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How to find and get your next job

A practical and systematic guide

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I have been helping people find jobs for years, not as a service but as a friend or colleague. Some succeed quickly. Others struggle for months. The difference is rarely about qualifications.

It is about the method.

In my work as a management consultant, I have seen the same patterns repeat. The people who land jobs fastest are not always the most skilled. They are the most

systematic. They understand that job hunting is not about hope — it is about process.

This story explains how to find and get a new job. It is based on both theory and proven experience. And it includes insights from a remarkable experiment: what happens when you optimize your approach with precision and persistence.

The right mindset

Job hunting demands a specific attitude. You need resilience, activity, and strategic thinking.

Never give up

Learn to deal with rejection mentally. If you apply for 200 jobs and 200 competent people apply for each one, statistically, you will get 199 rejections. This is mathematics, not judgment.

Never sit around passively

Do not lower your commitment because you are waiting for an answer you may never receive. Continue to sell yourself at full speed until you have a signed employment contract.

Be active

Call first and ask intelligent questions before you apply. Sometimes the job ad is posted only because of rules; they already have someone in mind. Sometimes the workplace location is unclear. You do not want to waste your time on positions that will not work.

Increase your frequency

Constantly improve the productivity of your application work. Become more efficient in both quality and time spent per application. Track your applications in a calendar and follow up actively after a week or so.

How to find a job through active search

Use every method simultaneously. Do not rely on a single channel.

Your network

Use family, relatives, friends, acquaintances, and social media connections. Network strategically; use the people you know to reach new people who can provide tips about job openings, labor needs, or promising organizations.

Job ads

Search for advertised positions. The advantage is that the employer is actively seeking someone. The disadvantage is the competition. You may be competing against 200 other applicants. Think carefully about how you can stand out.

Spontaneous applications

Apply directly to companies or organizations where you want to work. The advantage is fewer competitors. The disadvantage is timing — it may take months for a vacancy to open.

Advanced spontaneous applications

This is the high-investment variant. Instead of applying to 200 jobs, you target 10 specific companies and create custom work products for each.

Aakash Gupta wrote on Substack that he applied to 300+ jobs with zero results, then switched to this method and received offers from Google (with a \$70k+ raise), Meta, DoorDash, and Uber.

Here is how it works:

1. Pick your 10 targets. Build a scoring sheet: company goals (pull from earnings calls using, for instance, Perplexity), 6-month initiatives, challenges they face, your angle, and warm connections you can activate.
2. Gather receipts. For each company, collect 6 pieces of evidence: 2 executive quotes (from earnings calls or interviews), 1 earnings metric, 1 competitor move, 1 customer pain point, 1 industry statistic. This is not guesswork. This is research.
3. Create a 6-slide pitch deck. Structure: Problem → Evidence → 2 Solution Ideas → Implementation Plan → Expected Impact. Use AI to help draft the outline from your research, but the thinking must be yours.
4. Map 10–15 warm connections per company. Hiring managers, skip-levels, peers, cross-functional partners. Use a 3-touch outreach sequence: comment on their content, ask for advice, and offer insights for feedback. Use AI to help generate personalized icebreakers.

5. Ask for feedback, not a job. You are demonstrating value before asking for anything. This is consultative selling applied to job hunting.

This method requires significant time per company. You cannot do this for 50 targets. But for 10 carefully chosen companies where you genuinely want to work, the conversation changes entirely. You are no longer one of 200 applicants. You are the person who showed up with a business case.

When to use this: You are unemployed with time to invest, targeting high-value companies (senior roles, competitive firms), and comfortable with entrepreneurial tactics.

When not to use it: You need a job quickly, prefer volume approaches, or find creating unsolicited analysis uncomfortable.

How to find a job through discovery

This is where most people fail. And where the biggest opportunity exists.

The LinkedIn magnet

Create a pull effect through a well-crafted LinkedIn profile that drives interest and generates hits for specific positions. Recruiters will contact you. You will receive automatic job suggestions. The platform becomes a magnet rather than a billboard.

A journalist from Svenska Dagbladet, one of Sweden's largest newspapers, tested this approach for 30 days. The results were striking.

He started with a mediocre LinkedIn profile — the kind most people have. Generic headline. Vague descriptions. No strategic thinking. His inbox was quiet. After optimizing his profile using AI to identify the exact keywords recruiters search for, everything changed.

Within 20 days, his profile had nearly 24,000 views. Follower count and contacts grew substantially. But the real measure was different: a recruiter from one of Sweden's largest firms contacted him with a job offer. The salary range? 75,000 to 90,000 SEK per month, which is a very good salary in Sweden.

The difference was not luck. It was strategic keyword placement.

Most job seekers treat LinkedIn like a resume, a static document. But recruiters use LinkedIn like a search engine. They filter by specific terms. If your profile does not contain those terms, you are invisible.

Here is what matters:

Headline

Recruiters check this every time. Use AI to analyze job descriptions in your field. Extract the top 5 keywords recruiters search for. Rewrite your headline to include all 5 naturally.

Skills section

Recruiters filter by these. List the specific tools, technologies, and competencies mentioned in job ads. Be concrete, not vague.

Current job title

Must match what recruiters search for. If your official title is obscure, use the industry-standard equivalent.

Experience bullets

Recruiters scan for specific tools and achievements. Write these with searchability in mind.

Content strategy

Post one quality piece per week. This keeps your profile active in recruiter feeds. Share insights, comment on industry trends, and ask intelligent questions. Build your niche.

Tone

Write with confidence, but avoid corporate jargon. LinkedIn is a professional forum, but people appreciate authenticity. Find your voice.

The Svenska Dagbladet journalist learned something uncomfortable but necessary: most recruiters check LinkedIn. If you are not optimized for their search patterns, you simply do not exist.

This is not about gaming the system. It is about understanding how the system works.

How to get the job you apply for

Understand the process

Job hunting is a multi-stage funnel. Your goal at each stage is to advance to the next one.

The application

Your objective here is not to get the job — it is to be called for an interview. Design your application to maximize your chances of getting that sales meeting. You will handle the close later.

The interview sequence

Be prepared for multiple rounds. First interview, then additional interviews with colleagues, senior managers, and HR. Tests. Problem-solving cases. Each stage filters candidates. Your job is not to get eliminated.

Think of it as a funnel. You must make it through to the bottom with a signed employment contract.

Understand the purpose of the personal letter

Your personal letter is a sales letter. Structure it to follow the classic persuasion sequence:

Attention

Demonstrate that you understand the employer's needs, problems, or concerns. Capture their attention by showing you have done your research.

Interest

Demonstrate that you have the solution. Show why you are that solution. Generate interest in you specifically.

Trust

Reinforce why you are the best candidate and why the employer should not choose anyone else. Build credibility through evidence and specificity.

Desire

Paint a picture of the value and added benefits the employer will gain from hiring you. Make them want what you offer.

Action

Encourage the employer to take action now — call you for a video chat, schedule an interview.

If the hiring organization does not accept a personal letter, rewrite your resumé to serve as your sales letter.

Understand the purpose of the resumé

Your CV or resumé should be clear, honest, well-structured, and tailored to the position. It should reinforce your cover letter and further demonstrate the value and added benefits you can bring.

Specificity matters more than length. Concrete achievements matter more than vague responsibilities.

Prepare for the interview

Questions you will ask

Prepare these in advance. Thoughtful questions demonstrate genuine interest and help you assess fit.

Questions you will be asked

Prepare to answer the ten most common interview questions. You will probably get them. Also, prepare for questions specific to your application and background.

Research

Know the company, the industry, and the role. Understand their challenges and opportunities. This preparation will be visible in how you speak.

Sell yourself consultatively at the interview

The interview is your sales meeting. Use it effectively.

Consultative selling means asking open-ended questions to learn more about the employer's needs, concerns, quantities, qualities, situation, and context. By exploring needs from different perspectives, you show genuine interest.

Be careful not to offer solutions to problems that have not been explicitly posed to you. The assumptions you make may be wrong because you do not yet know the organization's processes, products, or stakeholder relationships.

Let the employer recognize that you are the right person to hire. Do this indirectly through the questions you ask and the way you answer their questions.

This requires skill. But if you want the job, you must be the best choice.

The uncomfortable truth about AI

Here is what most people overlook: AI tools like ChatGPT and Claude can dramatically improve your job search efficiency. Not by writing generic applications for you, but by helping you optimize every touchpoint.

Use AI to:

- **Analyze job descriptions** and extract the keywords that matter most
- **Rewrite your LinkedIn headline** to include high-value search terms naturally
- **Draft personalized cover letters** that address the specific needs in each job posting
- **Prepare interview answers** to common questions in a way that highlights your unique value
- **Research companies** quickly and identify talking points that demonstrate genuine interest

The journalist from Svenska Dagbladet did not succeed because AI wrote his content. He succeeded because AI helped him understand what recruiters were actually searching for, and then he delivered it.

AI is a tool for strategic insight, not automation. Use it to become more precise, not more generic.

When to use this approach

This structured approach works best when you are:

- Actively job hunting and applying to multiple positions
- Building your professional visibility over time
- Preparing for a career transition and want to position yourself strategically
- Competing in fields where many qualified candidates apply for the same roles

It is less relevant if you are passively employed and occasionally browsing, or if you work in highly specialized fields where personal referrals dominate hiring.

What this comes down to

Job hunting is not mysterious. It is a process.

You need the right attitude: resilience, initiative, and strategic thinking. You need multiple search channels running simultaneously. You need a LinkedIn profile optimized for how recruiters actually search. You need application materials that sell rather than describe. You need interview skills that demonstrate value indirectly.

And you need to keep moving until you have a signed contract.

The journalist at Svenska Dagbladet learned this in 30 days. His profile went from invisible to a magnet. His inbox went from empty to active. A recruiter from a major firm made an offer.

The difference was not talent. It was a method.

If you are job hunting, stop hoping. Start optimizing.

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Job Hunting



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