

Conducting a Successful Job Search

Getting Ready

If you have recently found yourself unemployed or thinking about a career change, you may want to consider polishing your own personal brand, making you even more employable.



- Alert your network
- Volunteer for a good cause or a nonprofit
- Find unpaid work or internships
- Go back to school

Reasons People Stay Unemployed

There are many circumstances that can lead to prolonged unemployment. Although the condition of the job market can play a major role in keeping you unemployed, some other common hindrances are listed below.

- No skills
- Lack of networking
- No preparation on the résumé and cover
- Poor credit report
- No follow up
- No interview skills
- Quitting too easily

Reality Checks of Job-Hunting

If you've been searching unsuccessfully for a new job for some time you might need a reality check in order to successfully find work.

You need a reality check if...

- You're only spending a small portion of your time on job-hunting activities.
- You are conducting an aimless approach to your job-search.
- You rely on advertised job openings for job leads.
- You're not all that comfortable "using" people through networking.
- You only have one "one-size-fits-all" version of your résumé.
- You don't follow up with each employer after sending your résumé and cover letter.
- You don't prepare for job interviews by anticipating questions and researching the company.
- You don't follow up regularly with employers you've interviewed with to keep your name at the top of the list.