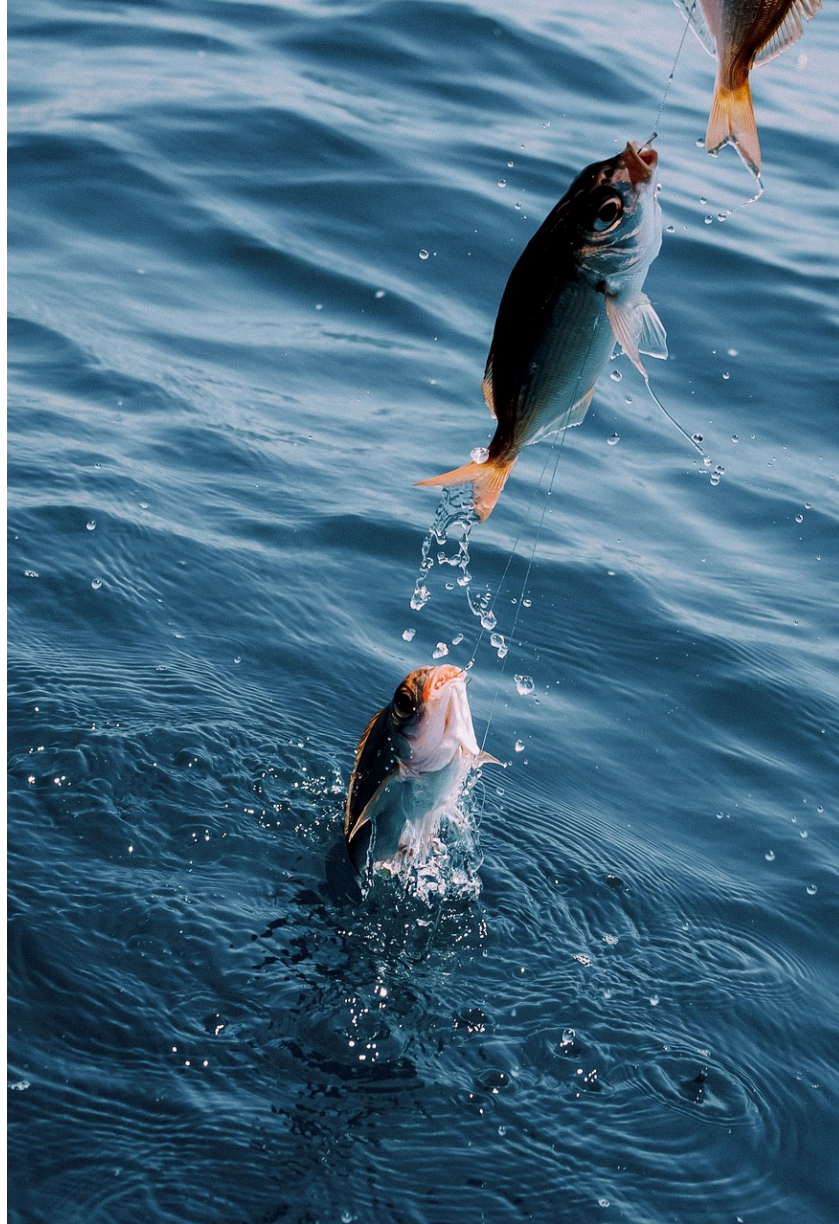


JOB FISHING



Leonardo Mora

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Prologue

To my wife Lucia, Daughter Isabella and Son Sebastian.

In my previous books “Knowledge Management:An Optimization Challenge”, I explored and created the concepts behind Knowledge and Wisdom. Having that part of the equation clear, we now embark on the journey to define and explain how we can raise humanity’s consciousness to the next level. The next level is going from Type 0 civilization to Type I. We define the level by our technology prowess. In Type I it is a society developed enough to travel to other planets in our galaxy. Type II, we will have the technology to travel around our galaxy, the Milky Way. And Type III we will be Inter Galactic, meaning we can travel anywhere in the universe.

Again, Why is Wisdom and Knowledge important?: Practicing Wisdom through knowledge gives you a way to happiness and a long life. The decisions you make using Wisdom prevent situations from turning sour or difficult. Wisdom synthesis all your knowledge transforming it into selecting always the right path making failure a thing of the past.

Why this book?

This book is a continuation of our exploration into something bigger.

I decided to write this book, because we are living in uncertain times, which means companies can decide at any turn to downsize, reorganize or flatly get rid of your job and most of the time they won't help you find another job!. In other countries, companies have to give you a notice of about a month, so that you can get ready and look for something else. This does not happen in the US. Why? Because we all have a contract type that is called "At will", meaning you can resign at any time (as a courtesy you have to give 10 days notice), or the company can fire you at any time and you will not have even time to pick your things or say goodbye.

So, what is the alternative you ask? This book is about that alternative. If you are interested , read on....

Introduction

In our world, where the difference of being employed or not is huge, I felt compelled to write about it from my personal experience and others.

It used to be that a job was perpetual, something that would never change and made you feel secure. Well, that has changed quite a bit in the last decade. This book is dedicated to those of you that think no matter the situation, you are always ready to move on and with an advantage. That advantage is your safety net, which can help you land job after job with ease. I also include some info about foreign companies that have affected the US market and their salaries and how to deal with the new situation.

Also the name Job Fishing implies that you can look for, acquire a job in tranquility, like in actual fishing.

Chapter I

In the world of constant change, we can never be too sure to have a job all the time. The worst case scenario is when you are laid off from your company with no warning. You start to look at your résumé and see how you have to update it. This is a problem because it takes 3 to 6 months to research, find and get a new job on average. I'm going to give you my perspective from the IT world I live in and all the things I have learned through the years.

It is very hard to find a job when you don't have a job. It is a lot harder , because the first time you talk to the headhunter the first question is : are you employed? The second question is why don't you have a job?

This book is about being prepared all the time and keeping tabs on the market, maybe not always but every once in a while about Job postings changes and language changes so you don't need to keep updating your résumé at all times.

The world has changed and so your résumé. In IT the new resume format is called LinkedIn and is not a piece of paper anymore. It is a small database. It has your job history , your skills, experience and recommendations among other things. It also has all the articles and published material that you have done throughout the years .

It took me years to learn how to write a professional resume for the US market. Every time the headhunter requested my résumé and asked me if he could modify it I would always say yes, but requested a copy of it so I knew what they changed. That way I learned how to write a good résumé. Took me five years until I landed a job in the US.

This is by no means an easy task. Every time I look at my résumé I want to change it 100 times.

In the past it used to be that your résumé shouldn't be more than three pages or four pages if you had a lot of experience. Depending on the job that you are applying to, it could be short or it could be long. Software nowadays, Artificial intelligence scans the resumes and picks a few of them

to be reviewed. Some people might say you need to write a résumé for each job posting, but I think that's not possible because my recommendation is not to invent stories based on what companies are looking for, you have to be accurate on the experience that you have had through the years and writing it is very difficult to match all the job poster requirements. There are hundreds of job postings, so they want you to customize your resume for each of those, which is rather inconceivable.

I decided to call this book Job fishing because my recommendation is always to look for a job while you have a job. If you happen to not have a job, then it's going to be a little bit more difficult, but don't despair. You'll need lots of patience and work because finding a new job is a full-time job in itself. The reason I like the word fishing is because I keep myself open to listening to what the jobs are out there, what companies are offering, and in general to expand my network of headhunters, meaning, I never delete any email. And my connections are 98% recruiters.

After you learn how to write the correct résumé, the next skill is to know how to negotiate. There are three types of Companies; one - straightforward posting a job description and salary, or rate, two, the company does not post salary, three companies that post a very low rate. Companies now are compelled to publish a salary range upfront so some of them publish a HUGE range, but at least it gives you an idea.

You have to know what is the best rate that you want to have and create a range as well. This is because you don't know the market and how and when to ask for more. In a recent case, a company offered me 70 an hour, I came back with 140 an hour. The lady started increasing the rate all the way up to 120!. This is why you need to know where the market stands or for your position and how much you should ask for. Otherwise you will be eaten alive. NEVER ever send your resume to recruiters before negotiating your salary/rate. Once you send it, you are locked into that company, as they will send it to the client right away. In my world, I get multiple emails for

the same job from multiple companies. What they want is to negotiate with you at the LOWEST level, so they win the contract. So NEVER give your resume before getting the HIGHEST possible rate.

Some companies won't give you any number until various interviews; in my mind it is a little bit a waste of time to do so many interviews without knowing what it is that they offer. Some people might get offended by you asking what the rate is. I think it is more open to give the numbers upfront. When they ask you how much are you asking, You should give a range between more than the minimum you expect and an 30% more(example, if the market says 70, then I say my range is 80-100).These numbers will vary depending on your situation, if you need the job right away, you'll need to lower your expectations, but if you are employed, then you can really ask what you think it's worth. Remember... rates change dramatically.

I always like to write down the number that I want. By talking to headhunters you always get a feel of what are the numbers you can play with. This varies between jobs and industries.

Another example and experience that I had was when we agreed with a company A on a 140 rate, but by the time I signed in and began, the rate went down to 70. The trick is right after you Agree on the price you need to ask for the contract right away, also, always carefully read the contract to make sure it's legal. One time a company sent me a contract that stipulated that I couldn't resign.

I keep telling people that they should keep the window open with the résumé at all times. This is because it takes a long time to polish and rewrite all your different experiences. And if you use LinkedIn, remember that it's a mini database that you have to build. There's a section Where others will make recommendations for you, and this takes time to be completed. Also, having an account with LinkedIn allows you to receive

emails and communications from potential employers. As a general rule. I keep every communication in my inbox.

Once you land an interview for a job, remember that practice is king. The last thing you wanna do is to come nervous to the interview. Because it is really hard to gauge people based on a piece of paper or in an interview , some companies will put you on a special project to see how you perform . Some will give you mind tests (which I Hate). You need to fish until something great for you bites the bait.

How to create a LinkedIn profile

So LinkedIn is divided into several sections, the first is your personal information so you should put your name and a title, but also what do you want people to learn about you so in my case I have my title then I put the author of books, what I'm into , Keynote speaker, sports enthusiast, universe and music, lover, and the objective of my life. You can add a professional photograph, and a nice background to your profile, then you add hashtags and you can add links to your personal websites.

Every article that you write in LinkedIn will appear under the section featured. Then you have activities. About is a summary that you have to write very carefully. Then comes the experience section where you detail all the different jobs that you have worked on in the past, having the most recent first , (you can add links to your websites in this section Also) then you fill out your education. make sure not to put any dates on the education because that will give the potential employer a tip on how old you are. Then comes projects, volunteering, and skills. Under skills you will list and then ask for endorsements of those skills to colleagues and friends, you have worked in the past. Then comes recommendations which, as I said before, will take some time for others to fill out. After recommendations, we have publications where you can list any publication you have done in the past with links to the website or Amazon. Languages is the last section (if you

know more than one language, never put English as an option here) and that's the bottom of the form , there's a way for you to generate a PDF with your profile from LinkedIn. This is actually the file that I distribute freely on the web. Also, remember that anything you publish in LinkedIn might appear in Google search, meaning anything you put here is public. I found this when I published some quotes on the website, and they appeared on Google search the next day.

Some companies Decide to fire employees in the worst time of the year which is between November and February. It is the worst time because in the US we celebrate Thanksgiving and then Christmas. Hiring during these months is at an all-time low historically. Companies that decide to reduce their workforce should always think about hiring placement companies that help people find other jobs. It should be the law in my opinion.

No one can feel that they're safe today . Some people say that they can not find a job in a long time. The right job that is. In my experience the best job came not when I was unemployed, but when I was employed. Why? Because I had the power to negotiate what I wanted. That process took 6 months. It is something that takes time to negotiate and agree. Also, recruiters prefer to hire people who are employed than not.

It is far better to go job fishing in complete peace than the opposite. Actually the opposite is never easy and is full of stress specially if you have a mortgage.

Are there jobs now? You bet. Is it the perfect job? Maybe, it all depends how much leverage you have to get what you want.

Also, on every opportunity to learn something new, take it, it will serve you well in your future.

Business owners complain they cannot find people for the jobs they are offering.

If you want to shake things up, once you present your resignation for a new job, your current firm might make you an offer to raise your salary and maybe give you a promotion. Either way, whichever option you decide to take it's a win-win situation.

Having to start to update your profile takes time and effort. It took me 2 freaking months to really polish mine. How do I know is good now? Because recruiters tell me that I have "an impressive profile". That is why.

When you keep contact with headhunters, you are abreast of what they are looking for and know how the markets are moving. You can tell them that you are passively seeking for new opportunities and what is it that you are looking for. Recruiters are crucial to you because they know what is happening in the world you are trying to reach. In a way, you want to include yourself into their hot candidate list of some sort.

If you practice job fishing, you can switch jobs between 0-3 weeks instead of approx. 24 weeks with job hunting from zero.

I do not hear or see illegal immigrants complaining that they cannot find a job.

Example: I got contacted by recruiters 3 weeks ago about a very compelling opportunity. Sent my profile, did not hear from them. 2 weeks later I got contacted again, for the same client, but a lower level job. I said no. This week I got contacted again for the same client but different recruiter. Do you want to know what I did? I raised my rate +10%. This is because clearly they cannot find someone similar to my profile. This is the beauty of Job Fishing.

Something that I recommend is to collect as many recruiters on LinkedIn as possible. You want to expand the number of people that dedicate their time to finding you a job. Connect with friends and coworkers, but every time a recruiter wants to link with you, always say yes. The other advantage is that they are constantly sending you emails with jobs available to them. That is what I want!!!!. They can also guide you through the interviewing process, so be friends with them.

I got contacted by a small company for a job. They offered an ok compensation, but I said no, because it was the same I had. Then I had time to think about it, and in a dream, the message was clear that this opportunity might not be a good fit for me. Next day when I said no, they came back asking how much I asked realistically speaking. And I did not say a number, but I respectfully declined due to information about the opportunity that said it was not a good fit. Although I had a sense of it the day before, I got confirmation that I should not pursue this particular option.

SPAM

Be aware of dubious emails offering you a job. If they have typos, and they do not really mention any company, report it as spam. You do not want to give your information to Internet thieves. Or even worse, give money to someone to get a job. It is very common for thieves to pose like recruiters to bait people into giving their money for something that most likely does not exist. You've been warned.

Negotiation

If you get a call from a recruiter, DO NOT send them your resume. Tell them you want to talk to them, and try to find out what is the rate, and negotiate it before sending a document to them. This is because the moment you send them your resume, then they will send it to the client and you will be locked with them. Nobody else can send your resume. So negotiate with as many recruiters as you want, and only send it to the one that gave you the best deal.

Building underneath

If you, like many others, seem not to find an ideal job, one last recourse is to create the opportunity underneath you. Best example is Silverster Stallone, the actor. At one point in time, he looked for a job everywhere, but got rejected every single time. In the midst of it, something came to his mind saying "Write!!". So he started writing a screenplay, and when ready, he got rejected again, but this time he told the director that he was a writer and had a script. The director looked at it, offered names for possible actors, but Stallone only wanted himself to do the movie, something the director had to agree to.

I know, it takes time, but if you listen to your intuition, it might be telling you the path is right in front of you, you just need to listen and pay attention!.

Dry promotion

More companies are doing it!. A.K.A Bullshit promotion, you are given a new title, new responsibilities and ZERO pay increase. What do you do? You can stay and suck it up, or you can look for a job elsewhere with your new title. Again, things can change rather quickly on any company.

Insane workload.

Another situation is when you are given an insane amount of work. How can you make a decision if you do not have pending interviews elsewhere?

Appendix

Found this on LinkedIn for active searching.

1/ Finding Quality Connections

The LinkedIn search bar comes with a ton of amazing filters, which you can use to meet people who are:

- working in your dream role
- have been to the same school as you
- carrying experience from the same company as you

These people will be way more likely to connect.

- Go to the LinkedIn search bar
- Type in your target role in the search
- Hit People > All Filters > School, Past Company, etc.

2/ Filter for people who are Actively Hiring

{This is only available to premium users}

- Go to LinkedIn search

- Enter your target job role
- Click on the filter 'Actively Hiring'

Now, contact them with your credentials and get things moving.

3/ Connect with people from your target company

- Go to the company's LinkedIn page you're targeting
- Find the Life Tab and see the trending content
- Converse with those people and connect

Wiki Document Section

This section of the book is dedicated to compile comments and positive ideas from our readers.