



General Job Search Phrase Modifier Strategies

Each Job Summary Profile includes one or more “General Job Search Phrases” you can use to support your research. In many situations, I’ve included multiple Job Search Phrases because: 1) some jobs are very similar but use different job titles and 2) different companies use different titles for the same type of job.

To explore each job idea and discover which ones could appeal to you, I recommend researching each job title / job search phrase listed in the **General Job Search Phrases** and **Additional Search Phrases** fields.

To help you explore each idea fully, as well as to direct your search to job opportunities that better leverage your background and/or better align with your interests, you can strategically modify the **General Job Search Phrases** and **Additional Search Phrases**.

This guide explains how to explore opportunities based on:

- Your levels of experience
- Your skills
- Your education
- Industries that appeal to you
- Stage of employers
- Jobs that let you travel (if that appeals to you)
- Your foreign language skills

Here’s How to Explore Job Ideas at Different Seniority Levels

For job ideas that could appeal to you, I recommend investigating senior titles (so you can see what career growth looks like for that job), as well as investigating more immediate target job titles (which might be mid-level or more junior roles depending on your relevant skills, knowledge and background). Here’s how you can do that:

To explore more senior roles, add any of these to General Job Search Phrases and Additional Search Phrases:

Title: director

Title: deputy
Title: manager
Title: officer
Title: senior
Title: sr.
Title: VP
Title: "vice president"
Title: consultant

For example:
Title: "customer success" title: director

To explore less senior roles, add any of these to any title listed in the General Job Search Phrases and Additional Search Phrases:

Title: Associate
Title: Assistant
Title: Lead
Title: Specialist
Title: Analyst <= this can be a particularly interesting title if you have you're more "analytical" or you currently have an analytical role

For example:
Title: "customer success" title: analyst

To explore Junior roles, add any of these to any title listed in the General Job Search Phrases and Additional Search Phrases:

Title: Coordinator <= this tends to be a Jack/Jill of all trades entry-level role
Title: Junior
Title: Intern
Title: Entry
Title: trainee
Title: in-training

For example:
Title: "customer success" title: coordinator

Here's How to Explore Job Ideas that Leverage Your Existing Skills

It's often easier to make a career transition when we leverage our current skills and knowledge. For potential job ideas that appeal to you, I recommend seeing if you can find job openings that leverage your background.

For example, if you're an accountant and want to change to a career in Financial Planning & Analysis, you could use this search phrase to search for job titles that leverage your background:

Title: "financial analysis & planning" AND (accountant OR accounting)

Here are a few search phrase 'rules' you should know:

- The word AND must be capitalized

If you want to search for two skills / qualifications at a time, put parenthesis around the two skills and put the word OR between them: AND (accountant OR accounting)

If a skill has two or more words in it, put quotation marks around skill: "cost accounting": AND ("cost accountant" OR "cost accounting")

Here's How to Explore Job Ideas that Leverage Your Education

Although many job advertisements specify employers want X years of experience and Y degree, what they really care about is: 1) can you do the job; 2) are you motivated to do the type of work you're applying for; 3) are you manageable; and 4) will they enjoy working with you. Because hiring managers hire the candidate who best meets these four criteria, the person who gets hired often doesn't have X years of experience and Y degree.

Consequently, after helping thousands of people make career transitions, I recommend to clients that they generally ignore the 'experience' and education requirements in a job ad... and focus instead on being the best overall candidate.

If you want to look for roles at companies that are VERY open to hiring a person on a different degree or work experience, you can simply add this phrase to your General Job Search phrase: AND equivalent OR "equivalent experience".

For example, to search for a Customer Success role at companies that are open to hiring a candidate without the 'required education or experience', use this phrase:

Title: "customer success" AND (equivalent OR "equivalent experience")

On the other hand, if you want to look for jobs that DO leverage your specific education, simply combine an appealing General Job Search Phrase with your education. For example:

Title: "name of appealing title" AND (JD OR attorney)

Title: "name of appealing title" AND MBA

Title: "name of appealing title" AND CPA

Title: "name of appealing title" AND MPA

Here's How to Explore Job Ideas that Align with Appealing Industries or Your Industry Experience

It's great to work in a field / industry that appeals to us.

Once you find job titles that interest you, I recommend exploring if those titles exist in industries that appeal to you. To do this, simply combine an appealing General Job Search phrase with an appealing industry, such as:

Title: "human resources" AND nonprofit

Title: "financial analyst" AND (hospital OR "nursing home")

Here are a few search phrase 'rules' you should know:

- If you want to search for opportunities in two industries at the same time, put a parenthesis around the industries and put the word OR between them: AND (hotel OR Hospitality)
- If an industry has two or more words in it, put quotation marks around the full industry name: "nursing home"

For example:

Title: "human resources" AND (hotel OR Hospitality)

Title: "human resources" AND "nursing home"

In case it helps, here's a link to many industries:

<https://www.opensecrets.org/industries/alphalist.php>

Here's How to Explore Job Ideas at Startups

If you want a job that at a Startup, I recommend adding this phrase to the General Job Search Phrases that appeal to you: AND startup . For example:

Title: "customer success" AND startup

Here's How to Explore Job Ideas that Involve Travel

If you want a job that gives you the opportunity to travel, I recommend adding this phrase to the General Job Search Phrases that appeal to you: AND (travel OR visit). For example:

Title: "customer success" AND (travel OR visit)

Here's How to Explore Job Ideas that

Leverage Your Foreign Language Skills

If you want to see if you could leverage your foreign language skills in an appealing job idea, combine a General Job Search Phrase with your foreign language, such as:

Title: "name of appealing title" AND "foreign language"

Title: "name of appealing title" AND Spanish

Title: "name of appealing title" AND Japanese

Title: "name of appealing title" AND global

Here's How to Explore Job Ideas that Would Let You Work Remotely

To find jobs that would let you work remotely, combine a General Job Search Phrase with these keywords:

AND Remote

AND "Work remotely"

AND (Telecommuting OR telecommute OR telework)

AND ("Anywhere job" OR "Virtual job")

AND Home-based

AND ("Online job" OR Off-site)

AND "Distributed team"

AND ("work from home" OR "work at home") <= this is the phrase that is most often used by scammers

For example:

Title: "customer success" AND remote

