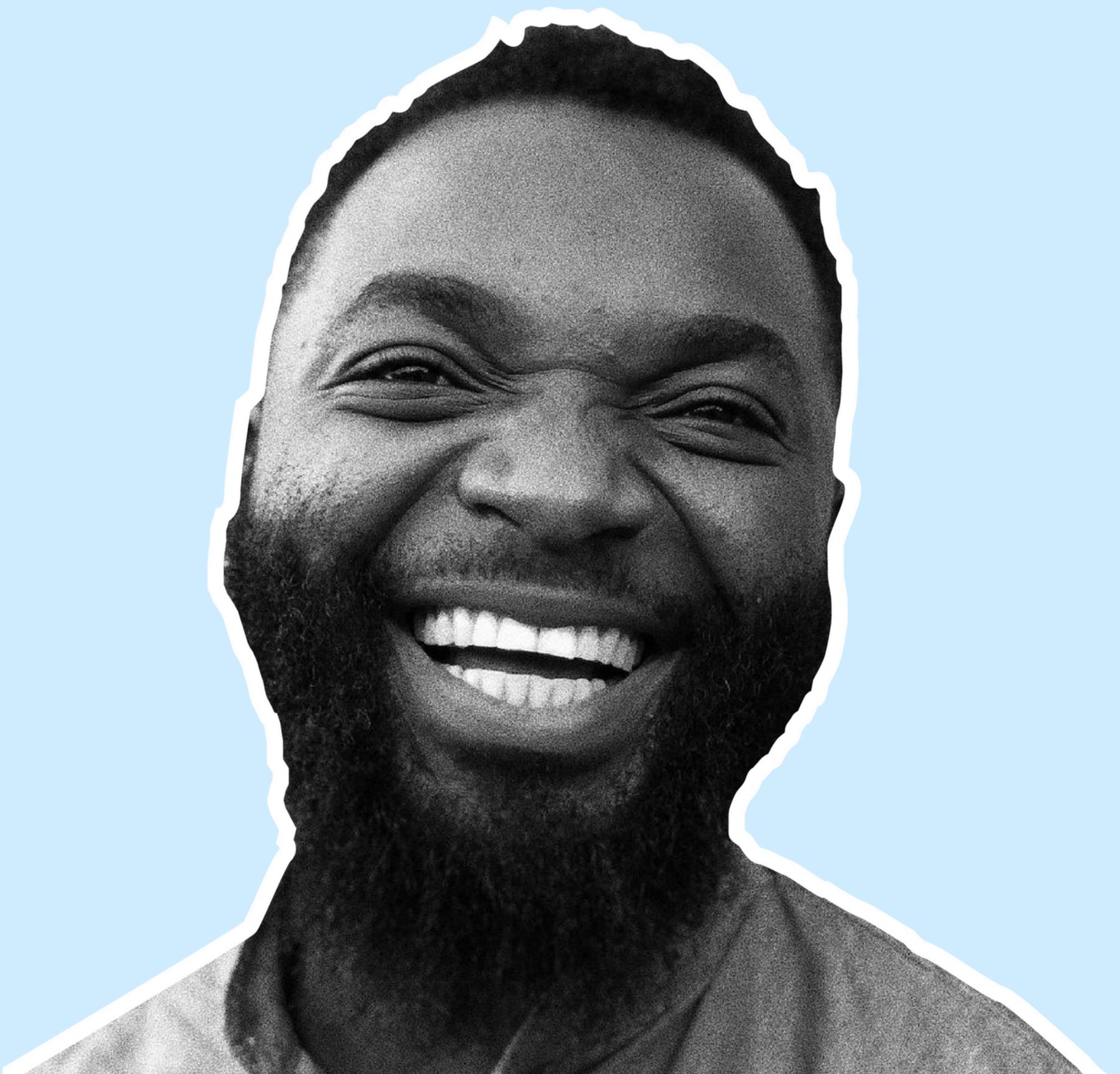


JOB SEARCH TIPS.



Job search tips to land you your
dream job, from Abraham Iyiola,
a professional recruiter.



An Instagram live chat
between @blessingabeng_
of @ingressive4good and
@iyiola.abraham

INTRODUCTION

2020 was a challenging year, many people lost their jobs, and it became even more difficult for many others to find jobs.

Can you relate?

We totally get it! In the midst of all these, we launched Ingressive for Good in July 2020 to help African youth increase their earning power by training them with tech skills and connecting them to opportunities and work.

Part of this is helping you find a job, not just any job but your dream job.

The truth is, the job market is competitive. According to Careerbuilder, job seekers will spend an average of 11 hours a week looking for work. According to The Ladders, recruiters take an average of 6 seconds to scan a resume. Ironically, 63% of recruiters say talent shortage is their biggest problem, according to Recruiter Sentiment Study MRI Network.

The thing is, there are jobs! Your dream jobs exist, and the goal of this book is to help you find them. So when we thought of someone to help you navigate this, we figured Abraham Iyiola, a Harvard graduate and the founder of CareerBuddyHQ, a recruiting firm focused on hiring high-quality talent for high-growth companies across Africa, especially tech companies. They know a lot about what makes a talent stand out or get chosen for a job, so we asked them to give us insider information, and that's really what this book.

Consider this book insider information from a super-recruiter to prepare you to find your dream job. Don't just read it, take steps to practice, and who knows? You might be holding an offer letter with your dream job before the end of the year!

Ready?

Let's do this!

A NOTE FROM ABRAHAM

Hello,

My name is Abraham Iyiola. I'm the founder of CareerBuddy, and before launching CareerBuddy, I worked in recruiting a lot. I managed recruiting for a business school in France and then managed recruiting for Jumia across Africa when Jumia first launched in Nigeria. I did that and went back to the UK to work for a global headhunting firm called 'Move Me Back' and right after that, stepped back to go back to school to continue studying and started working full time on CareerBuddy. So, I'm currently studying for a graduate degree in organizational development at the Harvard school of sciences and art.

CareerBuddy started as a thought when I was working with Jumia. Many people like you would tell me, "I need to find jobs," and I thought to myself, how can I help. I began to do a lot of research, and one thing I noticed a lot in employment situations in Nigeria is that there is a lot of power with employers. This power makes it possible for them to dictate what they do with you and your career. However, I also noticed that a lot of people also have power. Candidates have power, but they do not know how much power they have. I realized that people didn't know they could choose what kind of companies they could work for. So, I started helping a lot of my friends by researching companies and connecting them to opportunities, and because I've also worked a lot in recruiting, I have a lot of people who start companies and ask me for advice on "how should I hire and who should I hire." Those people forced me to begin to formalize CareerBuddy. I often said, "I like doing this for fun, but I don't think I want to do it," but everyone said, "You know what, you should do it full time." So I started.

I was pretty particular about CareerBuddy not just becoming another mainstream recruiting firm. So we did something different. From the candidate side, people who are looking for work that challenges them and helps them grow in their lives. We're not looking for people who just want another 9 to 5 job. So, if you're looking for work and you say, "I want something that'd help me grow, a company that is challenging." People looking for their dream job. We work with those kinds of candidates.

A NOTE FROM ABRAHAM

From the company side, we work specifically with startups and high-growth companies because we feel those kinds of organizations are different. The kind that challenges you as an individual to grow and achieve more. Except for a few companies in Nigeria, it can be very rigid when working in traditional, corporate environments. People go to work at 9; they close at 5. It pays you, but there also isn't a lot of drive. You don't get pushed a lot to get to the best you can be. Most high-growth companies are startups. They are more flexible and unafraid to challenge the status quo. They are more likely to let you work remotely or adopt unique approaches to problem-solving. We work predominantly with startups across Nigeria, Kenya, South Africa, Ghana, Rwanda, any startup founders looking to hire people who have energy and are looking to do good work. We've been doing this for years now, and we're doing it in large numbers. Some of the big startups we work with, you know them.

All I'm saying is if you are hungry for your dream job, I know you, and I can help you. I am confident because I have helped hundreds of people like you successfully. I will share tips with you for free, but you have to promise me that you will make an effort and use the information I'm sharing with you.

I hope you succeed in your search for your dream job and if you do, please tell me all about it in a dm, IG, or LinkedIn post. Tag @Ingressive4good and I. We wish you the best.

Best,
Abraham Iyiola

CHAPTER 1

HOW TO TAKE BACK CONTROL FROM THE RECRUITER

I4G: As an employee-to-be, what power does a person have while trying to choose their job or choose their career path? What power is in my arsenal that I probably do not know about?

Abraham:

I think it's terrific to start from there. The first thing I want you to remember is that Hiring or working for an employer is like dating. You need to figure out if there's a match between their values and yours if you bring something to the table. No one will hire you for just no reason. Every employer has a business they're trying to run, and they're looking for someone who can fulfill a certain number of tasks and who can do that better than anyone else. So, at every point in time, as a person looking for a job, you should know that you should also look for work that connects with what you want to do, what you love doing and what you have skill in, what you want to be the best at.

So ask yourself, **"What is my superpower?"**

When I ask this question at career seminars, I am met with stares. People go blank and ask me, "what do you mean?". I bet you might be asking the same question in your mind, so I would phrase it differently:

"What is one thing that you're better than 90% of people around you are."

Don't be one of those people who say, "oh, I don't think there's anything." There is always something. Maybe you don't even know it yet, or perhaps your special skill isn't better than 90% of people yet, but you can develop it to be.

I bet when you want to apply for a job, your mind goes first to hard skills. "oh, I can't write code, I can't sell, I can't run a social media campaign." But maybe that's not your superpower. Maybe your superpower is the ability to galvanize people, to connect with people, to make them feel special, your ability to talk to people, to communicate your ideas clearly, the ability to solve problems, or when there's a mess somewhere; you feel eager to solve that problem ahead of other people.

There's always something that you like doing and can do very well or something that you just need to find and improve on. The more you get better at that, the more you increase your power. something that you like doing, that you can be better than a lot of people at because you can dedicate yourself to it. If you develop that, you can always choose where you take that power to.

HOW TO TAKE BACK CONTROL FROM THE RECRUITER

I4G and Jobberman have a soft skills training scholarship, maybe it might help you discover your superpower, and if it doesn't, at least you'll get a certificate from the two-hour training. Register [here](#).

The problem in society is that we've been made to think that you should go to school, get good grades, work, get married, and have kids. We rarely pause and ask ourselves, WHY or HOW: why should I do that and how will I do that better than whoever is doing that right now, what do I need, who do I need to talk to.

Pause, take a step back and ask yourself:

- What do I really want to do?
- Why should I work?
- What kind of job should I do?

When you think deeply and answer these questions, you start getting to know yourself better, you can understand some things better, you can chart a career path for yourself, and you can begin to approach people who need that superpower or skill that you have. This approach is better than just sending out your CV, hoping that someone calls you back.

You're giving your power to the HR person, to the company every time you say, "here's my CV, what do you think, are you going to hire me?". There's nothing wrong with doing that, but the problem is 200 other people are doing that too, so the power is no longer in your hand.

But every time you step back and say, "I noticed you have a problem, your social media is not converting, it's not growing fast enough. I have learned over the years how to do a certain number of things, I have the skills, I can help you, I can even do a test for seven days just to show you that I can do it." As a company owner, I'd want to listen to that, the worst thing someone would tell you is "No, we don't need it right now." which is fine. Say thank you and move on to the next person.

CHAPTER 2

HOW TO SEARCH FOR A JOB IN TIMES OF SCARCITY

I4G: Due to the pandemic, fewer people look like they're hiring, and more people look like they are getting fired. So what job search tips do you have for us in times of scarcity?

Abraham:

Look at job search in the opposite way that people think about it now. As a candidate, you should look for jobs in the exact opposite way that a company is trying to hire. Here's what I mean: If I have a company and I'm trying to hire, the first thing I do is ask myself,

- Do I know someone in my team that can do the job? If I can find them, good. I promote them to fill that role. If I can't, I move to the next question.
- Do I have friends or colleagues that can recommend someone, based on their experience working with them in the past or present? If yes, I shortlist and interview the recommendations. If I don't find a good fit, then I go to my next option. Is there a recruiting agency that I trust? If yes, I outsource the work to them. If not, I go to the next option.
- I post it on my company website or online for a job board and receive a hundred or thousand applications.
- This is obviously the most stressful choice because I have to sift through many qualified and unqualified applications. It takes time and energy. But, on the other hand, people who use this method have a shorter attention span and smaller patient bars. They also have a wide array of options, and so you need to be almost flawless to impress them.

When people try to look for jobs, they look for it the other way around. Once you think, "I lost my job," the first thing people think is "let me put together my CV" and then go on LinkedIn and start applying. The problem is that 200, 300, or even 1000 other people are doing that. So, you have no advantage, unless maybe you went to Stanford or worked in google, your CV jumps to people. But, even that is not a guarantee because other ivy-league high-achievers or Fortune 500 high achievers may be applying for the same role.

You need to figure out a way to reach the person who's deciding to hire directly instead of trying to go through the same path that everyone is going through. That's the first thing to put out there. The second thing is that even in scarcity, there are people who are hiring.

HOW TO SEARCH FOR A JOB IN TIMES OF SCARCITY

For example, many companies still came to us in the thick of the pandemic, and we still had roles that we still hadn't found people to connect to. So even in the lockdown, when people were losing jobs, there were still jobs that were going unfilled. So Covid or no covid, there's always a job for you if you know how to find it, that's the truth.

70% or in most cases 60% of jobs are closed through referrals, introductions, and networks. People are more likely to hire someone they know (not in a family or friend type of way, but think of it like this, you are more likely to buy brands you know about. You rarely buy brands you don't know or trust. You barely recommend brands you don't know or trust. The same thing applies to hiring). So if you're in a situation where you're thinking of changing your job, or you've lost your job, here are some tips to help you:

- First, get very clear about the kind of job you want. Ask yourself, "What kind of job do I want?"
- Get clear about your skills and superpower. Ask yourself, "What skills do I have?"
- Know the kind of company you would like to work for. Ask yourself, "What kind of company do I want to work for?"
- Make a list of the companies or the kind of industry you would like to work for. Have options.
- Start building a network, like an army of people who can help you get that. This could be done on social media, through communities, mentorship opportunities, and more.

You may be wondering, how can you build a strong network of people?

Let's use a wild example. Imagine I want to work as a customer success person at a fintech firm. I will then make a list of as many fintech firms I am interested in. I can rate some more than others. Then, I'll go on LinkedIn or any social network, find if there's anyone I know or even anyone I don't know that works in those kinds of companies, and I can approach them and send them a message saying, "Hi, I'm looking for advice on what to do next in my career. I wanted to know how you got into paystack as a customer success person. I'd like to have a quick conversation with you about how I should go about it."

In this situation, you're not saying, "I'm looking for a job. Can you recommend me for a job?"

HOW TO SEARCH FOR A JOB IN TIMES OF SCARCITY

I don't know you, I'm not going to do that but if you said: "I want advice on how you got your job and how I can go about the same thing." Then, we get a conversation, we do a skype call, facetime, if you can meet them physically, you meet them, and in that, you're taking note of "what were you before, what did you do? How did you get this job? Who can I talk to? How can I find a similar job?" you should try this, 8 out of 10 times I tried it, it worked. People like the idea of helping people with advice, not helping you by saying, "I'm recommending you." Recommendations are simply people putting their integrity on the line for someone else. They wouldn't do that for a stranger, but they would happily give advice. They would happily say, "you should do this; you should do XYZ because XYZ worked for me."

If you take that and you go ahead to do that, then you come back to the person and say, "oh, thank you, you mentioned this, I did this, I did this, and I did this, this is how it worked." With that simple action, you have built a connection with that person, which will make them view you as someone who is reliable, someone that they can always help. They might even feel personally invested in your success. So even from that first, second, or third interaction, they may be invested in trying to help you because they've seen a sign and you didn't do a lot, you just found them on LinkedIn, you message them, you said, "I need your advice on how you got your job. I'm trying to transition, and I don't know how to do this. I'm looking for someone to talk to who has already done this. Do you have time to talk, or can you help me? I just need advice. I'm not asking for a connection or an introduction".

I found that you're more likely to get an interview or an instruction in all the cases where that happens. Even if you don't get a job from there, you've earned someone new into your network. If there's no job, they don't know anything, if something comes two months, six months down the line, they'll think of you, say "that person I spoke to, I gave them advice and they used it ". So let's say you used this particular strategy and didn't even get a job; you'll have someone new in your network. You'll have someone out there who is sort of like your army, who is scouting for jobs for you. Someone who is championing you.

Many people don't think about that but imagine if you have ten people like that, just doing that for you, you've kind of now flipped your job search. This is not the first thing that comes to people's minds. It takes time and hard work, but the result is worth it because it keeps you ahead of the curve.

HOW TO SEARCH FOR A JOB IN TIMES OF SCARCITY

Also, to do that, you need to be a person with certain qualities already. You need to be good at what you do, and you work hard before you start asking people to recommend you because the worst thing you want is someone recommending you, and you don't keep up, and then you tarnish their reputation. So, be sure that you have done the work and are willing to do the work before you start reaching out to people.

CHAPTER 3

HOW TO USE YOUR CV TO GET THE ADVANTAGE

I4G: What mistake do you see people make when searching for jobs that you wish you could just correct?

Abraham:

In terms of mistakes, we can start on a spectrum, there are a lot, and they are very little things. Let's start with the CV (resume). I have seen people have CVs with lots of errors on them. These errors range from spelling to date formatting. These things are not huge things, but they tell you a lot about the person. So, that's one.

I have also seen people send the same CV for all job applications. This may not look like a big deal, but it can cost you a lot. Not a lot of people know that they should not do that. When you send a CV to someone, and they open it, the first thing they do is skim through it. This takes about 5-10 seconds. What's really happening in that short time is that they're looking for a few keywords, something you said that connects to something that is relevant for the job.

Imagine you've been working all your life in the bank as a cashier, and now you want to pivot into product management; if you send the same CV that highlights only your expertise as a cashier, you create a disconnect. There's no connection between the job you are applying for and your CV.

Tailor your CV to highlight what you have done and how it relates to the job you're applying for. It helps a lot. Those errors are not big things, but they impact the hiring decision. They matter.

If you're going through the traditional way of searching for jobs, meaning you're applying the way everybody is, you need every advantage that you can get. You don't want to give someone an excuse to just look at your CV and disqualify you.

For example, if we have ten applications coming for a role. We would screen and pick the people who directly connect to the job first, and then, maybe if there's this person (and this happens very rarely) that we think may have the experience, but the CV doesn't speak to the experience, we may include, but that's a decision, we have to sit and weigh. Most people don't even have the time to sit and decide.

When you send a CV to a hiring manager, they're making a judgment call on how good you are based on just a piece of paper, nothing more.

HOW TO USE YOUR CV TO GET THE ADVANTAGE

So, we can talk about the morals of that or how to work around that, but until that changes, that means you need to make sure that you get every advantage that you can get from every CV that you send out to people.

It also doesn't stop at the CV itself. The way and manner you send your CV matters. Sometimes, we receive CVs as attachments with blank emails. That right there is an automatic disqualification. We also encounter people who just send one long cover letter in an email. They just attach their CV and send it blankly to someone. I did say that you should start thinking of building your network, but building your network is not about randomly sending a CV. The way you go about it matters. Don't send me a ten-paragraph email that you just copied from your cover letter and pasted in the email body. Indeed, you don't expect that I'm going to read that. It means you do not value my time or yours. The moment I see that, I'm just like, "no, let's move on to something else."

When I was at Jumia, we always got many CVs, and we got some really weird CVs. Someone sent their full Instagram picture on the CV! Someone sent us a CV once in Microsoft excel, someone sent a CV on a PowerPoint, and the person was not applying for a design role.

Please, try to put together a CV tailored to your experience, preferably less than two pages. Attach it with a thoughtful email that shares the value you have to offer to the hiring company. Submit your CV in a regular format - pdf or Microsoft word, except otherwise stated in the vacancy announcement.

CHAPTER 4

HOW TO LEVERAGE COVER LETTERS

I4G: How important are cover letters? Do recruiters really read them?

Abraham:

To some recruiters, cover letters are essential. To some, they are not, and to others, they are indifferent. One of the things I like about CareerBuddy is that we do things our way. We don't want to do things the way that people do them. So, I think for some recruiters, cover letters are important, but in my opinion, cover letters are a complete waste of time, to be honest. Actually, we have a shirt that we designed that says, "I'll rather die than write a cover letter."

Having said that, there are some recruiters who want that. Some companies say, "send us this, send us this." Those are their requirements, so you should obey that. But in the grand scheme of things, if you're looking for a job, you should worry less about cover letters and worry more about "how does this job fit, how do I fit? How do I show them? How do I convince them I'm the better person that they should hire?" Of course, maybe all of those things you can talk about in a cover letter, but to be honest, the last time I read a cover letter was four years ago. However, cover letters could be an excellent opportunity to say things you are unable to display in your CV. It could function as a "pre-interview" opportunity to show that you have researched the company, know what they are about, their problems, and most importantly, how to help them. Your cover letter is a fantastic opportunity for you to say, "Oh, hello, this is why I'm aligned with your mission. This is why I can be of value to you."

While we don't read cover letters, I am not discounting all the effort of people who use it to show they're the best. I think a cover letter is a form of showing you're good at something but like every other thing in the world, people take just the thing without thinking about what purpose it was set for. I said what I said about cover letters in general because people believe cover letters should look like "dear sir/ ma " and then insert one heading they copied from the internet.

Then, right after, they'll add: "I'd like to apply for the role of or why I'm the best for the role of and then they'll write five paragraphs and put it in a Microsoft document and send." Those are the things that I'll say I don't read, but a cover letter just saying, "Hello hiring manager, I know that you have this role open and I. Hereby, here are the reasons I'm the best person for it." I would totally read that.

HOW TO LEVERAGE COVER LETTERS

I also think that this can be in an email with four bullet points. It can be in a text message with five bullet points. It could be in a google document or a Microsoft word document with two paragraphs. So I think that in the sense of what we're talking about, a cover letter is not the one-page document that people feel obliged to attach to their resumé. It is more. It is a selling opportunity.

Don't forget that the entire recruiting process is a selling opportunity. You're selling yourself. Most people now even make videos, like 30 seconds videos about this. That's a cover letter because it's me introducing myself, saying, "you're going to read this in my CV, but you should know more about me."

You should definitely leverage your cover letter as an opportunity to highlight your awesomeness and the value you can bring to a company but what I'm against is just that idea of paying some guy just to write one document that he customized for everyone or lifting a cover letter template from the internet and putting that on your CV so that you can say "yes, cover letter, check."

CHAPTER 5

HOW TO NAIL AN INTERVIEW, A TINY SECRET

In terms of interviews, people have this reactive approach to interviewing. That means for a lot of people; this is the order they expect: I apply for a role, the recruiter likes my CV, so they set the interview, I show up, I sit, and I'm waiting for them to ask me questions and they ask me questions. Maybe before I go for the interview, I'll even google "Questions to ask my interviewer," and Google will tell me to ask questions like "what is the job like, how would you evaluate my success" and all those things. So even though it's not a mistake, we've realized that if you did it in a slightly different way, you might get an advantage.

There's a method we've been teaching at CareerBuddy called proactive interviewing, which goes slightly differently. If I'm interviewing for a role, let's say sales manager for a company. Instead of waiting and showing up for the interview, I would rather spend some hours researching the company, its products, its competitors, and its challenges in that role. I will check if they're making money, why they're not making money if they're losing customers. I'll look at all the problems they have, research them thoroughly, and then write down proposals or ideas of how I'm going to turn that around. E.g., I could say, "I noticed we're not getting conversion or people are returning our products; this is how we can mitigate that."

I will write out a proposal, and when I get into the interview, the moment we start talking, and I know that the ice is broken, we're in a good position, I will share these ideas. Maybe they ask me a question, like "Why do you want to work here?" I could say, "Actually, I did a lot of research on your company and this role before coming and some of the challenges I think that you have, and here is the list of things that I saw and how I would approach it if I were the person who took this job. This is the plan of what I would execute in the next 90 days; I'm just sharing that". I could also highlight how I have handled similar challenges in my previous experience.

If someone shows up at an interview and does that, I would be wowed by their effort and initiative as a recruiter. Some recruiters may even be curious and say, "wow, okay, tell me more." They'll be intrigued because you've done the extra work. Instead, I see ten people at an interview every day, all of them talking about how they're good, very rarely do people think about - how can I make the company better.

To be honest, in an interview, nobody really cares about you. An employer is just thinking about "what can you do for me? How can you help me? I have this problem. How can you solve it for me?"

HOW TO NAIL AN INTERVIEW, A TINY SECRET

People come to the interview, talking about “me, me me,” but nobody really wants to hear about you. It’s literally like dating. Nobody wants to go on a date, and then the other person is just talking about themselves and not caring about the other person.

Imagine you’re an interviewer, and you’re listening to a lot of people, even with an outstanding education, work experience, and you’re like, “yeah, okay.” But, someone who then tells you, “I noticed that you guys have this based on the information that I have.” So you’re not even making grand statements, just little remarks like, “based on the information I have, I think this and this are how I would approach x, in a way to help you better address this challenge you are having.” You will be seen as a breath of fresh air. Every time that has happened in my presence at an interview, the person has always gotten the job. In cases where they didn’t get the job (maybe due to other reasons like salary, offer, etc.), they got another job.

When I was working at Jumia, we had people who came in for interviews, and they had such a great interview but were not suitable for the role. I remember the CEO will take them to someone else and say, “we want to hire them, they didn’t fit this role, we don’t have a role for them, but we should create a role for them? We’re going to need this person”.

This happens a lot more than people know. Why is it such a big deal? Because you have proven, you are not mediocre in your approach. What you’ve done is; you’ve taken the problem seriously. So, you’ve created solutions. You’ve been proactive. This is why we’re calling it **proactive interviewing** at CareerBuddy. You’re showing up, and you’re saying, “I noticed this, this is how I would approach it, this is what I would do.” It’s not based on the question they’re asking you. You’re not reacting to their situation. You’re giving a proposal.

This was how I got my first job when I worked in France. It was basically just doing this. I remember my boss then, who hired me, said, “you have a law degree, but you know a lot about business, how come?” and I said “I researched your company, I understand the problems that you have, my best attributes are solving problems,” and of course, I proved it by proposing ideas. That was literally how I got the job, just that. Not based on qualification, but based on just knowing the job, knowing the problem, and proving it. Just thinking to myself that this guy woke up, created a job description, posted it online, went through this going through all the CVs; he must have a problem that he’s trying to solve, I need to find that problem, and I need to show him I’m the best person that can solve that problem for him. I am not afraid to share ideas because no one can execute them like me.

CHAPTER 6

HOW TO SPARK YOUR RECRUITER'S CURIOSITY WHEN APPLYING FOR TECH ROLES

I4G: When they are applying for a tech role, are there any special tips that can set you apart?

Abraham:

I think tech jobs are one of those jobs where it's actually easier to apply to than every regular job. When I say easier, what I mean is, the whole process of recruiting is risk mitigation. Every tech employer is trying to ask, "Is this person going to be as good as they say they are?". So to mitigate the risk of hiring someone who is only suitable in theory and not the direct application, tech recruiters are always looking for data points to make their decision. A CV is a data point. Your skill is a data point, the school you attended is a data point, your previous employer is a data point, every recommendation is a data point that says, "okay, more points to this person."

One of those incredible data points that many candidates fail to present and many tech recruiters are on the lookout for is proof of work. Also known as a sample of work. If you're a designer, if you work in social media marketing, if you're an engineer, you have to present samples of your work. Those are the things you need to show ahead. You want to be able to say, "Hey, I saw that you have this role. Here is something similar that I've done in the past. However, I'm looking for something more challenging. My experience with doing this thing shows that I can do that thing that you want, so check out this." This is often called a portfolio. If you show this to a recruiter. It's excellent, in most cases, you'll get an interview. The recruiter will be curious about you and say, "oh, I'm wondering how you did that, I like that" unless your work is terrible. You have to improve it first before you start trying to show people.

So, for tech people, I would say 100%, all the time, always show proof of work. Even when you're making a regular application when you put this cover letter, yours should be "here are the things that I've worked on, here are the things that I've learned in those things, here's how I would apply those to this opportunity that you have right now." Those are important things to highlight. We are all humans, and we have a sort of laziness mentally. We want to automate everything around us, so, everything that tasks your brain to think extra, you're like "errm..no." That's why people consume more videos than reading a book because you're in a place where you don't have to task your brain; instead, you think, "okay, I see this, I see this." If I get to the point where I'm asking, okay, why? Why? Why? I would most likely say, "okay, no, I'll come back to this later," depending on how important it is for me. If it's crucial, I'd say, "okay, I need to dedicate time to review this." So, you need to make it easy for someone trying to talk to you to see why they should speak to you and why they should hire you. Put all the information out there and let that work speak for itself.

CHAPTER 7

HOW TO APPLY FOR MULTIPLE ROLES

I4G: Can you send different emails to a company looking to fill multiple roles?"

Abraham:

You should definitely apply for multiple roles. As I said initially, one of the mistakes people make is sending the same CV for every available role. So, if you actually have experience in project management and also have experience in sales, and a company is hiring for both positions, you can apply for both roles with two different CVs. Always highlight the most relevant experience to the job requirement. For example, if it's a vacancy for a sales position, don't highlight experiences in project management first. You may highlight those, but you should pay more attention to all the experiences in sales if the application is for sales.

Remember, your CV is a marketing document, and in a marketing document, the things you keep out are as important as the things you keep in. Make it count.

So, if it's a sales job you're applying for, you want to show your experience in sales that highlights you as the best candidate. You don't want to talk about how great you are as a project manager; it's not relevant to what the person is looking at. Remember I said, when recruiters see an application, the first thing we think is: does the person have what it takes to do the job? And the only way to make that decision is by reading the things they wrote on their CV. You don't stand a chance of looking unserious when you apply for two roles within the same company with different CVs. However, if you apply with the same CV, then you can come off as unserious. We've had scenarios where people just apply for all 30 roles that we have on our website. Please do not do that. When we see that, this person is desperate and clueless. But if as an individual, I've worked in recruiting, but I've also now developed skills like product management and project management, and a company has those two opportunities. I am confident that I can do both of these; I would put myself forward for those two opportunities because I can do those two roles. I might be stronger for one than for the other, but I should put myself forward for both.

In most cases, for good companies, when they interview you, and you don't fit into a role, and they have another position as well, then they'd say, "you should apply for that because that's more relevant." So I think that's entirely different from applying to like five roles in the company. There's no way you can deliver on five different positions. So, keep it to a maximum of two roles. It should be the roles that show your strength. You should be thinking, "I can get this job." Remember I was saying that it requires a lot of work, you should do some proactive work. If you have the energy to do proactive work for three roles, you should go for it, but I strongly recommend keeping it to a maximum of two positions.

FINAL WORDS FROM ABRAHAM

Hello again,

First of all, it's been good to be here. Thank you for reading up until this moment. If you take anything away from this book, it is this - you need to be more proactive about how you go about your job search. Proactive across all stages of your job search. Proactive in the sense that you need to decide what kind of company you want to work with, research what kind of roles, and target people who can help you get into the door. That's being proactive.

Being reactive is just going online, seeing a role on Jobberman and sending your CV, and just waiting for them to call you back. And then, I'm not sure how many people get an email back except all those "we're sorry, the role has been filled. We found a better candidate" That happens a lot.

Be proactive with job search, with the interview, be proactive in understanding, just thinking about the hiring manager, "why did they open this role? What is the problem? Research everything. Find every possible problem that they may have that keeps them awake at night, think up solutions, and hope that they'll give you an opportunity to start selling yourself. If they don't, find an opportunity in between the questions you are asked.

You should take charge of the interview from the moment you sit in the interview. Once you've gotten to the point where you've gotten all the pleasantries out of the way, you should say, "I've been thinking a lot about this role, and these are my proposals as to how you can better solve the problem. I guarantee you, five out of ten times, you'll get a callback, and if you don't get the job, it's because of something else. I've never interviewed a person who did that and said, "that person is unserious; I'll consider other candidates."

Be proactive!

Best,

Abraham Iyiola

If you enjoyed this book, share one thing that stood out for you on social media and tag **@ingressive4good** on Twitter and IG or Ingressive for Good on LinkedIn. Also, tag our excellent guest Abraham Iyiola of CareerBuddy (**@careerbuddyhq**).

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your dream job

Now go get it!

