

CHARLES RYMAN CAREER COACHING

How to Create a Total Job Search Strategy

Networking, Branding, and Targeted Applications that Get You Hired



Introduction

Have you applied for jobs online and heard nothing back? The job search landscape has evolved, and in 2025, it's more competitive than ever. Getting noticed requires strategy beyond the traditional CV.



This guide focuses on a complete modern approach to help you stand out, leveraging networking, personal branding, and targeted applications to land your dream role faster.

1: Networking and Building Your Professional Brand

Networking remains the #1 way to find a new role. In 2025, a strong professional brand is equally critical. LinkedIn, personal websites, and industry-specific platforms are your stage to showcase skills, results, and thought leadership.





Who to Network With

- **Former colleagues or managers** – They may have moved and be hiring.
- **Family and friends** – Trusted referrals still count.
- **Industry associations and clubs** – Expand into professional groups online and offline.

Leveraging Social Media

- **LinkedIn** – Keep profiles professional, engaging, and up to date with a high-quality photo. Share insights, achievements, and content that demonstrates expertise.
- **Other platforms** – Industry forums and niche professional networks can amplify your reach.

2: Using Recruitment Agencies Effectively

Recruiters remain valuable. Approach agencies strategically: 1. **Meet or call recruiters** – Show enthusiasm and interpersonal skills. 2. **Demonstrate expertise** – Highlight relevant experience and measurable achievements that make you stand out.





3: Direct Approaches to Target Organisations

Research your target companies online. Smaller organisations may allow direct contact with managers, while larger ones may have structured hiring processes.

Direct Email or Information Interviews

- Personalize emails showing problem-solving ability.
- Mention mutual contacts if available.
- Request informational interviews to demonstrate interest and expertise.



4: Submitting Strong Applications

When applying, specificity is key: - Tailor your CV and cover letter to the job description. - Include measurable results and metrics to showcase achievements. - Highlight key skills, accomplishments, and how you can add value.

Cover letters should be concise, tailored, and demonstrate specific value to the employer.



5: Accountability and Targeted Action Planning

Short-Term Goals (1–2 months)

- Secure temporary work or freelance projects to build experience.
- Network with three new contacts in your field.

Medium-Term Goals (1–2 years)

- Target permanent roles in your desired sector.
- Use LinkedIn and personal brand content to attract attention.

Long-Term Goals (5–15 years)

- Plan career trajectory with incremental steps, keeping flexibility for evolving industries.



Key Practices

- Be bold and proactive in networking.
 - Practice interviews and leverage online platforms to showcase expertise.
 - Combine networking, targeted applications, and brand-building for maximum impact.
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Closing Thoughts

Modern job searching requires a balance of networking, strong personal branding, and specific, results-focused applications.



What's Your Next Step?

Book a free 20-minute Career Strategy Call and walk away with:

- Clarity on your career direction
- Practical steps to strengthen your personal brand
- Strategies to position yourself for your next role

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