

QUESTION 1 – DO I NEED A LINKEDIN PROFILE?

For most people this is an advantageous marketing tool, a dynamic learning hub and a necessity for future career success. Even if your next employer is not using LinkedIn for recruitment or promotion of their company, you will find it beneficial for researching new employers, professional development and for group discussions with people who have common interests.

QUESTION 2 – WHAT IS AN APPLICANT TRACKING SYSTEM (ATS)?

An Applicant Tracking System, or ATS, is an application used by talent acquisition experts to help them track and manage job candidates, organize hiring processes, and collaborate with others on the hiring team. Resumes are uploaded into these various databases and populate data fields. If your resume is not written and designed for this in mind, you may never show up in a search for specific skills by the hiring manager. These are not typically used where there is not outsourced recruiter, dedicated HR professional or in a small business enterprise with less than 50 staff.

QUESTION 3 – HOW DO I FIND THE HIDDEN JOB MARKET?

Here are a few tips, but in our job search resources we offer to clients, we have an entire eBook dedicated to best practices.

- ✓ Search company “Careers” pages
- ✓ Build and maintain relationships with recruiters
- ✓ Use LinkedIn wisely
- ✓ Reach out to your past employment network
- ✓ Target carefully Join industry-related groups
- ✓ Establish yourself as a source of information in your industry
- ✓ Talk to insiders
- ✓ Pay attention to the news

QUESTION 4 – WHY DO PROFESSIONAL SERVICES COST SO MUCH?

We take our time to strategize how to position you and your talents in the marketplace. Yes that is why we have you do some homework and assessments. How best to package the professional you is not just about writing but understanding your value proposition and working with you to discover it. Then, more time to write, edit, edit again with your input, then layout and polish the final document.

An education in self-awareness, personal branding, and career management strategies that you can leverage through the years will be a continued ROI – Return On Investment. Like most things in life, you usually get what you pay for. Resume writing is a labour-intensive process for a marketing tool that is critical to your job search and continued career success.

The result, when you choose wisely, is a resume that opens the doors to more and better job opportunities, in less time, and with potentially higher earnings.



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Certified Resume Writer
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Certified Career Strategist
Certified Job Developer



LABOUR MARKET EXPERTISE:

Collingwood
Barrie
Midland
Orangeville
Owen Sound
Orillia