

# How to get the job you want!

---

## Contents

- Don't Panic!..... 1
- Work your network!..... 2
- Step up your job-search activity! ..... 2
- Try to be as flexible as you can! ..... 2
- Understand the job market! ..... 3
- Don't mistake unemployment for a vacation!..... 3
- Sow seeds everywhere! ..... 3
- Take advantage of social networking sites! ..... 4
- What Employers look for in a Great Candidate ..... 4
- When interviewing think about this..... 4
- About those resumes..... 5
  - More on Resumes... ..... 5
  - Common Resume Mistakes ..... 6
- Additional Reading Material ..... 6

---

## Don't Panic!

- Give yourself time to deal & heal - 2 weeks or so
- Compile list of companies and careers that appeal to you
- Don't limit yourself to one industry
- Schedule your time and hold yourself accountable
- Take a class, volunteer, consult or teach a class – these will broaden your mind and look good on the resume
- Breathe – Go for a walk!
- Polish that resume

### Work your network!

During a weak economy job seekers need to step up their game plan by requesting more in-person meetings in order to gather more information and make a better impression. Start by contacting:

- Friends
- Family Members
- Neighbors
- Local Career Counselors
- Former Co-Workers/Bosses
- Teachers/Staff from your High School or College

Try to get one referral from each person in your network so that it will expand!

### Step up your job-search activity!

This is a numbers game and you need to better your odds by making more contacts within the companies you want to work for.

- Create a target list of companies you want to work for and connect with people who work there by using LinkedIn or other social media.
- Focus on industries that grow in a down-economy or are emerging like green-focused companies. Go green-collar jobs!
- Plan on making 20 to 40 phone calls a week.
- Send out between 15 to 20 resumes and cover letters to prospective employers, recruiters and others per week.

### Try to be as flexible as you can!

With so much uncertainty, employers may not want to offer permanent positions or at the salary you have in mind. Try to be flexible if you can afford to and propose that a prospective employer may bring you on:

- Contract basis
- Part-time
- Full-time but at a lesser salary

Once you have your foot in the door, show what you can do and how you can help them achieve their goals.

### Understand the job market!

Jobs are mortal! Yes, that's right – they are born and they die! It's the law of supply and demand. So mourn and move on. You want to find a rewarding job by doing something for which there is a demand in the marketplace. You must continually upgrade your knowledge and skills and adjust your efforts so they conform to the needs of the current job market.

- The Department of Labor offers grants for retraining
- Career development organizations offer counseling and coaching services

Remember in a free society – everybody works on commission!

### Don't mistake unemployment for a vacation!

Your job search is a full-time job and should take 40-50 hours per week.

- Get up and get dressed each weekday.
- Eat a high energy breakfast.
- Spend little time on Internet job boards-it's OK to post your resume, but fewer job openings means more people chasing the same posted positions.
- Use more niche sites like Craig's List or especially ones that specialize in your area of expertise. (i.e. [www.SHRM.org](http://www.SHRM.org) for HR professionals.)
- Only about 20% of available positions are posted or advertised –you must dig deeper through networking and contacting employers directly.

### Sow seeds everywhere!

Many jobs are hidden and waiting for you discover them. So along with working your network you will want to:

- Visit community job fairs and talk to exhibitors
- Watch for news of product releases and contact the key people in that company
- Watch for business expansions – means more opportunities – contact the HR department about openings
- Gather information about a prominent person in an organization you would like to work for – send an email or phone that person to set up a 10 minute informational meeting

### Take advantage of social networking sites!

If you aren't already using social networking sites then now is a good time to start! You can connect with old friends and classmates and even find job openings.

[www.linkedin.com](http://www.linkedin.com)

[www.facebook.com](http://www.facebook.com)

[www.myspace.com](http://www.myspace.com)

Find networking groups that meeting regularly to help job seekers find their dream job. Check them out.

### What Employers look for in a Great Candidate

A customized cover letter and resume

A fit for their company

A prepared candidate

Someone who is on time

Someone who dresses and acts the part

Someone who can tell us why they are the best person for the job

Asks good questions

Appropriate follow-up

### When interviewing think about this...

#### Q. Would I hire me?

**A.** An interview is basically an extended, interactive form of this question. If you get an interview the employer thinks you fit the job requirements, but whether or not you're the perfect candidate is still in question. In addition to elaborating on your skills, only one thing can make or break you at this point: your personality.

Your personality is unique to you, so don't be scared to let it show. As with the cover letter, don't be so casual that you come off as unprofessional, but now is the time to show your sense of humor and your interpersonal communication skills. Fading into the background will only help you be forgotten.

### **Q. What is the one thing I want the hiring manager know about?**

**A.** Hiring managers don't know you, so they're probably asking you the same questions they asked other candidates. If you want to prove that you're a three-dimensional person who exists beyond undergrad business courses, have an actual dialogue. A hiring manager doesn't need you to echo everything he or she already read about you.

The time you helped your group tackle a problem during a brainstorming session. The interesting marketing book you just read that has given you some new ideas. Let these facts out if they're relevant to the conversation.

### **Q. Why do I want to work here?**

**A.** Interviewers often ask this question of candidates, and candidates have learned to come armed with a response. But do you know why you want to work there or do you just know what you want them to think?

Everyone wants to be hired so they can get a paycheck, add another line to their résumé and move up the chain. Do you want to transition into a new industry? Do you think you can bring a fresh perspective to the company (without sounding arrogant)? Does the position sound like the one you've been preparing for and you have the experience to show for it? You need to know the answer and believe it before you walk into the interview.

## **About those resumes...**

With so many employers relying on computers to screen resumes through keywords, job seekers must know how to make their resume stand out from the thousands of others it competes with.

*"It is believed that more than 80 percent of all resumes processed by employers are now electronically searched for specific keywords before a human ever sees them," says Richard Beatty, author of "THE ULTIMATE JOB SEARCH"*

Keywords are typically nouns and noun phrases that represent specific areas of skill or experience that the employer identifies as important. Computers sort through resumes and distinguish which ones feature more of these keywords than others.

## **More on Resumes...**

Job seekers should scan job ads, job descriptions and company web sites to create a list of which skills employers need most often. Placing these skills on your resume will demonstrate that you have something employers want. It is important for people to create a plain-text version of their resume to quickly copy and paste into the body of an e-mail, rather than send as an attachment.

Although it would seem easier to send an MS Word document, employers have shifted away from accepting resumes this way due to computer viruses that are often embedded in e-mail attachments.

The subject of your e-mail should catch the reader's attention by featuring words more enticing than "resume" or "profile." Job seekers should try using subjects like "Talented Human Resources Professional" or "Award-Winning Sales Professional" to stand out to employers.

### Common Resume Mistakes

Job seekers would be wise to avoid the mistakes most often committed on resumes. The following are the most common resume mistakes:

- Typos or grammatical errors
- Including too much information
- Not listing achievements in former roles
- Poor layout and/or design
- Including too little information

### Additional Reading Material

**'WHAT COLOR IS YOUR PARACHUTE?'** By Richard Nelson Bolles

**'NO JOB? NO PROB!: HOW TO PAY YOUR BILLS, FEED YOUR MIND, AND HAVE A BLAST WHEN YOU'RE OUT OF WORK'** by Nicolas Nigro

**'KNOCK EM DEAD RESUMES' AND 'KNOCK EM DEAD COVER LETTERS'** by Martin Yate

**'THE ULTIMATE JOB SEARCH'** by Richard Beatty