



# The Indeed Workbook

Tips, activities and inspiration for your job search

# Table of contents

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**02** How to use this workbook

**03** The job search journey

**04** Making a change

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**08** Exploring the market

**12** Writing a resume

**23** Targeted research

**29** Applying for jobs

---

**35** Interviewing

**49** Taking your next career step

**51** Checklist summary



# How to use this workbook

Job search is a journey, and no one does it alone. In this workbook, you'll find tips, activities and inspiration to guide you as you take the next step in your career.

The activities in this book can be done on your own, with the help of someone else or in a group. The goal for each is to help you focus on a specific step in your search and fully prepare to land the job you want. There is space throughout the book for you to type directly in it to complete the exercises and checklists.

During your job search, remember that we're here to help. If you have questions that aren't answered in the workbook, visit [indeed.com/job-market](https://www.indeed.com/job-market) for more guidance. You can also reach out to our support team on Facebook, Twitter at [@IndeedSupport](https://twitter.com/IndeedSupport) or at [indeed.com/help](https://www.indeed.com/help).

We're cheering for you.

# The job search journey

Making any kind of change in your life is hard, and finding a new job is no exception. Fortunately, job searching is a skill and like any skill, you'll get better with practice. By breaking up your search into distinct steps, you'll be able to thoughtfully complete each task, getting closer and closer to your destination along the way.

We've surveyed hundreds of people to map the phases of a job search. What follows in this workbook are the insights we gained from those conversations.

# Making a change

Everyone's job search begins differently. Some people choose to make a career change, others find themselves looking for a job through no choice of their own. It's deeply personal and only you can know when searching for a job feels right.

No matter how your job search has begun,

an important first step is considering what you really want to do at work. If you're new to the workforce, decide how to apply the skills you've gained in life or in school to a job. If you have work experience, you may want to progress in the same career, change career paths, or be unsure of the course you're on.

“

I've been in my current job for about three years, and I feel good about where I'm at, but I'm always keeping an eye on the job market to see what else is out there.

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GERARDO R., 35

If you're not sure what kind of job you'd like, you can learn about what different jobs entail by browsing [go.indeed.com/career-paths](https://www.indeed.com/career-paths).

Getting specific about what you want will help you decide where to focus your search and prepare you to confidently answer interview questions about why you're attracted to a particular role. The following activities can help you do that.



**What are your proudest accomplishments?**

List out the moments in your career or education that have made you proud. Why do you take pride in these accomplishments?

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**What are three things that you do very well?**

01 _____	02 _____	03 _____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**How might those three things be useful to employers?**

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**What skills are you interested in learning or getting better at?**

_____	_____
_____	_____
_____	_____
_____	_____

## Identify your values and interests

At this stage, it's also helpful to identify what motivates you at work. Typically, people are driven by the things they value and find genuinely interesting. From the lists below, circle the values and interests that matter to you. Note that these are just examples to help you get started, you may think of additional values and interests along the way.

### Values

Advancement	Honesty and integrity	Service to others
Adventure and taking risks	Influencing others	Social interaction
Autonomy	Innovation	Traveling and cultural exchange
Community	Leadership	Variety of tasks
Creative expression	Learning and education	Working alone
Diversity	Making a difference	Working as a team
Environmental conservation and sustainability	Morality	Work/life balance
Family	Power	
Helping others	Money	
	Prestige and recognition	

### Interests

Acting	Healthy living	Public speaking
Advising and mentoring others	Law and legal practices	Publishing
Advertising	Leadership	Research
Art	Literature	Science
Community service	Mathematics	Sports
Creative media	Media participation	Teaching
Entrepreneurship	Musical performance	Technology
Environmental conservation	Personal relationships	Testing and measuring results
Event management	Politics	Writing and editing
Fashion	Programming	
Film	Project management	



### CHECKLIST BEGINNING A JOB SEARCH

- Take stock of your proudest accomplishments, strongest skills and personal interests to begin thinking about where you'll go next.
- Identify your values and interests and reflect on how you might find these in a job.
- If you're not sure which jobs are right for you, learn about career paths at [go.indeed.com/career-paths](https://www.indeed.com/career-paths)
- Review your social media profiles and check your privacy settings. Potential employers may look at these pages.

# Exploring the market

Once you have a solid idea of what you're looking for in your next job, you can continue to narrow in on the right opportunities by identifying your priorities. Requiring a certain wage, specific benefits, location or commute time are all reasonable filters for your job search.

Knowing your requirements sets you up for success when you search as well as when you're applying and going through the interview process. When you know what you need from a job, you'll be in a stronger position to negotiate with employers.

“

I've been in the retail industry for years, with over 16 years of management experience, so it's really important for me to find a job and a salary that meet my expectations.

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STEFAN A., 53



You can identify your requirements by listing out your must-haves and where you may be flexible. Your lists might look something like this:

### Examples of must-haves

- + The industry or discipline you want to work in
- + A wage or salary you can't go below
- + Benefits like health insurance or paid time off
- + Location and commute time

### Examples of where you may be more flexible

- + You aren't attached to a particular job title (associate, specialist or another designation)
- + Working at a small business versus a large company
- + Would like but don't need added benefits such as the ability to work from home
- + The amount of travel your job entails

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On Indeed, you can filter job search results by salary, location, and type (full time, part time, internship, etc.). Use these filters to start seeing jobs that meet your requirements. You can also type a specific benefit into the search bar.

Because this is an exploratory phase, you may want to save jobs that look appealing and return later to apply. When you save a job, you'll see it on your My Jobs dashboard in your Indeed account. If you don't already have an Indeed account, you can create one for free at [secure.indeed.com/account](https://secure.indeed.com/account).

You can also set up job alerts to receive email updates when employers post new jobs matching your preferences. Get started at [indeed.com/alert](https://indeed.com/alert).

### FOR EXAMPLE

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If you're interested in the ability to work from home, you can type "Work from home" when searching and scan the results for jobs that are a match for you.



# Writing a resume

The purpose of a resume is to present your most relevant experiences and qualifications in a format that's easy for employers to read.

There are many ways to do this successfully, but every resume contains the same essential elements:



### Contact information

Your full name, the city where you live, your email address and phone number. Because this personal information is sensitive, you should be cautious about who you share your resume with.



### Relevant work and volunteer experience

Most people list their experience beginning with their most recent job. Don't include everything you did in your past jobs. Instead, focus on achievements over responsibilities.



### Relevant educational degrees or certifications

The importance of your educational background will vary based on the job or industry you're interested in.



### Relevant skills and your level of mastery

For example, "conversational Spanish" or "familiar with Microsoft Excel" vs. "fluent in Spanish" or "expert at Microsoft Excel".

## Using space effectively

The typical resume is two pages maximum, so make sure all the information you've included is essential. If you are having trouble deciding what is essential, ask yourself if what you're including is relevant to what the employer is asking for in the job description.

It's also important to consider the kind of work you truly want to be hired to do. In other words, don't include past experience for tasks you strongly dislike doing. Keep the experiences that you want to keep building on and match what the employer is looking for—this meets the definition of essential information to include on your resume.

Format your experience as a list of short, scannable statements, rather than writing out dense paragraphs.

### TIP

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#### **Too wordy**

Applied expert budget management skills to achieve a 20% reduction in departmental expenses through diligent research, identifying significant inefficiencies.

#### **More concise**

Achieved 20% departmental cost savings by eliminating inefficiencies.

## Sharing your resume with employers

On Indeed, you can upload your existing resume or create one from scratch. With this Indeed Resume, you can easily apply to many jobs without uploading a new attachment each time. If you'd like to be contacted by employers about relevant opportunities, you can set your Indeed Resume to "public." Your personal information won't be shown until you agree to communicate with an employer.

To ensure you get maximum exposure, the resume you publish to Indeed should be an all-purpose resume that's rich in keywords employers are using in their job descriptions. These are the keywords employers may use when they search for candidates.

To explore resume samples and templates by job title, visit [go.indeed.com/resume-samples](https://go.indeed.com/resume-samples).

See the following pages for two samples that can be adapted for any job.



# Student Resume Example

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## Horatio Hiller

100 University Street, College Town, NY 12345  
917-555-1234  
hhiller@email.edu

## OBJECTIVE

I am a creative and highly motivated student seeking a part-time internship where I can lend my knowledge of digital advertising to help your organization improve profitability and grow my industry experience.

## EDUCATION

New York University

**Major:** Advertising

**Expected Graduation Date:** May 20XX

**GPA:** 3.8

**Relevant coursework:** Media Planning, Psychology in Advertising, Communication Law

**Clubs:** Ad Club, Student Newspaper, Students for Environmental Action (SEA)

## EXPERIENCE

**Grey Media Agency** | New York, New York

- Digital Advertising Intern, May 20XX – August 20XX
- Served as lead advertising intern as part of a summer-long apprenticeship program
- Assisted in building, launching and managing Google AdWords campaigns for leading clients
- Successfully grew client ad spend return-on-investment more than 30% quarter over quarter

**Student Newspaper** | New York, New York

- Advertising Sales Representative, August 20XX – Present
- Act as primary point of contact for a subset of publication advertisers
- Scout new advertiser opportunities and build relationships with local businesses
- Helped newspaper increase annual ad sales nearly 20% from 2017 to 2018

## SKILLS & ABILITIES

- Team leadership
- Verbal and written communication
- Time management
- Problem-solving
- Adobe Creative Suite
- Google AdWords Certified
- Fluency in English and French

## AWARDS & ACHIEVEMENTS

- Elected Ad Club chair for 20XX/20XX school year
- Awarded 2017 Best Student Advertising
- Campaign in the retail category
- Maintained Dean's List status Fall 20XX through Spring 20XX

# Experienced Employee Resume Example

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## Ivy Haddington

Denver, CO | (123) 456-7891 | ihaddington@email.com

### SUMMARY

Engaging Senior Customer Service Representative with 15+ years of experience in fast-paced call center environment. Skilled at transforming customer feedback into actionable insights that drive revenue, increase customer loyalty, and improve processes.

### EDUCATION

Longford Tech, Aug '00 – May '04  
Bachelor of Science in Psychology

### EXPERIENCE

**Retail Ocean** | Senior Customer Service Representative Feb '17–Current

- Handle 250+ inbound calls per week, answering customer inquiries and resolving issues
- Track trends in customer feedback and collaborate with management to determine the root cause of issues
- Created 10 customer service email scripts used across the company to interact with customers

**Crane & Jenkins** | Customer Service Representative May '06–Jan '17

- Answered an average of 50+ calls per day from unsatisfied customers related to delays in shipment, order mistakes, and lost orders
- Won #1 Customer Service Representative two years in a row for highest customer satisfaction ratings (25% above average)
- Revamped customer service phone scripts, raising customer survey ratings by 40%

**Tradelot** | Customer Service Representative Nov '02–Mar '06

- Resolved over 100 customer complaints per week via phone and in-person
- Reduced average customer representative call time by 90 seconds with intuitive intranet site
- Single-handedly created customer service representative training manual, reducing onboarding process from 8 weeks to 6 weeks

### SKILLS

- Fluent in French and Spanish
- Customer support software and ticket systems
- Complaint resolution
- Service-based selling

## Resume action verbs

When you are writing out your work experience, begin each line with an action verb that communicates what you contributed.

### To introduce your accomplishments, try:

Achieved  
Capitalized  
Deciphered  
Discerned  
Drove  
Enacted  
Endeavored  
Established  
Exceeded  
Sharpened  
Shattered  
Sparked  
Spearheaded  
Steered  
Stimulated  
Supervised  
Surpassed

### To illustrate your communication skills, try:

Collaborated  
Conveyed  
Enlivened  
Instructed  
Performed  
Presented  
Spoke  
Trained

### For creative positions, try:

Authored  
Brainstormed  
Briefed  
Communicated  
Conceptualized  
Curated  
Derived  
Designed  
Diagramed  
Drafted  
Edited  
Illustrated  
Imagined  
Influenced  
Intensified  
Modeled  
Proofread  
Published  
Researched  
Strategized  
Storyboarded  
Translated  
Visualized  
Wrote

### Instead of “duties included,” “responsible for,” “served as,” or “actions encompassed,” try:

Accelerated  
Accomplished  
Analyzed  
Assembled  
Built  
Founded  
Created  
Constructed  
Delivered  
Developed  
Executed  
Expanded  
Finalized  
Forged  
Guided  
Handled  
Headed  
Improved  
Increased  
Initiated  
Implemented  
Instituted  
Produced  
Reached  
Simplified  
Volunteered



**For management positions, try:**

Advised  
Arranged  
Augmented  
Centralized  
Championed  
Differentiated  
Directed  
Empowered  
Endorsed  
Enforced  
Ensured  
Forecasted  
Fostered  
Identified  
Integrated  
Leveraged  
Reconciled  
Reduced  
Replaced  
Resolved  
Orchestrated  
Optimized  
Predicted  
Renovated

**For financial positions, try:**

Audited  
Classified  
Collected  
Equalized  
Dispensed  
Halted  
Investigated  
Lowered  
Maintained  
Minimized  
Recognized  
Secured

**For sales positions, try:**

Captured  
Conserved  
Converted  
Earned  
Generated  
Maximized  
Negotiated  
Won

**For technical positions, try:**

Advanced  
Architected  
Automated  
Coded  
Deployed  
Detected  
Devised  
Diagnosed  
Discovered  
Formulated  
Installed  
Launched  
Networked  
Planned  
Programmed  
Rewrote  
Refined  
Tested  
Troubleshoot  
Upgraded

## Skills to include on resume

The best skills to put on a resume vary by job type, career level, education and other factors. For example, the skills most important for a commercial truck driver will differ from those of a marketing manager. Before you apply to any job, take time to review the skills that are most valuable to the employer and tailor your resume based on which of your personal skills fall within their requirements.

When creating a list of skills for your resume, only include those you know to be your strengths. If there's something you're still learning, don't feel pressured to include it because it appears in the job posting. If the employer mentions a skill you didn't include during the interview process, you can discuss how you're working to learn or improve for the role. See some example resume skills below.

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### Communication skills

- Active listening
- Interpersonal communication
- Verbal/Non-verbal communication
- Written communication
- Constructive criticism
- Public speaking

### Managerial skills

- Task delegation
- Project planning
- Decision-making
- Team leadership
- Team communication

### People skills

- Team motivation
- Client/customer satisfaction
- Assertiveness
- Conflict resolution
- Empathy
- Negotiation
- Persuasion

### Technical skills

- Graphic design
- Data analytics
- Software proficiencies
- Programming
- Equipment/machinery operation

### Computer skills

- Typing/Word processing
- Systems administration
- Spreadsheets
- Slideshow Presentations
- Email management

### Life skills

- Problem-solving
- Creative thinking
- Interpersonal relationships
- Self-awareness
- Relationship management
- Dealing with ambiguity

### Industry-specific skills

- Accounting
- Clerical skills
- Copyediting
- Copywriting
- Data entry
- Engineering
- Manual labor
- Mathematics
- Medical coding
- Merchandising
- Record keeping
- Search engine optimization
- Social media
- Website design

## Practice writing out your work experience

There are a few steps to follow when writing out work experience on a resume:

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### **01** Consider your most recent job and reflect on what you accomplished in that job

Instead of listing your duties or tasks you completed, focus on the achievements you had and how your performance was measured.

### **02** Review the list of resume verbs

Choose one and begin writing out what you achieved.

### **03** Review the list of skills

Did you rely on any of these skills while performing your job duties?

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As a retail sales associate, you may have been responsible for restocking the showroom and maintaining a clean, hospitable environment. You can demonstrate what you accomplished in that job by writing something like:

Implemented new merchandising displays which resulted in a 10% decrease in items put on clearance.





# Targeted research

Now that you have a good idea of what you're looking for in a job and a resume that is easy for employers to read, you can begin targeting specific jobs and employers.

“

I want to be at a place where I enjoy coming to work every day and am surrounded by passionate people. There are some companies that instantly stand out to me as places where I'd love to work.

---

GARRETT H., 30

## Look for companies that share your values

# 65%

When we asked people what made them feel connected to an employer where they were applying, 65% said they felt a connection when the company's mission or vision resonated with their own values.\*

If you value social causes, diversity initiatives or innovation, choose a company that aligns with these. You can begin your research at [indeed.com/companies](https://www.indeed.com/companies) to get detailed information on employers around the world. Read reviews from past and present employees covering areas like company culture, salary, job advancement and work/life balance. You can choose to "Follow" a company to get email updates when new jobs are posted.

On a company's page, you'll also find a Q&A section. You can see what others are saying about mission and benefits there along with conversations on the hiring and interview process. You can even ask a question yourself. Also, review the Careers and About Us pages on a company's website as well as their social media channels.

## Learn about a company's business model

When you're researching a potential employer, it's helpful to learn about how they make money.

You may also ask: Who buys their products or services, and are they highly rated? Is the company a start-up, or if it's been in business for a while, how has it grown over time? What industry is this company in? The answers to these questions will give you an idea of how stable this business is, what some of their immediate concerns might be, and how you could play a part in their success.

You can typically find answers to these from an internet search and from reading the company's website. For smaller businesses, you may be able to find information through your local Chamber of Commerce or from the Better Business Bureau.

\* Decipher / FocusVision on behalf of Indeed



## Read about company leadership and recent news

Research the employees who hold respected positions within the company by reading the “About Us” page and employee bios on the company’s website. Seek out the social media profiles of executives and department directors—What are their posts like? Are they proud to represent the brand or work in this industry? Some company leaders may have been interviewed or written books and articles that give you insight into their thinking.

Search for general news coverage and specific industry publications for recent updates about the company and their competitors. Scanning customer forums and product reviews can also help you gauge a company’s or their products’ reputation.

This research will be especially useful as you’re preparing for interviews—employers value candidates who ask questions that demonstrate they’ve researched the company.



## Use your network

Seek opinions from trusted, reliable friends and associates. After you’ve done your research, discuss what you’ve learned with your network. Ask people you know for the inside scoop on their own company’s culture and if there are opportunities. If you’re a recent college graduate building your network from scratch, ask university advisors for names of alumni working at your target companies. Consider reaching out to these people for a coffee meeting.

As you research and talk with your network, listen for red flags. Note any significant events, such as widespread layoffs, corporate mergers or buyouts, a new CEO, etc. Such changes can bring opportunities, but could also leave a volatile work environment in their wake. If you find yourself interested in a company, proceed with caution.

As you’re researching, take careful notes. Here are some templates to get you started:







# Applying for jobs

When you're ready to apply for jobs, there are a few habits that may increase your chances of getting a response from employers.

“

I find that when I 'own' my job search and actively go after the opportunities I want, I get better results.

---

LISA D., 51

By far the most important thing you can do in your job search is to carefully evaluate each job you're applying for. When you find a posting you like, ask yourself if it's a job you're qualified for and actually want to do.

When you're in the middle of a job search, it may feel like you're increasing your chances of getting a job if you apply for as many jobs as possible. But our analysis of the data shows that may not always be the case.

# 39%

**When we look at a month's worth of applications on Indeed, we find that the group of people submitting the highest number of applications are far less likely to receive a positive response from employers—39% less likely, in fact.\***

**Here's the takeaway:** The right number of jobs to apply for is going to be different for each person. Instead of focusing on the quantity of applications you submit, put your energy into screening each job carefully so you can craft high quality applications. These are some actions you may want to consider before you apply:

- + Read the job description from start to finish
- + Identify what makes this job posting attractive to you
- + Decide if you could do this job by reviewing examples from your background that demonstrate the required skills and qualifications
- + Take note of any instructions on how to apply
- + Once you've started the application, carefully read and answer any questions
- + Double check your responses before you submit

While this approach may increase the amount of time you spend upfront, it has the potential to shorten your job search overall because you're submitting great applications that employers are more likely to respond to.

## Stay organized

The most successful job seekers approach their search for a new opportunity with discipline. This approach is similar to how you might prepare for an exam or tackle a tough work assignment—you'll need to set aside time and take it on step by step.

One of the easiest ways to stay organized is to use your Indeed account as a hub for all your job searching. In fact, people with an Indeed account are 22% more likely to get a positive response from employers when they apply.\* Login at [secure.indeed.com/account](https://secure.indeed.com/account).

♥ If you're logged in, you can quickly save jobs as you're searching and return later to thoroughly evaluate them. You'll be able to easily see and update the status of each job: saved, applied, interviewing, offered and hired. You can see this information on the My Jobs page of your account: [indeed.com/myjobs](https://indeed.com/myjobs).

✉ From your account inbox, you can review any messages you get from employers. You can also more seamlessly manage your email subscriptions: deleting job alerts that may no longer be relevant, pausing alerts you may want later, or adding new ones.

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## Writing a cover letter

Submitting a cover letter is a traditional part of a job application that isn't always necessary these days. However, there are situations where you should include a cover letter:



When the employer has requested a cover letter in the job description.



When you have gaps on your resume or other circumstances that you may want to explain to the employer.



When you're applying for an especially creative or competitive role and you want to showcase your skill set in writing.

You can include the same contact information from your resume on your cover letter, too. If you know the name of the hiring manager, address them by name (e.g. Dear Helen). If you don't know their name, it's appropriate to write, "Dear Hiring Manager." Avoid using "Dear Sir or Madam" or "To Whom It May Concern." These formal greetings are outdated.

\* <https://go.indeed.com/job-search-habits>

## For the body of your cover letter, follow these guidelines

- 01** In a few sentences, explain why you're a great fit for this specific role. State why you're excited about the job and the company, and how the job matches your career goals.
- 02** In one or two paragraphs, connect your past accomplishments with the requirements listed in the job description. Focus on your most relevant experience, qualifications and skills. When possible, quantify your accomplishments with facts and data. Avoid repeating the bullet points from your resume.
- 03** Close by thanking the employer for their time and consideration. You may also want to sum up your qualifications for the role and express an interest in continuing to the next stage in the hiring process.

### CREATE YOUR OWN

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You can see cover letter samples and templates to help you write your own at [go.indeed.com/cover-letter-samples](https://go.indeed.com/cover-letter-samples).

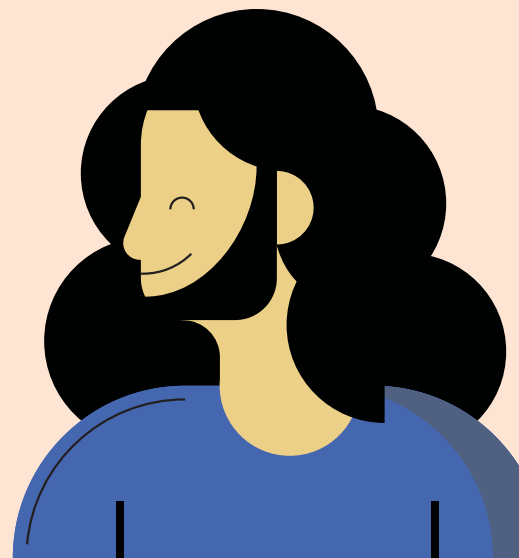
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## Communicating with employers

While you're applying for jobs, it's important to stay on top of your inbox so you don't miss any messages from employers. If an employer does respond to your application, getting back to them quickly is key.

You can find email templates for responding to employers at [go.indeed.com/respond-to-employers](https://go.indeed.com/respond-to-employers).

Be sure to check your email spam settings. If you're using the Indeed job search app, enable notifications to get messages promptly.



## What to do if you're not hearing back

Not hearing back from employers often frustrates even the most optimistic job applicants. If you're applying to jobs and not hearing back, there are a few things you can do.

- 01** First, it's vital that you continue searching and applying for jobs. Set weekly goals for yourself, targeting a specific number of applications so that you don't get too focused on a particular position. Goals can help you alleviate anxiety and maintain a daily routine.
  
- 02** The best part of goal setting is the reward. Take the time to recognize your achievements—applying for those jobs, attending that networking event, surviving that five-person interview—and nurture your self-confidence by acknowledging your efforts. Treat yourself in simple, meaningful ways: enjoy a walk, read a good book, make time for friends and family, and above all, practice gratitude.
  
- 03** Write down three things each day that went well and their causes. As your mindset shifts to focus on what you're grateful for, you will find it easier to relax.
  
- 04** In the US, there are three million jobs added to Indeed each month. While your perfect fit might feel elusive in the moment, chances are high the right job for you is out there.

### CHECKLIST APPLYING FOR JOBS

- Carefully review jobs before applying. Focus on quality applications over quantity.
- Stay organized by keeping track of your applications from your Indeed account.
- Write a unique cover letter for each job, if you decide you need one.
- Be on the lookout for communications from employers by checking your spam folder and your Indeed account regularly.
- If you're not hearing back from employers, start setting application goals for yourself and establish meaningful rewards when you reach new milestones.

# Interviewing

Getting to the interview phase of the hiring process is an accomplishment. When you've secured an interview, take a moment to congratulate yourself—you're among the top candidates being considered for the role.



Great job interviews should feel like a conversation, with two people asking and answering questions. To set yourself up for success, you should spend time preparing for your interviews.

### Here are a few ways to prepare



#### Prepare answers

Prep answers to commonly asked interview questions



#### Prepare questions

List out the questions you want to ask the interviewer



#### Work on your pitch

Practicing an elevator pitch



#### Consider your body language

Practicing confidence with body language

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### Common interview questions

It's not possible to predict the exact questions you'll be asked in an interview. However, by preparing answers to common questions, you'll be armed with a good set of talking points which can be used in many circumstances. Here are five common questions with example answers. Use the space beneath the example to write your own answer. You can find more at [go.indeed.com/top-interview-questions](https://www.indeed.com/top-interview-questions).












## The STAR interview technique

You can prepare to answer any interview question with the STAR method. Using this technique, you create a deliberate story arc that your interviewer can easily follow. Here's how it works:



### SITUATION

What is the context of your story? In setting the situation, you are telling your listener when or where this event took place.

Example: "We were working on a six-month contract for a high-value client, when our agency merged with another, larger firm..."

### TASK

What was your role in this situation?

Example: "It was my role to lead the transition for my group while also communicating with our client to keep the project on track."

### ACTION

What did you do?

Example: "I set up weekly check-ins with the client to update them on the progress of the merger. This cemented an important level of trust between us. I also had regular one-on-ones with each person on the team, both to assess how they were handling the change and to make sure we would meet our deadlines."

### RESULTS

What did your actions lead to?

Example: "We ended up completing the project on time, meeting all of their specifications. It was incredibly rewarding to navigate a lot of change and succeed under pressure."

Reflect on your past work experiences, the skills and traits you've identified in yourself, and write out a few STAR answers:

**Situation**

**Task**

**Action**

**Result**

**Situation**

**Task**

**Action**

**Result**



## Situation

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## Task

## Action

## Result



## Questions to ask your interviewers

Towards the end of the interview, you may be asked, “Do you have any questions for me?”. It’s crucial that you have questions prepared to ask your interviewer so that you can demonstrate your interest and enthusiasm. Here are a few example questions you can ask in interviews:

- + Can you elaborate on the day-to-day responsibilities this job entails?
- + What are the characteristics of someone who would succeed in this role?
- + What’s the most important thing I could do to help within the first 90 days of employment?
- + What are some of the challenges you’ve seen people in this role or on this team encounter?
- + If I were in this job, how would my performance be measured?
- + What does the career path for someone in this role look like?
- + What other functions or departments does this team work with most often? What are the characteristics of a successful collaboration?
- + What does your job look like day-to-day and how would you anticipate working with the person in this role?

## Practicing confident body language

First impressions can happen quickly. The first thing employers will see is the way you are dressed and your body language. By practicing confident, accessible body language, you can start the interview process on a positive note. Here are a few ways you can communicate confidence by paying attention to your body language:

- + **While walking, hold your head up and pull your shoulders back.** Your posture and stride will help you convey professionalism and confidence. You may want to practice this walk before the interview so it feels natural.
- + **While waiting for your interviewers, sit with your back straight and shoulders open.** Hands can rest on your lap or armrests. Feet flat on the floor or crossed at the ankles. Avoid being on your phone so you can keep your body language open and focus on being present.
- + **Bring your things in an easy-to-hold bag or portfolio** that neatly contains everything you need—you don't want to appear encumbered or disorganized.
- + **Respect communal space.** Don't lounge in the waiting or interview rooms in a way that inconveniences others (resting your feet on another chair, spreading your legs, placing your belongings in a chair someone else could sit in, etc.).
- + **During the interview, find the right balance for your energy.** You want to be energetic without being aggressive. One way to do this is to avoid leaning too far back or coming forward too much. Sit up straight using your hands to gesture rather than moving your body.
- + **If you are sitting when someone approaches you, stand up to shake their hand.** Look them in the eyes and smile.
- + **For a proper handshake, be firm but don't grip their hand too strongly.** Make sure your hand isn't limp. Pro-tip: if you happen to be on the receiving end of a limp handshake, give their hand a gentle squeeze. This can prompt them to make their hand more firm.
- + **Make eye contact when you're being asked and answering questions.** Eye contact doesn't need to be continuous or intense. Use it strategically to indicate that you're listening or to emphasize an important point. You want to convey to the interviewer that you are focused on them and the conversation.
- + **Take a pause if you need one.** It can be appropriate to pause for a few seconds before answering a question. In fact, it can help you come across as thoughtful and intent on giving a great answer. If you need a few moments, say "That's a great question, let me think for a moment of the best example to give you."

## **Giving an elevator pitch**

Introducing yourself properly sets the stage for a positive professional conversation, whether that's at a networking event, with a colleague or at the beginning of an interview. One tool many people use to make introductions simple and effective is the elevator pitch.

The three key components of an elevator pitch should address who you are, what you do and what you want. Take time to answer the following questions to form your next elevator pitch:

### **Who are you?**

The beginning of your elevator pitch should include your first and last name. If you have a connection to the person you're giving the pitch to, you can mention that here as well.

Example: "Hi, my name is Carlos Herrera. Thanks so much for sitting down with me today."

### **What do you do?**

Next, include relevant information about your background like education, work experience and specialties or strengths. Consider the most important highlights on your resume, for example. Once you've got it down to just a few points, organize them in a way that makes sense in your story.

Example: "After graduating with my bachelor's degree in Business Administration, I've spent the last three years building professional experience as an Executive Assistant. I've successfully managed end-to-end event coordination and have generated a strong network for my colleagues."

### **What do you want?**

The "ask" of your pitch could be consideration for a job opportunity, internship or simply to make a connection. Focus on what you have to offer during this section of the speech.

Example: "I was excited to learn about this opportunity in the sports management space. I've always been passionate about the way sports unites people, and would love the opportunity to bring my project management and leadership abilities to this position."

## Elevator pitch delivery tips



### Take your time

Try to avoid speaking too fast. Keeping your pitch to around 75 words should help you deliver optimal information in a clear, digestible way.



### Make it sound natural

Avoid sounding rehearsed by memorizing a general outline or key points instead of every word. Keep this structure in the back of your mind and adapt your pitch for each person.



### Avoid niche words and phrases

Using acronyms, technical terms or industry-specific words and phrases can limit your elevator pitch by confusing or alienating your audience. Try replacing with general, easy to understand language. Asking friends or family for feedback can be useful for this step.



### Practice confidence

Keep your chest high, shoulders back, smile, and use a strong voice when delivering your pitch. If you're nervous, try mentally reversing roles: If you were the person being pitched to, you'd likely be happy to listen and help the inquirer as best you could.

## CHECKLIST INTERVIEWING

- Practice your answers to common interview questions and use the STAR technique to prepare examples you can use to answer other questions.
- Recall specific experiences that prove your skills and strengths to “show” rather than “tell.”
- Practice confident, positive body language by looking at your smile in the mirror, holding your chin high and shoulders back when you walk and practicing your handshake with a friend.
- Write a compelling elevator pitch for networking and interviewing by answering the questions “Who are you?” “What do you do?” and “What do you want?”

For more information on interviewing, including etiquette, what to wear, and how to follow up, visit [go.indeed.com/interviewing-advice](https://www.indeed.com/interviewing-advice).

# Taking your next career step

Making any kind of change in your life is hard. By simply beginning a job search, you've taken a big step. Wherever you go next, we're here to support you and cheer you on. If you've made it through the search and landed a job, we'd love to hear your story. Share it at [gotajob.indeed.com](https://gotajob.indeed.com).

For many people, keeping an eye on new job opportunities is a part of continuous career development, even once you've found a new job. In fact, 92% of top performers say they search for jobs at least a few times each year.\*

## Checklist Summary

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### CHECKLIST BEGINNING A JOB SEARCH

- Take stock of your proudest accomplishments, strongest skills and personal interests to begin thinking about where you'll go next.
- Identify your values and interests and reflect on how you might find these in a job.
- If you're not sure which jobs are right for you, learn about career paths at [go.indeed.com/career-paths](https://go.indeed.com/career-paths).
- Review your social media profiles and check your privacy settings. Potential employers may look at these pages.

### CHECKLIST EXPLORING THE MARKET

- Identify your must-haves in a job and where you're flexible.
- Explore what employers are offering by using filters on Indeed.
- Save jobs that interest you and set up job alerts to see when new jobs are posted that match your preferences.

### CHECKLIST WRITING A RESUME

- Include contact information, education, past experience and relevant skills on your resume.
- Review job descriptions carefully and include the keywords employers are using.
- When writing out your past experience, begin your sentences with strong action verbs and focus on achievements instead of listing job duties.
- Take time to proofread your resume before you submit it. One trick is to read it from bottom to top to more easily catch mistakes.
- Upload your resume or create one directly on Indeed. You can use this online resume to easily apply to many jobs.

## Checklist Summary

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### CHECKLIST TARGETED RESEARCH

- Visit [indeed.com/companies](https://www.indeed.com/companies) to find employers that share your values, learn more about benefits and see what other people are saying.
- Use internet searches to learn more about the company's business model, their products and services, leadership and recent news.
- Consult your network to see if you know anyone who works there.
- Take notes on what you learn. These will be helpful when you're applying and interviewing.

### CHECKLIST APPLYING FOR JOBS

- Carefully review jobs before applying. Focus on quality applications over quantity.
- Stay organized by keeping track of your applications from your Indeed account.
- Write a unique cover letter for each job, if you decide you need one.
- Be on the lookout for communications from employers by checking your spam folder and your Indeed account regularly.
- If you're not hearing back from employers, start setting application goals for yourself and establish meaningful rewards when you reach new milestones.

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### CHECKLIST INTERVIEWING

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# Indeed is taking job search services on the road

In 2020, we're bringing to life Indeed's mission to help people get jobs by offering in-person job search services in eight cities across the US. We believe that the job search is a journey that no one should have to go

on alone, and with the right support and encouragement you can take your next steps toward getting the job.

We're always here to help at [indeed.com/job-market](https://www.indeed.com/job-market).



