

5 REASONS YOUR CAREER WON'T PROGRESS

AND WHAT YOU CAN DO ABOUT IT



CAREER STORY



Do not let your colleague or friend fool you - there are plenty of jobs out there for the right people these days. If you are not getting hired, the problem might be you, not the market. Let's look at why you are unemployed or underemployed and what you can do about it right now.

01

Your Resume is Unclear.

A confusing resume layout is the easiest way to get your application tossed without a second look. Your resume has six seconds to impress a potential employer. Spend the majority of your time on the first few sentences, and make sure that your Summary is immaculate. If you have trouble breaking your professional life down into a summary or a few sentences, then you probably need a bit of professional coaching.



Your LinkedIn is Incomplete.

85% of modern jobs are filled through networking, and LinkedIn is the top professional networking site on the Internet. To ensure your best chances of success, your LinkedIn profile should be up to date and easy to interpret as a personal brand. Have a friend look over your profile. If that friend cannot describe your professional identity in one sentence after viewing your LinkedIn, you have work to do.

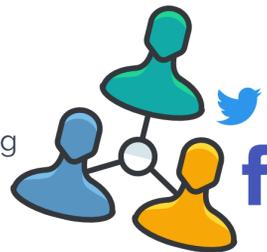


02

03

You Are Applying Cold.

People hire people they like. People like people they know. Instead of closing your eyes and sending resumes blindly, focus your efforts on poignant messages to a select group of targeted recruiters and employers. Personalize the message with research about each contact. Let each person know why you chose to contact him or her specifically. This will go a long way in getting you callbacks.



You Are Blowing the Interview.

If you make it to the pre-screen or the interview, it is still your job to guide the interviewer through your story. Weave your background into compelling tales that show how you resolve professional conflict. Answer the 'how' and 'why' of your professional life with everything you say, and show the passion you have for your profession.



04

05

You Lack Preparation.

How can you bring your true self to an interview without practicing the craft? Conduct mock interviews with friends, or better yet, a professional coach. Work out the kinks before the real deal, and gain the confidence that 99% of interviewees lack. Presenting your professional truth boldly leaves a positive impression that is hard to ignore or forget.



If you are having trouble putting the pieces together for gainful employment, there is nothing wrong with a little professional coaching. **Time is of the essence, and opportunities will not wait.**

You already have the best resume, education and experience that you can get on your own. At Career Story, we give you everything else.



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References:

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