

# PURSUE YOUR GOALS



HOW DO I  
GET THERE?

## Application Tips & Tricks

From Your Peer Career Coaches

Career Exploration & Success

Career Studio - Application Station

### TIPS & TRICKS

#### Completing your Application

1. Take your time.
2. Apply through Handshake, directly through the company website, external platforms (Indeed/LinkedIn), or school-specific sites (Business Knight).
3. Tailor your resume to the application - pay attention to the specific words like [power verbs](#) that the job posting uses to describe their ideal candidate and reference those in your application, resume, and cover letter.
4. Make an extensive checklist of companies hiring in your desired industry and tick them off once you have finished your application.
5. Completely read over the job posting and follow all of the instructions asked of you.
6. Write a cover letter even if it is optional- it could be what helps you stand out among the crowd.
7. Use a professional name and email address.
8. Keep the information in your application, resume, and cover letter relevant- you don't have to include every single experience you have had.
9. Read over your application more than once to ensure there aren't any errors before submitting, and double check employer names and overall documents for spelling and grammar.
10. If the application asks for references, choose them wisely- you want someone that knows you well enough in the professional sense so that they can speak to your strengths. And ALWAYS ask your references before listing them, **each** time you want to use them.

#### Staying Organized

1. Keep a spreadsheet of all your applications in order to track everything- you can include things like the website you applied through, the company, the position, the application due date, the date you actually applied, the location of the job, the dates for the job, and the usernames/passwords to the accounts- also update it when you start to hear back.
2. Keep a "Master Resume" or "Running Resume" with *all* of your relevant experiences that you can draw from while customizing your applications.
3. Flag or filter the emails confirming submitted applications, tasks, or interviews, that way you never lose track.
4. Be sure to read through any emails you may receive from the company you applied to because it's easy to miss important instructions or additional steps.
5. Keep a compiled document of campus recruiters, people you've networked with and other points of contact.

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### Application Process

1. Reach out to recruiters and hiring managers to learn more about the company culture and position you're applying to.
2. Some companies have a limit on how many jobs you can apply for with them - even if you really want to work in one specific role within the company, you want to have a plan B! Apply for as many positions as you can within that company to help you get close as you can to the position you want, even if you don't get it in the first try.
3. Continuously polish your social media while applying for jobs- employers may be checking as a filtering process.
4. Don't stop applying for jobs while you are waiting to hear back from an employer.
5. Avoid specifying salary requirement/expectations when given the option (especially for internships).
6. Leverage your network and connections when applying -- for example, if you have been networking with someone, email them once you apply to their company
7. If you haven't heard back after you apply, send a brief follow-up to remind the recruiter about your qualifications and continued interest in the job.

### The follow-up process

1. After the application due date has passed, you may allow a grace period for the recruiters to process all applications. This may have been outlined in the initial application or not.
2. If it was explicitly stated, wait that designated time plus two or three days and then formulate a follow-up email. Recommendation is to call directly and inquire! It shows you are confident.
3. If no process period was established then two weeks would be a reasonable time before calling/emailing.
4. A follow-up showcases your eagerness for the job! Make it a friendly inquiry but be direct - sometimes recruiters simply have not gotten to your application yet, and this reminder will be appreciated.

### Staying Motivated

1. Seek out jobs that match your qualifications, but don't count everything else out. If you really want a position, go for it anyway. It can't hurt to try!
2. Don't worry if a company has turned you down in the past, try again!
3. Apply to positions even if you don't think you're qualified for every single aspect/element because part of the process of every job is learning how to do the job.
4. Reach out to people in your network—professionals, professors, and even peers—to see if they can help point you in the right direction.
5. Take advantage of Handshake and CES events like the Career Fair, networking sessions, and workshops to stay updated on recruiting procedures.
6. If you have been applying and haven't heard back at all, make an appointment with a CES advisor to review your documents and potential next steps.