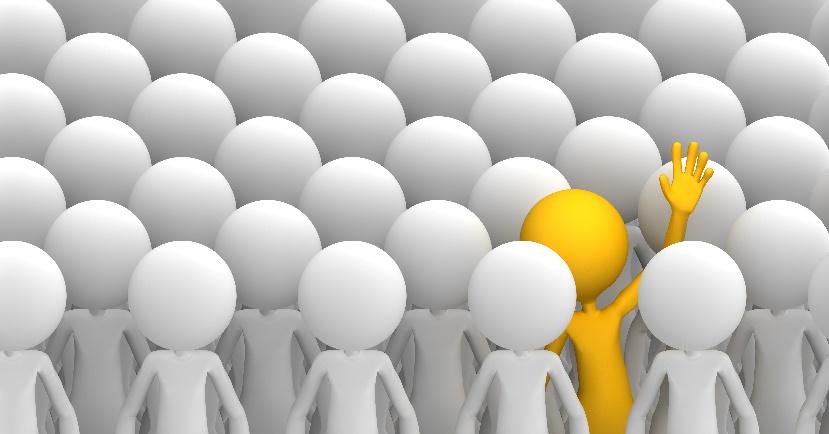
**9 Tips to Stand Out in Your Job Search**

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1. **Always do a cover letter with your application**

When you put in an application, this is your only opportunity to stand out from others who may have only submitted a resume. Even if it has to be attached to the front of your resume as one document, include it.

1. **Customise your cover letter and resume every time**

Adapt your resume, cover letter and achievements to be relevant to the job you are applying for. Ensure you include relevant keywords used in the job ad or description.

1. **Ensure your resume is easy to read**

Recruiters only look at resumes for a very short time so ensure yours is easy to read, starting with you most current employment role. Make sure there is plenty of white space and it has not spelling or grammatical errors**.**

1. **Project your personality in your cover letter**

Your cover letter should talk about why you are applying for the job – what is it about this job that excites you? Tell the recruiting manager how you can help the business. What skills do you have that make you stand out from others? They are looking for people with drive, enthusiasm and passion for the job. Don’t just recite your resume again

1. **Do your homework about the job**

If possible, make contact with the person listed in the job ad and ask some questions about the role. Why has the vacancy occurred? Is anyone currently acting in the role? What does the team look like?

1. **Understand your audience**

Companies appreciate candidates who have researched their business and can inject some of this knowledge into a cover letter. Let them know how you’re the right person for the job and how you would fit the position and the company’s goals. When it comes to an interview, you can utilise this knowledge to ask a question about the company or be prepared for the question – ‘what do you know about us?’

1. **Talk about your accomplishments, not just your skills**

Anyone can say they have excellent customer service, but what have you done that shows this? Have you gone over and above for someone? Have you managed a situation so well that an angry customer became your happiest customer?

1. **Provide a link to your online portfolio or social media profiles**

Many recruiters use social media as a way to do background research on candidates or use platforms such as LinkedIn to headhunt candidates. Use these platforms to build a professional online presence and brand for yourself and provide these links in your resume.

1. **Look professional**

Whether you are handing in your resume to a business or recruitment agency or going to a job interview, make the best possible first impression by dressing professionally and being well groomed.