

Prep4Tech

- **It's not about you, it's about the employer**
- **Your online presence will help get you hired**
- **Be curious, get a job**

'It's not about you, it's about the employer'

While any worthwhile employer does want you to be successful, their first job is to ensure their company is successful and profitable. You must always keep this in mind: if you're an entry level employee, when you start you're a financial liability rather than a financial asset. It's your job to pay attention, learn fast, and quickly become worth more to your employer than they're spending to pay and train you.

Definitely don't have your resume come across to an HR representative or decision maker with this feeling: 'I'm looking for a nurturing environment where I can learn and increase my skills, so I can grow in my career.'

Definitely do say something more along these lines: 'I'm ready to join a great team, buckle down and learn quickly, and become a valuable member of the team to help the company be successful.'

'Your online presence will help get you hired'

'If you care what employers or recruiters think about you, your personal, professional and digital brands are priceless. If you don't believe that, or you're not willing to put in the time and effort to cultivate your brand, then you're choosing to have fewer employment and professional options than others who do so.'

We continually hear, and research confirms from employers, that they research and find potential candidates via LinkedIn, GitHub, Twitter or via other online means, and that they plan to increase those means of locating + recruiting potential employees. ALWAYS err on the side of professionalism + caution when posting and building profiles, including what types of pics and descriptions you use.

Your professional and personal brands are also more intertwined every day. You'll need to cultivate your brands thoughtfully, methodically and continually. Plan on at least a couple of hours to get started with your foundational profiles, then schedule some time every day to build a robust brand and to keep things fresh.

Your brand will at minimum include a business card, LinkedIn profile; a GitHub account (GitHub is a very relevant, common place for employers to research your programming work), a professional Twitter handle, with profile and relevant tweets; a Quora profile; and a written resume. These sites all have extremely high Google rankings, so as you become more active within them your personal Google search results will become more relevant as well. Google your name at least every month or so to see and manage what employers will find about you.

Always think in terms of what a prospective employer/recruiter/client will want to see when (not if) s/he Googles you in order to figure out who you are and what you're about. Also, programming is a collaborative, continuous learning team sport. Make a point to be perceived as being curious, gracious, always busy building projects, and active in the tech community.

Your Profile Photo(s)

You should use a professionally-shot (if not professionally done, at least a very clear pic of you in business clothes), consistent profile photo across all of your professional social sites, including LinkedIn and Twitter.

LinkedIn

Prep4Tech

This is the first place 99% of employers and recruiters will go to learn about you. If they don't like what they find they'll likely never contact you and you'll be off their list of potentials – and you probably won't even know they looked at you in the first place.

Look at some of the profiles below, search for other web/software developer profiles to see examples, and create/revise your own profile to reflect your current skills and career goals. Send a connection request to:

John Mierzwa

www.linkedin.com/in/johnmierzwa/

Dylan McDonald

www.linkedin.com/in/deepdivedylan

Eric Debelak

www.linkedin.com/in/ericdebelak

Rochelle Lewis

www.linkedin.com/in/rochellealewis

Local developers' LinkedIn profiles to check out:

Meta Hirschl

<https://www.linkedin.com/in/meta-hirschl-2156a112>

Mark Casias

www.linkedin.com/in/markie

Jason Nakai

www.linkedin.com/pub/jason-nakai/4/270/b73

LinkedIn profiles of some Deep Dive Coders graduates:

Jake Cortez

www.linkedin.com/in/jakecortez

Jordan Wiegand

www.linkedin.com/in/jwiegand

A focused approach to finding your ideal employer opportunity is important, and is generally much more effective than a scattershot approach:

1. Think about the type of company you want to work with – size (startup, small, large, govt...), which industry (tech, healthcare, non-profit...), and other attributes
2. Research prospective employers in those target areas using LinkedIn, Twitter and Google.
3. Identify key influencers/decision makers within those organizations
4. Join LinkedIn groups they belong to, note the types of posts they make, then connect with them on LinkedIn.

Prep4Tech

5. The idea is to create relationships to some degree, so they'll already have seen your name, and ideally some of your (relevant, gracious, active) online activity

Make a point to connect with your target employer companies and members of their team, and especially their executives. Find opportunities through their LinkedIn group discussions to add your (positive, supportive) voice to create dialog with employees and create name recognition for you within their team.

If you can learn which in-person events they'll be attending, make a point to attend as well. Face-to-face introductions are always the best.

Join relevant local groups – look at John Mierzwa's profile to see lots of tech-related groups in Abq, and/or go to meetup.com and search for groups

Make a point to spend minimum **15 minutes a day** refining + updating your profile and sending out connection requests and you'll be amazed at how quickly your networks will grow.

Workitdaily.com

Subscribe to this leading career and job search blog's daily newsletter:

<https://www.workitdaily.com/>

The old rules for resume writing are mostly wrong in today's world, and especially for tech resumes – old school thinking such as keeping your resume to strictly one page, putting your education near the top, beginning with an Objective – these are all outdated resume tactics and will label you as behind the times.

Workitdaily.com is by far the best site we've seen for keeping yourself up to date. Lots of current resume tips and templates and tons of great info on your personal brand and job searching.

Twitter

You need a Professional (NOT @TequilaShotsForLunch) Twitter handle and profile that aligns with your personal brand.

Follow a minimum 10/1 rule when posting on Twitter or elsewhere – that is, post at least 10 tweets that are for the benefit of others for each tweet that is about you. For example, tweet gracious, complimentary articles about local businesses, coding, educational stuff, etc. rather than tweets about you looking for work, or touting your amazing dev skills or your new business.

Remember to never post a Tweet or status update after consuming any alcohol, or when you're in your underwear or pajamas. Maintaining a focused, professional personal brand is essential – and can be totally unwound with one boneheaded tweet.

Follow some of your target employer companies and members of their team, and especially their executives. Find opportunities to create dialog with employees to create name recognition for you within their team. Be gracious and brief.

Quora.com

Quora is by far the best question + answer site in the world. Create a profile and follow some relevant topics and questions. As appropriate, answer/ask some questions.

Prep4Tech

Start a software dev company

Want to start a software development company? Yes you do!

Work with a teammate(s), not solo

Take advantage of advice from a local attorney

Perhaps include a 6 or 12-month sunset provision in your agreement unless all teammates are happy to continue

LISTEN TO EXPERIENCED ENTREPRENEURS' ADVICE!! (be coachable)

Use a formula to come up with your biz name + domain name, but don't dwell on a name forever:

How To Name A Startup: The S.M.A.R.T. Checklist

<http://inbound.org/post/view/how-to-name-a-startup-the-s-m-a-r-t-checklist>

Your Business Card

You absolutely must always have your personal business card with you at all times. When you're checking out at Whole Foods give the cashier your card in case s/he knows anyone who needs a coder to hire or to build a website or whatever. Make certain you give people your card at events you attend – but, do it within a natural context of the conversation rather than as a competition to hand out as many cards as possible. Quality is more important than quantity.

The link below is to a free business card generator to create a basic card:

<http://www.degraeve.com/business-cards/>

'Be curious, get a job'

Albuquerque Business First

<http://www.bizjournals.com/albuquerque/>

Sign up to receive their free morning + afternoon news briefs. Contains lots of relevant articles you can comment on and share on social media. A great way to show you're in tune with the local scene and that you're supportive of local businesses and entrepreneurs.

Down the page on the right sidebar is the signup

Facebook

A Facebook profile is not really a relevant or necessary component of your online brand; however, if you do maintain one, be certain your profile includes these safeguards to protect your brand:

You don't want employers/recruiter/clients finding unflattering or worse pics or status updates, etc. on your page. Make sure your privacy settings are set to not public. And of course, don't post those types of pics/comments in the first place – again, unless you actually want to have fewer career options.

Prep4Tech

BrandYourself.com

Create a free profile, then follow the steps to analyze + improve your personal Google search results

Google Alerts

Create Google Alerts for your own name, your business name, and for companies/individuals who are important, such as those you may want to work for. Use the alerts to find out about breaking news that you can then share on Twitter, etc.

InfoWorld.com

Great articles, + sign up for some of their newsletters

TechCrunch.com

Articles on cutting edge technology, startups and entrepreneurs, easy to share on social media

VentureBeat.com

Articles on emerging trends