

# 16 Job Seeking Strategies

### **VITAL TOOLS**

Survival in the job market includes possession of several vital tools that you will need in order to be successful in your job search...

Resume, Cover Letter, Follow Up Letter, Reference Letters, Interview Skills, Professional Attire, Job Leads, Job Seeking Strategies.

### **MARKETING YOURSELF**

Conducting a successful job search is not unlike managing a campaign or marketing a product. Your particular approach to job seeking can be as extensive as you wish. You will have to decide how you want to focus your job seeking energies.

- Shotgun Approach... A campaigning strategy in which you canvas a large number of potential employers with a general resume and form letter. Success depends on the quantity of applications.

- Rifle Approach... A targeting strategy in which you pinpoint a select number of potential employers with in-depth research, tailor-made resumes, and personal letters. This approach requires detail and focus and a lot of follow up activity. Success depends on the quality of the applications.

### **TRADITIONAL JOB SEEKING**

These traditional methods of job seeking are effective for the 30 percent of the job market that is represented by ads that are publicly advertised. Job seekers should only spend 30 percent of their efforts utilizing these approaches.

- ♦ Reading classified ads in the newspaper
- ♦ Reading job listings in professional journals
- ♦ Reading job listings in trade magazines
- ♦ Applying to corporate personnel offices
- ♦ Applying to a government employment office
- ♦ Signing up with a private employment agency
- ♦ Visiting your college career center for posted job announcements

### **NON-TRADITIONAL JOB SEEKING**

These non-traditional, or more aggressive forms of job seeking are effective in penetrating the Hidden Job Market, which represents 70 percent of all jobs.

- ♦ Visiting your college career center for professional and alumni contacts
- ♦ Utilizing personal and professional contacts
- ♦ Utilizing personal and professional referrals
- ♦ Making cold call contacts with employers
- ♦ Networking and Prospecting

### **NETWORKING**

Getting to know prominent people in your field is still the best method of conducting a professional and effective job search. Networking is the process of getting people you know to introduce you to people you don't know. It means utilizing current contacts (friends, neighbors, classmates, co-workers, colleagues, relatives, and associates) to learn about possible job openings. It is the active cooperation between two people engaged in the same field of interest. Networks are people talking to each other, sharing ideas, exchanging information, and generating additional leads.

### **PROSPECTING**

Whether you are trying to sell a product or trying to sell yourself, it is important to generate a list of prospects (or potential employers). Some prospects come from telephone directories, industrial guides, or other community resources. Some prospects come from networking. Still others come from sources you have generated on your own through the process of "cold calling." Cold calling means making initial contact with individuals you've never met before. Whether in person, by mail, or by telephone, it involves calling upon a person with whom you've had no prior contact. It means approaching a potential employer, introducing yourself, and establishing rapport.