

Job Search Checklist for Baby Boomers

- Prepare to market yourself. Answer these questions:**
 - What problems do you solve for the employer?
 - How are you different and better from all the other candidates?
 - What value do you bring to the table that other candidates don't?
- Define your career goal(s).**
 - Take a career assessment.
 - Identify your target industry.
 - Make a list of possible career titles.
- Browse job postings and note:**
 - Role requirements.
 - Location of opportunities.
 - Types of companies hiring.
- Update your resume.**
 - Only include relevant experience.
 - Exclude your photo and graduation dates.
- Update and maintain your online presence.**
 - Update your LinkedIn profile with a new photo (and remove dates).
 - Create a new email account specifically for your job search.
- Research salaries and fair compensation.**
 - Make a budget.
 - Brush up on salary negotiation tactics.
- Pinpoint gaps in your skill set.**
 - Pursue professional development opportunities to fill gaps.
- Grow your network.**
 - Get active in online forums.
 - Connect with contacts in your industry.
- Reach out to references.**
- Draft a customizable cover letter.**
- Join job boards and talent communities.**
 - Make your resume searchable.
 - Sign up for job alerts.
- Practice interviewing.**
- Apply for jobs.**
- Follow up on applications.**

