



Build Your Brand: How To Sell Yourself During the Job Search

We appreciate your patience as we give everyone a moment to join.

Job Cast
by 

Meet your hosts



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The most popular questions I've received are:

- + What should I put on my resume to get more job interviews?
- + What should I say in my interviews to get the job offer?





How to have more success in your job search

Quick Question

Where in the job search process do you get stuck?

- + **Application stage** - not getting many interviews
- + **Interview stage** - not getting job offers

Right now, your goal is to get an amazing job

- + **Goal:** Get a job that provides X opportunities and benefits by X date
- + **Strategy:** Best Effort & Hope
- + What happens when you've **done your best** and you still **didn't get an interview/offer**?



Story time

- + When I graduated from university, I **struggled** to get my first corporate job
- + Every application I made got rejected
- + **I ran out of ideas** for how to stand out
- + **I started believe I wasn't good enough** to get the “dream opportunities” and I'd need to settle
- + I was doing my best and **my best wasn't enough**



Let's say you're looking for a pen...

- + What defines what pen you pick?
- + You pick the pen that **best matches your taste and needs** in this moment.
- + The pencils and crayons are perfect for someone else in this moment.
- + The candidates that gets hired are not always the objective “best”, but they are the best at communicating how they meet the needs of the hiring manager.

Rejection isn't a sign of your worth or talent

Rejection also isn't a sign of how good of a job you can get. It *is* a sign that **you need to shift your approach.** Instead...

- + Understand a company's needs
- + Determine if you can authentically meet their needs
- + Show potential employers you can meet their needs

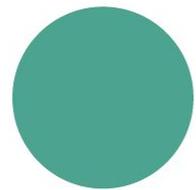


“Hunt for gold” instead of “hoping for the best”

- + A common mistake is to *“do your best”* and *“hope for the best”*
- + Gold mining is a **strategic process that leads to getting gold.**



**A personal brand that meets
an employer's needs can help
you get interviews and offers.**



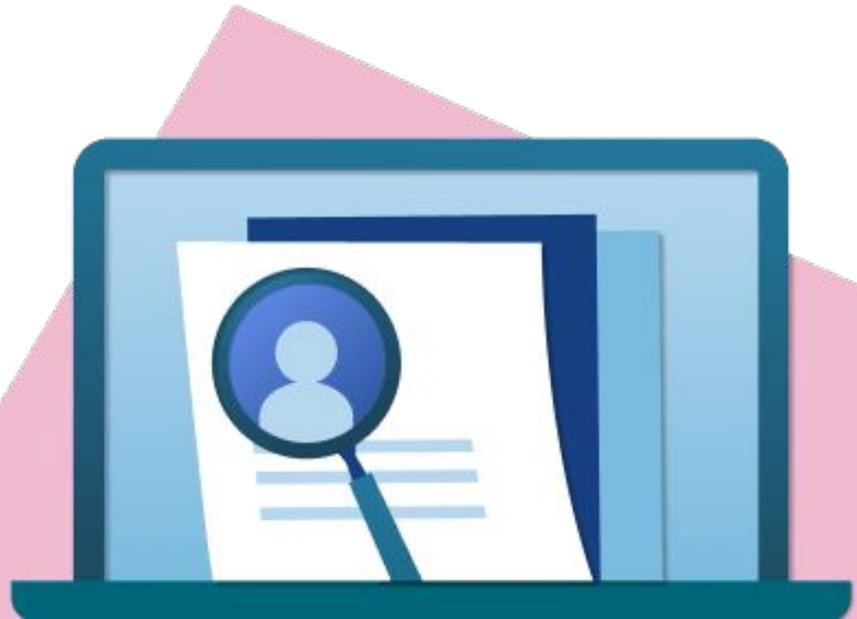
How to build your personal brand



What is a personal brand?

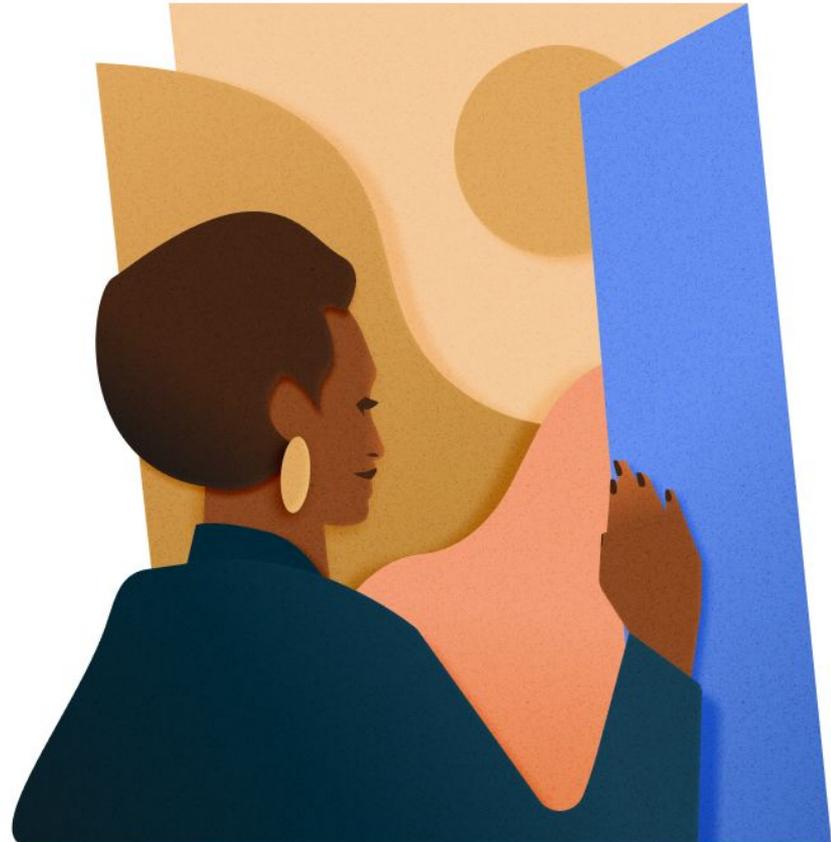
In short, it's how people perceive you based on your:

- + Story
- + Education and experience
- + Skills and expertise
- + Actions
- + Personality
- + Everything about you



Consider your dream job and make a hit list

- + Find companies and roles you are genuinely a good fit for
- + Figure out **what kind of company and role is a dream fit for you**
- + Roles or companies that don't excite you usually aren't the best fit for you
- + Create a spreadsheet with a "*Gold Hit List*" of your favorite companies



Research companies

Research potential employers to ensure you're applying to work in an environment that will help you thrive.

[indeed.com/companies](https://www.indeed.com/companies)

The screenshot shows the Indeed profile for a company's benefits. At the top, the company name is "Indeed" with a 4.3 star rating and 69 reviews. The "Benefits" tab is selected, showing a "Snapshot" of various benefits. The main section is titled "Indeed Employee Benefits" and includes a note that benefits are extracted from job descriptions, reviews, and Q&A. Below this, there are two main sections: "Excellent Benefits and Compensations" with a 4.2 star rating based on 380 reviews, and "Benefits found on job postings" which lists items like Paid time off, Quarterly bonus, Dental insurance, Unlimited paid time off, Health insurance, and Vision insurance. A "5 benefit categories" section lists "All benefits", "Insurance", "Flexibility at work", "Leave" (with 32 reviews), "Financial perks", and "Meals". The "Leave" category is expanded to show "32 reviews about Leave at Indeed" and a "Details about Leave" box. This box lists "Paid time off (30 reviews)" with 100% positive reviews, "Parental leave (2 reviews)" with 100% positive reviews, and "Unlimited paid time off (25 reviews)" with 100% positive reviews. A quote icon is visible at the bottom left of the page.

Indeed 69 4.3 ★★★★★

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Snapshot Why Join Us 794 Reviews 824 Salaries **Benefits** 126 Photos 506 Jobs 254 Q&A Interviews

Indeed Employee Benefits

All the listed benefits are extracted from job descriptions, reviews, and Q&A posted on Indeed. Please contact the employer to understand the benefits connected to a relevant job.

Excellent Benefits and Compensations

4.2 ★★★★★
based on 380 ratings and reviews on Indeed

Benefits found on job postings

- Paid time off
- Quarterly bonus
- Dental insurance
- Unlimited paid time off
- Health insurance
- Vision insurance

Show more benefits

5 benefit categories

- All benefits
- Insurance
- Flexibility at work
- Leave** 32 reviews
- Financial perks
- Meals

32 reviews about Leave at Indeed

Leave

100% positive reviews

- Paid time off
- Parental leave
- Unlimited paid time off

Details about Leave

- Paid time off (30 reviews)**
100% of the reviews are positive
- Parental leave (2 reviews)**
100% of the reviews are positive
- Unlimited paid time off (25 reviews)**
100% of the reviews are positive

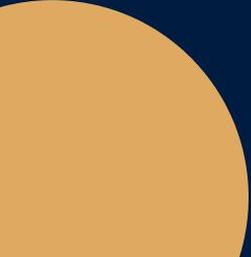
“
Paid time off



Quick Question

**How do you feel when
an interviewer asks,
*“Why should we hire you?”***

Type one word that describes how you feel when answering this question in the chat.



Here's where your brand comes in

- + Your brand is what makes you “unique”
- + It's telling **genuine and authentic stories** about **why you want the role** and why you're a **match made in heaven**



The background features a white canvas with large, abstract shapes in orange, purple, and brown. An orange circle is partially visible at the top left. A purple shape curves along the right edge. A brown, wavy shape is at the bottom left.

**How to confidently sell
yourself as the best
person for the role**

Use AIDA to get your gold

AIDA is an acronym used in marketing that stands for:

- + Attention
- + Interest
- + Desire
- + Action

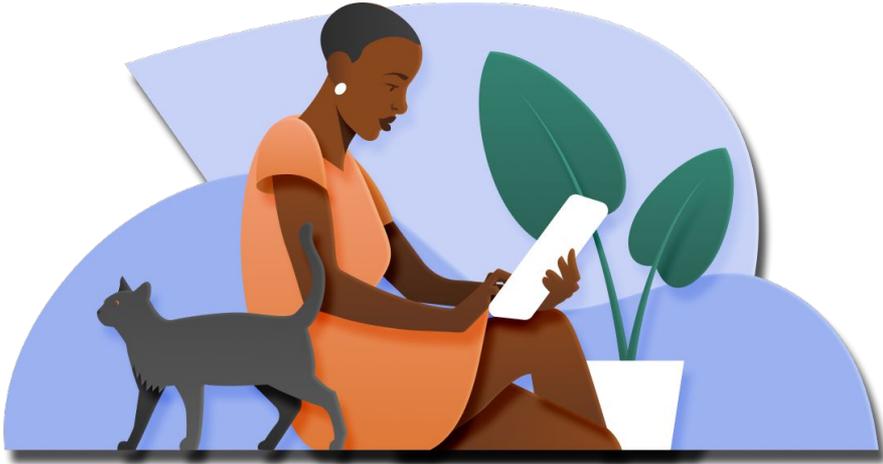


It worked for me...

- + A job offer in 9 business days
- + During the COVID-19 pandemic
- + While pregnant and already a parent of a toddler



How?



- + Researched a list of potential employers and shortlisted the ones I was the best fit for
- + Wrote my application using words and phrases that showed I could be a good fit
- + Asked the employer what their goals and needs were
- + They valued my unique and needed skill set and offered me the job

4 Steps to build a personal brand that gets you noticed and hired

1

Attention

What's the best thing you can do to attract an employer's attention?

2

Interest

What can you share that will make potential employers interested in interviewing you?

3

Desire

What are the employers needs and how can you show that you can meet them?

4

Action

What actions can you take to land the best job offer possible after your interviews?

Step 1: Attention

Have an “identity card” that gets you past the “bouncers”

- + Bouncers are your recruiters, hiring managers, ATS at the door
- + They only open the door for you if you meet the basic requirements for entering the building
- + Your ID card is your resume/CV, cover letter, online profile, portfolio and website
- + **Key focus: Ensure you write the key phrases and words they’re looking for to “open the door” for a conversation**

You have 7.4 seconds to make an impression

To get past the applicant tracking system and recruiter, your resume should have:

- + Simple layout with clearly marked headers
- + A summary or objective statement at the top
- + Include keywords from the job description (in relevant context)

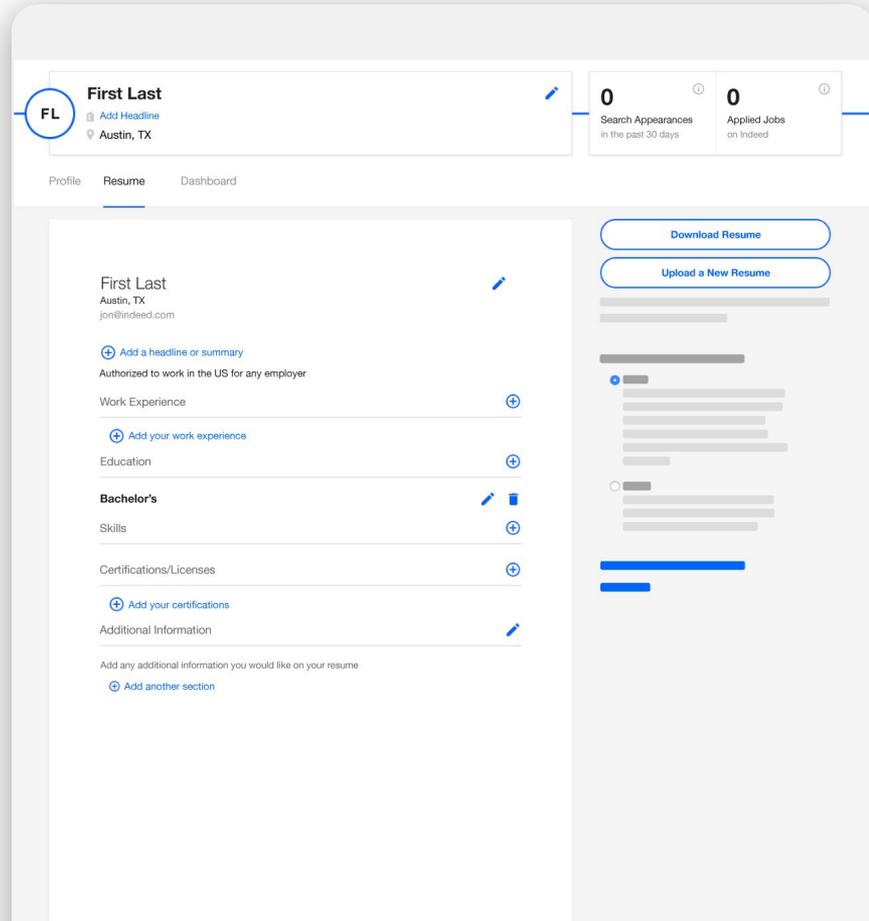


Ready your Indeed resume

Job seekers with an Indeed Resume hear from employers 4x more often.

- + Simple formatting
- + Easily apply
- + Employer resume search

my.indeed.com



Step 2: Interest

Write a “unique selling statement” that piques an employer’s interest

Avoid telling your story as a boring biography:

“Hi, I’m Shannon Brenner, I am a career counselor. I hold a Master’s Degree in Education and have five years of experience in career development. I’ve worked for a nonprofit career center, and am a certified teacher. I believe that career coaching can be the catalyst to change your life.”

“Hi. I am Tom Hill. I am an Product Manager with 10 years experience in the tech industry. I’m looking for opportunities in the London area.”

Step 2: Interest

Write a “unique selling statement” that piques an employer’s interest

Instead, tell a story with results and relevance:

“Hi, I’m Shannon Brenner, and I help excellent candidates find excellent jobs. For example, I’ve helped a client change jobs with a 40% salary increase, I’ve helped a client develop the skills to deal with a difficult boss, and I’ve helped a manager devise new ways to keep her staff motivated.”

“Hi I’m Tom Hill. I’m a product leader with a proven record of helping companies build valuable, innovative products and teams. My solutions have cut fashion returns by 4x, earned \$3M in gross margin for an ecommerce marketplace and I’ve scaled a team from 15 to 50 in 6 weeks to rebuild a web and mobile app with over \$1B turnover ahead of schedule.”

Unique Selling Statement

Communicate in 1-2 sentences:

Relevance

- + Who you are
- + The types of companies/ people you help

Results

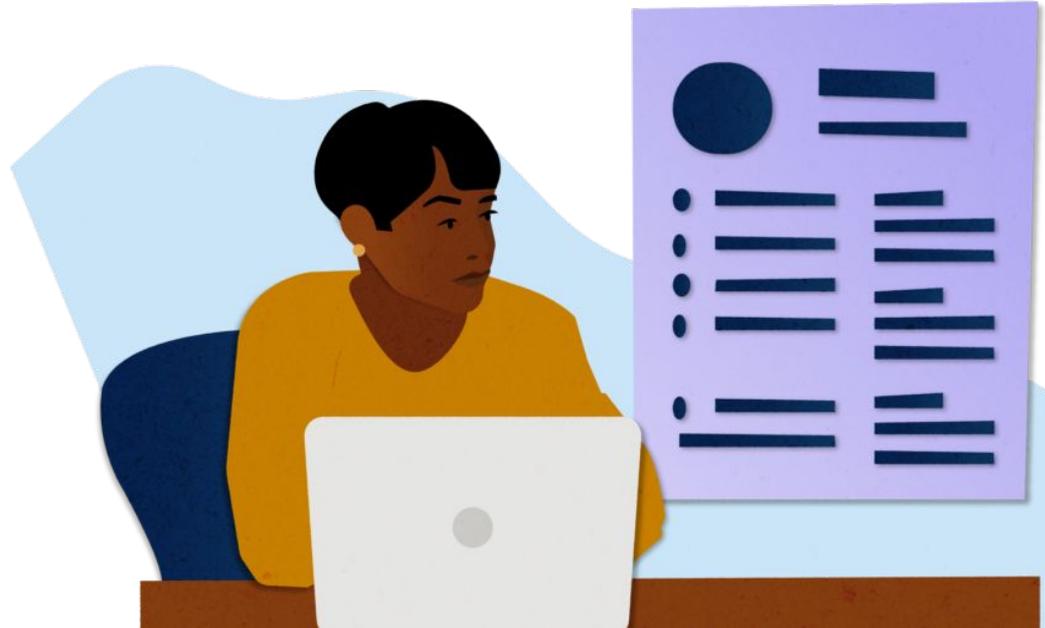
- + The goals you've helped companies achieve
- + Results are measurable or meaningful



Where to use your statement

- + Cover Letter
- + Resume Summary
- + LinkedIn profile
- + Professional website
- + In your interviews when asked *“tell me about yourself”*

**It's a story you'll remember
and they'll remember too.**



Present a consistent brand on- and offline

- + Social media audit
- + LinkedIn profile with professional photo
- + In-person networking opportunities

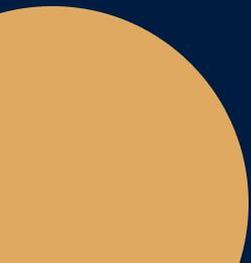




Step 3: Desire

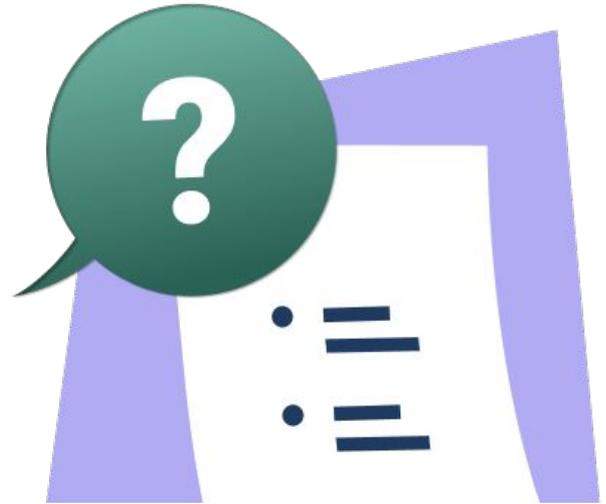
Find out the employers' needs and tell a story that shows you can meet them

Ask the following questions in the interview process:

- + What are your biggest dreams for the company/team?
 - + What are your goals?
 - + What are your biggest challenges?
 - + What do you most need in a candidate?
- 

Get really clear on whether you can help them first

- + What are your intentions for working there?
- + What goals would you like to help them achieve?
- + How would you like to help the company?
- + Are you passionate about solving their problems?
- + Think of examples where you've achieved similar goals, or solved similar problems. These are your case studies in the interview.



Share how you'll meet their desires

Knowing their needs match your needs, you can share:

- + Your intentions and goals with the company
- + Why you're passionate about solving their problems
- + Your best case studies for when you've achieved similar goals or solved similar problems

Remember: The best intentions and results have a measurable impact for the company.



Step 4: Action

Take the next steps to secure the best job offer possible

- + Thank you and next steps email
- + Follow up if you haven't heard from the recruiter
- + Negotiating for your ideal package

Let's recap

- + Shift your strategy to “hunt for gold”
- + Use AIDA to leverage your personal brand and sell yourself as the best candidate for a job
- + Attention: Have an “identity card” that gets you past the “bouncers”
- + Interest: Write a “unique selling statement” that piques an employer’s interest
- + Desire: Find out the employers’ needs and tell a story that shows you can meet them
- + Action: Take the next steps to secure the best job offer possible

Time for Q&A!

Look out for an email with the...

- + Presentation
- + Chat links
- + Video recording

You can post questions anytime on YouTube!

youtube.com/indeed

The image shows a screenshot of the YouTube channel page for Indeed. At the top, there is a search bar and navigation icons. Below that is a banner image with the text "We help all people get jobs." and several photos of diverse people. The channel name "Indeed" is displayed with a verified badge and a "SUBSCRIBED" button. The navigation menu includes HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The main content area features a video titled "Introducing Indeed Hiring Platform" with 12K views. Below this is a "Job Cast by Indeed" section with a "PLAY ALL" button. The "Job Cast" section contains four video thumbnails: "How To Prove Yourself for a Promotion" (1:08:09), "Age Discrimination in Hiring" (37:43), "Well-Being at Work" (56:54), and "Talk Like a Boss" (1:04:58). Each video has a brief description, view count, and upload date. At the bottom, there is another "PLAY ALL" button for "2021 Career Tips" with a description: "Advice on career development and job search."

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Job Cast by Indeed

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Thank you!

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