

Six Job Search Strategies

1 - Know What YOU Want

- ▶ If you don't know what you want to do, you will not be able to convert conversations into opportunities.
- ▶ You'll waste time chasing jobs that don't match your career goals.



Picture This!

- ▶ You meet a potential employer at a networking event. You tell them you are looking for a job, and they ask, “What are you looking for?”
- ▶ The desperate or unfocused job seeker replies, “Oh, I could do anything you need in your office.”
- ▶ A patient person might ask you several questions to pull out what you have done and could possibly do for them. Most people don’t have the time or interest to help you figure it out.



Picture This!

- ▶ The focused job seeker replies, “I have [x] years of experience helping companies respond to customer satisfaction problems {or whatever you do}, and I’m looking for a job doing [that] for [employer name] in [location].”
- ▶ *For additional information on creating an Elevator Speech, please see our Developing Your Career Commercial guide on our Career Guides & Handouts web page.*




2 – Develop Your Personal List of Target Employers

- ▶ When you look for a job without a list of possible employers you are targeting, you are at the mercy of the jobs you find advertised or stumble over in your networking. You may get lucky and end up with a good employer, and you may not.
- ▶ If you don't know the best employers, do some research to identify them. Ask friends, colleagues, your network. Study the local newspapers and online sources.



3 - Focus on Networking, Not on Resume Distribution

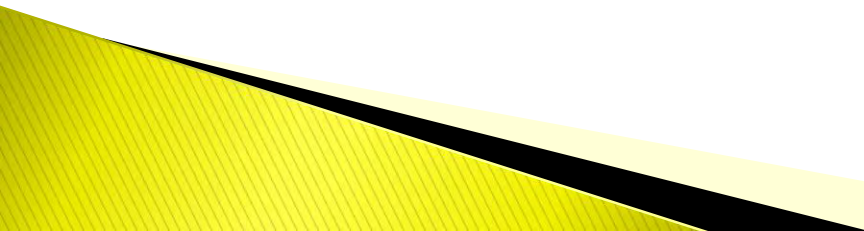
- ▶ Sending out massive quantities of resumes, in response to job postings does not work.
 - ▶ Instead, try these approaches:
 - ▶ Join a local job search support group.
 - ▶ Join the local chapter of a national organization that is related to your target job...where you can meet people who work for your target employers.
 - ▶ Use LinkedIn, Twitter, and Facebook...all good sources of contact information for reconnecting with former colleagues and classmates and for making new contacts.
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4 – Increase Personal Marketing and Branding

- ▶ Google yourself regularly. Potential employers will probably Google you, and if you don't know what they will find, you are defenseless.
- ▶ A strong personal brand will help you stand out as the real you, and help you put your best foot forward.
- ▶ Create a good LinkedIn profile. Research shows that 66% of recruiters plan to use LinkedIn for recruiting.



5 – Help Others With Their Job Search

- ▶ Particularly when you are unemployed, helping others can help you feel more useful.
 - ▶ You don't have to give someone else your hottest lead, unless you decide that it's really not right for you. But, you can help them connect with someone you know works (or worked) at their target employer, give them help with their resume, a ride to the next job search support group meeting, etc.
 - ▶ As the old saying goes, "What goes around, comes around." That person you helped may have a neighbor who might be able to help you, and so on.
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6 – Remember Your Manners

- ▶ Being polite and using good personal etiquette will help you stand out from the crowd. A thank you note sent to anyone you interview with will be an important differentiator.
- ▶ And strangely, one of the most effective thank you notes you can send is a thank you note after you've received the thanks-but-no-thanks rejection letter from a potential employer.



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