

# 4 Ways to Ensure YOUR Application **Doesn't Get Lost in the Online Abyss**

**Because let's get real... not hearing  
back from employers after 100+  
applications? Exhausting.**



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# The Feels (that no one likes)



## WE'VE ALL BEEN THERE.

Seeing a job online that speaks to you, calls you, pretty much describes everything you want in a role...

So you pull up the MS Word version of your resume, type in a few words of the job description into it and cover-letter, press save and submit the application. You think to yourself, 'I've got this one in the bag, they'll call me soon - I know it'. **Then days go by, weeks go by... NOTHING!** You have your phone glued to your hand and check for email constantly. **Crickets.**

You start thinking to yourself... **what's wrong with me?** I know I have relevant experience and I'm a good person! Why is no one calling me back? **Am I doing something wrong?** Maybe I wrote down the wrong phone number or email?

Then time passes, so you move onto the next batch of applications. You tailor your resume again, save it and hit the **submit** button. You are still hopeful, **but feel less motivated this time around.** You check your email and see a response. 'Oh my goodness, finally a reply! I knew I was qualified!' Then you read the email... 'we have moved forward with another candidate', it says. Bummer, **a rejection email.** Just when you thought your confidence couldn't get any lower, it did.

And the worst part of it all? **Bills are piling up,** savings are decreasing and birthday events are just around the corner. You decide to flick on the TV and grab a bag of chips. **Better luck another day.**



# The Mindset Change



**HEAR ME OUT** when I say this:

- I feel you (the process CAN be exhausting)
- There ARE things you can do about it
- Those things should be started NOW. They will pay off... fast.

**Here are some of the changes in our mind we need to shift:**

**1) The job search process is not completely out of our hands.**

There are some key things we can do to take back control of the career search process. If

**2) There is nothing 'wrong with you' and you don't need to settle for a lower job.**

You don't need to settle, ever. What you need to so is get strategic about your search process and make every investment, effort, ounce of strength within you to stand OUT from the crowd. You may be blending in and that's why you're not getting calls. Your application is 1 of many, rather than unique of many.

**3) Finding your next career role isn't easier for extroverted people.**

The search process doesn't need to be 'sleazy' by any means. If you are naturally more introverted, you can still land your next role with the proper steps taken.

# The Action Items

Okay, okay Courtney I get it - I need to stand **OUT** from the crowd. How exactly **do** I do that?

**Good question, my friend. At a high level, here's how:**



Seek advice, guidance or help as to how you're feeling, what you're doing and what else could be done. If you truly feel like you are doing the same thing over and over again hoping for different results (*ahem, definition of insanity*) then stop and get help. It may be your resume, it may be your mindset, it may be your networking strategies. Let's figure it out.



Craft a resume that isn't just black and white. If you want to get noticed, use a resume that has color! And no, I don't mean all the colors of the rainbow. Use colors that are cool, calm and professional. Grey? Navy blue? Also, put your strengths at the top so recruiters/HR professionals can see some of the qualities you associate yourself with.



Try to find 3-5 people within the organization you are interested in working for and network with them! Yes, network. This is an essential part of the process. You need to get comfortable with the uncomfortable and get out of your familiar zone. Be bold. Put yourself out there! Some of the most amazing opportunities come from connecting with people you have known for 2 minutes. Go recruit that employer.



Do your research about the organizations you're truly passionate about and try to provide a solution to the challenges they're facing. How do you find out what their challenges are? Speak to people within the company, find Executive's public interviews, read through their blogs, dig deep! You will find the right information eventually. Then, create a video, a PowerPoint presentation, a PDF or whatever format you feel good about presenting the solutions you have thought of and present it to key stakeholders. Trust me, you'll surely leave an impression on them.

## FACTS:

60-70% of jobs are NOT found by applying online.

Every day and month you are not in your career role, you're missing out on income.

If you are willing to pay thousands for an education, you should be willing to invest strategies that can help land you your dream career job. 😊



*If these messages speak to you, reach out via email to  
learn more about how I can help you!  
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