



The Public You

Career Workshop - Next Steps Guide

After attending the workshop, some people might be confused as to what they should do next. The actual steps will vary based on what you want to do, but this guide will start from the basic job search approach.

1. **Figure out what you want to do next.**
 - a. [Crossroads Career Workbook](#) - \$15
 - b. [The Career Manifesto - Discover Your Calling & Create an Extraordinary Life](#) - \$12
2. **Find a job support group and get an accountability partner (and select your 10 target companies (see B below))**
 - a. [Charlotte In Transition Support Groups Website](#)
 - b. [How To Start A Job Search Accountability Group](#)
3. **Determine your personal brand**
 - a. Get some tips and ideas at <http://www.personalbrandingblog.com/>
 - b. Check out your professional brand on LinkedIn at <https://www.linkedin.com/sales/ssi>
 - c. Develop a consistent social media handle for all your social media sites. See if the name you want to use is available at <https://namechk.com/>
4. **Keep your job search organized via <https://www.jibberjobber.com> also check out [Andrew LaCivita's YouTube channel](#)** – Andrew has a lot of GREAT content about the job search
5. **Listen to these podcasts before you work on your resume:**
 - a. [Manager Tools](#) – this site has a significant amount of excellent career and job search advice. Some of the key podcasts are:
 - i. [Career Management Documents \(aka footnotes for your resume\)](#)
 - ii. [Your Resume Stinks](#)
 - iii. [Resume Accomplishments – Part 1](#)
 - iv. [Resume Accomplishments – Part 2](#)
 - b. [12 Ways To Optimize Your Resume for Applicant Tracking Systems](#)
 - c. Update your resume and have it “automatically” reviewed at www.rezscore.com
6. **Work on your LinkedIn Profile **** DO NOT PLAGURIZE OTHER PEOPLE'S CONTENT******
 - a. [LinkedIn How To - Infographic](#)
 - b. Update your profile picture with these tips” <https://blog.photofeeler.com/linkedin-dos-and-donts-2018/>
 - c. Check out your profession and competition on LinkedIn via <https://www.linkedin.com/title/project-manager> (change “project manager” to your title)
 - d. Consider turning your LinkedIn profile into an Infographic on its own website at <http://visualize.me/>
 - e. Review professional written LinkedIn profiles at <http://www.linkedin-makeover.com>