

## 12 TIPS TO SECURE THE JOB YOU DESERVE

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Securing that 'dream job' isn't easy; it's called job '*hunting*' for a reason. For each vacant position, there's usually a long list of applicants, so how are you going to get noticed and stand out from the crowd?

I've interviewed a lot of people over the years, so I'd say I'm pretty qualified to be able to share some solid advice when it comes to secure the job of your dreams.

**Tip 1.** A well-written resume can change your life. It would be best if you had a compelling resume that is succinct, with sufficient applicable content to get you an interview. It has to 'sell you' to the employer by making yourself an attractive proposition on paper. Ensure it's honest, include what you believe to be your strengths and areas that need development; every employer knows no one's perfect. Include your qualifications, work history, key duties and how long you've worked in each role, please state the month as well as the year you began. A nice touch is giving a brief reason for leaving each position.

I'm never impressed by anyone who emails me their resume without an accompanying cover letter. A cover letter allows the employer to get a sense of who you are. In brief, explain your career goals and why they are aligned with the vacant position, providing a summary of your skillset that matches the job description. Ensure to include what you respect about that business and why you want to work for them. Be enthusiastic and make it personal.

And before you hit 'send', have someone who can effectively proofread it. There's no excuse for mistakes, especially spelling errors. They can cost you the job!

**Tip 2.** Do your homework. Go prepared by knowing as much about the business, their culture, and the role as possible. If applying for a position in a Spa or treatment centre, ensure you've checked out their website, socials and their menu of services. Know their trading hours, which treatments you're already skilled in delivering and the ones in which you may require additional training. Acquaint yourself with the product range(s) they use. It's also a good idea to check their online reviews and see what their customers are saying about the business, chose one or two you can happily quote.

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**Tip 3. References.** It amazes me when calling references how many people have no idea, they are that person's referee. It's so important to speak to your referees prior and ensure they are still happy to provide a reference and to let them know they may expect a call. At the same time, check you have the right contact details for them. Avoid putting a referee down who may not provide you with a positive reference (it happens), and it can cost you the job. Referees need to hold senior positions from your most recent employment history.

**Tip 4. Personal branding.** You're your own walking, talking brand. How you speak, what words and tone you use, how you chose to dress, how you wear your hair, present your nails, your jewellery choices, all reflect 'brand you'. You need to demonstrate a positive image to the prospective employer, and one they can see also aligns with their own.

**Tip 5. Upskilling.** Employers like to see that you are accountable for your own professional development. Ensure you mention the seminars, trade shows and courses you have taken since graduating. This demonstrates you are focused on upskilling and staying abreast of industry changes.

**Tip 6. Selling Skills.** For a vast majority of roles within our industry, selling skills are essential. An employer needs to know you are proficient in prescribing both retail products and treatments. Ensure you can supply them with the figures you have attained and targets you reached in your previous positions. If you have taken any additional selling skills training, ensure to include this on your CV.

**Tip 7. Trade Test.** It is customary to perform a trade test at your interview so be prepared by either wearing appropriate clothing or taking a uniform. Ensure your hair and nails are groomed accordingly. If you're not familiar with the product range, this is where your homework pays off, as you'll have learnt a bit about the products before your interview. (That should impress).

**Tip 8. Be aware of-**

- a) Your voice mail message; *"busy par-ta-ing woohoo, leave a message"* may need changing while in the pursuit of a new job!
- b) The email address you use, 'crazymadwoman@gmail' is perhaps not the one you should be sending your resume from.
- c) Do a google search of yourself and see what comes up, check if there is access to your personal social media. See what a prospective employer sees when they do a background check on you e.g., Face Book, Instagram page. Ensure your social pages are set on private.

**Tip 9. Never be late.** If the worst happens and you are, ensure you call to apologise and let them know you're running late and will be there soon.

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**Tip 10.** Know your interview starts from the moment you walk in the door, if not before. Team members who you speak to prior and post the meeting can be part of the process. They are likely to be asked how you presented yourself 'outside' of the interview room.

**Tip 11.** Follow up. Either call, send a handwritten note or the last option email to thank them for taking the time and giving you the opportunity to be interviewed. You can reiterate your great interest and excitement in the position and, let them know you're looking forward to hearing from them in the near future.

**Tip 12.** If you change your mind or secure another position, don't just not show up. People remember those who demonstrate negative behaviour. Always do the right thing and withdraw your application. You never know when you may cross paths with the interviewer or business again.

From the first initial conversation on the phone through to the interview itself, it's vital you present the very best of yourself. Any uncertainty, ask friends and family for help, check out websites, video tutorials on successful interviewing.

I know it may sound 'obvious', but don't go for a job that your heart's not in it. Find yourself something that will bring the best out of you, one that stretches you and that provides you fulfilment and happiness, that happens to be one of the golden rules of success!

All that is left is to do is wish you 'successful job hunting'.

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