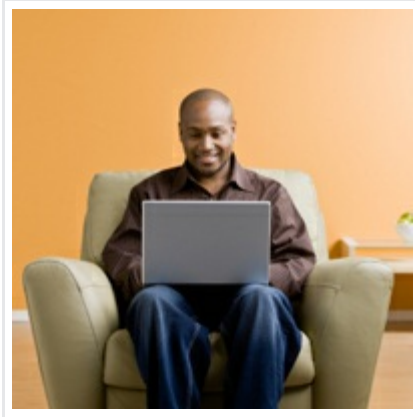


## Job Search and Networking

### Job Search Savvy



## Introduction



Whether you're looking for your very first job, a different position in your field, or planning to switch to a new career, searching for a job can be a big challenge. While there's no easy way to find a job, the right combination of job search **strategies** can make the process more manageable.

In this module, you'll learn about adopting the right **mindset** and using different **methods** for your job search. We'll also talk about how to **stay motivated, follow up,** and **keep organized** as you begin looking for a job.

## Adopting the right mindset

There is no question that finding a job can be difficult, especially as the **global economy** continues to recover after the recession of 2008. The global unemployment rate is estimated to be around 10 percent. In reality, the number may actually be **much higher** as more and more people stop looking for work.

While it's important to stay informed about the current economic situation, it's also important that you don't become discouraged. Remember that the more jobs you apply for, the more likely it is that you'll get hired. Maintaining a positive attitude will help you to **persevere** and continue to pursue job **opportunities** even when the job search is stressful.

 Click the arrows in the slideshow below to learn about adopting the right mindset when job hunting.

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# The Job Search Mindset



Successful job hunting requires a **positive attitude** and **outlook**.

Review the slides to learn more about adopting the **right mindset** when approaching your job search.

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# Know that finding a job takes time



In the past, finding a job took only a few months, but today most people spend between **eight** and **twelve months** looking for a job, on average.

Create a budget and plan your time accordingly. Try not to “**put your life on hold.**” Focus on a purposeful **project** or **volunteer** to keep yourself fulfilled as you search.

# Understand that worrying will not help



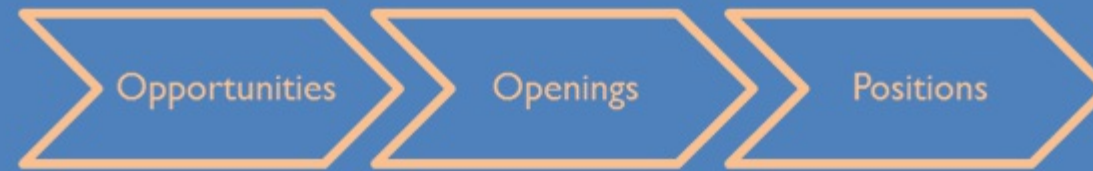
Living in a state of **anxiety** can be harmful to your job search. It can even cause you to miss potential **opportunities** by focusing your mind in the wrong direction.

Make a **plan** to deal with stress and setbacks and develop different strategies to keep yourself **positive**.





# Realize that jobs are always available



While the global economy continues to struggle, remember that there are **always** jobs available. Sometimes it's just a matter of looking in the right place.

You will need to focus on different strategies to help you find these **opportunities**.

# Be clear about what you want

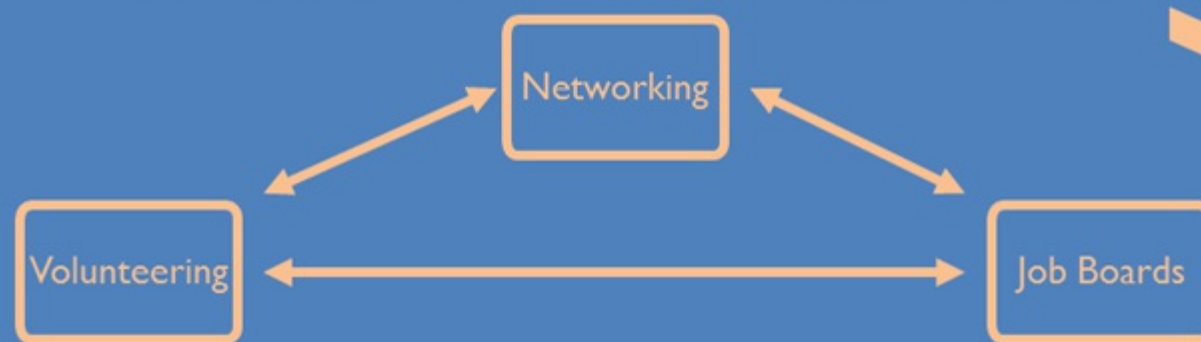


The **clearer** you can be about what you want, the more likely you are to find it.

Be **specific** in your job search, both in the kind of **positions** you seek out and the **connections** you make with others.



# Plan on using more than one method



Relying on just **one method** can seriously limit your **effectiveness** when searching for a job.

You should plan on using a **variety of methods** that work together to make your job search more effective.



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## Additional resources:

Check out the following resources for additional information on job hunting and career planning:

**CareerOneStop:** A central resource in the new **American Job Center Network**, CareerOneStop is a powerful career planning tool. You can browse careers that are **in demand**, **compare different occupations**, create a **career plan**, and learn valuable **resume writing** and **interviewing** skills.

**US.Jobs:** Operated by the National Labor Exchange, US.Jobs is another great career planning resource. You can research **different careers**, find **aptitude tests**, and calculate your potential **salary**.

**What Color is Your Parachute? A Practical Manual for Job Hunters and Career Changers** by **Richard Nelson Bolles**. This guide is updated yearly and is an industry standard for career planning. You can also visit the corresponding website, **JobHuntersBible.com**.



For additional help with researching and planning a career, check out our **Career Planning** tutorial.



## Varying your approach

There is no single path to finding a new job. Relying on just one approach as you begin your job search will limit the kind of **opportunities** you can discover, so you will need to use several different **search methods**.

For example, many people believe that job hunting is simply a process of finding and responding to job postings. And while it's becoming easier than ever to search for jobs online, it is commonly estimated that as much as 80 percent of available positions are never even advertised. **Networking** with different people can allow you to find opportunities in this **hidden job market**.

The way you conduct your job search, such as the **job boards** you visit, how you **network**, and where you go to uncover **opportunities**, will largely depend on your needs. It's important to **vary your methods** in order to be as effective as possible.



Review the scenario below to learn about the importance of varying your job search methods.

### Using different search strategies: Ruth

After graduating from a two-year training program, Ruth began searching for a new position as a medical sonographer. She applied to several online job postings that sounded promising, but when she didn't hear anything about her applications, it was difficult not to become a little frustrated.

Rather than give up on her job search, Ruth decided to refocus and diversify her search strategies. She found a retail job at a store nearby, so that she could bring in money while searching for the job she had trained for. While working, she began **volunteering** for a few hours each week at a local free clinic to build experience and meet people working in the field. She started to build a **network** with other people in the medical community, reaching out to her old classmates and new friends she met at the clinic. And while she still kept a careful watch on several online **job boards**, Ruth also worked to make **direct contact** with offices that were hiring, often by delivering her resume in person.

After several months of hard work, a friend at the clinic told her about a job opening at a small practice across town. She stopped by the office to introduce herself, which impressed its staff. Based on the strength of her friend's **recommendation** and her volunteer **experience** at the clinic, the office was only too happy to offer Ruth a full-time position. By varying her **methods** and using a variety of job search **strategies**, Ruth's efforts finally paid off.

### Using different methods

As we have seen with Ruth, it's important to use a variety of techniques when searching for a job. While the Internet can be a very valuable tool for finding job postings, you should also dedicate just as much time to making **connections** offline and following **opportunities** as they arise.

- **Networking** is the process of making connections and is generally considered the best way to find a job. You can network with just about anyone, both in-person and online. Consider discussing your job search with friends and family, or with people you know from religious or recreational organizations. You can also talk to people you know professionally or academically, or use social media sites like LinkedIn and Facebook to connect with others in your field.
- Making **polite and persistent direct contact** with the people who influence hiring may increase your chances of being considered for a job. Try stopping by a company in person to present your resume, or talking with a receptionist or administrative assistant. If you've dropped off a resume or work samples, you can send a brief follow-up email later on, or even introduce yourself to the hiring manager on a social media site.
- If you can spare even a few hours a week, offer to **volunteer** for an employer in your field. You'll be able to gain critical work experience and make important contacts in your industry. Idealist.org's **Volunteer Resource Center** offers a great introduction to volunteering for career development.
- Many career fields have **professional or trade associations** that you can join to make **connections** and learn about **job openings**. You can find different industry organizations by using the **US Index of Trade Associations**.
- The **Internet** can be a valuable tool for researching and finding opportunities. Use it to research what companies are big employers in your area, or to find specific people to contact in your field. You can also use the Internet to find out which trade or professional associations are most popular in your field.
- You may consider **contacting a headhunter or recruiter** to connect you with job openings at specific companies. Most headhunters and recruiters specialize in a specific industry like engineering or health care and are compensated by the company to find potential candidates. Always research the **reputation** of a headhunter or recruiter, and be wary of anyone who asks for money to find you a job.
- You may want to contact **staffing and temporary agencies**, which supply companies with temporary or contract workers. Temporary assignments may provide you with opportunities to make connections or gain permanent employment.

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## Getting started

Looking for a job takes a great deal of time, energy, and effort. Below are different things you will need you begin your job search.

#### Time

Preparing the necessary paperwork, researching opportunities, and networking can be time consuming, especially if you currently have another job. Try developing a regular schedule for your job-hunting activities that makes the most efficient use of your time.

#### Internet access

The Internet is essential to job hunting. If you do not have Internet access at home, you will need to arrange for regular access to the Internet at your public library, coffee shop, Internet cafe, or a friend's house.

#### Email address

Establish a professional email address, and avoid silly or inappropriate names. In addition, you should never use your current work email address to search for a new job. This practice is unprofessional and could even jeopardize your current employment. Sign up for a free webmail service like **Gmail** or **Outlook.com**.

#### Necessary paperwork

Depending on your career goals, you may need to prepare job applications, online resumes, plain-text resumes, job-specific cover letters, portfolios, and thank you letters.

#### Additional items

Other items you may need include **business cards** for networking, a **professional-looking photo** for online networking, and materials for **organizing your search**, like a job search log.



Go to our **Resume Writing** and **Cover Letters** tutorials to get help with preparing your paperwork.

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## Strategies for success

Once you've started looking for a job, there are different **strategies** that can make your search more **effective**. Review the techniques below to learn more about getting the most out of your job search.

### Staying motivated

Searching for job can be a difficult and lengthy process. Even after you've adopted the right **mindset** and started using a variety of **job search strategies**, it can be difficult to **stay motivated** if your search isn't going as well as you had hoped.

Try your best to **stay positive** and **set goals** for your job-hunting activities. Goals can help you measure your progress and add structure to your job search. You might also consider creating a **support network** of friends and family members who are also looking for new opportunities. You'll be able to share your experiences and help **encourage** one another to keep searching.



Watch this video from Monster UK to learn more about staying motivated when conducting a job search.

### Following up

Another common quality among successful job seekers is a willingness to **follow up**. Just making a connection or submitting your resume is simply not enough to help you stand out among other possible candidates. Following up will give you the opportunity to show your **interest**, assert your **qualifications**, and establish a positive **relationship** with the person who may ultimately hire you.

While it's important not to be overly aggressive in pursuing opportunities, following up in a **timely, professional**, and **courteous** manner will simply underscore your interest in the position, making a **positive impression** on your potential employer.





## Staying organized

After you've started your job search, you'll understand how important it will be to develop a way to keep everything **organized**. Imagine how embarrassing it might be to receive a call from a hiring manager and not remember who he is or how you met. You might consider creating a **job search log**, where you can document your job search, make a list of potential connections, and keep track of the jobs you have applied for.

### TRY THIS!

Check out some of the different resources below that can help you stay organized during your job search:

Download our **Job Search Log** ( [.xls](#)  or [Google Spreadsheet](#)  ). With this simple **template**, you'll be able to create a simple job search log, keep track of interview dates, and build a list of contacts.

**JibberJobber**: This free online tool allows you to keep a detailed **job search log** and access it from anywhere. You'll be able to **search** for jobs, save information about different **contacts**, and stay motivated as you continue your job hunt.

**StartWire**: It can become rather discouraging not to hear back from an employer, especially after all the time spent submitting a job application. StartWire gives you the ability to **track the status** of your job application with thousands of different companies and even **suggests** other jobs based on your experience.

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