STAND OUT IN YOUR JOB SEARCH WITH VIDEO

Gillian Whitney

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Introduction

Video has changed how people search for jobs. Paper resumes used to be the only thing used. Now there are online profiles, video interviews, video cover letters, and custom videos. This can seem scary to job seekers. Being on camera doesn't feel natural at first. But getting confident on video is key to getting hired now. Companies want to see how you present yourself, not just your skills on paper.

This book will help you use video to stand out. You'll learn ways to showcase your skills, experience, and personality in the best way on video.

Who This Book Is For

This book is for any job seeker who feels nervous, uncertain, or confused about using video in their job search.

- Recent graduates looking to start their careers
- Career changers transitioning to a new field
- Seasoned professionals in between jobs or seeking a new opportunity

But no matter who you are, you probably don't like being on camera. As a matter of fact, for many of us, using video can be very scary. The tips in this book will help you feel more comfortable on camera.

What You Will Learn

In this book, you'll learn tips to feel confident on video when looking for a job.

We'll cover topics like:

- Creating compelling video resumes
- Standing out in video-based applications
- Acing virtual job interviews
- Building an authentic personal brand through online video
- Expanding your video skills even after landing a job

If you hate being on camera, this book will help change that feeling. It really is possible to get comfortable with video and look like a confident, qualified candidate.

By the end of this book, you'll feel confident using video in your job search. The tips in the coming chapters will help you put your best face forward in videos and help you stand out. Video can help you land your next job!

So get ready to stop fearing video and instead embrace the amazing opportunities it provides. Let's get started!

Chapter 1

Why Video Is Important for Your Job Search

Video has changed how we do almost everything, including searching for jobs. Employers today expect job seekers to use video at all stages, from job applications to interview follow-ups.

With so many people applying for each open job, you need something to stand out. Using video strategically can give you that competitive edge. Video lets hiring managers see you as more than just your resume. A well crafted video can help showcase your personality, communication skills, and why you’re the best candidate for the position.

Here's how video can help you land that dream job.

Video Helps You Stand Out

When you apply for a job, you're competing against a lot of other people. Sending only a resume doesn't make you memorable. Including a short video with your resume can help you stand out. The person reviewing applications might review dozens or hundreds of resumes. But how

many videos will they get? They will be more likely to remember you if they can see and hear you in a video.

Video Allows Employers to Get to Know You

A resume typically lists your education, work experience, and skills. But it doesn't show your personality. A quick introduction video gives employers a glimpse of who you are as a person. It allows them to see how you speak and carry yourself. This helps determine if you are a good fit for their company.

Video Demonstrates Communication Skills

Almost every job requires good communication skills. Your writing skills come across in your resume and cover letter. But a video shows how well you speak. Employers are often interested in learning more about you than just your past work experience. They may also want to see if you can express yourself in a professional manner. A video cover letter is the perfect way to showcase these important skills.

Video Highlights Enthusiasm

Showing excitement about a job opportunity on a resume can be challenging. But in a video, employers can hear it in your voice and see it on your face. Who wouldn't want to hire an applicant who's excited about working for their company? Your enthusiasm will be obvious in a quick introduction video. Which gives you an advantage over the other applicants.

Video Reflects Today's Work Environment

These days, many workplace interactions now take place virtually. Submitting a video demonstrates that you have the technology skills to work remotely. It shows you understand that using video is a standard way to communicate. Being comfortable on camera is considered an asset for many different jobs.

Videos Are Expected More Often

While video job applications used to be rare, they are now becoming quite common. Many companies and recruiters now expect to receive video submissions. So it helps to be ready to include a strong video cover letter or introduction. If you apply with only a resume, your application could be ignored. You do not want to miss out on an opportunity simply because you failed to submit the required video.

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Summing It All Up

Video has become important for job seekers to stand out and meet modern employer expectations. At all stages, from applications to interviews and thank you notes, video allows you to make a memorable impression beyond just a resume. Employers can see your communication skills, personality, expertise, and interest.

Very few candidates currently use video, so taking advantage strategically gives you a competitive edge. However, video also causes common worries. The key is changing mindsets, practicing consistently, and using the right tools.

With preparation and persistence, video anxiety begins fading. The initial discomfort is well worth the long-term payoff. Use video across your job search to get noticed, showcase abilities, and ultimately land your dream job.

The video skills gained will open up possibilities throughout your career.