

Creative Horizons Communications

Providing strategic solutions to enhance your career success!

Your Personal Job Search Organizer

Includes Handy To-Do List Along With 10
Job Search Tips For Job Search Success

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Creative Horizons Communications – Resumes

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Think creatively and visualize a new career horizon!

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JOB SEARCH TIP #1: Re-Shift Your Focus. Don't just look for a job — look for a career. A calling. What are you meant to do? How can you use your skills, education, and experience for maximum benefit? You may not see that position advertised in a job posting. That doesn't mean it doesn't exist. Reflect upon what kinds of problems could you solve for a company? What kind of company needs those problems solved? Investigate how you could solve that problem for that kind of company.

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JOB SEARCH TIP #2: Distinctly Target Your Job Search. What kinds of jobs are you interested in? What kind of company do you want to work for? If your answer is, "I don't care, I just need a job," your job search is less likely to be successful than if you spend some time thinking about where you want to work, and what you want to do (and how to get there!).

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JOB SEARCH TIP #3: Make It Easy for an Employer to See How You'd Fit In. Generic résumés don't attract employer attention. Instead, you need to show an employer how you can add value to their company. You need to customize your tool for the job. Avoid using use the same resume to apply for vastly different jobs — for example, an elementary teaching position and a job as a sales assistant. Figure out the key components of the job and then showcase this in your résumé.

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JOB SEARCH TIP #4: Consider Staying in Your Current Job Until You Find a Better One. It's controversial, but hiring managers and recruiters confirm that it's easier to find a job if you're currently employed. Jobseekers who have a job are more attractive candidates. Maybe it's because unemployment can make you (seem) desperate. But study after study shows that currently employed candidates are hired more frequently than unemployed jobseekers ... it's especially tough if you have been out of work for quite some time.

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JOB SEARCH TIP #5: Avoid Confusing Activity With Action. Are you confusing “busywork” with progress — spending a lot of time researching jobs online and applying for lots of positions? While it’s recommended that you spend at least an hour a day on your job search if you’re currently employed (2-3x times that if currently unemployed), track *how much* time you’re spending and *what* you are spending it on.

Spend your time on high-value tasks — identify and research companies you’d like to work for, and connecting directly with hiring managers and recruiters rather than simply spending time online.

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JOB SEARCH TIP #6: Avoid Paying Too Much Attention to Other People's Opinions. Everyone's got an opinion about how to conduct a job search. Some of it is confusing and some is just plain wrong. Your friends and family can be wrong about how the job search works, and it might hinder your chances to get your dream job. Trust your résumé writer, and trust your instincts. Use your sound judgment when reading content online. Remember that one person's opinion is only — one person's opinion.

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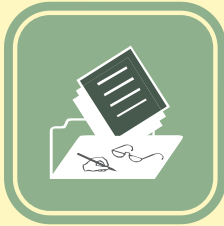
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JOB SEARCH TIP #7: Pay Attention to What Worked For You Before in Your Job Search. Look at what worked for you the last time you landed the job you wanted. Were you networking at a professional association meeting? Or did you apply on a company's website? Consider doing *more* of what worked for you last time and see if it works for you again. Monitor your progress.

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JOB SEARCH TIP #8: Tap Into the Hidden Job Market. Applying on the company's website is generally preferred to applying via job search portal, even if the application button takes you to the same form. (It will list the source of the application as the company website, and not e.g. Indeed.com.) After you apply online, see if you are already connected with someone at the company. Reach out to your connection and find the name of the hiring manager. Connect with the hiring manager directly by email or phone. Follow up by mailing a print copy of your résumé.

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JOB SEARCH TIP #9: Remember That People Hire People. It's easy to get overwhelmed by technology in a job search. For instance, how to make your résumé ATS-friendly and how to use LinkedIn in the job search. Don't forget that ultimately, people hire people. Connecting to the right person at a company can make the difference between getting hired, and not even getting a response to your application.

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JOB SEARCH TIP #10: Avoid Getting Frustrated. The average length of time for a job search has steadily increased over the past few years. In a recent RiseSmart survey, 40% of hiring managers report conducting between 3-10 interviews before extending a job offer, and nearly 3/4 of those surveyed said their hiring process is 3 weeks or longer. So try not to be discouraged if it takes days ... or weeks ... to hear back after applying or interviewing. Be patient, but consistent.

YOUR JOB SEARCH PROGRESS LOG

Using the above tips along with a stellar résumé package from Creative Horizons Communications, track your daily job search progress—regularly.

- ▶ Set SMART goals: Specific, Measurable, Action-Oriented, Realistic and Timely.
- ▶ Note what works, what needs improvement, and the strategies that you use to move your job search forward.
- ▶ What supports have you leveraged along the way?
- ▶ What other job search avenues exist that could lead you to further opportunities? Think creatively.
- ▶ Note any recurring career themes and patterns. What do you notice?
- ▶ Invest in personalized career coaching to position yourself for greater success with [Creative Horizons Communications](#)! Just ask.