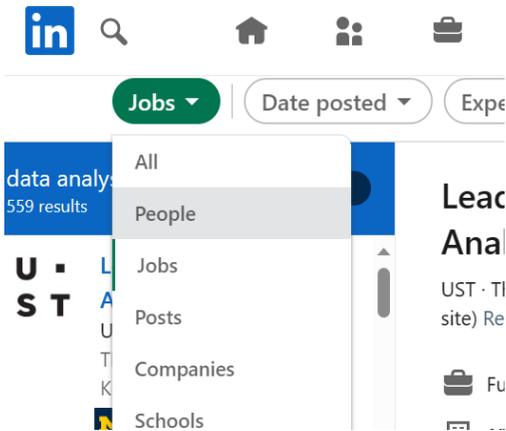
The best way is to find your school/ college/ University alumni who are working at your aspired job roles.

The trick is to go to [linkedin.com](https://www.linkedin.com) and search for the job role

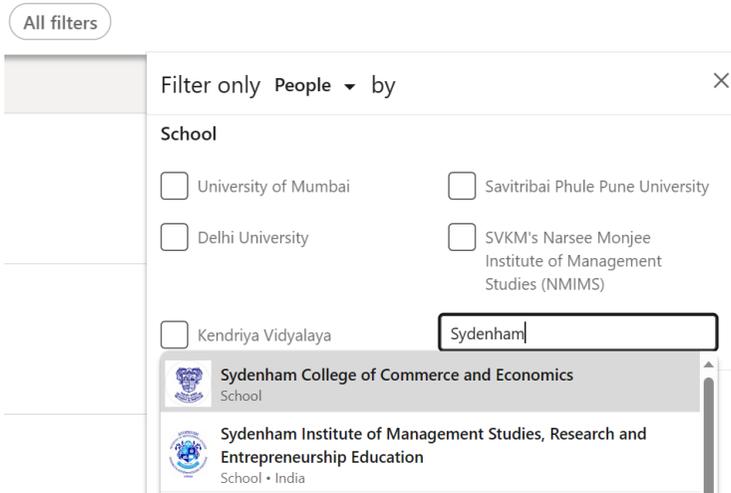


Then filter the jobs drop down and select People in it.

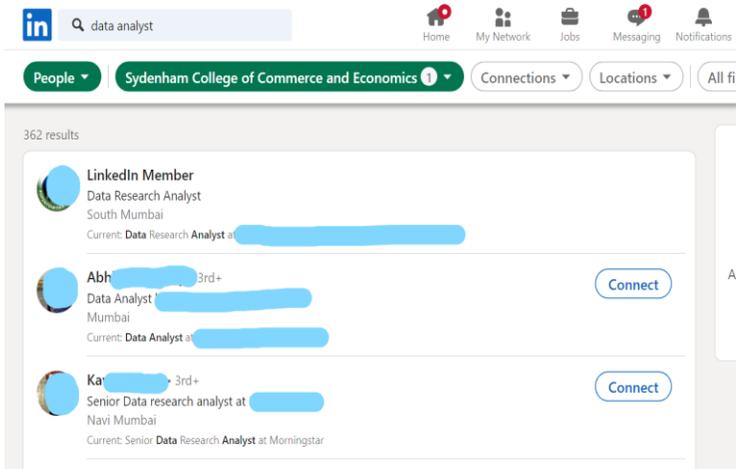
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Then click **“All Filters”** and then choose the **School/University** name or **Type and Add one** to find the ones who are the alumni from the same school. Then **Click Show Results**.



Then comes the **list of people** from the same College/ university or school, who could be your **seniors or alumni**. **Start connecting** with them with a template given below.



Now you can directly send a message to them and discuss your interest with them. For that a warmer communicative tone is the best way to appeal.

First paragraph - Greetings: Hello XYZ, Greetings, I am ABC.

Second paragraph- Introduction: I am a recent Graduate from the same college as you are. I came across your profile which is very inspiring and as you have an admirable career trajectory.

Third paragraph: Your educational detail + work interest. I have majored in (your subjects) and am very passionate about (industry name). I am searching for a Data Analyst Job role and am confident that my background will be a great fit for the company you work in.

Fourth Paragraph - Warm and positive Closing:

I would greatly appreciate it if you could refer me to the hiring manager for any open role relevant to my work profile. I am happy to share my resume and any additional information that may be of help.

Best regards,

Your name.

You can also **network with strangers** in the same manner, by putting the relevant filters like location, company and Date posted.

Gabriel Wong, Management Consultant from Accenture recommends *“Be very ready to talk at length about the subject that you're interested in or have knowledge in. You want to know the ins and outs, like the back of your hand. Be convincing so that people want to listen to you and value you for your expertise and opinion”*.

The other way is an **offline method** where you can approach the people in the **community clubs** like Gym, yoga classes etc. You can also approach people in the **family** and other relatives to get those jobs.

Jobs through networking, can let you cover those **85%-90%** of the jobs which are usually not even posted. These **hidden jobs** are filled by insiders and one can access them if they go through the right channels.

2. Bypassing the ATS:

ATS or applicant Tracking system is the worst contender you face when you submit the job application on the website.

It's job is to filter out the ineligible and unsuitable candidates who may not have the right qualifications which the employer is seeking. It helps the employers but is a problem if the potential candidates don't get even a single interview chance. Then it is a loss for both the firm and candidates.

Here are a few techniques to bypass the ATS:

- a. **Tricky Formatting:** There are some trending hacks which people do on Resume formats so it clears the ATS.
 - > Identify the **Job related keywords** from the job description.
 - > The **keywords** are from Skills, roles, responsibilities and Qualifications sections of JD.

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- > Note down the skills, qualifications and responsibilities you have as positive and you don't as negative.
- > Now format the **positive** keywords into "**Black**" colour and easily visible font size. Paste them in your resume in the top sections.
- > And format the **negative** keywords in "**White**" colour and similar to that of the resume page colour. Format them into micro fonts which **can't be seen** easily. Put them into the ending part of the section.
- > you need to **rephrase** and put them into a meaningful, **relevant sentence**. Don't do keyword stuffing or put them all together

The magic happens when the ATS reads both the sets of keywords and clears your resume for the interview. But the interviewer gets to see only the skill keywords which you have as they are in black visible fonts. And hence you at least get a shot for the interview with limitations. This has worked for many, though it may be seen as unethical but you can try it if it helps you. Other tricks on ATS are in the Resume chapter.

The other way you can do it is by adding the needed skills (which you don't have) under a subcategory of developing or learning. Provide a proof of the course you are pursuing to gain that skill. This way ATS also recognises it and the interviewer as well, without your conscience hurting you for choosing the unethical path.

3. Optimize your LinkedIn profile:

LinkedIn has become the most important if not the indispensable part of knowing you professionally. The best part is everything being online, employers can see who you are? Anytime and anywhere.

Hence Optimizing the LinkedIn profile means more visibility, networking and better job opportunities.

So here are the few tips on “How to optimise your LinkedIn profile?”

- A. **Professional Photo:** Using a clear, friendly and high-quality, professional headshot as your profile picture is good start to create a positive first impression
- B. **Compelling Headline:** Create a compelling headline that goes beyond your job title. Highlight your key skills, achievements or career aspirations in this space.
- C. **Custom URL:** Customize your LinkedIn URL to include your name. It looks more professional and is easier to share. Keep the name professional
- D. **Keyword Optimization:** Incorporating relevant keywords in your headline, summary, and job descriptions helps your profile appear in searches by recruiters.
- E. **Appealing Summary:** Write a concise yet engaging summary that outlines your professional journey, accomplishments, and career goals. Use first-person language to make it more personal.
- F. **Detailed Experience:** Describing your work experience in detail, focus on achievements, quantifiable results and for easy readability, use bullet points.
- G. **Skills Section:** Select and showcase your job relevant skills. Ask colleagues to endorse your skills which also strengthens your profile's credibility.
- H. **Recommendations:** Request recommendations from former colleagues or supervisors. Their testimonials can validate your skills and work ethic.
- I. **Accomplishments:** Use this section to highlight awards, publications, projects, and certifications relevant to your field.
- J. **Media and Links:** Add media files or links to showcase your work. It could be presentations, articles, or projects you've completed.
- K. **Education:** Detail your educational background, & any relevant coursework, honors, or extracurricular activities.

- L. **Connections:** Connect with professionals in your industry, colleagues, and alumni. Broader network is better visibility and access to job opportunities.
- M. **Follow Companies:** Following companies you're interested in working for, keeps you updated on their news, job postings, and industry trends.
- N. **Engage with Content:** Regularly engage with relevant posted content by expressing your ideas, liking, and sharing. This demonstrates your expertise and increases your visibility.
- O. Use **Keywords in Job Titles:** If you're actively hunting for a job, consider using keywords related to your target job in your current job title (e.g., "Seeking Marketing Manager Opportunities").
- P. **Open to Job Opportunities:** Turn on the "Open to Job Opportunities" feature in your profile settings. This signals to recruiters that you're actively seeking employment.
- Q. **Join LinkedIn Groups:** Staying updated on industry news and job openings. Participate in industry groups for networking and news.
- R. **Regular Updates:** Keep your profile updated with your latest positive career changes. This helps employers know you're active on LinkedIn.
- S. **Privacy Settings:** Tweak your privacy settings to indicate to recruiters that you're open to job opportunities. This way they reach out to you directly.
- T. **Premium Subscription:** If you're serious about job searching. Premium users often have increased visibility and access to more job listings.

4. Create your own Value website:

A **value website** is the showcase of your skills, experience and also purposes or values you hold. It is through the projects and works you do.

When you **mention this site link** in your resume, it deeply impresses your employer. It shows your willingness and seriousness in the industry.

To make a **free website** to showcase your skills for job hunting:

1. **Create accounts** on user-friendly website builders like Wix, Weebly, or WordPress.com.
2. Pick a **free subdomain** or consider a custom domain (optional).
3. Include **sections** like Home, About Me, Projects/Portfolio, Resume, and Contact.
4. Write concise, **quality content** and maintain a clean, professional design.
5. **Publish** and **share your website link** on LinkedIn, resume, and social media.
6. **Keep your site up to date** with new projects and skills to impress potential employers.

5 Tap into Offline Job Sources:

As of April 2023, there were 5.18 billion internet users worldwide, which amounted to 64.6 percent of the global population.

This means nearly 40% of the population still depends on physical face to face networking rather than only on the internet. This is where most networking allows more trust and collaboration projects leading to better job accessibility.

As per **Hemant Dhingra** from Toast Inc.,

“Networking is important and plays a pivotal role in finding the job search. But I have seen connects that are genuine and are not only build for networking and

seeking help are more helpful towards your journey of job search.”

The offline sources where you can search for job are as follows:

1. **Networking Events:** Attend industry conferences for job connections.
2. **Job Fairs:** Visit local fairs for immediate job prospects.
3. **Alumni Associations:** Tap into your school's alumni network.
4. **Professional Associations:** Join industry groups for job leads.
5. Chamber of **Commerce:** Attend local chamber events.
6. **Volunteer Work:** Volunteer in your field for job links.
7. **Community Groups:** Join local associations for networking.
8. **Library Resources:** Check libraries for job resources.
9. **Job Search Clubs:** Join clubs for mutual job support.
10. **Trade Publications:** Read industry magazines for leads.
11. **Placement Agency:** Visit staffing firms for job placements.
12. **Civic Events:** Attend community gatherings for contacts.
13. Local **Businesses:** Visit companies directly for openings.
14. **Govt. Job Centers:** Seek assistance from government job centers.
15. **Informational Interviews:** Set up chats for job insights.

Similarly, **Gabriel Wong** from **Accenture** emphasizes *“Incredibly important, have coffee chats with folks who are doing the things that you want to do. Don't be afraid, or too proud, to use any resource that you have, friends, family, friends of friends, home town network, high school, college, Linkedin, random guy you meet on the street.”*

6. Tips for mid-career professional

1. **Spontaneous networking:** Mid-career professionals must network strategically, focusing on building meaningful connections within their industry.
2. **Translate Skills:** They must translate or add upon existing skills & experience & make these job-relevant.
3. **Personal Brand:** Build a personal brand that highlights your expertise and unique value. This can be done if you share more value and build a strong social media presence like that of linkedIn.
4. **Consistent Updation:** Keep your resume and work profile updated, to showcase your expertise.
5. Focus on strategy about career shifts for handling interviews confidently.
6. **Consistent learning:** Upskilling and staying updated with current industry trends.
7. **Leveraging experience:** leverage your extensive experience as an asset during the job search.
8. **Guidance:** One can get guidance or mentorship from higher level executives, to rise at leadership levels. These networks often let you land at higher level jobs through their recommendations.