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.