

Top 40 Tips for Landing a Great Job after 40



By Kathy Bernard
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- 1. Have a laser focus for your job search.** Find a helpful job search checklist to keep on task: <http://goo.gl/7bYihQ>
- 2. Learn what you want to do and then work your plan to get there.** Find an action plan template at: <http://goo.gl/O2GY5m>
- 3. Inventory your skills and qualifications.** Determine your strengths, qualifications and what makes you unique.
- 4. Fix your weaknesses.** Make a list. Develop an action plan to turn weaknesses into strengths.
- 5. Watch how-to tutorials on www.YouTube.com** to build skills.
- 6. Learn advances in your field** from LinkedIn discussions, e-newsletters, events, and publications. Great sources to learn social media and technology include www.socialmediapower.com, www.180techtips.com/
- 7. Take free/low cost classes** at the library, civic organizations, etc.
- 8. Study the help section/ tutorials** of your software programs.
- 9. Use your new skills!** Prepare and send samples when you apply. Add new proficiencies to your resume, LinkedIn profile.
- 10. Focus on companies who value seasoned workers.** AARP Top 50: <http://goo.gl/q1hkD8>, 50 Best Employers for Boomer Workers, <http://goo.gl/XAJpkg>
- 11. Look for hot jobs and career trends:** <http://goo.gl/H5g8Fs>
- 12. Play up computer proficiencies.** Include a listing of proficiencies in your resume skills summary and on your LinkedIn profile.
- 13. Think “What’s in it for them to hire me?”** Focus on their needs, not yours. Ask, “Would I hire me?” If not, ask yourself, “Why not?”
- 14. Convey that you can handle day-to-day tactics and strategies.**
- 15. Demonstrate that you are willing to learn ...** but don’t wait to be paid to learn needed skills. Start learning now on your time.
- 16. Leave the history lesson behind.** Let go of past bitterness and glories. Don’t explain how “it’s always been done.”
- 17. Be vibrant.** Exude passion and positive energy. Act young for your years and be culturally savvy and open to mentor others.
- 18. Play up the benefits of your age:** Loyalty, commitment to quality, experience, etc.
- 19. Develop a personal brand statement** that conveys why you are uniquely qualified for a position.
- 19b. Create an elevator speech** that supports your brand. For example, “I’m seeking a communications director position in St. Louis, Mo.”
- 20. Convey your brand everywhere** on your resume, LinkedIn profile, social media, etc.
- 21. Include a skills summary in your resume.** Feature all skills and proficiencies. Include key words from the job description.
- 22. Change your resume for every opening.** Modify your brand statement. Reprioritize relevant info. Compare job description key words vs. your resume by using www.wordle.net.
- 22b. "De-age" your resume.** Remove graduation dates and max experience to 15 years unless it specifically relates to open position.
- 23. Maximize your cover letter.** Tell a story or share a case study. Use a table: Show key job requirements in the left column, your superior proficiencies in the right column.

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24. Freshen your style, appearance and hair style. Have a friend or teen critique your look.

25. Have at least 50 LinkedIn connections. Too few connections screams you have no friends/or don't know how to use LinkedIn.

26. Invite connections' mutual friends to connect on LinkedIn. Click each connection's connection list to find people you know.

27. Join at least 10 LinkedIn groups: Join alumni, field, local/networking, aspirational groups, etc.

28. Have at least 5 LinkedIn recommendations. Write recommendations first and then ask them to write one for you.

28a. Create a LinkedIn recommendation sheet. Copy/paste recommendations into Word and then format to look attractive. Attach the sheet to emails when you apply for jobs.

29. Add a great, slightly younger picture onto your LinkedIn profile.

30. Remind people you are job seeking using your LinkedIn status (update) bar.

31. Maximize your LinkedIn "Share an Update" box on your LinkedIn home page to let people know you are looking for work. For example, state something like "CFO in search of new position. Make your current company name "Actively seeking."

32. Add skills, certifications, etc. to your LinkedIn profile. Click "Skills

beta" under the More tab to add up to 50 skills. Click the "Are you published" line right under the main box on your "Edit Profile" page to add certifications, courses and much more. These additions show on your public profile for all to see.

33. Apply online and then send an e-mail with resume to the hiring manager to increase your chances. Find person's name by typing their company name and probable title into LinkedIn Advance People Search. Find the email address on Google or **email-format.com**

34. Have influential people vouch for you ... internally and externally. Prepare them to help you by providing them with your resume, talking points, job description wanted, etc.

35. Set up referral & informational interviews. Use my Referral Interview Success Sheet – <https://goo.gl/ckKVMG> and my Informational Interview Questions - <https://goo.gl/DheQnG>

36. Research companies on their web site and impress them with what you've learned. Read news, mission, history, about new products, investor info, etc. Also research companies on LinkedIn. Simply type the company name into the Search Companies box. Follow the company and check their updates to learn of job postings and company news.

37. Learn about companies from employees and interviewees on www.glassdoor.com. Also learn typical interview questions of your target companies on the site.

38. Prepare for interviews and negotiate salaries well. Use Interview Prep sheet: <http://goo.gl/uDbpP4>

Learn salary negotiation strategies at: <http://tiny.cc/y0hxq>

39. Consider alternative opportunities to full time work such as: Part time jobs, contract work, franchise ownership, etc. Alternative jobs will become more and more than norm.

40. Ask for help!
If your do-it-yourself job search isn't producing results, contact WiserU. We provide career coaching, interviewing preparation, resume, cover letter and LinkedIn profile creation/optimization services and more because we truly want to help you land a job or get a better one!

– Thanks, Kathy

Please feel free to invite me to connect on LinkedIn. I'm the Kathy Bernard in St. Louis, Mo. My email address is: Kathy@WiserU.com.

How WiserU can help you:


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