

Unlock Your Career Potential with Intent

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At RochesterWorks, we're on a mission to empower job seekers and career changers to find meaningful work, and today, I want to talk about a game-changing approach that sets you apart from the traditional job seeker crowd: **Specificity and Intent**.

The Power of Being Specific

When it comes to job searching, it's easy to fall into the trap of sending out a hundred generic applications and resumes and hoping something sticks. But real magic happens when you get specific.

Instead of aiming for any job, focus on what truly excites you. Define your ideal role, industry, values, and company culture. What are your non-negotiables? What are your passions and strengths? By answering these questions, you'll discover a clear path that aligns with your goals.

The Power of Intent

It's not just about applying for a job; it's about conducting a job search campaign with purpose. Tailor your resume and cover letter to each job application, showcasing how your skills and experiences match the specific role's requirements. Also make sure your LinkedIn profile lines up with your employment goals. Hiring managers notice these efforts.

Additionally, it's not just about the role; it's about the company, the market, and the sector too.

Moreover, don't just stop at sending your resume. Reach out to professionals in your desired field, ask for informational interviews, and network relentlessly. Building relationships can open doors you didn't even know existed. Sometimes all it takes is one conversation to change everything!

Setting Yourself Apart

So, how does specificity and intent set you apart? You become a standout candidate!

- Employers appreciate candidates who know what they want. You're not just looking for "a job"; you're pursuing a career that excites you.
- Your tailored applications demonstrate your genuine interest and commitment to the role. You're not a passive job seeker; you're an active contributor.
- Researching a company thoroughly demonstrates your commitment and insight. Show your potential employers that you're not just a candidate—you're a strategic thinker who's ready to make a real impact.
- Networking with intent helps you tap into the hidden job market, where many opportunities aren't publicly advertised. You're not just waiting for opportunities; you're creating them.

Action Item: Be the candidate who knows their path and is determined to walk it. Dare to be specific and let intent guide your actions. There are many more opportunities awaiting you when you set yourself apart. Let's embrace this notion of intent and specificity in our job search journeys and take our careers to new heights.

Fun Fact: RochesterWorks is here to support you on your journey. We offer personalized recommendations, workshops, job fairs, and networking events to help you develop the skills needed to master the art of specificity and intent in your job search. [Check them out here.](#)