



The FGB Job Search Handbook





The FGB professional profile helps you get noticed by companies who want to hire more women. In this handbook you'll find insider tips on how to take your job search to the next level.

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THE FGB JOB SEARCH HANDBOOK

Stage 1

***You just made
a profile!
Here's how to
decide where
to apply.***

Find out which companies are hiring.

Now that you have your FGB professional profile squared away, it's time to learn which companies are hiring – and which ones are worth applying to.

1. Set job alerts.

Who doesn't love spending their free time scrolling through job boards for hours on end? Answer: most people. Thankfully, job alerts are a great way to save time during your search. By knowing that you'll be notified when an opportunity is available, job alerts can help give you peace of mind, too (so long, FOMO!). Rather than having to seek out roles, you'll receive curated emails right to your inbox that are full of jobs to apply to. Simple.



#ProTip: On FGB, you can set and manage job alerts by navigating to “Your Job Alerts” on the left-hand column, or when [searching for jobs](#).

2. Assemble a team.

As many as [85% of jobs](#) today are filled through a connection — meaning that if you want to give your job search a competitive edge, it’s time to start optimizing your network. Join the [FGB Official Job Seeker Group](#) to start making new connections, in your current industry or a new one, without the pretense you’ll find on other platforms. This is a space where you can authentically connect with women who are in the same spot as you, ask about opportunities or just... vent.

3. Keep an open mind.

Don’t forget: your next job opportunity could come from anywhere! We’ve heard stories from women who made that crucial career connection

in Uber pools, on first dates and while working behind a cash register. Stay open to the possibility that your next best opportunity could come from an unexpected source, and don't shut yourself off from seemingly unconventional options.

*Looking for job search inspo in 2020!
What's the most unusual //
unconventional way you've found a job?*

[Go to discussion >](#)

4. Ask.

Maybe you have a dream company in mind and they aren't currently [showing any relevant job openings](#). Reach out and ask about potential opportunities anyway. Not only does it show your sincere interest in working for the company, it could also save the employer time and recruiting effort down the road if they're able to bookmark you as a candidate now. Here are some [template suggestions](#) that will make cold outreach less daunting!

Alyson Garrido
FGB VIP EXPERT &
CAREER COACH



The 3 types of people who should be on your job search team

The Easy Asks.

Start with the people who are present in your day-to-day life. Are you a weekend volleyball player? A mother? Friend? Volunteer? Pianist? You know lots of people through those avenues, and they should all be labeled as important contacts who may be able to help you professionally, too. You never know who could connect you with your next role, so don't exclude anyone as you talk about your job search.

The Catch Ups.

For this group, brainstorm a list of people who you have a positive personal or professional

relationship with but haven't spoken to in over six months. Think of these as the people whom you wish well and smile when you see their Facebook updates but don't regularly speak to. This list can be even more valuable than your "Easy Asks" because you probably don't run in the same circles – and that further expands your reach.

The Third Degrees.

This is your wish list. You know you want to contact these people, but you're not sure how to make the connection. Consider finding them at industry events or asking those in your first two lists for an introduction. It might take some creative thinking to determine how to get in front of the people on this list, but it's worth the effort.

[Read more >](#)

Identify the right opportunity for you.

Employment is a two-way street. When plotting your next career move, it's crucial that any company you apply to meets some key standards. Asking yourself these four questions – and doing the research to find the right answers – can help.

ASK YOURSELF

Is the compensation package competitive?

Is the pay fair – and fair for *all* employees, regardless of factors like gender?



#ProTip: Find salary data in FGB's Salary Database.

Beyond pay, what are the benefits like? Does the company offer generous PTO, flexible and/or remote work options, quality health

care and 401(k) matching? What about perks like reimbursement for gym memberships, child care support and volunteer opportunities? The benefits an employer prioritizes can tell you a lot about the company culture as a whole.



#ProTip: Find benefit intel in [FGB's company reviews](#).

Speaking of benefits – what is the company's parental leave policy? Even if you're not currently a parent or don't plan on becoming one, a company's stance on paid parental leave speaks volumes about their attitude toward employees' health and work-life balance overall. Companies that believe in going the extra mile to support employees may offer things like adoption assistance or IVF benefits, too.



#ProTip: Find parental leave intel in [FGB's Parental Leave Resource Center](#).

ASK YOURSELF

Does the job motivate you?

The average person will spend about 90,000 hours at work over the course of their lifetime. If your job isn't one that motivates, nourishes and feeds you on some essential level, that's a lot of time you could be wasting feeling unfulfilled. If you're still trying to figure out how best to unlock professional fulfillment in your career path, [try asking yourself questions](#) like:

- *What would your purpose be if you knew no one would judge you?*
- *Who do you admire most?*
- *If money wasn't an issue, what would you do with your life?*

Now, try to bring these reflections into your job search.

ASK YOURSELF

Can you grow here?

Ideally, your next job won't be a static, transactional experience but a place to grow and develop your overall career path. The best companies out there today recognize this — and offer generous professional development opportunities as a result.

Does the company you're applying to have:

- **Formal mentorship or sponsorship programs?**
- **Employee resource groups?**
- **Regular networking opportunities?**
- **Skills training or career development workshops?**

Keep an eye out for words like these in the [company's employee reviews](#), and while you're at it, see if you can find mention of the organization's promotion practices. Do they have a history of promoting internally, or not?

ASK YOURSELF

Does the company promote the right values?

Research from FGB shows a direct correlation between employees' happiness and workplace inclusivity. A full 93% of women, in fact, who said their workplace promoted gender equality also reported having the highest levels of job satisfaction.

So, how do you get a sense of a company's stance on diversity and inclusion? FGB's annual Best Companies for Women ranking, based entirely on women's employee reviews, is a good place to start. Many companies will have a dedicated D&I page hosted on their own site, too, and you can also check to see if senior leadership has spoken out about gender equality and diversity in the past.

STAGE 1

Key takeaways

Set job alerts.

***Build your job
search team.***

***Find companies
worth applying to.***

THE FGB JOB SEARCH HANDBOOK

Stage 2

You decided where to apply! Great – here's how to get your materials together.

Let's take a look at how you can make your profile, cover letter and resume tell the story of why you're the best candidate for the position.

Make your profile pop.

First, let's highlight your strengths using a feature you'll find on your professional profile – the brag section. By now, you've probably heard (or noticed) that women don't talk themselves up as often as men. Unfortunately, keeping quiet about your career successes hurts your chances at earning promotions, getting assigned prestigious projects, and of course, snagging that next job.

Here at FGB, we actively encourage each other to [brag about ourselves](#) so we can get comfortable doing it (practice makes perfect – or at least it leaves us feeling less awkward).

How your brag looks on your FGB professional profile:

WHAT SETS THIS CANDIDATE APART



"I have over a decade of experience working in this field and half a dozen sales awards."

Not sure what to say? Try [one of these examples](#) that'll help you sound graceful, not arrogant.

Think about what you're seeking in your next role. Is it more responsibility? A career in a new industry? Whatever it is, try to match your goal with what you say in your brag.

For example, if you're ready for the next step in management, write about the successes you had with your last team; or, reach out to former coworkers and ask for testimonials that talk about your leadership.

Refine your resume.

Crafting a perfect resume takes plenty of time, but it's not a one-and-done document. Hiring managers look for resumes that align with the job descriptions of the roles you apply to. That means updating your resume each and every time you apply to a new position.

Before we dive into the nuances of each resume section, get some expert advice from our resident hiring expert.

Watch and learn from a pro who screens thousands of resumes:





Dan Sprock

FGB Director, People and Culture

“Whenever you can, it’s ideal to condense your resume to one page. That said, you really don’t want to work with a size eight font... If you’ve been in the same industry for a very long time, like ten plus years, I would say you really don’t need to have bullet points for your entry-level positions.”

Resume 101

Boss Fairygodboss

bfairygodboss@email.com | 123-456-7891 | bossfairygodbossportfoliosite.com

EXPERIENCE

Sales Manager, XYZ123 Company, New York, NY JAN 2018 - PRESENT

- Spearheaded X initiative and sold customized solutions to new and existing X clients in the real estate banking and finance arena
- Sold over \$XXXXK in consulting services and custom deliverables for projects such as portfolio valuations and stress testing, credit analytics, CMBS market benchmarks, loan loss provisioning analysis and REIT rental trends and forecasts
- Grew single account ten-fold within two years by establishing XYZ123 Company as an integral part of their process for real estate asset management

Senior Account Executive, X Company, X Location MON YEAR - JAN 2018

- A few bullets per position is fine.
- Use action words.
- Don't be shy about your accomplishments. For example: *Reached "Winner's Circle" (>110% quota) in first year, and coveted "Sluggo" award for single multi-million dollar account close.*

Account Executive, X Company, X Location MON YEAR - MON YEAR

- Try to give quantitative bullets whenever possible.

Sales Development Representative, X Company, X Location MON YEAR - MON YEAR

- Use fewer bullets for your earlier job history if you run out of space.

SKILLS

Brand Development • Marketo • Salesforce • Pipedrive • Solution Selling •

Try to include skills that pertain to the job description if applicable. A list or bullet format works here.

EDUCATION

Best College Ever University, New York, NY
M.B.A. Finance and International Business

Great Place University, New Orleans, LA
Marketing and Management

CERTIFICATES

Digital Analytics, 3-month intensive
CodeFairyAcademy, New York, NY

Sales Training Intensive 8-week certification
Institute of Fairy Sales Training, New York, NY

Resume 101: Header

Boss Fairygodboss

bfairygodboss@email.com | 123-456-7891 | bossfairygodbossportfoliosite.com

EXPERIENCE

Sales Manager, XYZ123 Corp New York, NY JAN 2018 - PRESENT

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Senior Account Executive New York, NY JAN 2018

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SKILLS

Brand Development

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EDUCATION

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Great Place

Marketing

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Institute of Fairy Sales Training, New York, NY

Header: The top of your resume must include your name and contact information. If you have a personal site, only include it if it's relevant to the job – for example, your photography side-hustle doesn't belong on your application for an accounting role.

#ProTip: Leave off your address unless the position explicitly states location requirements.



Resume 101: Skills

Skills: The skills section is generally located at the top or bottom of your resume, whichever you prefer. Include skills that are relevant to the job description (if you have them!), especially technical ones.

#ProTip: Leave off generalities like “detail-oriented.”



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Resume 101: Experience

Boss Fairygodboss

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Sales Manager, XYZ123 Company, New York, NY JAN 2018 - PRESENT

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Senior Account Executive, X Company, X Location MON YEAR - JAN 2018

- A few bullets per position is fine.
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- Don't be shy about your accomplishments. For example: Reached "Winner's Circle" (>110% quota) in first year. Received coveted "Slugger" award for single multi-million dollar account close.

Account Executive, X Company, X Location N YEAR

- Try to

Sales Development Representative, X Company, X Location ON

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Experience: This is where you really have the chance to shine.

Explain your duties and give quantitative results for your bullet points. If your experience extends your resume beyond a page, condense and leave off non-relevant work.

SKILLS

Brand Development
Try to include
format words

EDUCATION

Best College
M.B.A. Finance

Great Place
Marketing

Certification

Digital Analytics
CodeFairy

Sales Training
Institute of Fairy Sales Training, New York, NY

#ProTip: Use action verbs like "produced," "launched" and "redesigned."



Resume 101: Education

Boss Fairygodboss

Education: Include higher education and any relevant bootcamps or recently completed professional development training. If you have any education beyond high school (such as an associate's degree), omit your high school details.

#ProTip: Leave dates off, as that can help protect you from ageism.

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EXPERIENCE

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SKILLS

Brand Development • Marketing • Sales • CRM • Salesforce • Pipedrive • Solution Selling •

Try to include skills that permeate your job description if applicable. A list or bullet format works here.

EDUCATION

Best College Ever University, New York, NY
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CERTIFICATES

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Institute of Fairy Sales Training, New York, NY



10 Resume Tips to Make Yours Pop

- Think of your resume as a narrative and make sure that story makes sense.
- Mirror the language used in the job description.
- Keywords are king!
- Quantify, quantify, quantify.
- Prioritize achievements.
- Make sure your email address is professional.
- Ditch the objective.
- Ask people to look at it.
- Avoid the first-person.
- Watch for spelling and grammar errors.

[Read more >](#)

Let's talk about cover letters.

While we'd love to say your profile and resume are enough to make an impression, plenty of hiring managers still require cover letters. Even if the listing says it's optional, do you really want to give up the chance to show why you're right for the job?

The cover letter is your chance to introduce yourself to your potential boss – for them to get to know you beyond resume bullets.

But don't just take it from us. Here's what experts in our career community had to say:

Jackie Ghedine

Career and Executive Coach
at The Resting Mind



*“In order to break through the clutter, you need to be able to differentiate yourself from the dozen candidates that come before and after you. **Creating a personal brand story you can use in your cover letter allows people to get a feel for who you are beyond business.** In addition, putting effort into creating and crafting a cover letter as a reflection of the job you’re looking to get shows you are being thoughtful in your search.”*

Valerie Martinelli
MPA



*“Cover letters do serve a purpose – they can serve as tools for personal marketing and branding by delivering hiring staff a peek into the candidate's accomplishments and goals. For example, if a jobseeker is switching careers and has experience that may not shine through on their resume, then a cover letter is the best place to highlight this and convey maximum impact. **Reading a cover letter does not slow down the hiring process because it has been estimated that it only takes about seven seconds to review one.**”*

Shari Pobjecky
Instructional Designer



“There is no single job hunting tool that is more critical to getting you considered for the position than the cover letter. Cover letters are still the best way to communicate how you can make a difference for an employer. Through good, clear writing – make sure you’ve got impeccable attention to grammar and spelling! – the cover letter presents your brand and your approach to work in a way that gets the employer’s attention and gets you to the next step.”

Lisa A. Holmes
MSHR



*“If you’re applying to the job in an applicant tracking system, upload a targeted cover letter. If you’re corresponding via email, create an ‘E-Note.’ That means creating the cover letter in the email body, eliminating the extra step of opening an attachment. In both cases, **be concise and align your interest and validated experience to the role.**”*

Cover Letter 101

The opener: “Dear”, “Hi” and “Hello” all work as introductions. Do your best to find a name and avoid writing “to whom it may concern”.



#ProTip: Use “Dear Hiring Manager” if you’re unable to find a name.

Dear **[Name of Hiring Manager]**,

I'm excited to apply for the **[Name of Role]** position at **[Company Name]**. *Here's where I'm going to mention some specifics about the company to demonstrate that I've done my research and know more about the company than just the open role. You can mention a recent product launch, new initiative, or a recent funding round; here's also where I mention if I was referred by a current or former employee.*

*As a [seasoned sales professional/CR tech veteran/CR experienced writer, etc.], I'm well-versed with [X tasks/duties from the job description]. For instance, at **[Name of Previous Company]**, I *here's where you write about what you accomplished in your previous role — be specific!* My responsibilities in my *[last role OR from previous jobs]* included *[more specifics]* * your previous work experience or skills that relate to the job you're applying for.*

The first sentence: State the role you're interested in. If the role is in the creative realm, feel free to make that sentence have a hook, but don't get too caught up if you can't think of what to say. The standard “I'm applying to ___ position” is fine.



#ProTip: No need to introduce yourself; your name is in your header and signature.

Middle portion: Solve a problem. Show that you did your research and make the case as to why you are the dream answer to the company's needs. Incorporate requirements from the job description if you can – even better if you can make it sound natural.



#ProTip: Tell a story about how you did similar things at a different company.

I'm excited to apply for the **[Name of Role]** position at **[Company Name]**. Here's where I'm going to mention **[specifics about the company to demonstrate that I've done my research and know more about the company than just the open role. You can mention a recent product launch, new initiative, or a recent funding round; here's also where I mention if I was referred by a current or former employee.]**

As a **[seasoned sales professional OR tech veteran OR experienced writer, etc.]**, I'm well-versed with **[X tasks/duties from the job description]**. For instance, at **[Name of Previous Company]**, I **[here's where you write about what you accomplished in your previous role — be specific]**. My responsibilities in my **[last role OR from previous jobs]** included **[more specifics about your previous work experience or skills that relate to the job you're applying for]**.

At **[Company Name]**, I would **[here's where you mention why you'd be an asset to the team by giving examples of what you would do in the role, if hired]**.

I'd love to learn more about your department and discuss with you how I can help.

All the best,

Boss Fairvrr

Closing: No need to overthink the last few sentences. Let the hiring manager know you're excited to start the conversation or to learn more. That's enough.



#ProTip: Swap the stiff sign-off with something that feels more natural, like "all the best."

5

Cover Letter Tips

1

The cover letter is primarily about the potential employer. How will the company benefit from hiring you?

2

Never write "To Whom It May Concern." Track down a name through LinkedIn or researching the company. After exhausting all options, then use "Hiring Manager."

3

Keep the letter to one page unless answering specifically requested questions.

4

If someone referred you, mention them at the beginning.

5

Research the company and the role so that you can address what excites you about working in this capacity.

[Read more >](#)

Putting it all together



Your cover letter and resume tell a story about why you're the best fit for the position, thanks to your research into the company and role.



You've proofread each document carefully.



You've sent your resume to a friend or mentor to get a second set of eyes (or joined [Resume Over Coffee](#), a Fairygodboss group dedicated to helping those on the job hunt).

GOOD TO KNOW

6 – 10 a.m.

The best time to send your application

Tuesday through Thursday

The best days to apply

Your name @ gmail or outlook

**The email addresses employers
prefer to receive applications from**

Getting referred

**The No. 1 influencing factor
in hiring decisions**

Digital footprint

**The No. 1 reason outside of the application
candidates are rejected**

STAGE 2

Key takeaways

***Put your best profile
forward.***

Refine your resume.

***Craft an eye-catching
cover letter.***

THE FGB JOB SEARCH HANDBOOK

Stage 3

***You landed an
interview –
congrats! Here's
how to ace it.***

A whopping **98%**
of candidates are eliminated
during the initial screening,
so kudos to you for making it
in the top 2%!

Now, it's time to nail the in-person interview. Here are the aspects of the interview you need to perfect to stand out.

Rock your elevator pitch.

If an employer asks you to “tell me about yourself” — which they probably will — that's your opportunity to give your best elevator pitch. An elevator pitch is a 30-second spiel that lets hiring

managers know who you are, what you're about, and why you'd be a great fit for a job or company.

In the following video, Nina, our Head of SEO Content, and Stephanie, our SEO & Editorial Associate, share three things you can include in your elevator pitch to make the best impression.



[Watch >](#)

Now, it's your turn! Use the following questions to help you craft one to two sentences for each component of your elevator pitch.

Part 1: Who are you?

This is where you tell hiring managers what you're currently up to, including your job role, your main responsibilities and any special projects you're involved with.

Part 2: What's your background?

Now's a good time to plug your years of experience, any special accomplishments and your expertise in the industry.

Part 3: What's your goal for this role?

Think about how your current role and past experiences lend themselves to your fit for this new position — and sell yourself.

Be ready to answer these common interview questions.

Once you've got your elevator pitch ready, it's time to prepare your interview answers. Below are five questions you'll probably hear — some of which are designed especially to trick you. We've added some sample answers to help you stay ahead!

“Why are you leaving your current role?”

While I've highly enjoyed working at [company name] over the past [number of] years, I'm ready to move onto a role with more leadership responsibilities at a company where the mission feels closer to my own. The position as [role you're applying to] would allow me to [highlight 1-2 specific leadership responsibilities], while the company's vision would mean [reason why you resonate with their mission].



#ProTip: Focus on your pull factors for the company you're applying to, not the push factors from your current or previous position.

"How did you hear about this position?"

I'm personally a big fan and avid reader of [company name]; I'm [a consumer myself OR subscribed to your newsletter OR follow the company on social media], so when I was looking for open [position you're applying to] roles, I was immediately attracted to this one.



#ProTip: If you heard about the job from a current employee, here's where you mention your referral.

"What do you think are your strengths?"

I'm a self-starter and fast learner. When I first moved into this industry, I wasn't familiar with [specific aspect(s) of the role],

but I grabbed coffee with a few of my colleagues and [*another way you held yourself accountable for learning*] so I could pick their brains about it. I became versed on [the aspect] in roughly [*amount of time here*] because I was willing to jump right in and learn how to swim.



#ProTip: If you have a strength that aligns with a preferred skill listed on the job description, focus on that. This makes a longer-lasting impression than referring to a more general skill like time-management.

"What are your weaknesses?"

In my role, I received at least [approximate number of] emails a day, as well as instant messages, meeting invites and other time-sensitive disruptions that continued to grow as the company did. I started to struggle with completing bigger tasks because I was often distracted by smaller

ones, but eventually, I learned to [insert an organizational method that worked for you]. That led to [this specific improvement].



#ProTip: Be authentic (read: don't say "I'm too much of a perfectionist"), and include a way you've worked to improve this weakness if possible.

"How would your colleagues describe you?"

If you asked my team to describe me, they'd probably say I was creative and open-minded. One time I [did something outside of the box] in order to [achieve desired result] which led to [some positive data here].



#ProTip: Often, this question really means: how will we relate to each other? You've spoken about your strengths already. Make this response more personal.

[Read more >](#)

Interview Cheat Sheet

DO:

Research your interviewer(s) ahead of time.

Sneak in a fun fact about yourself.

Show off your good listening skills.

Ask your interviewer questions.

Address the job description.

DON'T:


Talk down a previous boss or company.

Sound rehearsed.

Say you don't need the job.

Avoid eye contact.

Forget to ask about next steps.



Know your rights. If an interviewer asks any of the following questions, consider them red flags – and know that you don't necessarily have to answer.

How old are you?

Are you planning on retiring soon?

Will you need to take time off for any religious observances?

What is your race?

What is your sexual orientation?

Are you a citizen?

Will you take maternity leave while working here?

Have you ever been accused of a crime?

[Read more >](#)

Choose the right interview outfit.



Before you even speak during an interview, how you dress will already say something about you. It's important to thoughtfully consider your wardrobe decisions.



#ProTip: Both a black dress or a black blouse and slacks are safe bets for almost any business environment.



Ask your interviewer better questions — like these.

At the end of your interview, the hiring manager's likely going to open up the floor to questions — from you! This is your chance to gain greater insight into the open role or the company culture. This is also an opportunity to show interviewers exactly how interested you are in the role. Come prepared with questions to ask, and base a few more on your conversation with the interviewer, too. Here are a few quality questions to have handy.

What outcomes do you expect from this role in the next three and six months?

What do you like best about the company culture?

What are the attributes of a top performer on this team? How do you measure success?

What's the future of this company? What opportunities excite you?

[Read more >](#)



Your Night-Before Checklist



Review your email conversations with the contact.



Plan your pre-interview meal.



Drink water!



Know how you're getting there.



Prioritize sleep.



Relax!

STAGE 3

Key takeaways

Craft a 30-second elevator pitch.

Practice your interview questions and answers.

Dress with intention.

THE FGB JOB SEARCH HANDBOOK

Stage 4

***Other ways to take
your job search to
the next level***

Follow up on your interview — the smart way.

The first 24 hours after the interview are arguably the most important. This is your time to follow up with the interviewer and make sure you made the first impression you intended to make.

Good follow up expresses interest and excitement for the role without expressing desperation. It demonstrates the high points of your application and reaffirms your value as a professional.

One traditional way of following up that can achieve all of the above? Sending a thoughtful thank you note to your interviewer.

Thank You Notes

DO:

Be prompt:

Send your note within 24 hours of the interview.

Be specific:

Include details from your conversation and specific ways you can provide value in the role.

Be professional:

Keep this note formal and check for spelling and grammar errors.

Be personal:

Send a different version of the note to each of your interviewers, if you have more than one.

DON'T:

Be informal:

Avoid abbreviations, nicknames and other bad email habits, like emojis and excessive exclamation marks.

Follow a script:

Be sure to make this note feel personal to your interviewer by including specifics about your conversation.

Sound desperate:

Groveling and making broad claims you can't back up can make you look desperate for the role instead of excited about its potential.

Wait forever:

Someone else could get the role if you demonstrate a lack of interest by waiting 48 hours or more to send your thank you note.

A thank you note that really stands out does more than follow the rules.

Here are three tactics to make your thank you note memorable, according to hiring managers:

"One of the best pieces of follow-up I've gotten was from a QA Analyst. He took a project that we'd talked about during the interview and put together a full testing plan, suggested documentation and questions for the client, and he attached that to his thank-you note. It was unique, insightful and got him the job."

*— Jonathan D. Roger,
director of operations at
Treehouse Technology Group, LLC*

"What I found attention-grabbing was a personally written thank-you card sent directly to me. It was handwritten with a sincere message restating some pertinent information from the meeting. It showed professionalism and class – things not so common anymore! After interviewing in excess of 1,000 applicants over the years, there had been less than 20 who did this. If the final decision was close and that card was sitting on my desk, who do you think got hired?"

*– Mike Smith, founder of
SalesCoaching1*

"One recent candidate really impressed me with their passion in a follow-up email exchange.

The initial interview went well, and we gave him feedback that we wanted to proceed with him, but had a few more interviews we planned to conduct. He wrote a response with the subject line, 'Call off the search, you have already found the right hire,' and he included a 90-day plan for the role. This showed enthusiasm, a purposeful plan and a sense of humor that immediately landed him the role!"

*– Carolina King,
the chief people officer
for Lucas Group*

[Read more >](#)

Now that you know what you should include in your thank you note, check out our [template](#) to get started.

Become an industry insider.



As we've said before, upwards of 85% of open roles are filled through professional networks. Growing your network may give you bonus points for jobs you apply to online – or provide access to opportunities that get filled before they make it on the internet.

There are two ways of growing your network that provide unique opportunities of their own: *in-person networking and online networking.*

In person networking

In-person networking can feel tedious and awkward, but it is one of the best ways to put yourself out there and make strong connections with others in your industry.

The first step of networking in-person is identifying events you'd like to attend. You can do this by:

- Subscribing to industry newsletters
- Following social media accounts of professional organizations that interest you
- Keeping your eyes peeled for events your network is attending on LinkedIn or Facebook.



#ProTip: Looking for new professional organizations to join? Check out the Fairygodboss [community partners page](#) for organizations that apply to your career path.

Is it worth paying for?

Once you've identified events to attend, there's the consideration of whether or not you should pay to chitchat. Our experts say these four networking events are worth paying for:

- An event or conference focused on an industry completely different than your own: unlimited learning opportunity and fresh faces
- A casual happy hour: natural, open social environment
- A breakfast event: fresh faces who clearly prioritize being there
- A meaningful fundraiser or charity event: instant connections with like-minded people

[Read more >](#)

How to prepare for a networking event:

- **Practice your elevator pitch...** so you know what to say when someone asks “what do you do?”
- **Outline your career goals...** so you know say how to respond when someone asks how they can help
- **Do your research** on the attendees... so you know who you want to speak to and what to say
- **Bring a friend...** in case you need back up at the snack table or a break from all the small talk
- Plan to **keep an open mind...** remember that any connection is a great connection
- **Do a power pose** and boost your confidence... remember that you provide value to everyone at the event, too

[Read more >](#)

For many people, preparing to make small talk is the worst part of networking events. Do you need questions to ask to make conversation flow?

5 networking questions that will make you stand out

What brings you to this event?

What's the most exciting thing you're working on right now?

What's your biggest challenge right now?

How could I help you meet your goals?

Want to keep in touch?

Following up after an event is one of the surest ways to cash in on your hard-earned connections and turn them into opportunities. A day or two after the event, send a LinkedIn

message or email to the people you spoke to and let them know you'd like to stay in touch.

Online networking

While in-person events are great ways to expand your network, we don't all have time to be going to weekly happy hours and weekend-long conferences. That's when networking on social media comes in. You can fit online networking into any schedule and if you're strategic, it can be just as meaningful as networking IRL.

6 ways to network on social media that you haven't thought of yet

- Join a group on Meetup
- Join Facebook Pages, Groups and Events
- Attend Eventbrite Events
- Leverage LinkedIn Groups and Events
- Connect with bloggers and their audiences
- Make Twitter lists

[Read more >](#)

The FGB Community is another great place to network with like-minded professional women.

How to use the FGB Community to grow your network

- Complete your profile and connect with women in the community
- Message your connections about common interests, career paths and more
- Join the [FGB Official Mentors & Mentees Group](#)

Finding a mentor or mentee is a great way to bolster your networking efforts. Your mentor or mentee can provide additional, in-depth insights into your industry or career path and strengthen your connections to others in your field of work.

How to turn a professional relationship into a mentorship

Many people view mentorship as a natural relationship that evolves from a strong professional connection. You may consider a former coworker your mentor or mentee, and be looking to define that relationship further.

How to find a mentor

If you haven't felt a mentorship spark with any colleagues, don't fear: your mentor may be someone you meet in a different way.

7 unexpected ways to find a mentor

- Ask social media
- Turn to your neighbors
- Talk to your colleagues
- Attend an event related to your passion project
- Do research on LinkedIn
- Revisit your university or high school, or join an alumni group
- Ask for an informational interview

[Read more >](#)

Once you've identified someone you'd like to be your mentor, you might find yourself reaching out to them with a cold email (or LinkedIn message!).

We had a mentor and mentee share their top tips for nailing mentorship outreach:

Top tip from a mentor:

*"While I am often flattered if a future industry professional wants to "pick my brain," **I prefer they reach out with a more direct approach.** Posing a question such as 'The content marketing industry is moving more towards video. How have you adapted to this change in your work?' will not only allow for the "picker" to get a better and clearer answer, but I am also more likely to respond in a timely manner."*

*— Jordan Hernandez,
Business Development Manager*

Top tip from a mentee:

“Tap into your inner Nancy Drew and make sure you do your research before you ask anyone on a mentoring date. Not only will knowing their background help during the actual conversation, but you’ll usually find insights you can drop into your ask to make it more compelling and customized. After scrolling through my LinkedIn feed, I saw a CEO that I was interested in contacting recently spoke on a panel about email marketing. Instead of writing ‘Can I pick your brain?,’ I mentioned that ‘I would love to learn more about email marketing best practices and how to use segmentation strategies.’”

— Jennifer Scott Mobley, Ph.D.

Seeking more guidance? Read Career Coach Natasha Nurse's [cold email](#) that gets her a response every time.

Your first mentorship meeting

Once you schedule a meeting with your prospective mentor, be sure not to waste your time talking about the weather.

How to prepare for your first mentorship meeting

- Set an agenda and share that with your mentor/mentee
- Research your talking points
- Have an idea for when you'll meet next

[Read more >](#)

Your secret weapon: virtual career fairs

We've already covered networking in-person and online. Virtual career fairs are the best

way to combine the benefits of the two while avoiding their drawbacks.

Virtual career fairs are just what they sound like: candidates can connect directly with hiring managers or recruiters at potential employers during an entirely virtual event.

They can save time and money compared to in-person events, cut down on unconscious biases you may see if meeting a recruiter face-to-face, and often provide a more targeted event — employers at virtual events are often looking for specific roles and specific qualifications which attendees are pre-screened for.

Fairygodboss hosts a series of virtual career fairs each year. You can keep up to date with Fairygodboss virtual career fairs, and other online events, on the [Fairygodboss events calendar](#).

STAGE 4

Key takeaways

***Perfect your
thank you note.***

***Build better professional
connections.***

***Take advantage of virtual
career fairs and online
networking tools.***



You've got this!

*Find more job search resources
and answers to all your career
questions on FGB.*

[Go to Fairygodboss >](#)