



Recap of Day 1

- Make a group and discuss all points learned on Day 1
- The harder you work the luckier you get
- 4 steps to landing a job in IT
 - Technical Knowledge
 - Certifications
 - Marketing
 - Interview
- WII-FM
- Resume points
- No excuses

Marketing

- Resume
- **Online Profile**
- Recruiters
- Your Network
- Your Image



Online Profiles

- Spend about 2 hours everyday for 2-3 weeks making solid online profiles.
 - Monster
 - Workopolis
 - LinkedIn
 - Other websites
 - This is just the initial setup phase

Online Profiles

- **Exercise**
 - Find 1 job search website and share with others in class
- At home create profiles on all websites starting with LinkedIn, Monster, Workopolis
- **Important:**
 - Update your profiles everyday to increase visibility!

Video

- People getting scared
- <https://www.youtube.com/watch?v=-JCUZ8oQATE>

Conquer your Fears

- Don't be afraid of the job description, it is most likely a copy/paste job. JUST APPLY!
- Don't think someone else is better than you because they are more experienced or younger than you
- There are other people who are technically strong but they may not be as good as you in communicating
- Don't be afraid of the interview
- Ask yourself this: If you don't do well on an interview, what's the worst that can happen?

Marketing

- Resume
- Online Profile
- **Recruiters**
- Your Network
- Your Image



Recruiters

- Recruiters come across several jobs during their day
- They talk to several candidates per day on phone and email, but will remember those who they have met personally
- Recruiters are always meeting with clients, they are your direct path to hiring managers

Recruiters

- Often times an end client will hire you based on the recruiter's word
- There are about 2000+ recruiters in Toronto.
- **Your job is to go out and meet up with at least 1 recruiter everyday and make an impression**

Video

- Wolves hunting in a pack
- <https://www.youtube.com/watch?v=2jXxtQRy47A>

Marketing

- Resume
- Online Profile
- Recruiters
- **Your Network**
- Your Image



Your Network

- Going at the job market alone can become very frustrating and cause you to lose interest
- Like the wolf, you need to build a network that you trust and that trusts you
- Help out anyone who seeks out your help so that you can get help when you need it
- Make plans to sit with your network at least twice a week and share progress / information

Your Network

- **Exercise 1:**
 - Take 5 minutes to get to know your peers
 - Find out people who live in your neighbourhood
 - Exchange contact info
- **Exercise 2:**
 - Send me email to become a member of **ITJobShare email list**
 - Send email to **Adnan Haider** to become a member of **CanipsITForums**

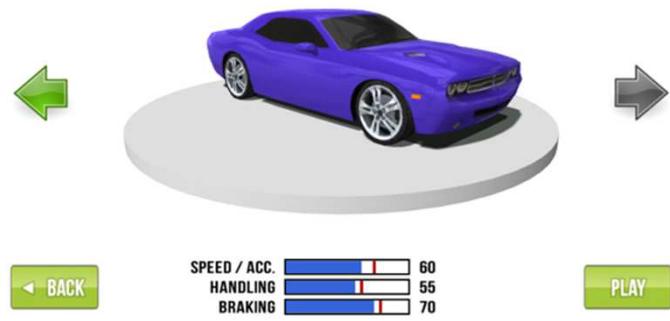
Marketing

- Resume
- Online Profile
- Recruiters
- Your Network
- **Your Image**



Identify your handicaps

- Identify your handicaps and counter them with your strengths
- My handicap / strengths



Your Image

- Good documentation skills
- Neat, structured
- Email signature
- Pleasant personality
- Have a loud and pleasant voicemail greeting
- Email address
- Firm handshake
- Add yours...



Next Class

- List of recruiters / contacts (class exercise)
- The Interview
 - Securing the interview
 - Interview Prep: 2 days before the interview
 - Interview Prep: Morning of the interview
 - Interview Prep: Arriving at the Interview
 - **The Interview**
 - Interview Ethics
 - After the Interview
- Documents