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00:16

Hello, everybody, my name is Zahra Miller, and it is my utmost pleasure to welcome you to the annual grad career festival. This year we are doing virtually so welcome to my zoom recording a little bit about myself. I am an author, writer, blogger and social media enthusiast. And my job today is to help you navigate the job market more effectively be more assertive, and let the right job find you is I'm an introvert myself. And I've been able to successfully find my way to the publisher to the magazine that I currently write for and just overall use the social media not as an expression of myself. But as an expression of my skill. That's what I'm hoping to do today to help you market yourself so that you wouldn't be miserable looking for a job, but the right job would come to you by nature. So let's do this. Let's jump. Let's jump right into it. I'm going to share my screen with you.



01:26

There we go.



01:28

I have prepared a little presentation for you. So as you can see, media presence for introverts. First of all, I would like to debunk a myth that we are socially awkward people who don't like human interaction, and all of us have anxiety. Whilst I'm not just regarding mental illness in any way. And yes, it is true that because we charge our batteries differently, we tend to shy away from people. That doesn't mean that we are some virus to the society, no pun intended. And I am doing hopefully all my best. I'm doing my and hopefully I'm doing my best to shine a spotlight on us in a positive way. So yes, this is a

how to find your way to spotlight without losing your mind, or integrity. First of all, I would like to point out that split attention equals split results. What I mean by that there are about a billion different social media platforms, pick your favorite platform, and focus all your efforts there. And what I mean by that is, if you're trying to accommodate, showcasing all your skills to all your different platforms, you're not going to get any results, it would be the same thing as trying to be a lawyer and a doctor and a teacher and a cook and a cashier all at the same time, you are going to do if at all partially good job in all of those instead of giving us an outstanding performance, dedicating your time to one career only. And it's like that with social media as well. So pick your favorite platform. If you are into photography. If you if you're a visual person, obviously Instagram is the way if you're more of a writer like myself, Twitter may be for you, although not in not necessarily. But we'll get into that. And the first bullet point on my list, picking a name. We'll get to that later read a work oriented account what I mean by that. Let's jump into it. And let me show you. So when we talked about picking a favorite platform, my favorite platform is LinkedIn. And we'll get to it later why LinkedIn is your best friend. But for the purposes of talking just about preferences, this is LinkedIn is definitely my preference. I see a lot more positivity on LinkedIn and any other social media. There's rarely any firestorms going on there. And now I don't like drama unless it's on Broadway or MasterChef. So I am choosing LinkedIn and what I've been on what I mean by creating a work oriented account. What I mean by that is focusing on the bank What I mean by that is focusing on the best that I have learned up until this point of my life. As you can see this section here, this section of the of your profile like then shows the latest of your accomplishments, the latest of your accomplishments, our might not be the most relevant to your major, or to your career path. Therefore, choose the one that is most relevant to you. As you can see, I am a I am a writer for The T magazine, the creative writer for The T magazine. It is also my little it, it also happens to be the latest of my jobs. So that's what I do. And right underneath that, it's my alma mater, Middlesex University. So that's, that's what it's showcasing. That's what the profile showcases here. Right?



06:02

Next,



06:02

let's look at the skills



06:08

falling a bit behind.



06:10

There we go.



06:14

There we go. experience. So in my day, I have been, I used to be employed in about a million different jobs. All of them made me miserable. I'm thankful for all of them. Because they tell taught me people skill, they taught me communication. And they gave me some experience in one form or another. But regardless, I don't want you to, I want you to suffer unnecessarily. So let's do our best to steer away from that. So as you can see, I pick only the jobs that are most relevant to whatever career I'm pursuing right now, since I've always wanted to be a writer, I created a profile that showcase that I'm a strong writer, for example, in 2015, I used to teach English. So I put it here because it showcases my command of language, it showcases that I was a leader, leading a classroom, obviously, it showcases that I, I have a lot of experience with dealing with all different kinds of people from different backgrounds, different age groups. So that's why that's why I put it there. Then European Central bank, this gig was actually only it lasted only two months, because it was a special kind of project European Central Bank. They do their little marketing research projects once in a while. for small businesses, and how it was it was a gig that was in London. And at that time, I was studying to be a diplomat in London. So I took the job. And this really shows the range.



08:17

Next,



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social media marketing intern, again, good people skills, and eventually after, after emphasizing and after highlighting my skill and communication. I finally found the creator Institute connected me to the new degree press, the publisher that published my book last month. Yeah. Okay, let's move on. Right. Not all writers are experts. All experts are writers. What I mean by that, what I mean by that, the best way to attract an employer is to put yourself out there and that can be extremely scary for an introvert and intimidating as well. Because there is a stigma around writing that you can only do it if you if you're

extremely successful. Or if you're extremely skilled.



09:22

That's not true, especially not in the digital era. The when, when you write up your resume, there's only so much that you can put on that resume that you and you just cannot put a spotlight on the three or four years of studying and learning what you've learned. And the best way to do it to show your expertise. To to. The best way to show your expertise is to start a blog and and start writing about it. And for that purpose, I would like to introduce you to an amazing platform called called



10:07

vocal.



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I started there, even before I had any concept from my debut novel, I am Cecilia, before I even knew that I could



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publish a novel and that I could be a successful writer, I needed to start somewhere and I need to hone my skill in writing, and blog is probably the best way to do it. But when do you start when you don't really have the really have any interest in it any, any background, or, you know, maybe there's a little fear in there as well, that you know, we will not be very good at it and you don't know how to build a website, vocal is the place to go and why. Besides, all the reasons that I just pointed out vocal also pays you for the clicks



11:00

that you get on your stories. Oh, let's go to wallet. As you can see, in the past 30 days, I've been very lazy focused on publishing a book. So I earned \$2. But if you use your favorite platform, and you share, you can actually make money from vocal, it is amazing. The communities on Roku are amazing. So besides, you can see writing not only as this useless thing that is just not going to bring that the may or may not bring anyone important into your life who can help you land a



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job,



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it will not be a waste of time because you are actually



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earning coin.



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Right. So let's go to stories. As you can see, you can you create your profile. And you can start writing. It's a perfect tool. It allows you to add pictures from unsplash. And



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other



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basically other websites that offers stock photo stock photos. Yeah, these are all the



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stories that I published. So you can go and check, check it out anytime, right?



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Let's move on.



12:35

You realize what you know another point. This is basically what I'm talking about. Because I'm a writer, I write I write fiction, and I enjoy blogging. But I kind of abandoned the

international relations, diplomatic career path that I started to pursue, I am not writing about that. But if you are in those shoes, if you are an international relations graduate or law school graduate, or a business major graduate, you can still write about that. You need to utilize what you know, by writing about it. Because if no one knows how much expertise you have, how much knowledge you have, you are the job is not going to come to you trust me. And we'll get to that later. Why is not going to come to you and why the the unemployment is so high with college graduates, besides obvious reason that the pandemic and all that behind that, right. Next point, narrow down your audience. What I mean by that most of the success that you see on social media is because they're successful individuals, those bloggers, they have hack the system by identifying they target their target audience and pursuing it like crazy. So let's say you're a law school graduate, what you want to do is find a community or communities on your preferred platform and start engaging with them. But you found the way you find them is by hashtags. So let's see some of the posts. hashtags are also your best friends. And this is exactly why right? So this is a post about me appearing on a podcast with Brian Collins and the way I let people know is by hashtagging it with relevant with relevant communities podcast, writing tips, publishing interview series, others community young adult literature since my novel falls into the young adult category. And all the connections that I have gained over the past year was because I positioned my book on a market as a young adult, and I was pursuing as a young adult leader into young adult literature. And I was in hard pursuit of that community and out that audience on LinkedIn and on Instagram, as well. So yeah, narrow down your audience. Find out who those important people are leaders in the community, hashtag them, let them know that you're there. Right.



15:46

There we go.



15:49

writing blog, is a myth. I may get in trouble for saying this. But I thoroughly believe it because there's no such thing as talking block. Therefore, write how you talk and you're going to be just fine. Trust me, you don't need any degree from writing, you don't need to be a creative writer, you don't need any experience in writing, you need to convey your knowledge to people as if you were talking to an old friend, that's all it is. And you actually have a you're actually miles ahead of any blogger or social media persona, by coming from a background of academia, because you have probably spent the last three, four years writing tons of papers, right. So use that utilize all you know, so give your articles

and academic structure. And those are in my experience. And, in my opinion, the most sought after the most read articles, those that have numbers in them, those that have gotten that kind of structure, paired use paragraphs, those are very popular. And these are just a few examples. And then to use an inspiration 10 ways to how to, to do lists, most people believe I tried or something is reading something, right? That also that always gets a lot of clicks. So basically, if you're, let's say, a business major graduate, you can say most you can write an article about, most people believe that saving up for your 401 is beneficial to you, I'm I'm gonna I'm gonna let you experts decide. Right? Let's say you're a law school graduate, how to file a patent, that can be an idea for an article as well. And people are going to love it. You just need to, you just need to target a niche audience and build from that. Right, if you want a question, if you have questions about how often to post, honestly, that is up to you. But I post at least twice a month, at least when I'm not publishing a book. And yeah, let's not go back to those sad \$2 that I made on vocal in the past month. Right? Perfect. Let's move on. Right, so here we go. Here we go. LinkedIn is your BFF. LinkedIn is a place of business. So I am not in any way shape or form against using against using Instagram or Twitter to contact people or to promote yourself. The job offer can come from literally anywhere. But I have found down since this is primarily for introverts. That for your sanity, LinkedIn is a much more positive place of showcasing your skill than any other social media platform. So let's get into it. How to have a killer profile. First, first of all, picture and description matters, right? There's no such thing as second impressions. People make their judgments within the first seconds of scanning your profile, or you would go let's go back to my profile. And the first thing is the picture right? So as you can see, right here, I am not sitting in my living room. This is not a selfie. It shows that I care. It shows professionalism. It shows that I put some effort into it and literally you You can buy headshots for \$15.05 headshots on Groupon and JC Penney, whatever it you can find a deal. That's what I'm trying to say. And it makes all the difference in the world it It shows that you have that edge above people who just don't care about their profile picture. And also think about how to incorporate your major or what you've studied into that picture. As you can see, I'm kind of being like a little cutesy, because right underneath that picture is word, creative writer, right? I can, I can afford to be a little cute in that picture. And a little artsy, because that's the whole, that's the entire point of it. Right. Next, avoid familiar avoid familiarity and corny BIOS, there's nothing worse than seeing on a professional business LinkedIn page, something like a fun loving mom of tortillas, or an admirer of black roses, or some unskilled, unscrupulous nonsense like that. This is not for



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your



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this is not your personal page. No one cares if you can cook red scrambled eggs. No one cares about your personal interests. Unless it really buys into the whole thing of what you've studied. So basically, according BIOS, and please be as specific as you can, if you are a physics graduate, make it as clear as day that you are focused on astrophysics, or biochemistry, or it's just to be as specific as you can. The another thing that I wanted to point out is



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area code.



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Please, please, please do not omit this. And in any case, it helps your profile to pop up in searches of recruiters,



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basically.



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Unless you work from home, I assume that if you live in Columbus, you want to work in Columbus. So please include the area code that helps your profile pop up in relevant searches. Right, next.



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Did we



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cover everything right utilizing Lennon's 30 Premium free trial free trial, actually, this is really good. So let's go back to LinkedIn, I'm going to let you into my messages to drive the point home. I'm



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basically



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the premium. The premium LinkedIn Premium feature can be a pain in the ass. And not just because it's expensive, but because I mean, mainly because it's expensive, but mainly because it doesn't help much. But you can utilize it for there for 30 days, when LinkedIn offers it for free. Ideally, you have an idea of where you want to work. And LinkedIn premium feature involves the basically gives you an option to message anyone that you're not connected with. And I really wanted to be on a Good Morning America. So I use the pre billing and premium feature to message one of the producers will land doll. And yeah, we are basically right now working on a feature in his digital series for GMA, and I'm very excited about that. So yes, he replied, Yes, he said that he would like to feature me. And that is just one example of how you can use such a seemingly insignificant thing to your advantage. Do your homework, do your research on the most relevant people in your field of expertise who would like to you'd like to



24:45

work with,



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find them on LinkedIn and message them within 30 days. Get as many messages out there as possible. Right



24:58

and next



25:00

Right creating an online persona when you're on an introvert, right? So this goes back to my original point how we started presenting yourself on social media, when you're an introvert and you feel like you're like you are not good enough to write, and you have nothing to write about, or you're just fearful of what people are going to say. Let me tell

you, it is, I would say that it is much easier to ride about facts, or just knowledge that you've gathered over the course of your studies, because that is something that people cannot really dispute you about right? can put your own spin on it. But for the most part, if you're not critiquing a movie, or if you're not involved in pop culture, like I am, people are not going to have opinions of anything, there are going to really appreciate your advice. Most people don't know how to file a patent. Most people don't know where to look for a good sale, how to conduct a business how to negotiate. And so that kind of stuff is really helpful to have really nothing to worry about and be fearful about. But it can be kind of Dalton Dalton daunting, I'm sorry, to create a social media profile and start blogging and use vocal.



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So



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I



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always look at it from a standpoint of view, it's like putting on makeup or dressing up for dinner helps me get into that frame of mind is using an effective bending. My birth name is actually not Zahra, but I am using it to honor an effort. And African American writers are rightly and also to help myself get into a different state of mind where I can ride freely. So when I said at the beginning, that losing not losing your mind and can maintain your integrity can be really hard. When you are putting yourself out there and you're going public with your two cents. I meant that it's hard because you are kind of living in this, you're living in this reality where you are you and nothing can really change that. And whatever you attach your name to is going to be judged. And it's just a matter of building yourself up and building up your confidence. And it helps greatly if you're using a pen name. I'm not saying to completely change your name, or to go completely nuts, even though you can. And like right under false pretences. It's not about that. It's about bringing out that inner confidence by putting yourself almost like putting yourself in the shoes of someone else. So when I go and write, and maybe in my mind, it's something controversial. I say to myself, what would Zara do? How would Tsar write it, and that helps me greatly. And it really, people connect with it. I understand that in when you're not in the world of creating creative writing, it can be kind of daunting, and it can be kind of silly, but you can always put your own twist on it. For example, if your name is Daniel, and

you're an astrophysicist. You can name your blog, Danny explores the universe, or Danny explores the black holes of the universe, something like that, just to put that almost like like not a blind but let's say a see through cover that shields you but doesn't cover you completely completely. So that people so they would stop people from seeing your personality, if you know what I mean. So yeah, be really creative with it. And hopefully this is something that will help you get into your groove.



29:20

Right.



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Let the right job find you. So we came into the point where you're probably asking, why should I write about it? What I know and give all this stuff basically for free. If you're not using vocal or you get paid for it. It's because unfortunately, writing up a killer resume and showcasing all your skills in writing that writing now all your and writing down



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all your good



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shows on one paper does not do anything. Unfortunately, it took me a long time to figure out why my 374 sad resumes do not are not getting any responses. And it's because before the resume gets on the desk of a recruiter, the automation system, or it's out the resumes for the recruiters, and only bring the most relevant. And by relevant, I mean, only the resumes that match 90 to 90% of the words, use in a job description. So you can imagine if you find 10, if you find 10 different job offers that you think you would be good for, you would need to create 10 different resumes and put all the words from the description from the job description into your resume, just for the system to not automatically disqualify you for even from even not applying, but like getting your getting your resume in front of a pair of human eyes. So my philosophy is why work hard when you can work smart, let the right job find you. And the right job will find you. If the people on on LinkedIn, see your expertise. That's how I got connected to the publisher. through LinkedIn, I get most of my writing gigs. When I'm not writing a book, I still need to pay the rent, right? So I started making more money on vocal, and I started getting all these

freelance offers, like one time offers, too, right? So yeah, the computer algorithm algorithm is an it's an exhausting lottery, and it's playing against you. So don't do it. Let the right job will find you. And let me let me tell you, it doesn't have to last. It doesn't have to take too long. Contact people directly, right. So if you for any reason, don't want to use the LinkedIn premium feature or you're just you're just against it, I have hopefully a really useful resource for you which is rockin reach dotco now.com Darko. So let me share my screen again with you.



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This is the website.



32:44

There we go.



32:45

Um, you can register it will let you use about 30 contacts a month for free, where you can get individual when you can get individual email addresses, phone numbers, social media accounts, whatever you need to reach the people that you need. So, yet, you need to do your homework, find the names of the people find out the names of the people that you want to reach and rocker reach co should be of service to you. Right, this is my philosophy only work for free if you get something out of it and experience is not something I am appalled by interns not being paid. I am appalled by any kind of work that we have to do that we are not being paid for. I am not a fan of slavery in any way, shape, or form. And disguising not paying people by just slapping a mark of experience on it. It's it's not it's not. LinkedIn is not paying me to write articles. But it allows me exposure



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for vocal,



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and I share it on LinkedIn. I know it can be hard. But in my experience working for free, under the auspices of oh I'm getting experience is actually more humiliating than having a college degree and working in an ice cream shop. Because if you're a business graduate,

and you love ice cream, at least in that ice cream shop, you get I'll guarantee you'll get more experience. Learning how to operate a business how business works than fetching coffee for some CEO who will not lay you anywhere near any stats or any professional wisdom that he just doesn't want to bestow upon you So yeah, and that's again, something that I've learned over the course of studying in London. It's a very, it's a very expensive city, I had to support myself somehow. And I didn't want to be a cashier, because I hate grocery stores. So but I really loved makeup. So I thought if I have to spend my, some of my free time at work, I'm going to be doing something that I really love. So I got a job at Harrods. I'm working for Chanel and Dior. And I had the most wonderful time I connected with a lot of women, we shared a lot of experiences. And it was not a waste of time. And I make money. So if you are fresh out of college, and you can't get a job, working in your chosen field, for any reason, choose and you have to support yourself, choose something that is close to your heart that you have passion for. because let me tell you, nothing can bring you down more than yourself. And spending day in day out in a job that you hate is going to bring down your confidence and your you will not be able to write blogs. You will feel like you don't know anything anymore. And it's not going to be good for your mental health or for your career. So yeah, that would be my advice. Hopefully we covered everything. I wanted to thank you for listening. And please take care of yourself. Stay safe. If you if you love fiction, you can find me at dermol author on LinkedIn and on Instagram as well but it's more laid back on Instagram than then on my LinkedIn. And please come and find me please come and hang out. And yeah, that yeah, that will be that will be all from my side. Have a good one.