

Top 10 Ways to Boost Your Odds

When applying for jobs online



Boost your odds checklist

- 75% boost! OPTIMIZE for the ATS system** – *Fancy resumes with pictures and graphs and graphics get rejected. Search internet for detailed tips for the platform you're applying on. No dates? No go. Fancy fonts? No go.*
- 75% boost! FOLLOW THE DIRECTIONS!** *If they tell you to send a note, send a note! If they tell you to add a short note, add a short note. Only 1 in 4 people do this.*
- 50% boost! Make sure you are FULLY qualified** *If you have less than 90% of the required skills, it's a waste of your time to apply online. You will get rejected. Can you prove that you have experience with that skill? Never lie. If you're missing a BA, don't waste your time applying. Instead, try to network your way in ... or just call the daggone company and ask for the manager!*
- 21% boost: APPLY ON COMPANY WEBSITE instead of job boards.** *Indicates an interest in the job AND the company. Even if you see the job posted elsewhere, research shows you have a 21% better chance of being seen when you apply on the company website.*
- TAILOR YOUR RESUME for each job using KEYWORDS from their job posting.** *Use their language. If they ask for a "online marketer," use those words ... not "online marketing pro." Put keywords at the top in a section called Key Skills, but also include them in the body of your resume.*
- USE THEIR CORPORATE LANGUAGE.** *Talk to people, check their website, job posting, annual report and press releases. If they're really fired up about "next-gen innovation," and you are an innovator, say "next-gen innovation" instead of "innovation." If they are a proud Lean Six Sigma lean enterprise shop, and you have worked in a similar environment, put it on your resume.*
- TEST your resume before you apply** (jobscan.co is one of several resume scanners, resume optimization tools)
- FILL IN ALL THE APPLICATION SECTIONS.** *If you don't, you will be rejected. If you think it's a waste of time, it probably is. Follow directions + fill in all blanks (blanks = rejection) You can say "Not applicable" or "I don't have this information"*
- Answer all the SCREENING QUESTIONS.** *If you don't, you will be rejected.*
- Do not apply if the posting is OLDER THAN 2 WEEKS.** *The early bird gets the interview. Set up job agents & apply right away, before the slots are filled.*