

# 6 TIPS TO GET HIRED IN THE CANNABIS INDUSTRY



## 1. Identify your passions.

Discover what area of the industry excites you the most, then research the requirements needed to fulfill that role.

Some questions to think about when identifying what you are most passionate about in cannabis:

- What area of the industry gets you excited? (cultivation, dispensary, testing laboratories, etc.)
- Why do you love cannabis?
- What skills come easy to you?
- What roles incorporate your skills and interests?
- What organizations do work that you are passionate about?

**Pro Tip:** Once you identify the roles and organizations you are interested in, use LinkedIn to connect with professionals who hold similar roles at similar organizations. Reach out and ask them to schedule an informational interview so you can learn more

## 2. Expand your knowledge.

Stay up to date with the latest cannabis knowledge! Hiring managers will want you to know about:

- The effects of cannabinoids and terpenes and their potential medicinal benefits
- How these cannabinoids and terpenes can best be utilized in different situations (ie. Medical needs vs. Recreational needs).
- Recent changes to cannabis laws
- The latest research on the science of cannabis

Enhance your cannabis knowledge [HERE](#) with this **free** webinar.

## 3. Always be ready to apply.

Be sure your resume and cover letter include:

- Your passion for and experience in cannabis
- Any background experience that would be useful in that work environment
- Why you think you would be a good fit for the role you're applying for
- What about the organization you are applying for most captured your interest
- Always monitor job posting boards so you can be an early applicant with a better chance of being reviewed.

\*Never submit the same application twice.

Update your resume and cover letter with each application to be specific to the role and organization to which you are applying

## 4. Make it personal.

Stand out from the crowd with a personal follow-up. Dispensaries get dozens of application submissions every day. Go to the dispensary you're interested in applying to, ask for the manager and introduce yourself! Explain your interests, passion for cannabis, and background. Remember- a handshake (or elbow bump) goes a long way. The most passionate candidates are the ones who get the most opportunities.

## 5. Stay active in the cannabis community.

Find ways to engage with the Illinois cannabis community. Attend cannabis events, network with others and ask questions.

- Follow cannabis organizations on social media
- Connect with professionals and influencers who are talking about topics you are interested in
- Show up and ask questions!
- Build a network

## 6. Be confident & self aware.

Be confident in your cannabis knowledge and how your experience in other areas translates to the cannabis industry. Reflect on what areas you have to continue to learn in and always show eagerness to continue your education on these topics!