

JOB & INTERNSHIP SEARCH

Set Realistic Expectations

Embarking on an internship or job search can be both exciting and daunting. To navigate this journey effectively, it's crucial to set realistic expectations.

- 1 Be Prepared for Competition**
Understand that internships are highly competitive. You may need to apply to several before finding the right one.
- 2 Start Your Search Early**
Begin looking for internships ahead of time. Many companies have early deadlines, so getting a head start is key.
- 3 Networking Matters**
Recognize the importance of networking and forming professional connections. Attend career fairs, networking events, and informational interviews to expand your network.
- 4 Customize Your Applications**
Tailor your resumes and cover letters for each internship you apply to. Generic applications are less likely to catch the eye of employers.
- 5 Stay Flexible**
Keep an open mind during your internship search. You may need to explore opportunities in different locations or industries to increase your chances of finding a position.
- 6 Seek Feedback**
Don't hesitate to ask for feedback on your application materials and interview skills. This feedback can help you improve and stand out as a candidate.
- 7 Consider All Opportunities**
While paid internships are desirable, gaining experience and connections is essential for your future career. Explore all types of experiences to broaden your horizons.
- 8 Stay Positive and Persistent**
Understand that rejection is a normal part of the internship search process. Stay positive and persistent in your efforts, and keep pushing forward toward your goals.



Make an appointment on Handshake with a WSC Career Services professional who can provide tailored guidance for your job and internship search!



INTRODUCTION PREPARATION

Part 1: Searching at In-Person Events

Prepare your introduction by answering these questions:



You only have approximately 20 seconds to make a good first impression!

- 1 Who are you? What do you do or what are you interested in doing?**
 - Hi, I'm Willy Wildcat, a junior majoring in Communication Studies with interest in building a career in community education and outreach.
- 2 Why are you interested in this employer?**
 - I'm interested in (XYZ) as an organization whose mission is to provide education and outreach in health-related areas that are important to me.
- 3 What can you offer the employer?**
 - I have experience in public speaking, fundraising, and event coordination, and I learn things quickly.
- 4 Conclusion/Transition: What do you want to talk to the employer about? What questions do you have?**
 - I'm curious about (XYZ's) internship opportunities. Would this intern have an opportunity to work on the new (XYZ) campaign that I see you are developing?

Put it all together:

Hi, I'm Willy Wildcat, a junior majoring in Communication Studies with interest in building a career in community education and outreach. I'm interested in (XYZ) as an organization whose mission is to provide education and outreach in health-related areas that are important to me. I have experience in public speaking, fundraising, event coordination and learn things quickly. I'm curious about (XYZ's) internship opportunities. Would this intern have an opportunity to work on the new (XYZ) campaign that I see you are developing?

Good Questions to Ask Employers at the Career Fair

- What kinds of skills are you looking for?
- Which courses do you suggest I focus on to gain the technical skills you look for?
- What's your favorite part about working at (XYZ company)?
- For how long does a typical employee stay with the company?
- What made you choose to work at (XYZ company) and why do you stay?
- I saw (XYZ company) really values _____. Could you tell me how they demonstrate that?

Questions Not to Ask (X)

- What does your company do?
- What is the salary for an intern?
- What benefits do you offer?

Additional Ways to Prepare for In-person Events:

1. Create/update your resume
2. Prepare professional attire
3. Create/update your Handshake profile
4. Download the Handshake mobile app
5. Meet with a career coach

Part 2: Searching in the Digital World

- In today's digital age, applying for internships and jobs is faster than ever, leading to a surge in applicants due to the convenience of applying to multiple opportunities with just a click.
- Due to the flood of resumes submitted to company websites, job portals, and recruiting platforms, relying on this method alone can lead to your resume getting lost in the void, with little chance of receiving a response. This is called the **resume black hole**.



Employers face a challenge in connecting with suitable talent amid a surge in applications, often from unqualified candidates. The most effective solution: an employee referral program for sourcing quality candidates.

An **employee referral** is when a current employee recommends a candidate, often incentivized by the organization. It's a simple and reliable method to find pre-screened, suitable candidates.

Steps to the Job and Internship Search

Step 1: Develop a Strong Resume

Developing a strong resume is critical because employers review resumes to evaluate and compare candidates' skills and experiences in a competitive job market. An advocate will want to know about you before they would be able to recommend you for any opportunities.

Step 2: Prioritize Your Target Employers

According to Steve Dalton, author of *The 2-Hour Job Search*, creating what he calls a "LAMP List" is a systematic and efficient process for making a prioritized list of target employers when searching for an opportunity. The goal of the LAMP list is to give you an ordered and organized list of target employers so you are spending your time on the ones that are most important and the most promising first.

Where to Find Employers

Handshake



LinkedIn



Glassdoor



Indeed



Google Careers



Company websites



Leverage career-based platforms to connect with potential employers by:

1. Researching company profiles
2. Following industry influencers
3. Joining relevant groups

This proactive approach helps you to build relationships with organizations you're interested in and stay informed about potential job openings and networking opportunities within those companies.

LAMP stands for:

- **L**ist - a way to catalog employers that spark your interest
- **A**dvocacy - an effort to gain a referral from a current employee of the organization
- **M**otivation - an indication of your interest and enthusiasm for the employer (ranked 3 as high and 1 as low)
- **P**osting - a position is formally posted on websites by an organization (yes/no)

Your goal with the LAMP List is to write down **as many employers of interest** as you can, at least 25-40, to work the process effectively. Begin by reaching out to your top five targets. It's recommended that you work on only five targets at a time to not overwhelm yourself and to be thorough and focused on your search.

- List any organization you have interest in working with and/or the ones you wish were coming to campus to recruit.
- Research employers in the top locations that you're interested in residing in and add the ones of interest to your list.
- Add employers in any LinkedIn groups that look appealing using any industry groups or WSC alumni LinkedIn groups that you are affiliated with.

Wildcat LAMP List Template

From *The 2-Hour Job Search* by Steve Dalton

#	Employer List	Advocacy	Motivation	Posting	Link/Platform
1	Super Clean Computing	Y	3	Y	Career Fair
2	Old Corporation	Y	3	Y	Handshake and Career Fair
3	Agriculture Company	Y	3	Y	https://jobs.norfolknow.org/
4	Wherdu Credit Services	Y	3	Y	https://jobs.norfolknow.org/
5	Excellent Ed's Equipment Emporium	Y	3	N	
6	Wingit Food Trucks	Y	3	N	
7	Bann & Krupt Financial Services	Y	2	Y	
8	Emperor Emporium	Y	2	Y	
9	Associated Halfsale Suppliers	N	2	Y	
10	Nebraska Territory Bank	N	2	Y	
11	Defs Legit Bank	N	2	Y	
12	Carl's Herald	Y	2	N	
13	Basic Vehicle Sales	Y	2	N	
14	Default River Bank	Y	2	N	
15	Here & There Things & Stuff	Y	2	N	
16	Broken Arm Medical Center	Y	2	N	Met at Speed Interviewing
17	Aggregate Corporation	N	1	Y	Handshake
18	XYZ Industry	Y	1	N	
19	City of Carl	Y	1	N	
20	Southspoon Chamber of Commerce	Y	1	N	
21					
22					
23					
24					

How to Fill Out the Advocacy Portion of the LAMP List

Once you have all your employers listed, efficiently fill out the advocacy column in the LAMP List by following the format below:

- Add a Y to an employer where you have a friend or family member who could serve as an advocate for you within that organization.
- If none of the above, list an N in the column, but this doesn't mean you won't be able to pursue the employer down the line, especially when you learn how to cultivate internal advocates.



	Advocate/Contact Name	Initial Contact Date	Follow-up 1	Follow-up 2
		Emailed 11/1/20XX		
	Berniece Ball Uncle Jim	Emailed 11/1/20XX	11/8/20XX	11/16/20XX
	Edward Gideon Goliath IV	Emailed 11/1/20XX	11/8/20XX	11/16/20XX
	Neil Newsley Robert Rech Walter Waters			
		Emailed 10/20/20XX		
	Indiana Isle	Called 12/8/20XX	Follow-up on 12/15/20XX	

Source: The 2-Hour Job Search by Steve Dalton

Step 3: Seeking Advocates at Target Employers

Knowing that employers prioritize internal referrals, the next step is to pinpoint individuals with whom you can establish a connection. These contacts should be open to offering guidance and sharing their insights. Ideally, they'll also be willing to advocate for you within their organization.

Consider the following platforms when trying to message advocates:

1. LinkedIn groups - you can message folks for free through groups
2. Direct email to the person's work email or their personal email (if voluntarily offered)
3. LinkedIn invitation to connect with a personalized note

A

Send Outreach
Messages to
Advocates

B

Build Rapport
with Advocates

C

Maintain
Connections with
Advocates

A. Send Outreach Messages to Advocates

The hard part is not messaging these contacts; rather, it's getting them to respond. No matter how tailored and customized your outreach message is, many still won't respond, which is OK.

Dalton recommends the following outline when reaching out to potential advocates:

1. The email should be brief, less than 100 words.
2. Ask only for insight and advice, never job or internship leads.
3. State your connection first.
4. Make your request in the form of a question.
5. Define your interests both narrowly and broadly.
6. Keep more than half the word count about the contact.

Target outreach examples:

Alumni or Weak Connection Email

Subject: Your experience at (employer) or (in a specific field)

Hi Molly,

I am soon to be a fellow WSC alum, and my career advisor shared that you might be a great contact to learn more about working in the recruitment and talent acquisition space. Would you have a few minutes to have a brief phone conversation about your experience in the field?

Your advice and insight would be greatly appreciated, as I consider building a career in the field.

Sincerely,
Willy Wildcat

Consider this approach if there's a current job or internship posting

Subject: Your experience at (employer) or (in a specific field)

Hi Phil,

I am a fellow member of the Nebraska Collegiate Career Services Organization group on LinkedIn. May I have a few minutes to ask you about your career coaching experience at Wayne State College?

Your insights would be greatly appreciated since I'm now in the process of deciding whether to apply for your open career coaching position.

Best regards,
Willy Wildcat

The Fan Mail Approach

Subject: Your insight in the (the field you're entering)

Dear Dr. Keibler,

I am completing my communication degree at WSC, and I found your thoughts on relational leadership to increase inclusion and retention in the workplace recently published in the Wayne Stater.

Would you be open to discussing your work further with me in a brief phone call? I have a few follow-up questions, and your insights would be invaluable. Thank you for your time and consideration.

Sincerely,
Willy Wildcat

Follow-up when you haven't heard back

Subject: Your experience at (employer) or (in a specific field)

Dear Dali,

I just wanted to follow up on my message from last week. Perhaps this week might be a more convenient time for you to briefly chat about your experience.

Please let me know if you're available.

Best regards,
Willy Wildcat

If you haven't heard back in seven business days, consider sending a brief second email. If they don't respond to the second message, cross them off your list and move on to the next prospective advocate.

B. Build Rapport with Advocates

To connect with potential advocates, consider organizing informational meetings where you can ask insightful questions and establish both personal and professional rapport. The goal is to gather valuable information while also showcasing your likable personality, with the aim of earning their admiration, trust, and **ultimately, their support and advocacy**.

How do these meetings work?

Shoot for about 20-30 minutes and go longer only if the advocate seems to be extending the conversation.

1. Small-Talk Phase

- Always start off the meeting off with ease and take time to develop rapport.
- Take genuine interest in the person you are meeting with.
- Asking follow-up questions is effective in building likability because it shows you are listening and want to know even more about that person's experience.

Questions

- How is your day going so far?
- When did you attend WSC and what was your favorite part about being a Wildcat? (Only ask this question if it's a fellow WSC alumnus.)
- What drew you to this industry?
- What's been your path to joining (the organization of interest)?
- What's your favorite part about your job?

2. The Q & A Phase

- Thank you again for taking time to talk with me today. I did prepare some questions for you. May I ask you them now?
- One of the best ways to obtain information is using the TIARA method which stands for: Trends, Insight, Advice, Resources, and Assignments.

Questions

Trends - What trend is most impacting your business right now?

- How has your sector changed most since you started?
- What do you predict will be the most dramatic changes in your industry in the years to come?
- How is technology/AI impacting your industry?

Insight - What surprises you the most about your job?

- What's the best lesson you've learned thus far on the job?
- What's been your best professional decision so far and why?
- If you had to attribute your 10 years of success at your employer to one skill or trait, what would it be? (This question is for someone with 10+ years' experience.)

Q & A Phase Questions continued...

Advice - If you were me, what would you be doing right now to best prepare for a career in this field?

- If you were me, what's the one thing you wish you knew when you were in my position?
- What do you know now that you wish you knew when you were in my position?
- If you were me, what would you be doing right now to maximize your chance of breaking into this industry or field?
- If you had just been hired into this role, what's the most important thing you'd do in your first 30 days to ensure you got off to the best possible start?

Resources - What resources should I be looking into next?

- What resources would you recommend I investigate next and alternatively?
- What next steps would you recommend for someone in my situation?
- Are there any annual conferences, websites, or LinkedIn groups connected to your work that you would find helpful to me?

Assignments - What's been your favorite or most interesting project so far?

- Which project of yours do you feel has had the greatest impact on your organization?
- Has any project increased in popularity recently in your organization?
- Have you used interns or contractors in the past? If so, what sorts of projects have they worked on?

Along with asking questions, **be prepared to answer the big four questions** that are often asked of you:



Tell me a little about yourself (i.e., walk me through your resume/experience).



What interests you in our organization?



Why do you want to work in this role?



What draws you to this career field?

C. Maintain Connections with Advocates

How to begin the next-steps phase:

- Thank you so much for your time today. You've given me a lot to think about.
- I am going to take the week/weekend to reflect on all that you shared, but if I have additional questions, may I reach back out to you?
- I learned so much from our conversation. Would you have any other colleagues in your field that you recommend I talk with? And if so, would you introduce me via email or LinkedIn?

How to Follow Up and Maintain Connection with Advocates:

Example 1:

Subject: Ad Age / Brand Week & Update

Hi Marcus,

I wanted to send you a quick update. I found the insights you shared last month incredibly helpful, especially those on the increasing number of touch points in the last six weeks of the semester. Per your advice, I've noticed a difference in my ability to bring up more sensitive issues impacting my advisees at this point in the semester, which is helping them make decisions.

Might you have any additional suggestions? Your insights are greatly appreciated, and I'll keep you posted on my progress.

Sincerely
Willy Wildcat

Example 2:

Subject: Checking in & update

Hi Maria,

How are things and how is your new puppy doing? I hope it's going well, and I would love to see another photo when you have time.

On my end, my networking conversations are continuing, and your insights have been invaluable. I've had some traction with a few of the agencies you suggested and am about to interview with one later this week.

Thanks again for your mentorship in this process, and I hope to have some good news to share with you soon.

Sincerely,
Willy Wildcat