

# How To Get More Job Interviews and Job Offers With This Powerful New Strategy

*By Mike Simpson*

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You want to finally break through and get a job that will pay you well and that you don't absolutely hate getting out of bed for every morning. Trust me, I've been there. I know what it is like.

But it's just so tough, isn't it?

## **Doesn't it feel like there are thousands of people going after the same jobs?**

Well, have you seen the job numbers lately? The reason it feels like that is *because there are* thousands of people going after the same jobs. It's never been more competitive than it is now.

I hate to say it, but it's a numbers game...

And you have to give yourself the most amount of chances to be successful.

Everybody says that "it's quality over quantity," but that's easy for them to say. They're not the ones sitting at home with a mountain of student debt, or sitting in their cubicle making peanuts and absolutely hating life.

Okay so what does that mean for you?

It means you need to get more job interviews.

It means you need to be better at interviewing.

**It means you have to do something that your competitors aren't doing to give you an advantage.**

Ok so if I told you that I can get you more job interviews than you've ever had before, would you be interested?

**YES.**

And if I told you that from all those new job interviews you got that you would have a better chance of getting a job offer, would you be excited?

*Of course you would.*

And what if I told you that you could have all of this and it would only take **fifteen minutes** to accomplish?

Would you be standing up on your chair, screaming to the rooftops, “Yes Mike! Yes! Show me what I need to do to get a darn job!”

I bet you would.

The good news is, this article is going to show you how you can do all of those things.

But before we get to that, you need to understand what is making things so difficult for you.

Here's a hint...

It's not your fault.

### **The Job-Getting Conundrum**

I hate to say it, but gone are the days when you can whip up a cover letter and resume and simply fire off a bunch of them, and then a couple days later having your phone ring off the hook as hiring managers beg to get you to come in for an interview.

In a world where nearly everyone has bachelor degrees and online job boards make for thousands of applications for every position, the modern job seeker has to do SO MUCH more to get noticed.



### **I'm sure you've done this:**

Monster.com - **Check**

CareerBuilder.com - **Check**

Indeed.com - **Check**

LinkedIn.com - **Check**

Find job, submit application. Find job, submit application.

Rinse. Repeat.

Sound familiar? Guess what? So is it to everybody else.

The system is broken! How can you be expected to stand out?

And how can a hiring manager be expected to find the diamonds in the rough (like YOU for example) when every single application they look at - **every cover letter, resume and LinkedIn page** - look EXACTLY the same?

You need to find a way to make it impossible for the hiring manager to NOT bring you in for an interview.

Well, luckily for you, my partner Jeff and I have figured out how to do just that.

And the best part is? It will only take you 15 minutes.

### **How To Get More Job Interviews Than You've Ever Had Before**

There is one simple solution to this job-getting conundrum that we all face... one thing you can simply add to what you are already doing that will get you more job interviews than you have ever had before.

**You need to have a personal website.**

"Whoa whoa whoa Mike, hold your horses. A website?", you might be thinking to yourself.

Yes. I'm talking about a website.

As in **YourName.com**.

Before you roll your eyes at me or close this screen, hear me loud and clear.

Having your own personal website will **get you more job interviews**.

Having your own personal website will **get you more job offers from those interviews**.

It is a phenomenally powerful tool that will enhance your career prospects more than nearly any other part of your job interview portfolio.

And thanks to the wonderful advancement of the internet, it (thankfully!!) is easier than it has ever been before.

Now I'm guessing that you never thought of how having your own website could help you get a job?

Well, you're not alone. Because by speaking with hiring managers across the country, we've discovered that to this point, only the **most savvy job seekers** have been using this to their advantage.

But if you think about it, doesn't it start to make sense?

Take a look at this quote from top Recruitment Firm CEO Ken Sundheim:

*“Even with a fractional budget, you can effectively advertise yourself to potential employers and build a personalized brand that creates an image of hard work, success, knowledge, expertise and potential.” - **Ken Sundheim, CEO of KAS Placement Recruiters***

Having your own website allows you to do so much more for your personal brand than any other tool at your disposal.

By now, you’ve read [how important that personal branding is](#) in relation to your job search. Then you also know that your resume and cover letter are NOT the most important branding tool when it comes to getting more interviews and job offers.

Everyone has a resume and cover letter, and for the most part, they are all exactly the same. BORING.

### **How can you stand out among a stack of virtually identical sheets of paper?**

The top job seekers have all realized that the hub for their personal brand in the modern job market is their personal website.

*“More and more often, job seekers who simply rely on a resume and/or cover letter (even a LinkedIn profile isn’t as helpful as it once was) are frequently outflanked by those who carry a robust online presence.” - **Ken Sundheim***

You simply can't expect in the modern job seeking landscape to stand out if you only have these three elements in your job application portfolio.

And here's something else to consider:

Workfolio also states that **“56% of all hiring managers are more impressed by a candidate’s personal website than any other personal branding tool.”**

More than half (!) of hiring managers choose personal websites number one in terms of what impresses them the most.

So I have to ask the question.

Knowing this, how can you not have a personal website?

According to Charles Pooley, the CEO of Workfolio:

*“The employment market is an incredibly scary place to be right now as a job seeker - but a personal website offers several important things to improve your odds.” - **Charles Pooley, CEO of Workfolio***

I mean, you want to have every advantage you can get right?

**Now I know, the thought of building a website can be both daunting and intimidating.**

Many people cringe when I bring up the idea because they think that building a website takes hundreds of hours, thousands of dollars and years of computer experience.

But I'm here to tell you that this simply just isn't the case anymore.

As I mentioned, using today's wonderful online tools (*they give you professional "templates" that you can literally just plug your info into...more on these here*) you can make a website quickly and easily, and you don't need to be an IT whiz to be able to do it.



***Building a website these days is quick & easy***

More on this in a minute...

Okay, so what benefits will having your own website specifically bring you, and more importantly, how will it get you more interviews?

## **How Having A Personal Website Gets You More Job Interviews**

### **1) Impress Hiring Managers**

I spoke to a lot of different hiring managers about personal websites, and this was something they all agreed on. Psychologically, hiring managers are more impressed with applicants that have personal websites because it shows a commitment to your career.

You're not just firing off a bunch of cover letters and resumes, you're taking the time to devote yourself to your job search by going the extra mile.

You're **serious. Committed. Hard working.**

All great qualities for a potential hire to have.

### **2) Be Different**

Imagine you are a hiring manager reading a stack of **10, 20, 50 or even 100 cover letters that basically all look and read the same.**

What about LinkedIn profiles?

Just think about the hiring manager **looking at 30 different profiles that all look and read exactly the same.**

But then you stumble upon one that contains a link to a personal website - a site which contains x, y and z in a **much more visually immersive format that highlights your personality.**

Who do you think you're going to bring in for an interview?

However, despite how important it is for a job seeker to have a personal website, many still don't. Having a personal website will ensure that you stand out among these individuals and also demonstrate that you have additional skills including being a content creator and entrepreneur.

This directly translates to more interviews (yay!), because when the hiring manager is going through the applications, you instantly stand out as a more interesting applicant than the ones who just submit their cover letter and resume.

### 3) Own the Google Search & Increase Your Visibility

Each of the hiring managers I talked to said one of the first things they do when they are interested in an applicant is Google the person to see what shows up.

There are a lot of possibilities here, but often what shows up when they Google the person's name is a **messy listing of the applicant's various social media accounts show up**. (That is, if the applicant is a social media person.)

More often than not, **nothing happens!** The hiring manager can't find you, **which in a lot of cases is worse!**

Having your own personal website allows you to own the space that exists when your name is searched. It gives you a presence. It increases your visibility. It makes you easy to find!

This has a direct affect on the first impression you give the hiring manager. And a better first impression means that you're more likely to receive an interview!

Not only that, by having a web presence that is "discoverable" by search, you will get approached with opportunities that you didn't even apply for.

### 4) Create a Hub For Your Online Brand That You Control

Having your own personal website not only allows you to be found, but it also allows you to create a "hub" for your [personal brand](#) online. **One that you control.**

Instead of having a mess of various social media accounts that you ultimately have no control over (*don't forget Facebook and Twitter own your profile and all your information and can change anything at any time*), you own your own website and therefor can do whatever you want with it.

The way it looks. The information you share. Links to relevant social accounts. Everything is under your control and you can tell whatever story you want.

And by telling a great story in an organized and professional manner, you're basically making it impossible for the hiring manager to not bring you in for an interview.

## 5) Express Yourself

How much of the “**real you**” do you think comes across by reading your cover letter and resume?

I'm not talking about your skills and qualifications. **I mean YOU.**

Not much right?

By having your own personal website, you have the opportunity to show off much more of your personality. You get to say "This is who I am. This is what I'm all about. This is what I'm into."

And hiring managers absolutely love that! They get to know a little bit about you before you even set foot into the interview room.

**It's like a face-to-face job interview before you even have a job interview.**

~

Okay, so by now you're probably beginning to see how having your own website can make such a huge difference for you.

But that's not where it ends. There are many, many more reasons why having a personal website is going to help you get the job of your dreams. Let's take a look at some more powerful benefits you get from having your own personal website.

### **Other Benefits Your Personal Website Will Bring You**

Other benefits of having a personal website include:

#### **1) Extend Your Interviews**

##### **This is a big one.**

Have you ever walked out of an interview thinking that you left something on the table? That you didn't get to really show your stuff?

Well, having a personal website makes sure you leave no stone unturned, because it allows for the Hiring Manager to continue learning about you even after the interview is over.

**Add a link to your personal website in your follow up emails and letters and you get to stay in the hiring manager's mind.**

#### **2) Build Your Network**

Not only does having a website allow you to connect with like-minded individuals in your industry that you wouldn't normally have access to, but it can also lead to job

opportunities not otherwise available (both in your industry and even in a completely different line of work).

**Websites are discussion points.** When meeting someone, leaving them with your website instead of just your name can encourage them to come back which can lead to a whole slough of opportunities in the future.

As mentioned before, if your site can be found on Google than you open yourself up to be found...

### 3) Blog To Win (Stay Sharp, Demonstrate Your Expertise & Engage)

Adding a blog to your website can be a **SERIOUS game changer**.

Think about what happens when a Hiring Manager reads your resume and cover letter. The same thing as everyone else's. Read... read again... next.

The content is not interesting enough to hold their attention. But with a blog, you can keep them engaged longer with interesting stories and other thoughtful content.

Not only that, If you are going to blog about the industry you work in, it will help to keep abreast of everything that is happening. Nothing will force you to stay on top of your industry's current events and trends like having a blog.

And this might be the most obvious benefit. **Having a blog on your website allows you to show your expertise.**

It's kind of like answering half the interview questions before you even enter the interview. Because with your blog, you can clearly show that you are an expert in your field that really knows her/his stuff.

#### MIKE'S TIP

If you know anything about the Interview Guys, you know that we are obsessed with "**tailoring**" your job interview to the company you're interview with. So knowing that, **think about what you could do with a blog post that is tailored to the job you are applying for.** Imagine you were applying for a customer service job at Target. On your blog, you could have an article that tells a positive story from your past regarding a customer service situation you had with a customer, or you could share your opinion on "customer service best practices"... the possibilities are endless! And the positive affect that this can have on a hiring manager is huge!

**Look, having a blog isn't mandatory, it's just really cool and really powerful.** It's something you can add to your site down the line that could benefit you in extraordinary ways.

### 4) Reduce Nerves and Make the Interview Easier



Creating a website has a way of building confidence. This is mainly because you **accumulate skills and knowledge** while building the website. However, it can also help in the interview room, because it allows you to share so much without having to say anything.

Not only that, it gives you a talking point! Guess what the first thing the Hiring Manager is going to comment on or ask you about at the start of your interview? Your website!

**It's a great ice breaker.**

You essentially "pre-season" the interview.

Who is the hiring manager going to warm up to? The person whose boring resume and cover letter he's read, or the person whose website he's spent time going through, getting to know all of the interesting details about them?

### **5) Keep Yourself Busy While You Wait**

There is nothing worse than waiting by the phone for the phone call that sometimes never comes. I know it always stressed me out.

Having a website allows you to keep your mind busy in between interviews and reduces the amount of stress you feel during this anxious time. Not only that, why not do an activity that will increase your chances of getting a job while you wait for the next opportunity.

### **6) Make Some Money On the Side**

Many people are able to turn their websites into money-makers, and there is certainly nothing wrong with that! Having your own web presence unlocks opportunities for advertising, marketing and selling, as well as developing business relationships.

### **How Do I "Use" My Personal Website In My Job Search?**

Okay so by now, it should be pretty clear that having your own personal branding website can be an absolute game changer when it comes to the amount of interviews you get AND your overall success rate with those interviews.

But you might be asking yourself, "**How exactly do I add my website to my interview portfolio?**"

It's actually ridiculously easy. There are three main parts of your "job search portfolio" that perfectly allow for an inclusion of a link to your website, and those are: your cover letter, your resume, and your thank-you note (you send after the interview).

## How To Add Your Personal Website To Your Cover Letter

Since your cover letter is the first opportunity you have to introduce yourself to a company, it is painfully obvious that you would want to put your best foot forward and absolutely knock the hiring manager's socks off.

Which begs the question: What would you be more impressed by?

A traditional cover letter that is one sheet of paper and summarizes your skills, abilities, and desire to work for the company? (*oh and by the way... there is a stack of 70 other ones that are exactly the same sitting on the desk...*)

Or a cover letter that does all of those things, but then encourages the reader to click a link that takes them to a slick, impressive website that demonstrates the passion, commitment and uniqueness of the applicant in a visually appealing and content-rich format?

I think the answer is obvious.

But here's the deal. IT'S NOT HARD TO DO.

In a cover letter, one simple sentence such as:

***"If you have a free moment, I'd encourage you to learn more about me by checking out my website [MikeSimpson.com](http://MikeSimpson.com). It will give you a great idea of the work I have accomplished, the experiences I've had and most importantly, the type of person you'll be getting if you decide to hire me for this position."***

Simple as that.

I mean, who wouldn't click that link?

## How To Add Your Personal Website To Your Resume

Adding a link to your resume is even easier than adding a link to your cover letter, mainly because the resume's content and format require a little more subtlety, especially since you have already been very up front about your website in your cover letter.

That doesn't mean you don't want to include it though, because it is never guaranteed that the person who reads your cover letter will be the same person (or people) that read your resume.

You just want to be strategic about where to include the links to make sure they are seen, but they don't take away from what is most important in the resume: your **experience** and **qualifications**.

**The first place you want to place a link is with the rest of your contact information, generally located in the header and/or footer of the resume.**

Generally speaking, it should come just below your email address (and it helps if your email address and website address match... more on that in Part 3 of this blog series).

The next place you want to put a link is in your **Special Skills/Abilities/Accomplishments section**.

Why there?

Because you need to think of your website as a skill that you are showing off or as an accomplishment that you have achieved. "Hey, look at me! I know how to build websites. Come have a look!"

So how would that look?

### **Skills, Abilities & Accomplishments**

**Creator/Owner/Operator - [www.MikeSimpson.com](http://www.MikeSimpson.com) - Personal Website**

It doesn't need to be anymore complicated than that.

### **How To Add Your Personal Website To Your Thank You Note**

This is one of the more effective places you can put your link, because as we said above, it essentially allows you to "**extend the interview**".

In other words, it acts as a small reminder to the hiring manager that if there are any remaining curiosities or unanswered questions left over after the interview, simply clicking the link will allow them to get everything they need from your website.

So where does this link go? It is very similar to the cover letter.

After you have thanked the interviewer for their time and briefly summarized your qualifications (and a subtle reminder of the value you will be adding to the organization), you can close with something like this:

**"If you have any more questions about my experience accomplishments, please feel free to take a look at my website [MikeSimpson.com](http://MikeSimpson.com)."**

Similarly, if you have a blog on your site, you can refer them to the blog to learn more about your knowledge of important topics or opinions on various issues.

### **MIKE'S TIP**

Here's one thing to consider before you put your link in the body of your thank you letter. You've already put it in your cover letter. You've put it in your resume. You've had your in-person interview. Did you discuss your website in your interview? If so, you

may want to consider that your site has had enough exposure throughout the process. The last thing you want is the hiring manager to think, "Alright! I get it! You have a website!" You need to gauge whether or not you are verging on overkill. If you feel like your website has been covered, simply put the link underneath your name when you sign off on the letter.

Okay, so there you have it! The three key places where you can put your website link that will allow you to differentiate yourself from your competitors and open up the hiring manager's eyes to what you bring to the table as a potential hire.

### **But I Can't Make a Website, Because...**

Look, I get it.

The very mention of a website causes many people to slam their laptop screens down and yell out in frustration, "I can't make a website!!!!"

***"I can't build a website. I don't have time."***

***"I can't build a website. I can't afford it."***

***"I can't build a website. I'm not good with computers."***

If you thought one of those things, you are definitely not alone.

But you are dead wrong. You are!

As I mentioned in the article above, modern website builders allow you to build a website in only 15 minutes

Not only that, unlike the old days where having a site up could cost you thousands of dollars, today you can have a professional site up and running for **less than the cost of a movie ticket**.

And the best part?

If you can navigate between pages on a website or check your email, then you *have* enough computer ability to be able to get your own site up and running today.

But just in case you didn't believe any of that, Jeff and I have put together another blog article that will show you exactly how to build your own site in less than 15 minutes, so you can have it up and running today.

### **Window of Opportunity**

Okay so earlier in this article I mentioned that only the savvy job seekers were using this new trick to get more job interviews and more job offers than anyone else.

But here's the thing about a "new trick".

Once a few people catch wind of it, word starts to spread like wildfire.

This situation is no different. Before too long, **I'm predicting that having a personal website is going to be more or less required as a cover letter and resume.**

But today, we're not there yet. Which is good news for you. Yes, there are people who are using this trick to help them get interviews, but it's not widespread just yet.

Which means that you are sitting on a MASSIVE opportunity to get out ahead of everyone else and use the full benefit of this opportunity before everyone else is doing it.

Make sense?

### **So Now What?**

After doing this comprehensive study on personal websites and their affect on the amount of job interviews job seekers receive as well as the secondary benefits obtained through having a website, moving forward I am recommending that all of my students have their own personal websites.

In doing this, though, I realized that it is important to me that it is as easy for my students to start their own site as possible, so I sat down with my partner Jeff to create a [step-by-step guide to creating a personal website](#) (he's the computer guy after all).

# How To Set Up Your Wix Personal Website In Under 15 Minutes

*By Jeff Gillis*

Hopefully by now you understand how powerful it is having your own personal website when it comes to getting more job interviews and more job offers.

If you're not convinced yet, [be sure to read part 1 of this blog series!](#)

## In This Tutorial You Will Learn

1. Why having your own personal “**Domain Name**” is important (And how you can check to see if yours is available)
2. How to create your personal website with the Wix website builder. (In about 15 minutes)
3. How to add personal info and images to your website to make it unique to you. (So you can take control of your personal brand and get more interviews & job offers!)

### What You Need To Know Beforehand

- ▲ How to use the internet and navigate websites
- ▲ How To Follow Jeff & Mike's Directions!

### What You **Don't** Need To Know Beforehand

- ▼ Any website coding or HTML
- ▼ Any fancy editing with Photoshop

# STEP 1

## What Is A Domain Name & Why Do I Need One?

A “Domain Name” is simply the “virtual address” of a website online.

For example, **google.com** is a domain name. The domain name for the website you're on right now is **theinterviewguys.com**.

Pretty simple right?

The question is, **why is a domain name important for you in your job search?**

It's all about controlling your personal brand online.

**Think about this situation:**

Let's say there's a job seeker named: **Jim Canlon**.

Jim gets an interview with a company he would be thrilled to work for.

Before the interview, the hiring manager he's about to interview with quickly pops online and types into Google:jim canlon.

Several results show up, including **jimcanlon.com**.

The hiring manager assumes that this is Jim's website, clicks on the result and comes to an ugly looking blog that looks like it was made in 1998 and is run by a **different** Jim Canlon.

The blog consists of one thing and one thing only: **hours and hours of homemade videos of him and his dog "Arlo" practicing to try and get into the Westminster Dog Show.**

So how does this affect Jim's job search and interview?

He has just **missed a massive opportunity to "wow" the hiring manager** with a **polished, professional yet simple looking personal website** that highlights Jim's personality, qualities and professionalism --- AKA his Personal Brand.



**"Arlo"**

Not only that, but since Jim failed to secure his personal domain name (jimcanlon.com), every time anyone types "jim canlon" into Google they won't be faced with Jim's Personal Branding Website but will find Jim #2's blog chronicling he and "Arlo's" years of struggle!

I hope that little "story" helped illustrate **how important it is to secure your domain name so you can take control of your brand online!**

Here's another way that little story could have played out:

**The hiring manager could have typed "jim canlon" into Google and found...NOTHING!**

**That's just as bad!**

In this case, from the point of view of the hiring manager, Jim has made ZERO mark on the world!

I'm being dramatic but you see what I'm getting at, right!?

**Take control of your online presence!**

Ok, now the fun part! Let's take a look to **see if you personal domain name is available!**

[>> Click Here To Check To See If Your Personal Domain Name Is Available <<](#)

## STEP 2

### Our Handy Companion Checklist

To make it super easy for you to follow along with this tutorial we have created a nifty checklist that walks you through the steps it takes to getting your own personal branding website up and running in under 15 minutes.

The checklist contains **detailed instructions** along with **helpful images** so you can follow along without having to pause and rewind the video tutorials on this page.

- Detailed instructions in **step-by-step numbered format** so you can set up your website super quickly & easily.
- Helpful images. "**Screenshots**" from the whole process so you can follow along and not have to pause and rewind the tutorial videos on this page.

The checklist is an addendum to this document.

## STEP 3



# How To Get Your WIX Personal Website Up And Running In 15 Minutes

I'm going to take a wild guess that you may be a little skeptical of your ability to quickly and easily create your own personal website....

...let alone in under 15 minutes!

And you know what?

To be honest, creating a personal website the way **we used to recommend** by using the website platform WordPress **was** a little tricky and **could** be a bit time consuming! (That's not to say it wasn't worth it in my opinion!)

However, we've come across a **far easier way with the [Wix Website Builder](#)**. This thing really is awesome!

I have built 2 other websites using Wix and it is certainly a lot more "user friendly" than WordPress. WordPress does have more customization options and addons but comes with a much steeper learning curve. If you ARE interested in WordPress check out my video at the bottom of the [article over here](#).

Here's why Wix is our new recommendation when it comes to building your own personal website:

1. The platform let's you choose from hundreds of "done-for-you" templates **INCLUDING (this is big!): resume/cv style templates that are already perfectly set up for the exact layout we recommend!**
2. They use a simple "**drag and drop**" editor that allows even the newest newbie to edit their website incredibly easily. (Plus if you use one of the templates **all you have to do is add your own personal info and some tweaking to make it more personal and unique to you** and you're good to go!
3. Wix is the quickest and easiest way to creating a **PROFESSIONAL** looking personal website. (You need to put your best foot forward online and Wix let's you do that with their slick templates.)

Instead of just sending you over to Wix and letting you fend for yourself, Mike and I thought it would be more helpful if we just **showed you** step-by-step how to get your personal branding website up and running ourselves.

## 3 Good Wix Templates For Job Seekers

Here are the 3 templates we mention in the video. These are good options for job seekers.

**(NOTE:** Having said that, don't feel like you HAVE to pick one of these! WIX has so many great templates that you can make your own! Remember, because of it's "drag & drop" functionality it's super easy to tweak any of their templates.)

- ["Online Resume" Template](#)
- ["Curriculum Vitae" Template](#)
- ["Online Business Card" Template](#)

# Frequently Asked Questions

**Q. Why do I need a personal website and how does having a personal website help me get a job?**

Having a personal website is a necessary part of the modern job seeker's (aka YOUR!) personal brand and portfolio. It allows you to impress hiring managers, differentiate yourself from your competitors, increase your visibility (by "owning" your Google search), create an online "hub" for your brand (that you control) and express yourself in a way that just isn't possible with a cover letter and resume.

**Q. Once I have built my site, where do I link to it?**

The three key documents that should contain links to your personal branding website are: your cover letter, your resume, and your thank-you letter (or email).

**Q. Do I need to be good with computers to build my site?**

Absolutely not! Not only have we selected the easiest website builder available (which makes use of pre-made templates and simple drag and drop customization), but we've also taken the time to walk you through the entire 15 minute process step-by-step.

**Q. How detailed and complicated does my site need to be?**

Data shows that hiring managers are more impressed with applicants that have a personal website compared to those that don't, and it is really as simple as having an "online business card" that acts as the hub to your online brand.

That means you don't need to have a fancy or complicated site. It's a huge advantage just to have a website, and you can start with something very basic (until you either have more you'd like to share OR you become more comfortable with editing the site).

**Q. What is a domain?**

A domain is like the "address" of your website. It can be found in the search bar at the top of your web browser (ex. ours is theInterviewGuys.com). For job seekers, a domain usually follows the formula of firstnamelastname.com.

**Q. Why do I need to secure my domain today?**

Securing your domain is extremely important if you want to protect your online brand. Even if you aren't ready to make a website today, you should still secure your domain because if it is available, anyone can secure it.

**Q. How do I see if my domain name is available? Where do I register my domain?**

You can see if your domain name is available by [clicking here](#). If it is available, you can easily register it through [GoDaddy](#). We highly recommend watching the video in Step One on this page because it walk you through the steps.

**Q. What do I do if my domain name isn't available?**

If your domain name isn't available, don't panic! There are several variations you can try that are completely acceptable. Use a hyphen between your first and last name, put in a middle initial or your middle name, and finally, register a .net address instead of a .com.

**Q. How much does it cost to register my domain with GoDaddy?**

If you [click this link](#), it will only cost you 99 cents for the first year! You'd be hard-pressed to find a domain name cheaper anywhere online, but please let us know if you do!

**Q. How long should I register my domain for?**

It's really up to you, but we suggest that you start with a year and go from there. GoDaddy will remind you as the year end approaches and you can easily renew it.

**Q. What is Wix?**

[Wix](#) is an online website building service that allows people of all abilities to quickly and easily make their own websites. Using the combination of professionally designed templates and "drag and drop" capabilities you can literally get your website up in less than 15 minutes.

**Q. Why do we recommend Wix over other website builders?**

Wix provides the most amount of benefit for the best price combined with outstanding 24/7 customer support. More importantly, it is the easiest platform to use, as all you really need to do is make quick changes to the templates they provide.

**Q. How long will it take me to build my Wix site?**

If you follow the video above in Step 3, you can have your site up in less than 15 minutes!

**Q. What do I get with my complimentary Wix account?**

Your complimentary Wix account gives you a free template and domain name. However, the domain is not usable and the template has Wix ads on it. So you must buy a \$12.95 per month premium account to remove the ads and connect your custom domain.

**Q. How do I know which template to choose?**

You can choose any of their templates to be honest. However, they have a section built specifically for job seekers called “Resumes & CVs”. But we have also provided three templates that we think are good choices. It’s up to you! Pick a template that reflects YOU.

**Q. How much does it cost to get my website online?**

Your total cost to get your site online today is \$13.95. This includes the 99 cents you paid for your domain and the \$12.95 Wix charges to remove their ads and connect your personal domain.

**Q. How do I connect my domain name to my Wix site?**

To see how to connect your custom domain name to your Wix site, please watch the video in Step 3.

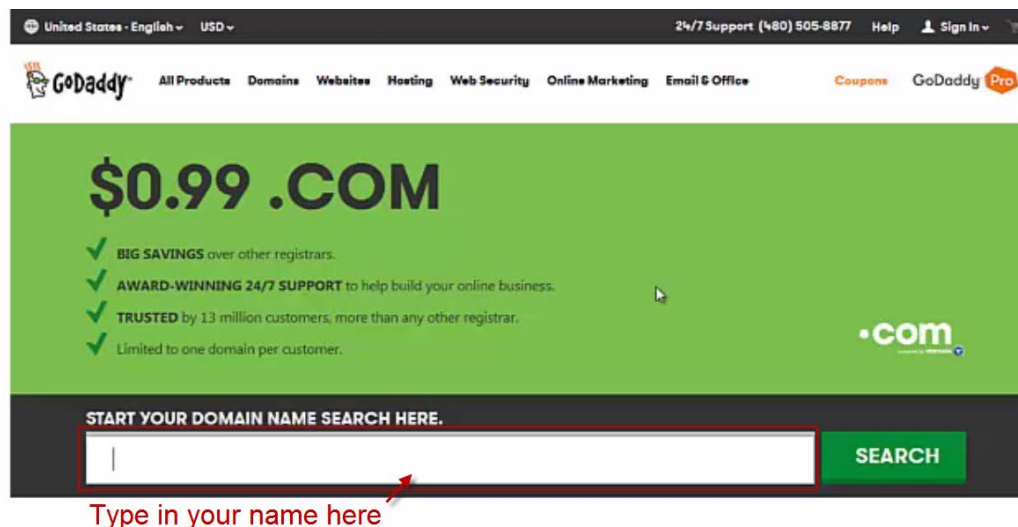
**Q. If I don’t like it, can I get my money back?**

Absolutely! If you give it an honest try and it just simply isn’t for you, Wix will refund you in full if you email them within two weeks. They also refund you instantly so you don’t have to wait for days for your account to be credited.

## Checklist Addendum

# How To Build Your Own Personal Branding Website in Less Than 15 Minutes

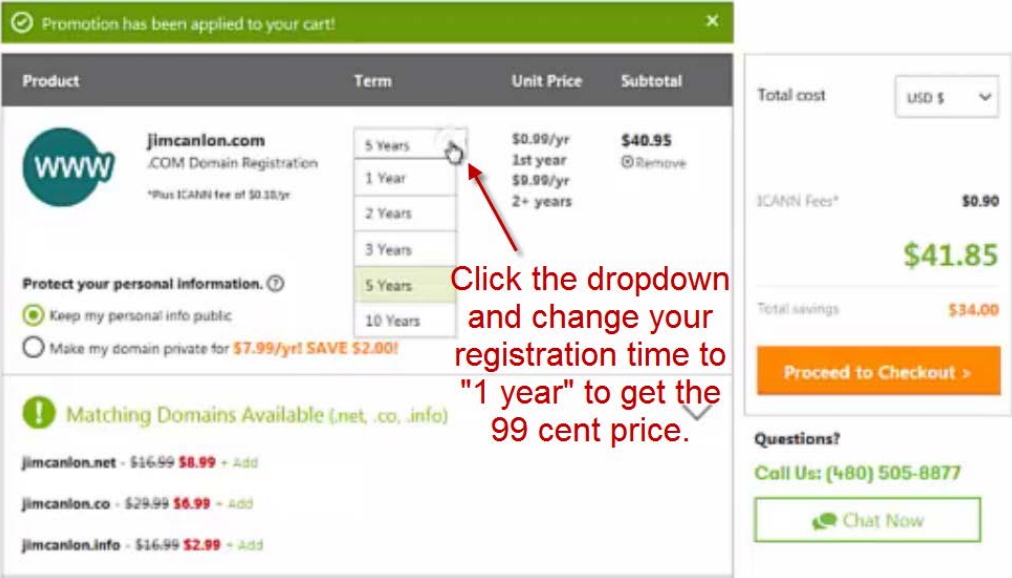
- 1) Click Here to access our article “**How To Set Up Your Wix Personal Website In Under 15 Minutes**”.
- 2) Go to **Step One** and watch the video “**How To See If My Domain Name Is Available**”
- 3) Click the link directly under the video that says **Click Here to See If My Personal Domain Name Is Available**. A new window will pop-up, and you will be on the **GoDaddy site**. (Remember, if you don't click this specific link on our page you won't get the crazy deal (99 cents!) that we found for you!)
- 4) In the search bar, type in “**yourname.com**” to see if your domain name is available. If it isn't, try a variation of what you just typed using either a **hyphen**, **middle initial** or **middle name**, or a “**.net**” domain extension.



## WHY CHOOSE GODADDY?

Once you have settled on a domain that you like AND it is available, click the **big “Select” button** to the right of your domain name, and then click “**Continue to Cart**”.

- 5) Change the amount of years that you are securing your domain for by clicking on the drop-down menu. **In our opinion, you only need to secure your domain for 1 year.** If you'd like to add more years, go ahead.



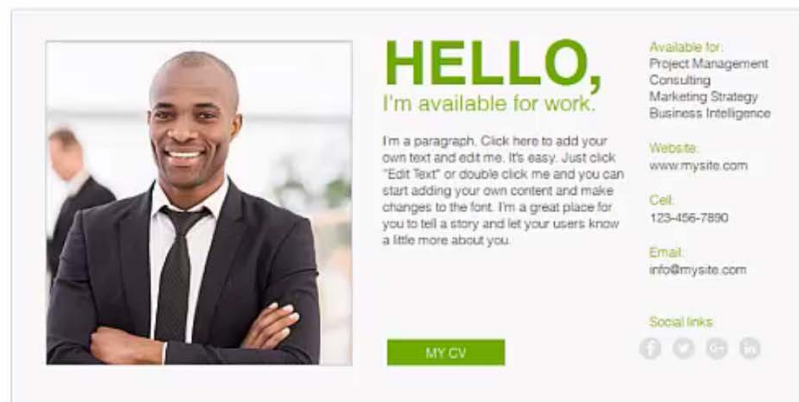
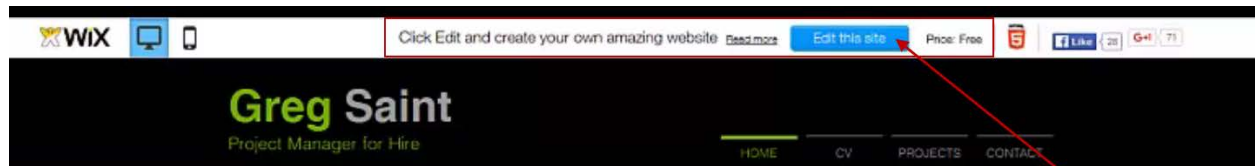
The screenshot shows the GoDaddy website interface. At the top, there is a navigation bar with the GoDaddy logo and links for All Products, Domains, Websites, Hosting, Web Security, Online Marketing, and Email & Office. On the right, there are links for Coupons and GoDaddy Pro. A green notification banner at the top left states "Promotion has been applied to your cart!". The main content area is a shopping cart for the domain "jimcanlon.com". The cart table has columns for Product, Term, Unit Price, and Subtotal. The product is ".COM Domain Registration" with a unit price of \$0.99/yr and a subtotal of \$40.95. A dropdown menu is open over the "Term" column, showing options for 1 Year, 2 Years, 3 Years, 5 Years, and 10 Years. A red arrow points to the "1 Year" option. A red text overlay says "Click the dropdown and change your registration time to '1 year' to get the 99 cent price." To the right of the cart, there is a summary section showing the total cost as \$41.85, including ICANN Fees of \$0.90. There is a "Proceed to Checkout" button and a "Chat Now" button.

- 6) Click "**Proceed to Checkout**" and then click "**New Customer**" to create a Godaddy account if you don't already have one. Fill out all of the requested information and submit it to get your account created.

**Pro Tip:** Create a **new email address** that you use solely for your website (ex. [yournewwebsite@gmail.com](mailto:yournewwebsite@gmail.com)) so you can keep everything organized and separate from your personal email.

- 7) After your account is open, fill out the payment information for your new domain. **Click continue.**
- 8) Make sure all of your details are correct and then fill out the "captcha" (security) form.
- 9) **Congrats!** You've secured your domain. **GoDaddy will then email you a few emails that are important that you read.** One of them will ask you to verify your domain, which is important to do so that you can activate it. **Follow the directions in that email and verify your domain now.**
- 10) **Go to Step 3 below the domain video** and watch our video "**How To Create Your Personal Branding Website in Less than 15 Minutes.**"
- 11) Click the link below the video that says "**Click Here to Browse the Wix Templates**"

- 12) Choose a [Wix template](#) that you would like to use. **If you can't choose a template on your own, we've selected three great templates and posted them underneath the video you are watching.**
- 13) Once you've selected a template that you like, click **"Edit this site"** at the top of your screen.

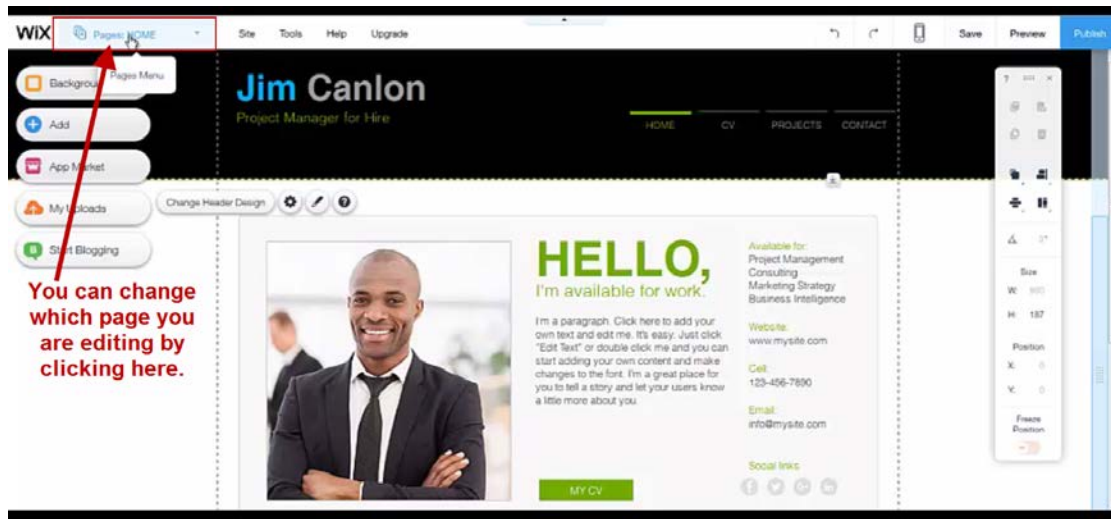


Click the blue "Edit this site" button

- 14) Sign up for a Wix account (**you can use the new email address you created above**).
- 15) Following along with our tutorial in the video, change the name on your template to reflect your name. You can also update any other text that you want to. (**You can change any text by simple "double clicking" on any text. It's super easy!**)

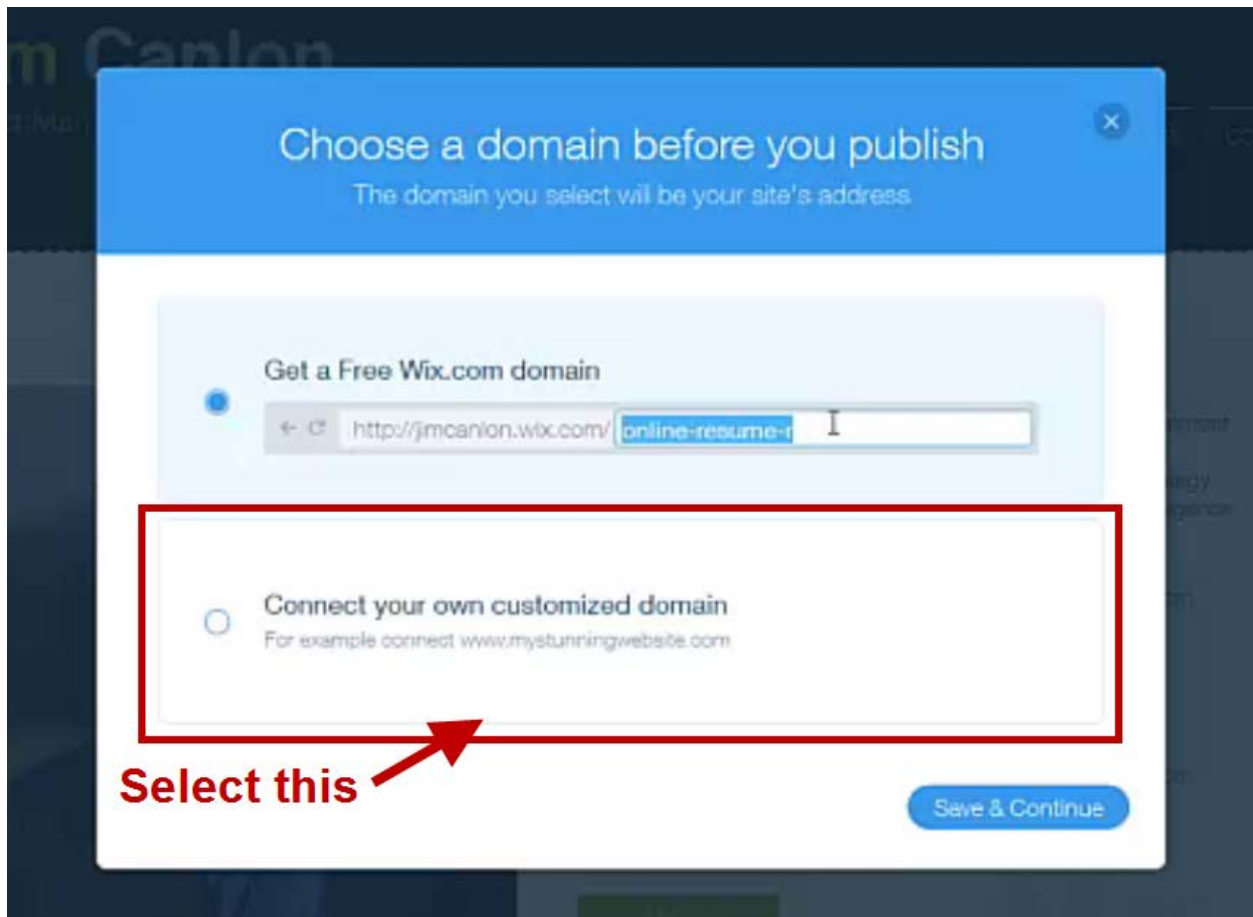


- 16) Click the “Pages” button and go to the Resume or CV page on your template. Once you get to that page, copy and paste the information from the Word copy of your resume.



- 17) Go back to the **Home Page** of your site by clicking the Pages tab. Select the large main image on your template (if there is one) and click “**Change Image**”. (You can also change any images by simply double clicking on them.)
- 18) Click “**Upload Images**” in the top right corner and locate the picture you want to upload on your computer. Select the picture file you want to upload and click “**Open**”, then click “**Done**” and then “**Choose Image**”.
- 19) Click “**Preview**” in the top right corner to see how it looks right now.
- 20) Click “**Back to Editor**” to **begin the process of removing the Wix ads and connecting your domain.**
- 21) Click the “**Publish**” button in the top right corner.
- 22) Click “**Connect Your Own Customized Domain**”
- 23) Click “**Save and Continue**”

24) Click **“Connect a domain you already own”**



- 25) Change the Premium plans from “Yearly” to “Pay Per Month” and select the \$12.95 per month option.

The screenshot shows a comparison of five Wix hosting plans: VIP, eCommerce, Unlimited, Combo, and Connect Domain. The Unlimited plan is highlighted as the 'BEST VALUE' and 'POPULAR'. A red box highlights the 'Pay per Month' option in the left sidebar, with an arrow pointing to it and the text 'To see the "monthly plans" click here.' The table below shows the details for each plan, including price, storage, bandwidth, and features.

	VIP First Priority Support	eCommerce Best for Small Business	Unlimited Entrepreneurs & Freelancers	Combo For Personal Use	Connect Domain Most Basic
<b>Yearly Savings Plans</b>	US\$ 24.92 /month <small>US\$39.90</small> Save 35%	US\$ 16.17 /month <small>US\$24.90</small> Save 35%	US\$ 12.42 /month <small>US\$22.90</small> Save 45%	US\$ 9.25 /month <small>US\$27.95</small> Save 30%	US\$ 4.08 /month <small>This Plan Displays Wix Brand Ads</small>
Domain	1 Year Free	1 Year Free	1 Year Free	1 Year Free	
Ad Vouchers	\$300 Value	\$300 Value	\$300 Value		
Free Premium Apps	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value		
Special	VIP Support Line				
Bigger Storage	20GB	20GB	10GB	3GB	500MB
Wider Bandwidth	UNLIMITED	10GB	UNLIMITED	2GB	1GB
Connect Your Domain	✓	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓	✓
Free Hosting	✓	✓	✓	✓	✓

- 26) Fill out the payment information. Click “Submit Purchase”.

- 27) Click “**Connect it Now**” to connect your domain.

The screenshot shows the Wix domain search interface. At the top, it says 'Find the best Domain Name for your website'. Below that, there is a search bar with the text 'Enter Name' and a dropdown menu set to '.com'. A red circle highlights the link 'Already own a domain? [Connect it Now](#)'. Below the search bar, there is a 'Purchase Summary' section with the following details: Invoice Number: 115997027, Purchase Date: Jan 14, 2016, Wix Combo upgrade plan, Monthly term, and a total price of US\$12.95. A 'View Invoice' link is also present.

- 28) Enter the domain you purchased in Step One.

29) In the drop-down menu, select GoDaddy.

1 Enter Domain > 2 Update Settings > 3 Confirmation

Which domain do you want to connect to online-resume-r?

If your domain contains special characters, [click here](#)

Where did you buy your domain?

Connection method: DNS (recommended) [Change](#)

[Next](#)

30) Click “Next”

31) **Open up a new tab in your browser and sign into GoDaddy.** (Tip: you can find your login info in the email they sent you when you bought your domain name in Step 1 of this tutorial.)

32) **Click the “plus sign” next to Domains.**

Click the "+" button next to "domains"

DOMAINS [Rate product](#) [Manage](#)

Domains Transfers Auctions My Bids

Jump to domain

My Domains	Expires	Registration Type	Action
jimcanion.com	1/11/2017	<a href="#">Add Privacy</a>	<a href="#">Domain Settings</a> <a href="#">Manage DNS</a>

Displaying 1-1 of 1 domains Results per page: 5

Need another domain? [Search Now!](#)

[+](#) WORKSPACE EMAIL [Webmail Login](#) [Manage](#)

[+](#) PHOTO ALBUM

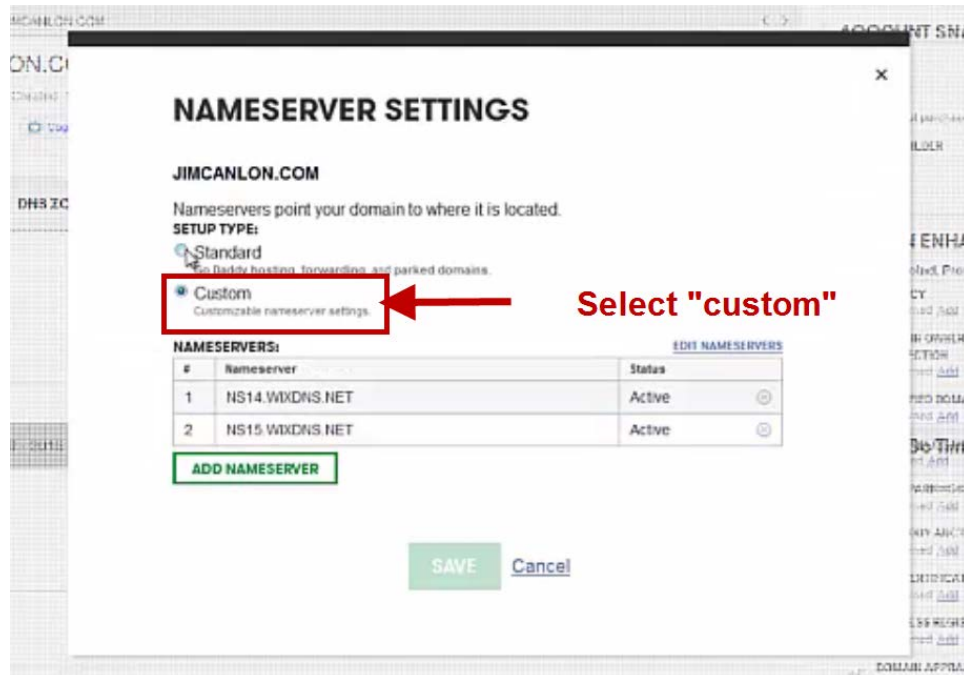
33) Click "Manage DNS" next to [yourname.com](http://yourname.com).

The screenshot shows a domain management interface. At the top, there are tabs for 'Domains', 'Transfers', 'Auctions', and 'My Bids'. Below the tabs is a search bar labeled 'Jump to domain'. A table lists domains, with 'jimcanlon.com' highlighted. The table has columns for 'My Domains', 'Expires', 'Registration Type', and 'Action'. The 'Action' column for 'jimcanlon.com' contains two buttons: 'Domain Settings' and 'Manage DNS'. A red arrow points to the 'Manage DNS' button. Below the table, there are sections for 'WORKSPACE EMAIL' and 'PHOTO ALBUM', each with a 'Manage' button. A red text overlay says 'Click "Manage DNS" button' with an arrow pointing to the 'Manage DNS' button.

34) Click "Manage" under "name servers".

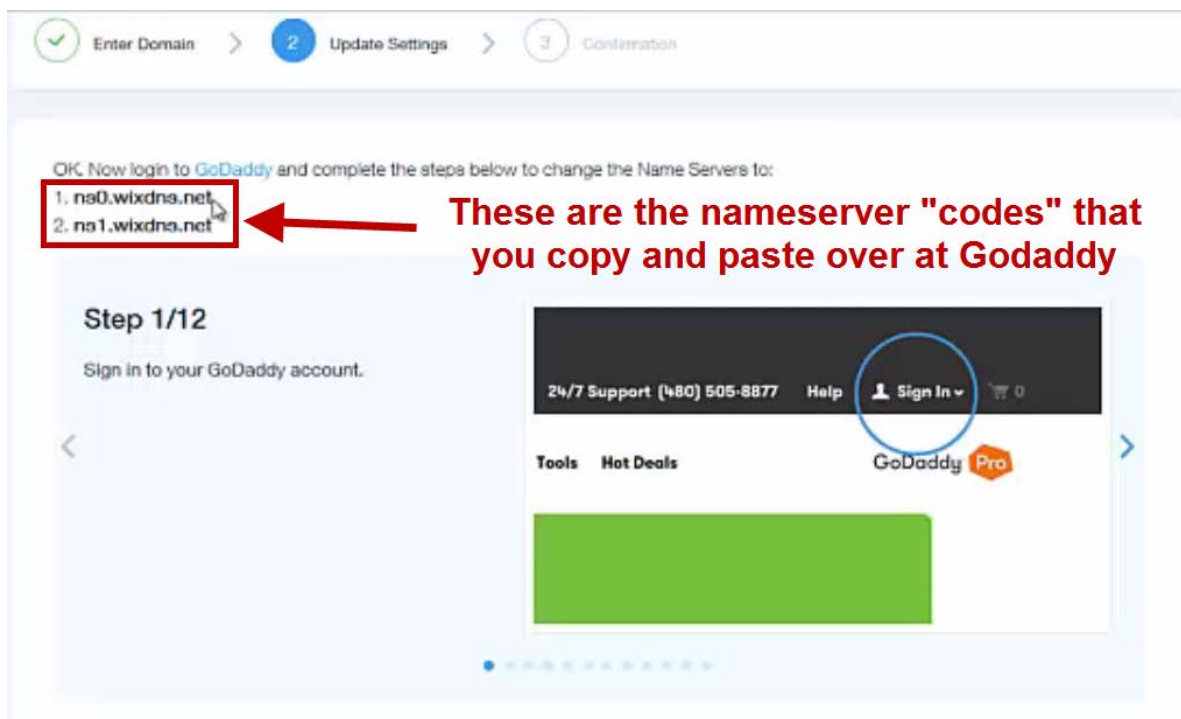
The screenshot shows the domain settings page for 'JIMCANLON.COM'. The page has tabs for 'SETTINGS', 'DNS ZONE FILE', and 'CONTACTS'. The 'SETTINGS' tab is active. Under 'Name Servers', there are two entries: 'NS14.WIXDNS.NET' and 'NS15.WIXDNS.NET', with a 'Manage' link below them. A red box highlights the 'Name Servers' section, and a red arrow points to the 'Manage' link. A red text overlay says 'Click "Manage" here..'. On the right side, there are sections for 'ACCOUNT SNAPSHOT' and 'DOMAIN ENHANCEMENTS'. The 'ACCOUNT SNAPSHOT' section includes 'HOSTING', 'EMAIL', and 'WEBSITE BUILDER'. The 'DOMAIN ENHANCEMENTS' section includes 'Monetize', 'Protect', and 'Promote' options, with various services like 'PRIVACY', 'DOMAIN OWNERSHIP PROTECTION', 'CERTIFIED DOMAIN', 'PREMIUM LISTING', 'CASH PARKING', 'GODADDY AUCTIONS', 'SSL CERTIFICATE', 'BUSINESS REGISTRATION', and 'DOMAIN APPRAISAL' listed.

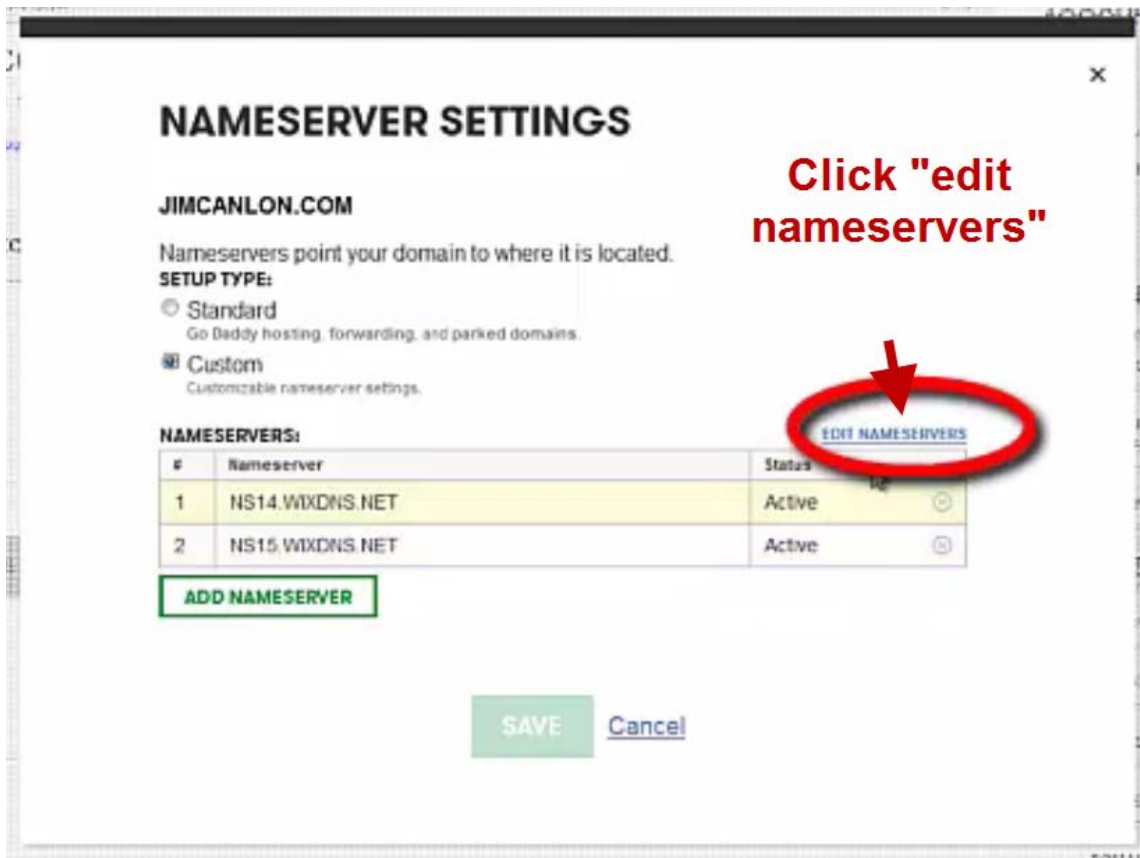
35) Change **“Setup type”** to **custom**.



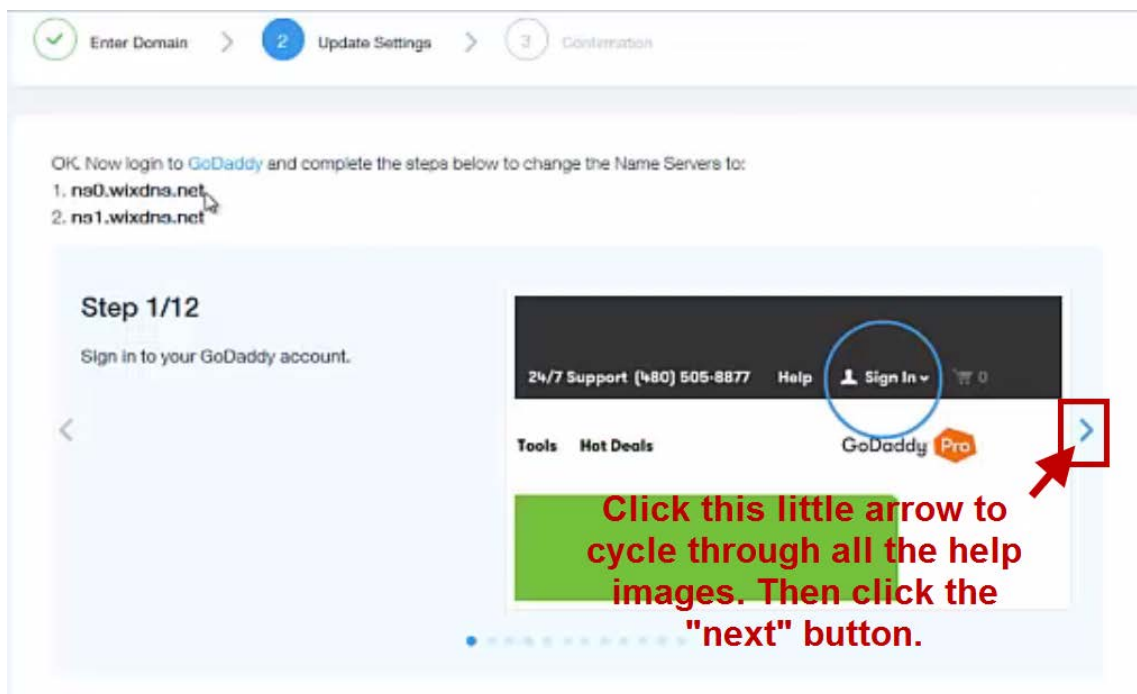
36) Click **“Edit name servers”**

37) **Copy and paste the two name servers “codes” from Wix into the “edit nameservers area and click OK. (The nameserver codes can be found back on the WIX Website. NOT ON GODADDY)**



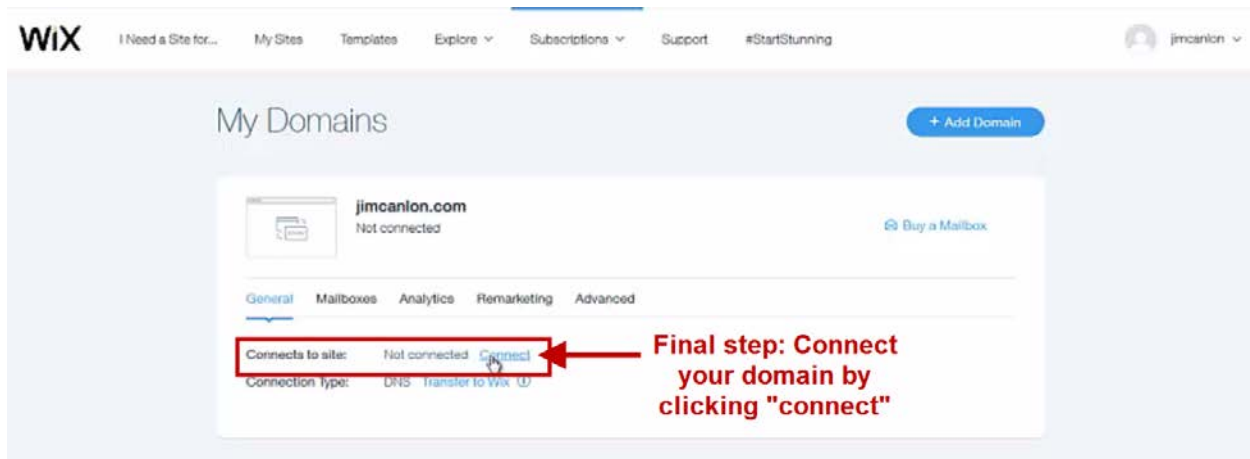


38) Go back to Wix and **cycle through the “help images”**. Click **Next** when you get to the last image.





### 39) Connect your domain! Congrats!



### 40) Continue to edit your site as you please.