

life

How to Clinch That Job

Techniques and Strategies to Give you Edge – Despite the Economy

By Sabina Covo



Yes, we've seen the dismal news: billionaire investment guru Warren Buffet recently declared that the world's biggest economy had "fallen off a cliff;" the United States faces an 8.1 percent unemployment rate; and consumer confidence is at an all time low. But don't fret! There are still several employers who are gunning to hire qualified candidates.

Sure, it's a buyer's market—there are too many applicants for the job. But there are always techniques and strategies that you can employ to get an edge.

Managers face a common scenario: an email inbox full of correspondence, hundreds of subject lines with the same tagline, "interested in your position," and numerous cover letters to read. Yes, it's definitely a pain to decide whom to interview; and if you're on the other side of the fence, desperate job seekers face the frustration of not receiving a phone call for days or weeks.

"We receive hundreds of resumes each day and we are constantly looking for people who are driven self-starters," says Kevin Murray, president of online business VistaPrint. "A resume is an opportunity to brand yourself, and your brand should say that you can deliver and add value."

David Hults, a senior career coach, explains that your resume is your presentation, but it is not what is going to make you land your dream job, or even the interview for it. Remember that old saying, "it is who you know."

According to Hults, networking is the key to getting a good recommendation that will put you face to face with the

right people and eventually, obtain the opportunity for an interview.

Don't get us wrong: sending your resume out is very important. But so are dressing for success, knowing what to say when you meet that key person, and sending a thank you note to your interviewer. But getting recommended by someone you know is the most important ingredient in the process of "landing" your dream job. A recommendation from someone you know who is well connected, will make the difference among the mountain of resumes that load a manager's inbox. You will go from being an unknown sender to being "The friend of Mr. Smith" or "John Smith who met you at the networking event."

But before anything, you first need to know what your dream job is. A whopping seventy percent of the U.S. population performs a job that doesn't match their degrees or their areas of expertise. Find the job you absolutely love (we're talking a job that will allow you to lose track of time).

After answering this question, a three step process follows: Do an evaluation of who you know that works in the field you've chosen; talk to these contacts about getting a job within this industry (whether it is the industry you are currently at, or a transition to another field); and finally submit your resume and get recommended by these key people.

"Spend 90% of your time meeting with people and 10% sending out resumes," says Hults. "Have real conversations with people. Say you want to have a transition even when you don't know how an industry works. List three things

of yourself that would bring a result, show people your value, say: I am here meeting with you so you can help me understand a new market, or, here is what I know about the industry. The best way for finding the right places to network are when you join industry groups, read trade magazines and find events".

Networking is often easier than it seems. Tell everyone (from your mother-in-law to the mailman) what your "perfect job" looks like. You never know where a job lead might come from! Enlist others in helping you find your perfect job and make sure that you ask questions about their dreams so that you can help them as well.

Once you get recommended by a 'networker,' focus the rest of your efforts in landing the job of your dreams. Aspects like the way you dress and behave will help you cement the job. Remember, your resume is the printed version of who you are, so make sure it is a great representation of yourself and your capabilities. Always keep in mind that people hire people who have accomplished results, not just held positions.

"Focus on what you can deliver. For example, I created a Web site for ACME which enabled their sales to increase by 53% over 18 months," explains job expert Laurent Duperval, president of Duperval Consulting.

Always proofread your resume, and make sure it is aligned. The font you use must be clear, and the resume itself should be short. Long resumes are not read because managers don't have time: they need to know the best of you, fast.

Lynn Eisaguirre, a workplace expert calls this strategy "Go in with a bang." She advises to dress the part without a flaw.

"Go to all industry events. Dress impeccably - enlist a stylist if you need help. Look the part of your "perfect job." Make sure you know where your industry dress standard is, if creative or buttoned down. Talk to everyone and make sure that you find out about his or her dreams so that you can be perceived as a giver. Think about what you might be able to offer them, not just what they can do for you," she advises.

Now you've gotten recommended, sent your resume and landed your interview, do your best to be successful at it. Seventy percent of your work is done. At this point, it is not about your connections, it is not about your experience – it is about you.

Adjunct professor of Organizational psychology Stephen Balzac reminds you that the key is to know that the interviewer is not your opponent.

"Always get the interviewers talking: ask them about their concerns, issues, goals, etc. Then respond with relevant, brief vignettes about your accomplishments in previous jobs. Don't focus on how you got your results; focus on the results." Says Balzac.

Landing the job of your dreams may be tricky but it is worth it, even during rough economic times. This may be the perfect time to reinvent your profession or reinvent yourself, there are many sources on books and the internet that may help as guidance and it is just a matter of understanding how you want and then practicing how to get it.



Places to Post that Resume

Agniamet, quam zzriustio dipsusciduis el eu feugiat do dio con ut utpat pratet, sit, quat. Im alit vullut utat wisim nonsequat verat wis aute dionsed tat, summy nisi. Ibh ex ero exeraesecte velis ex eugiat. Duipisl iustie velisse voluptat praesse core eum vel doloboreet num vel in utpate dit aut praessenibh eugait lorper aci eu facipisit ipis nonsenim vendre eu faccum diatuer sed mod dipsus-tion ea feuis dolore conulputpat nim d

www.careerbuilder.com
www.craigslist.com (in your area)
hotjobs.yahoo.com/create-resume