



Standing Out
While You're
Staying Home

in **8 Steps**

by Mel Brown

Standing Out While You're Staying Home in 8 Steps



1. Discover Your Soft Skills.

Education and experience have always been crucial features of self-promotion, but competencies or “soft skills” have emerged as high priorities for employers in recent years. In fact, soft skills have become even more important than technical skills in many industries. Discovering your own soft skills can be a huge help in choosing the right career and defining your value proposition on your resume. There are literally hundreds of free assessments online to help you.

A great place to start is the [Career OneStop Skills Matcher](#). This assessment will help you figure out what skills you have and connect those skills to possible career paths.

To learn more about competencies, take a look at this [free competency library offered by Talent Management](#).

After discovering your soft skills and selecting a job to go after, it's time to get ready to interview!

2. Interviewing is a Skill: Master it!

The truth is that you've learned a lot of life lessons personally and at work. The knowledge gained from those lessons has impacted your approach to solving problems and getting things done.

An interview is simply a meeting or conversation where you're tasked with communicating the value of your knowledge and experience to an employer. While you can't control their questions, opinion (or their decision for that matter), you can definitely master the skill of speaking clearly and concisely about who you are and what you're capable of 100% of the time. We offer a 30-minute masterclass on this topic called [*Interviewing is a Skill*](#), complete with exercises to help you get your interviewing skills together fast!

If you haven't applied yourself to developing your interviewing skill, why set yourself up for a lose-lose situation by doing phone screens, showing up for in-person interviews, or recording random video interviews from any company that sends you an email? Being solicited doesn't compel you to accept. I understand a potential job is powerful leverage for jumping through these hoops but is it really worth risking your long-term professional reputation by recording yourself being uncomfortable in a live video conferencing interview? Once you click send, that video is out there forever. I have a better idea. Check out steps #3 and #4...



3. Practice Makes Perfect.

Great interviewing requires planning and practice. Video conferencing and one-way video interviews are the new standard, so I recommend practicing with a video interviewing tool. I've seen such tools on the internet, costing up to \$80 per month. I introduced an online tool called **Pointe Profile®** with a nominal sign-up fee and is free for life with unlimited use after that. **Pointe Profile®** has an excellent video interviewing practice tool that can help you hone in on specific questions or response techniques in just a few clicks! **Pointe Profile®** also supports creating unlimited custom interviews to share with potential employers via resume link.



Once you're ready, you need to know the best way to make video interviews work for you and not against you:

Take control of your interviews by creating your own!

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"Prove you're a contender...include a link to a video or website that further validates your abilities..."

– Lou Adler, *The Adler Group*

4. Create Your Own Video Interviews.

Most people have a misconception of how applicant tracking systems (aka ATS) actually work! Why should you create your own video interviews? Here's the truth:

1. Your resume can and probably will be seen by a human being more than once during the screening process. The ATS doesn't make decisions – people do!
2. If you're accepted, some kind of interview will follow.
3. The "interview stage" is where the hiring process slows down to a crawl or stops altogether for most job seekers.

On average, only **14** out of **250** candidates get invited to a phone screen, and just **7** get scheduled for an in-person or video interview! Why not be proactive by using video to give them the interview information you want them to know in advance? Doing so ensures your interview is available 100% of the time, and ***they might choose to take a look just because it's already there!***

Need help? Need guidance? Need tools?



I've got you completely covered in my [3 to Get Ready](#) masterclass.

Everything from asking the right job-related questions to creating the actual interview and sharing it with recruiters is in there! It's a lot easier than you think with my step-by-step guide.

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"Create an inventory of your accomplishments, including your educational background and work history, to keep at hand should a chance encounter become a contact."

-Allison Doyle, The Balance Careers

5. Create Additional Supporting Content.

Informing recruiters about your experience and skills is exciting and daunting at the same time. The **challenge** is minimizing "stranger danger" fast and getting a shot at the position you want. The **solution** is making an excellent, long-lasting first impression by providing a great resume that includes a link to online video content that illustrates and expands on your most impressive attributes. Even experts like Allison Doyle suggest "creating an inventory of your accomplishments...".

I say, "What better way to do it than video?"

Your additional video content highlights your experience, references, and unique talents or abilities that make you the best hire. This doesn't mean you have to transform yourself into an action movie producer or spend thousands of dollars on expensive camera equipment.

[3 to Get Ready](#) has step-by-step guides to show you how to create compelling video content on your desktop, laptop, tablet, or even on your smartphone! It's not as difficult as you might think!



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6. Resume, Cover Letter, and Letter of Intent.

Even though the hiring process starts with a resume, this should be the last item you create. Why? Because now that you've invested in communicating effectively on your video interviews, you're much better prepared for communicating your value with clear and concise verbiage on paper! Here are some tips:

1. Before you decide to write a cover letter, you may be wondering if you really need one. In my [3 to Get Ready](#) masterclass, I point you in the right direction for help deciding. If you want to express your interest in a company that's not hiring, you should consider writing a letter of intent to accompany your resume instead of a cover letter.
2. You'll need to determine the best resume format for your needs, but a traditional chronological resume seems to be the most preferred. This format focuses on your work history, listed from the most recent to the oldest. Mentioning specific professional milestones you've achieved is also advised with this format.
3. Any resume format you choose is great if you want to be like everyone else. If you're genuinely looking to stand out effectively and professionally, you have to think outside the box. My 3 to Get Ready masterclass introduces a chronological resume that includes a link to video content specifically designed to support your resume. I call this the **Pointe Profile® format**, and it's the best format to use if you want to throw down like a real rock star.



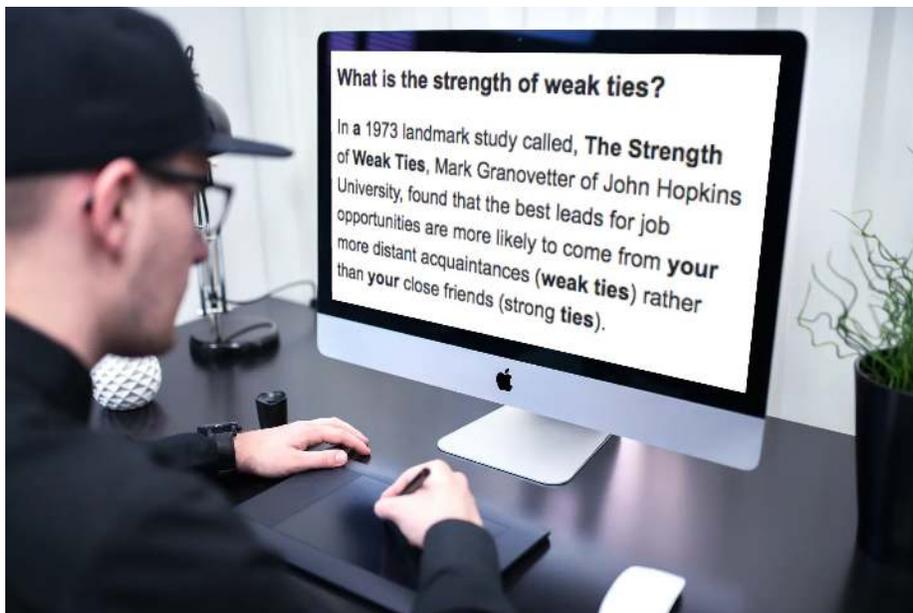
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7. Network to Get Work.

The most critical mechanism in networking is referrals. Referrals are so popular because people trust who they know – and they'll only recommend impressive people or stuff. The challenge is that you can't be referred until your contacts know you and trust what you have to offer – and educating them could take years. Being out of work is embarrassing and awkward enough, but cold-calling contacts you haven't seen in years and asking for help is even worse! Many folks would rather drink motor oil...

What to do?

Did you know that your distant contacts are the most likely source of new opportunities? Since you're using video, you could email your remote connections and say something simple like, "We haven't been in touch for a long time, so I'd like to reconnect and network with you. May I share a link to some video content that will catch you up on what I'm doing? I'd love to do the same for you in return." First, I guarantee you most of your contacts haven't heard this before, so you'll already have their attention. Many of your contacts will say "Yes" immediately because they won't need to interrupt their busy lives on an uncomfortable call with you. They can click your link and get up to speed on their own time and (most importantly, in my opinion) from a distance! You only need to follow up. Done and done. In [3 to Get Ready](#), I'll show you how!



8. Ignore Critics and Naysayers.

The internet is flooded with viewpoints for and against candidates using video in their job search. But the bottom line is the adoption of video as a default medium of communication is exploding. In the past, communication through video was reserved for the wealthy or large, well-funded organizations. Today, creating and delivering video is inexpensive and commonplace in much of the civilized world. Video has evolved, and the need for updating perceptions about video use in your networking, job search, screening, and hiring is at hand. [3 to Get Ready](#) won't just help you get updated, but it can help you get ahead!



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Helpful Guidance and Tools

3 to Get Ready...The Definitive Guide to Standing out in the Video Age

You need to have 3 items ready to succeed and avoid the typical pitfalls of the job search and landing interviews:

1. A Killer Resume with a Cover Letter (or Letter of Intent), highlighting your experience in chronological order.
2. A Job-Specific Video Interview and Additional Supporting Video Content.
3. A secure, discreet, and easy-to-use delivery mechanism.

Networking is the key!

Supporting your resume, job search, and networking with video is the shortest distance between you and the job you want. You'll need the help of your strongest allies and the strength of your weakest ties to connect with your dream job, and *3 to Get Ready* makes it easier than ever!



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Interviewing is a Skill

Memorizing interview questions is a waste of time because every organization is different. Having a practical strategy for responding to interview questions while highlighting your skills and experience is a better way to get prepared! Our Interviewing is a Skill workshop breaks everything down and offers a rock-solid strategy for acing your interviews! Available separately or as a bundle with **3 to Get Ready!**



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Pointe Profile®

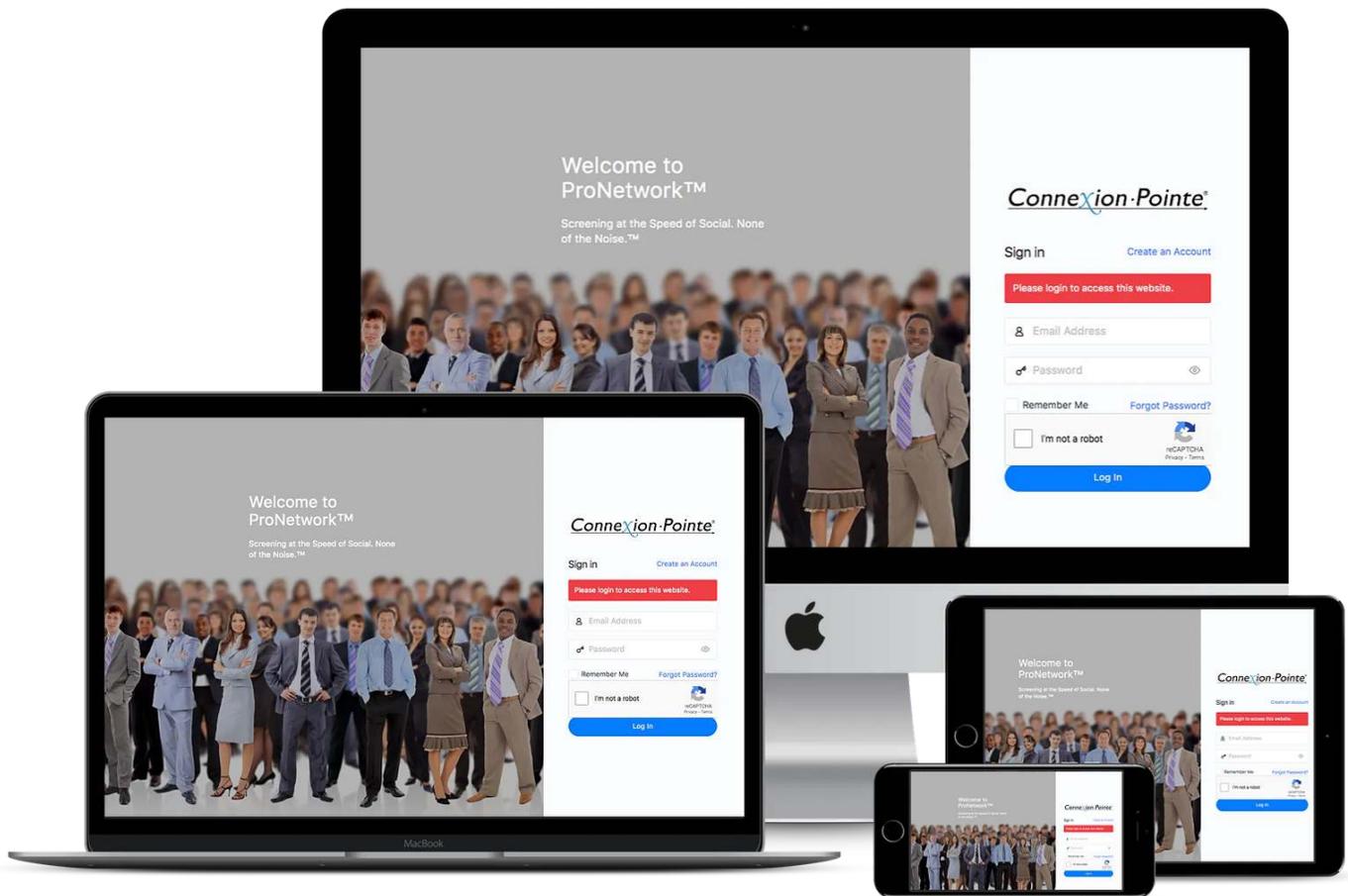
Pointe Profile® is an excellent tool for sharing your resume, video interview, and additional video content at first contact with a single secure link. Add an interview practice tool, built-in messaging, and a fantastic resume template, and you're miles ahead of your competition! Part of the Connexion Pointe® screening platform, Pointe Profile® is the new standard for networking job seekers! With our ***All Access Pass*** (for a limited time) you can get lifetime access to the **3 to Get Ready** masterclass, **Interviewing is a Skill** masterclass, **Pointe Profile®**, and membership to our exclusive **ProNetwork** screening platform for just **ONE LOW PRICE!**



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Connexion Pointe® ProNetwork™ (Launching Q3 2021)

What good are all of these tools if you still have to apply for random jobs online through an ATS? I'm building a community around candidates and recruiters who want to connect in hours instead of days or weeks. Networking is king for getting the job you want! I created ProNetwork™ so that networking recruiters and candidates have an excellent venue for connecting with the first interview already done – all while putting some of the "Human" back into Human Resources! ProNetwork™ takes the familiar social media functionality you already know and applies it to pure screening. Unlike other social media networks, ProNetwork™ is all screening, all of the time – none of the noise!



The world is changing. Not ending.

Adaptability can be defined as:

the ability to remain fully functional by adapting to changing circumstances (environment, procedures, people).

Some examples of adaptability may include:

- adapts his/her own methods when the situation calls for it - does not need too much time readjusting to a new task
- continues working effectively when schemes suddenly change
- easily adapts to a new work environment with different rules handles standards and values that are different or new with ease

The current global pandemic is testing our adaptability in networking, job searching, and interviewing. These new circumstances require wise job seekers' permanently implementing relevant emerging strategies now, and as a bulwark against future troubles.

A great plan offers a pathway through adversities while granting an opportunity to thrive. [***3 to Get Ready... the Definitive Guide for Standing Out in the Video Age***](#) is that plan for job seekers who understand that video communication, controlling their narrative, and networking are critical success factors.

Increase your adaptability with ***3 to Get Ready*** !