

Get yourself headhunted in 5 easy steps.

How do you envisage your next job search? You might see yourself trawling through job sites looking for new opportunities. Or perhaps you imagine a recruiter contacting you out of the blue to discuss your perfect role – in the strictest confidence, of course.

We all know what we'd like to happen, the question is how do we make it happen? Well here are five simple steps to increasing your chances of being headhunted.

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Fine-tune your personal brand

If you're looking to strengthen your personal brand, your first stop needs to be LinkedIn. It may have its faults, but it's an essential part of your personal brand.

Ask yourself how you want to be perceived by a headhunter. Is the content SFW? Are you really selling yourself? Not just on LinkedIn, but on all social media and personal websites. Use each platform to create an online impression that will grab the reader's attention with canny keywords and videos.

Advertise your expertise

You can show off your skills and expertise through blogs, podcasts, and by contributing to industry forum discussions.

Look for offline opportunities too: offer to speak at events or do interviews for industry publications. However you play it, the goal is sharing your knowledge and channelling your personal brand. Yes, you want to be seen as being humble, but you also need to be proud of what you've achieved. Filling up your 'Accomplishments' section on LinkedIn and tweeting about any awards you've received will help headhunters find you more easily.

Network like a pro

To network well you need to build face-to-face relationships, starting with current and former colleagues. Expand your network by attending events (armed with business cards) and find ways to be introduced to any useful contacts. Never forget the networking mantra: if you give something out, it may come back in a different way. For example, if you're not interested in a role offered by a headhunter, try to offer an alternative name. You can never have too many professional allies...



Be in work

This isn't particularly helpful if you're currently out of work, but headhunters are drawn towards people who are currently employed. If you're not working, a headhunter may suspect there's a reason for this.

They may also worry you'd be tempted to take any opportunity that comes your way. Anyone can find themselves out of work from time to time, so this is not fair. Your best bet is to speak honestly with a recruiter to discuss your options.

Show willing

If a headhunter gets in contact with you, always take them up on their offer to meet. Even if you're not that interested in the role on offer, you will gain valuable salary and industry information by chatting to them. Not only that, but it'll mean you stay on their radar for any roles in the future.

There's no magic formula to being headhunted, but following these five steps will help you move in the right direction. If you start building your online presence, shouting about your expertise and getting your name heard, who knows who will come a-knocking?

In the meantime, why not speak to us about future opportunities?

You're welcome to call us at anytime for either an exploratory chat or to discuss a requirement. We're always here to help.

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