JOB SEARCH STRATEGY
How to Spend Your Time

Company Research:
- Make a list of 50+ companies you're interested in
- Use directories from the CDC (in office and on berklee.edu/cdc/online-directories) to find out about companies you didn’t know existed
- Use company's website to find out more about what they do and jobs or internships they have listed
- Use internet searches and websites such as LinkedIn.com, glassdoor.com, hoovers.com, bizjournals.com, and bbb.org to learn more about them
- Supplement this strategy with networking (ask people about other companies to make your list longer and meet people from companies of interest to strengthen your knowledge and inside connections)

Networking:
- 70% of jobs are found through word of mouth, so you should spend 70% of your job search time building and strengthening individual relationships with real people
- Make a list of 50+ people you want to get to know better and create a plan for building and nurturing each relationship
- Working alumni are a great resource to begin your outreach - you already have something in common and they will likely be eager to give advice
- Try to meet people in companies, industry sectors, or geographic regions that you are interested in so that you can get insider knowledge and connections
- Be persistent and genuine - it takes at least 6 conversations to build a trusting relationship. Your network will mature and improve over time.
- Conduct informational interviews - you ask questions to find out what a job or company is like - you are not asking for a job, but you are building a connection that might get you closer in the future

Job Boards:
- Easy to use from the comfort of your own home. See: berklee.edu/cdc/links-to-job-boards
- Internships are often posted on job boards
- You can use job boards to conduct research about opportunities you didn’t think about before or find out about companies that are hiring
- Supplement this strategy with company research and networking

Cautions:
- Competition is greater if job board is open to the public
- Job listings may still appear on a job board after job has been filled
- Jobs might just be posted as an example, possibly by a third party

Tips:
- Offer to help out with something - this will give you a chance to prove your skills and work ethic
- Connect people together, share updates and accomplishments, ask people about theirs, pass along articles of interest, ask for advice
- Use LinkedIn to identify people you could reach out to or find connections to those you want to meet (from your list of 50+)
- At the end of a conversation always ask how you can stay in touch and whether they can think of anyone else to connect you with
- Visit berklee.edu/cdc/grab-go-resources for more career resources