

Search Methods

Looking for work is harder than working; accordingly you should be prepared to put in the necessary effort. But use these tips; talk to your JOB CLUB advisor, and in no time you will be in employment.

Networking is the key to success

The key to a successful job search is networking. With more than half of all hiring done through referrals, it's critical for job seekers to leverage their professional and social networks to get an inside track on a job.

Know what you're the best at

This is advice I give to people of all ages and stages: "Know what you're the best at. Know where you will shine brightly." Become crystal clear on your three or four best traits, talents and skills.

Job search efficiently

With jobs posted on thousands of company sites and job boards, it's important for every job seeker to be efficient during their search. Using a search engine for jobs like Indeed.com helps you do this by providing free access, in a single search, to all of these jobs. Indeed offers an array of tools to support an efficient job search.

Stay focused on your Job search

Stay focused in your search on the employers that interest you, the industries that excite you, and the locations that draw you.

Why did you fail to make the sale?

Many over 50 candidates who interview for jobs for which they believe they are uniquely qualified fail to get a call back. The accusation of ageism leaps to mind. Yet, the employer saw your resume and already knew your approximate age and chose to interview you. There was something in your background that caused them to believe you were the right person for the job and they wanted to learn more. If you failed to make the sale, look to your interview for the reasons. Did you talk outcomes? Was your appearance age appropriate? How was your energy level? Did you 'explain' or relate your experience? Employers look to your stories to tell them if your recent accomplishments compare to their needs. Solution? Examine the job description and for every line item, write down a relevant example with an outcome. That puts you ahead of the competition and in line for a call back.

Establish Job search goals

It is critical that job seekers maintain a proactive and positive approach to the job search process by establishing concrete goals and setting aside adequate time each week for searching and applying to jobs. Job searching can be an exhausting experience, even more so than a full-time job, and when responses from employers don't immediately come flooding in the natural tendency is to often become discouraged and slow down or even abort the job search process altogether.

Identify companies that are a fit

Don't even think about starting a job search campaign without first identifying and researching companies that will be a mutual good fit, so that you can build your brand and all your career marketing communications around what will resonate with them.

Know what makes you stand out

There are numerous qualified applicants for each open position. To be successful in your job search, you need to understand your personal brand. An important element of your brand is differentiation. To determine your differentiation, think about what you have in common with others who are seeking the same position. Then, think about what makes you stand out - what unique value you have to offer.

Research the company

Before an interview, research the company online using all means available. Spend at least two hours preparing for a job interview by reading about the company online. Comb through the corporate web site (particularly the "about us" section) and search for articles in Google news to learn more about what's going on in the workplace. If you know the names of the people you are about to meet with, look at anything they've written professionally or any public information on their social networking profiles. You need to be prepared to tell your potential employer why you're excited to work specifically for the company.



Follow up

One area that I believe to be deficient in many people's job searches is follow up. Most people just email the resume or submit the application in the hopes that someone will reply, but to be successful you must be proactive. There should be at least three attempts at following up including phone and email. It should be much more than just checking to see if the resume was received. The voice mail message could be an abbreviated elevator speech, and the follow up letter could summarize all of the ways in which they are qualified. Linked in can be a great tool for following up too.

Relocate for a new job

People hate it when I say it, but unless you are a superstar, in this economy you are almost wasting your time.

<http://jobsearch.about.com/od/howtofindajob/how-to-find-a-job.htm>

Finally, even if you mess-up the interview, don't take it to heart. I don't think there is anyone who hasn't blown an interview or two. If it happens, look at it like it just wasn't meant to be, learn from your mistakes and move on to the next opportunity.