



6

**ACTIONABLE
WAYS**

*to
your*

DREAM JOB

PHEBEAN AMUSAN

INTRODUCTION

This book is
dedicated to every
job seeker in
search of a
rewarding career.

May you find the
job of your dreams
and attain the
fulfillment you so
desire.

*Phebean
Amusan*





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Actionable
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*Dream
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POSITIONING

1 HAVE A PLAN

Don't do a scatter-shot approach



1 HAVE A PLAN

Don't do a scatter-shot approach

You need to invest time and energy into job searching and treat it as a real 8-5pm job.

It won't be a bad idea to have a weekly plan and dedicate 3-4 days of the week to job search.

Don't do a 'Scattershot' approach, that is don't just apply for every available vacancy. It is important to have a target in mind.

Before applying for roles think about the specific job role(s) you're interested in, as well as the company or industry you desire to work with.

Job hunting will be easier and fruitful if you have a well-written plan.

1 HAVE A PLAN

Don't do a scatter-shot approach

Don't wait until jobs are advertised on job boards or social media.

Keep yourself up-to-date with relevant news, events or job vacancies by:

- ★ Visiting career pages on the websites of your desired companies, search and apply for relevant roles.
- ★ Subscribing for job alerts (if available).
- ★ Following your desired companies on Social Media.
Such as; Twitter, LinkedIn, Facebook, etc.

2 NETWORK

Leave your comfort zone.



Leave your comfort zone and network with people.

If you are looking for a new job or career advancement, you need to connect, network and build relationships with people who can help you achieve your goal.

However, networking doesn't mean asking everyone you run into for a possible job opening.

Let acquaintances know that you are open to new opportunities but don't bore them with job request.

Do away with 'entitlement mentality', nobody owes you a favour.

In the meantime, put your skills to use, add value, solve problem.. no matter how small.

WHAT IS NETWORKING?

Networking means initiating, building and nurturing relationships with people over time so that you can comfortably ask for advice and referrals.

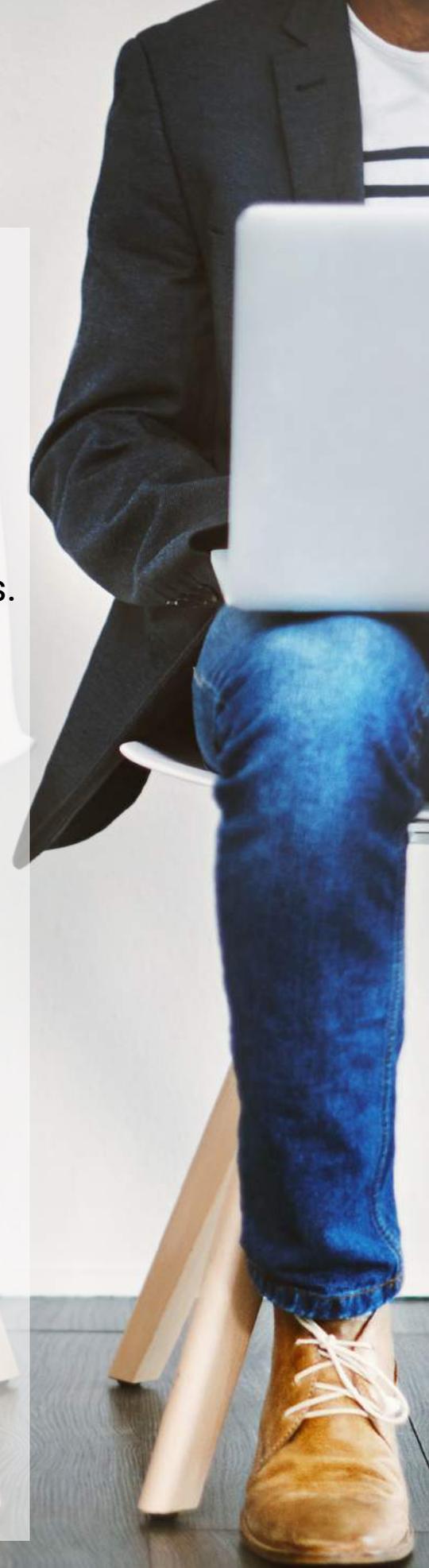
Networking should not be a one-sided relationship and it shouldn't only be about you getting a job or a favour.

Rather, it is about creating long-term, mutually beneficial relationship that matures over time. It's like a seed you plant, water and nurture till it germinates.

It takes time, commitment and patience to reap the benefits of networking.

HOW TO BUILD YOUR NETWORK

- ★ Stay in touch with existing contacts.
- ★ Do not limit your networking to only the people within your circle or existing contacts.
- ★ Leave your comfort zone, connect with people.
- ★ Join professional associations relevant to your career interests.
- ★ Volunteer at activities in several groups; NGOs, religious, educational or social.
- ★ Attend Seminars, Workshops, Trainings, Conferences and interact with people.
- ★ Build relationship with professionals in your field (offline and online).



WHY NETWORKING?

At least 75% of job vacancies are not advertised.

The larger your network, the higher your chances of getting access to privileged information that could lead to job opportunities or career advancement.

*'85% of jobs are filled through networking'
- Lou Adler.*

3

UPDATE YOUR PROFILE

Have a compelling
CV/Résumé and
LinkedIn Profile.



CV/RÉSUMÉ

Is your CV just a list of your work history and not compelling enough to convince recruiter that you can do the job you are applying for?

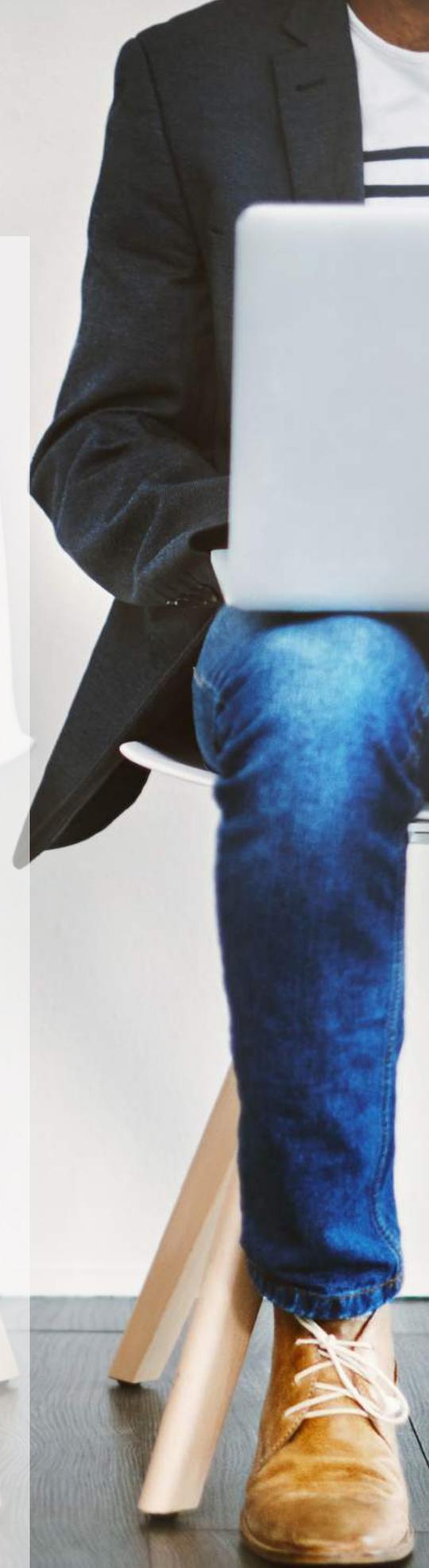
It is not just how your CV looks on its own but how it looks in comparison to others.

A well-written CV/ Résumé should earn you a right to an interview.

You can turn your CV into an effective marketing tool by spending time to develop it and making it competitive.

It is time to look at your CV from the recruiter's perspective. If you were a potential employer would you hire 'YOU' based on your current CV?

Don't make your CV look like an obituary, spice it up with active verbs.

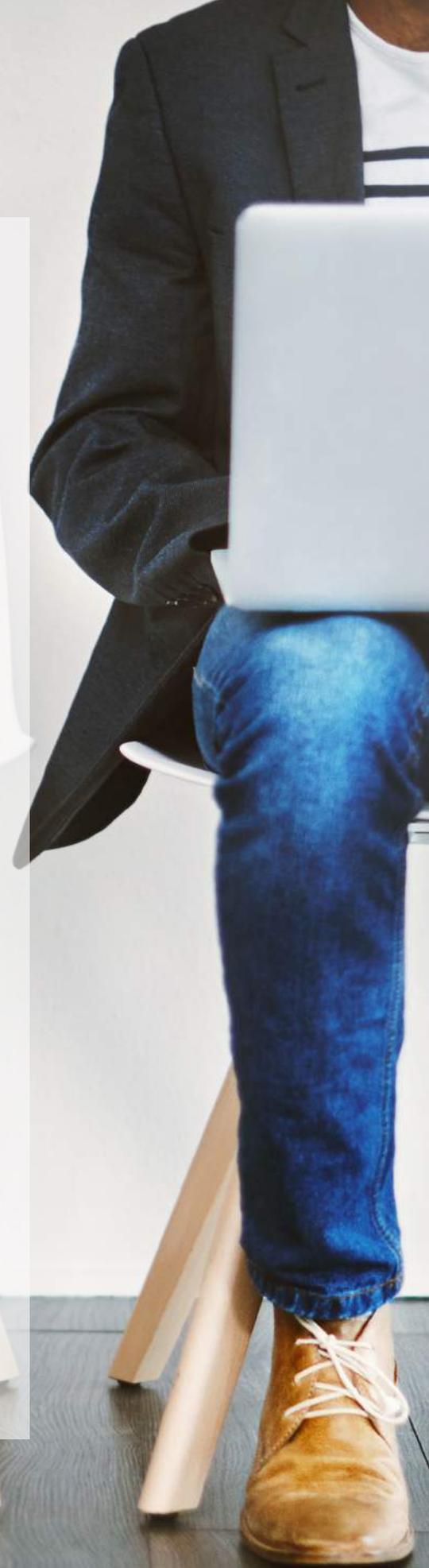


LINKEDIN

Apart from CV, your LinkedIn profile is also a tool you can use to attract and communicate your 'fit for role' to potential employers.

Signing up for LinkedIn is free and it gives you a platform to position yourself for opportunities as well as connect and network with hiring managers and decision makers in various organizations across the globe.

LinkedIn, as a social networking site for professionals has over 200million users globally.



3 UPDATE YOUR PROFILE

Have a compelling CV/Résumé and LinkedIn Profile.

Hundreds of thousands of recruiters are using LinkedIn to source, search and hire candidates.

Hundreds of jobs are advertised on LinkedIn on a daily basis.

It is therefore, crucial to keep your LinkedIn profile updated and attractive to recruiters.

If you want to increase your chances of being found by potential recruiters on LinkedIn, then it's time to, not just update your profile, but to be active as well.

Your Profile is your personal brand marketing collateral. Keep it relevant and updated!

4

CUSTOMIZE YOUR COVER LETTER

Tailor your letter to
suit the role.



4 CUSTOMIZE YOUR COVER LETTER

Tailor your letter to suit the role.

Cover letter is a statement of purpose, explaining your fit for specific position or role. Other titles used interchangeably for Cover Letter are; Application Letter, Application Essay, Personal Statement, Introduction Letter, etc.

Cover letter gives you the flexibility and opportunity to showcase your relevant skills for a specific role as well as the value you intend to offer a potential employer.

Your Cover Letter should not be a 'one-size-fits-all-role' document.

Every cover letter should be customized for specific job vacancy, job responsibilities and job requirements.

4 CUSTOMIZE YOUR COVER LETTER

Tailor your letter to suit the role.

In essence, Cover Letter should be tailored towards the relevant terminology, keywords and phrases in the job description.

This is necessary in order to present you as the 'best-fit for the role' in the most effective way possible.

It is a common knowledge that most job vacancies and adverts require cover letters as part of job application process.

However, when cover letter is not explicitly requested for, it is advisable to include it as the body of the mail before sending your CV/Résumé to the recruiter.

Cover Letter shouldn't be a 'one-size-fits-all role' document.

5

STUDY VACANCY DETAILS

Pay close attention
to job requirements.



5 STUDY VACANCY DETAILS

Pay close attention to job requirements.

Before you apply for any job vacancy, it is crucial that you understand the job responsibilities and requirements.

You need to;

- ★ Pay close attention to the preferred and required qualifications.
- ★ Read through the job responsibilities.
- ★ Check for keywords.
- ★ Ask yourself if your skills fulfil the job requirements?

Have a focus, do not apply for every available job vacancy.

While you are analyzing the job advert, answer the following questions:

- ★ What tools, materials or methods will be required to perform the tasks in the job?
- ★ What are the specific duties for the position holder?
- ★ What are the key performance indicators?
- ★ What skills and experience are necessary to be successful on this role?
- ★ Do I meet these requirements or do I have the potential to succeed on this job?

After your critical evaluation of the role and you consider yourself a good fit, consider the following points,

if you are instructed to send your CV/ Résumé or Cover Letter via an email;

1. Use the right or required format.
 2. Cross check the recruiter's mail address.
 3. Your mail should have a subject:
 4. Proofread the mail before sending and ensure that the documents are attached.
 5. If the attachment is large, please put in a zip file.
- Use your name as the title of any attaching documents (unless otherwise stated).

5 STUDY VACANCY DETAILS

Pay close attention to job requirements.

Do not forward the mail you have sent to another recruiter and if you must do so, please edit and avoid leaving a mail trail.

Always remember your email etiquette.

The general rule to a successful job application process is to follow the recruiter's instructions or guidelines.

Study job vacancy critically to ascertain fit for role. Do not apply for every available vacancy.

6

POSITION YOURSELF

Maximize every
opportunity



Always be ready to maximize every opportunity to make the first great impression.

You can position yourself by associating with people and causes that match your job interest.

- ★ Join professional associations relevant to your career interests.
- ★ Start a blog/vlog, write articles, share relevant info.
- ★ Use your social media pages to showcase your professional expertise in your field.
- ★ Volunteer at activities in several groups; NGOs, religious, educational or social.



- ★ Participate in relevant discussion in (both online and offline) community of like-minded professionals.
- ★ Attend Seminars, Workshops, Training, Conferences and network with people.
- ★ Add value to people or causes that interest you.
- ★ Prepare and practice your 'Elevator Pitch' ahead of time.

"An Elevator Pitch or Elevator Speech- This is a clear, brief message or "commercial" about you. It communicates who you are, what you're looking for and how you can benefit a company or organization"

You don't have a second chance to make the first great impression.

*'The heights by great men
reached and kept were not
attained by sudden flight,
but they, while their
companions slept, were
toiling upward in the
night'*

Henry Wadsworth Longfellow

*Your dream job is just an
action away.
Do not relent in your
search!*

*My name is Phebean Amusan.
I'm a Career Development Expert, a Future of
Work Leader and a seasoned HR Professional.*

*Over the years, I have assisted
several professionals at different
career stages and across different
industries to build rewarding
careers.*

*Let's work together to achieve
your career goals.*

*Connect with me on social
media*



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