



Get
the
Job

Market Yourself Like a Pro

How you present yourself professionally is a key component to advancement and creating new opportunities.

Networking and self-promotion don't come naturally to most people. It can feel awkward to put yourself "out there" with people you've never met or only met a few times — especially if you admire these people.

Take comfort in the fact that you are not alone. Accept that most professional success requires a certain amount of networking.

Take the following three actions to begin marketing yourself like a pro.

MAKE OVER YOUR PROFESSIONAL DOCUMENTS

In many cases, your resume and professional social profiles are the first impression others get of you, so it is important that you keep them up to date.

If you haven't changed your resume in a while, consider giving it a whole new look. Just keep in mind that all the information should be easy to identify and written in a clear and concise manner.

Unless you are an experienced member in your industry or have held many positions, there is no reason your resume should span more than one or two pages.

CREATE ORIGINAL CONTENT

Now that you've sharpened your professional profile, it's time to convey your knowledge and show people what you're passionate about.

Publishing short blog posts to your professional profile is a great platform to get your content in front of industry leaders.

To keep your name in front of others, publish on a few thoughts on a regular basis. Following a consistent routine of writing can get you noticed by key industry decision-makers.

ADOPT A NEW PERSPECTIVE

Sometimes taking a fresh approach to an idea is all it takes to succeed. There is no shame in promoting yourself, but it can still feel uncomfortable.

If networking feels needy or desperate to you, flip the idea on its head: Stop thinking of networking in terms of what you will get out of it and instead consider how you can help others.

Thinking of networking in terms of sharing your knowledge and expertise can alleviate feelings of awkwardness and make conversations feel more natural.



Interview Mistakes to Avoid

New career paths and opportunities for advancement begin with the same step: the interview. Successful interviews are achieved with a mixture of confidence, preparation and proper grooming, and you've most likely read many tips and given tips on great interview skills.

Most of these tips, however, list all the things you should do and focus more on preparing for your interview.

What about what you should avoid doing during an interview?

SHOWING UP LATE

This one should be obvious, but the larger point is that no one plans to show up late to an interview. Things happen. There is traffic. There is unforeseen weather. There are canceled babysitters and medical emergencies.

Be sure to build in a buffer. Plan to leave for your interview much earlier than you need to. If nothing stalls your progress, you can always kill time in the area in local shops or find a coffee shop where you can review your notes or read up on the company a little more.

SELLING YOURSELF SHORT

Be confident in your skills and experience. For example, don't be embarrassed of a position you held that didn't end as planned. You still learned valuable lessons and skills from that experience. Tap into them and demonstrate how each experience has helped you grow.

It also is important to know your own story. Pay attention to what you are saying so you can avoid inadvertently con-



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tradicting yourself later. If there are gaps in your experience, be prepared to talk about them.

REVEALING INSECURITIES

Don't talk about how nervous you are or how intimidat-

ed you might be by programming or software you will have to use. Revealing your insecurities makes you look unsure.

Saying "like" or "um" too much also makes you seem unsure of yourself. You want to exude confidence in yourself, your skills and your ability to

do the job.

HAVING ZERO QUESTIONS

You should ask at least one question of your interviewer. Even if you prepare a few questions, there is the chance that those will be answered through

the process of the interview.

If this happens, be ready to think on your feet. Odds are there was some point of the interview you can build off of to ask an intelligent question. For example, "How do you feel leadership is fostered within the company?"

Mastering the Side Hustle

There is a lot of merit in a good side gig. Work that you can complete outside of your regular job means extra money — to travel, to invest, to pay off debt quicker or to reach a savings goal faster.

The key is managing your time well so that you don't lose your mind.

SIDE HUSTLE YOUR PASSION

The most successful side hustles involve doing what you love. Many people build entire businesses out of doing what they love, but these businesses started out as after-hours projects outside of their regular 9-to-5.

If you care about your side hustle, you are more likely to stick with it — which is the goal.

BE REALISTIC

Be realistic with your time, your expectations and the amount of support you will have. It is helpful to lean on your support team when you can.

By definition, the side hustle is not your main source of income, so it is easy to not allocate much time to it. It is important not to overextend yourself.



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BE PREPARED

Plan on giving up a few luxuries along the way. Do you like staying up late to watch movies? Playing soccer on the weekends?

You won't need to give these things up completely. It

would be unhealthy to do so. You will, however, be spending a lot less time doing them. Choose a side hustle that is worth the sacrifice.

CREATE ACCOUNTABILITY

Most side hustles that man-

ifest out of passion projects come without a boss — a blessing and a curse. It is easy for other aspects of your life to take over if your side hustle isn't a necessary component of your overall budget.

It is important to create a

system of accountability for yourself — such as allocating a specific allotment of time each day you will spend on your side hustle, or discussing it with a colleague (whom you can count on to ask you how it's going).

What Do You Want to Be?

Most people at several points in their lives are still working on answering the question asked of them since primary school: What do you want to be when you grow up?

Just like in school, the answer to this question continues to change. The most successful leaders across industries continue to advance and move on to new things.

They do not achieve their goals and then sit back and relax. They move on to the next dream.

Others realize that what once gave them excitement no longer does. Then they search for their next passion.

Sometimes it's hard to know what to do or where to even start.

KEEP A GOAL JOURNAL

Keeping a journal of your objectives is a great way to brainstorm. What goals do you want to achieve this year? This month? What did you do today that will help you get closer to achieving your goals? Have you learned anything new?

Reflecting back on the previous year can help you understand what you want out of the upcoming year.

STRENGTHS AND WEAKNESSES

No one likes to think too hard about his or her flaws, but being honest with yourself can help you understand what you need to work on.

This also is a great litmus test for understanding what you want to learn. Which ideas, actions or products excite you? How do you plan to go after jobs that can help you leverage these passions?

FIND A MENTOR

People at the top of their industry and those who follow their passions don't get there on their own. They likely had an entire network of people who guided and supported them



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along the way. Many of them had mentors.

The topic of professional coaches and mentors is discussed a lot in relation to climbing the ladder, but they

also can be an invaluable resource for finding which ladder you want to climb.

Professional coaches have the advantage of being an outside player.

They bring a different and objective perspective on your strengths and weaknesses and can help you create opportunities you might not have considered.

Choosing a Summer Internship

Finding the right internship isn't easy. There are many factors to consider.

The right internship will align with your career goals. The right internship won't drain your finances to the point of financial ruin. The right internship for you won't necessarily be the right internship for someone else.

DO YOU WANT AN INTERNSHIP?

Maybe what you're really after is a job. Are you looking for something that pays? Or a position that you can grow with?

These things can be found in an internship — but are not guarantees. Research both options before choosing an internship.

UNDERSTAND THE COMMITMENT

How much of your time will each internship you are considering require of you? If it is full-time and unpaid, you will need a strict financial plan to follow during your internship.

Will it require weekend hours or nights? Will it require travel? Understand your commitment upfront and there will be no surprises.

UNDERSTAND THE RETURN

Are you looking at paid and unpaid internships? Even if you are getting paid through your



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internship, there are many other benefits you should consider.

Ask yourself what this particular internship will do for your career. Are you able to network effectively? If you prove yourself, is there potential for the

internship to lead to a full-time position?

UNDERSTAND THE ENVIRONMENT

While it might seem like small potatoes, the environment in which we work has a

huge impact on your productivity and overall happiness. If you like to be around people, the team spirit and collaborative nature of a company should be very important to you.

In other words, don't sign up

for an internship that has you sitting at a desk all by yourself, day in and day out. You will tire of the work very quickly and become uninspired by the company — even if it is doing great things in which you believe.

Peace Corps Opportunities

The United States Peace Corps is a great way to serve your global community. While it requires a two-year hiatus from your life back home, it does not push the pause button on your career.

Through Peace Corps service, you will gain valuable skills and experience that will not only keep you on par with your professional peers but possibly give you an edge as you return to work stateside.

STAND OUT

The Peace Corps is a unique experience, and people want to hear about it. After all, it is not something everyone has on their resume. Returning Peace Corps Volunteers (RPCVs) gain non-competitive eligibility for federal positions (as long as they meet the minimum job requirements). Talk about a leg up.

BUILD A SERVICE RECORD

Not enough can be said about the positive impact of volunteering. People who volunteer are willing to think of others above themselves, work well in teams and with collaborative work, and are adept at adapting to changing environments.

Successful companies hold these qualities in high regard.

DEMONSTRATE COMMITMENT

A Peace Corps service stint is 27 months long. This is 27 months away from loved ones, away from most creature comforts and away from most things familiar.

To embark on Peace Corps service



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takes dedication — a quality every employer wants to see.

BECOMING A PEACE CORPS VOLUNTEER

The only main requirements to

become a volunteer is that you be at least 18 years of age and be a U.S. citizen. There are health screenings and background checks, but almost anyone can become a volunteer if they pass these basic requirements.

There are positions all over the world, and the Peace Corps prides itself in matching volunteers in locations where their skill set is most needed.

To learn more, visit www.peacecorps.com/volunteer.

Transitioning to the Workforce

Spring is here, and for many young people across the country, this signals a fast-approaching graduation date. As happy and fulfilling a moment as graduation is, it is quickly followed by the fear of finding a job.

Transitioning from college life into the workforce comes with its own set of challenges. However, there are steps you can take to make this transition easier on yourself.

GIVE YOURSELF GRACE

You can't accomplish everything all at once from the very beginning.

Understanding that your habits and routines will change and actually living it are two different beasts altogether.

It will take time to adjust to new hours, new co-workers and a new environment. Don't be too hard on yourself.

EXPAND YOUR PROFESSIONAL NETWORK

Most college students focus more on their social circle than their professional circle. Even if you are a proactive, entrepreneurial student, your professional network likely consists of professors, other students and people you've met through internships.

This is a great start, but it's time to include even more people in your network. Attend networking events and sharpen your professional social media profiles.

MAINTAIN OUTSIDE ACTIVITIES

Many young people dive into their first career positions head-first — and forgo



many of the things they enjoy doing. This is a mistake.

It is essential to your well-being to engage in your interests outside of work. Don't forget about your hobbies. One of the perks of the college environment is the

built-in social aspect. There are many activities in which to participate and many people with whom to do them.

You will have to take a more active interest in engaging in extra-curricular activities now that they won't be at

your feet.

SET SMALL GOALS

You can (and should) have big goals. But pursuing long-term goals can be grueling if you forget to celebrate the progress you make along the

way.

Think of goals you can set for yourself daily, weekly and monthly. This will mimic the pace of coursework you are used to and do wonders for your motivation and productivity.