WinterView Group
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Thoughts & Tips for Conducting a Job Search in the Digital World

Knowledge accumulated from 10+ years of peer to peer job coaching for business & financial executives

Example: Your name is *William A. Fleet* living at *1105 Essex Street, My Town, MA. 01234*

	Professional	Not Professional
Your Name	**William A. Fleet**	Billy Fleet
	William Fleet	Billster Fleet
	Bill Fleet	Willie Fleet

	Professional	Not Professional
Your Address	**1105 Essex Street, My Town, MA. 01235**	*Our house at the lake 1105 Essex Street, My Town, MA. 01235*

	Professional	Not Professional
Email Address	wafleet@gmail.com	Bill@freewilly.com,
	FleetWA@yahoo.com	Will@ilovewhales.com
	william.fleet@mail.com	janeandbillsemail@whalemail.com

Make sure that the text description field from your email is your name as it appears on your resume not “Bill and Mary Fleet’ or the “Fleet Family”.
Make sure that your first name is consistent with your name in your email address as well as at the top of your resume. Don’t mix the use William, Bill or Willie. Pick one and use it consistently.
Do not send email from an address that belongs to your current employer. This is bad form and infers you are looking for a new job on company time. Do not have another family member use this address.
Note: If you use an "aol.com" address consider changing it. Some people have a bias against it being old school. If you want show that you are current with technology use another domain for your email.
Check the Text Descriptions in your “Sent From” and “Reply to” of your email program. These are alpha fields that must be consistent with your professional name. (In Outlook these fields are found under “Account Settings-User Information”)

	Professional	Not Professional
Email Signature at Bottom of all emails sent	William Fleet wafleet@gmail.com 978-521-1779 Cell	bille F billister@aol.com 978-521-9500 office at work
Make sure the person you are writing to can find you. At the bottom of every email you send make sure you have your full contact information. Consider including your LinkedIn profile URL.		

	Professional	Not Professional
Naming your resume file	Fleet_William_Resume.pdf Fleet.W.A.Resume.docx	Billsresume.doc Myresume.pdf
Unless a .doc/.docx file is requested, send your resume as a PDF file. A PDF reduces the chance of a formatting change being made when the file is opened or printed. If you cannot send a PDF file, make sure that your formatting is simple and straightforward. (Check out on-line PDF services that will convert documents for you)		

- Voice Mail. If you cannot answer the call, make sure you have voice mail. Voice mail is less prone to error than relying on family members to take a written message. Make sure that your message is clear and professional. "You have reached Bill Fleet. I am unable to take your call at this time. Please leave your name and phone #. I will return your call as soon as possible." Do not use a message that is not appropriate for an employer to hear.

- Applying for positions via email.
  - When you apply for a position via email, your resume should be your only attachment.
  - The email message itself is the new cover letter. Do not create a separate attachment for the cover letter or insert the cover letter text as a page within the resume document.
  - Make sure that your email text has substance and compels the reader to open your resume.
  - Do not send a blank message with attachments.
  - Do not use messages that says “See attached”, “I saw your job, call me, I may be overqualified”, “Mr. X gave me your name, call me if you have a job for me”.

- Time of day to send your email. Send your email for delivery between 8:00 AM-6:00 PM in the time zone of the receiver. Today, most business people have email on mobile phones. Your email is not an emergency. You do not want your message pinging your target in the middle of the night. Your message will be in the delete file before the person leaves the house.

- Test your emails. Send a test message formatted in the manner you use to apply for a job by sending it to 2-3 friends who use different email providers (gmail, yahoo,etc) to see how the message looks on the receiving end. Today there are some formats that open differently depending on the mail provider and the device the person is reading the message on.

- LinkedIn is not Facebook. Only connect with people you actually know. There is no value in collecting a large number of contacts if you do not know them. You want contacts who "know you back".

- Facebook is part of your digital footprint. Do not have anything in your Faceback presence that you would be embarrassed to have an employer to see. Many employers are asking candidates to allow them access to their Facebook accounts prior to an offer being extended. Employment Law may be unclear on this, but candidates are being asked.