



# Job Search



**"A haphazard, loosely organized job campaign will work only if luck is injected. Make your own luck by organizing a professional job campaign. Set goals, establish a detailed plan, and keep scrupulous notes on all search activity."**

(John LaFevre)

## TRADITIONAL JOB SEEKING

These traditional or more passive methods of job seeking are effective for the 30 percent of the job market that is represented by ads that are publicly advertised:

- Scanning job lists
- Responding to classified ads in the newspaper
- Posting resumes on company websites
- Posting resumes on big board websites
- Applying to corporate human resources offices
- Applying to a government employment office
- Signing up with a private employment agency
- Signing up for on-campus interviews



## VITAL TOOLS

Before launching yourself into the job market, thorough preparation is critical. The best job search efforts are conducted when you are able to plan ahead and are not in panic mode or in a desperation circumstance.

Your pre-launch activity might include organizing your resources, conducting research, and planning your strategy. Specific tasks might include updating your resume, scripting your spiel, and building a prospect list.

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.

## 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:

- Attending career fairs
- Utilizing internal directories, databases, and membership lists to identify contacts
- Meeting people in your field through membership in professional organizations
- Contacting acquaintances, friends, relatives, and other inside contacts for information and referrals
- Making cold call contacts with employers
- Networking and Prospecting

**"Conducting a successful job search isn't simple, nor does it begin when you suddenly find yourself in need of a job. The search requires ongoing preparation -- and a lot of commitment, hard work, risk-taking and luck. The trick isn't just to get a job, but to get a job that fits you. The job search isn't simply a matter of who will hire you now, but of what career path you'll pursue."**

(Christopher Pratt)



## BETTER RESULTS

Typically, job seekers get better results when they utilize more progressive, non-traditional methods. Generally, the self-initiated, relationship-oriented approaches are more effective than the passive, traditional approaches. Successful job hunters seek to be initiators instead of responders and engage in a lot of follow-up activity. Becoming a serious candidate is much preferred to being a mere applicant. For better results, do more than simply apply for available jobs, research the whole market and gather information about your entire industry or field.

## NETWORKING

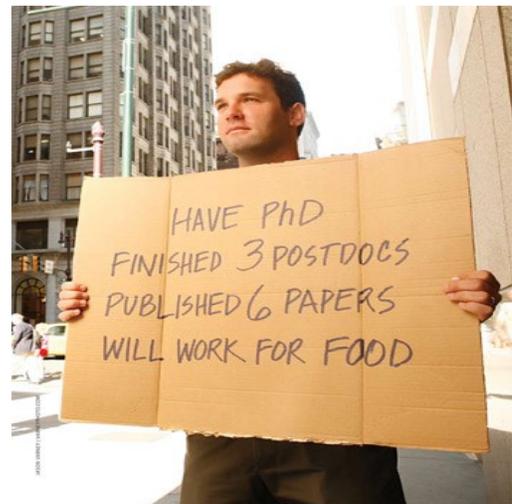
Getting to know prominent people in your field is still the best method of conducting a professional and effective job search. Networking is the process of getting people you know to introduce you to people you don't know. It means utilizing current contacts (friends, neighbors, acquaintances, classmates, co-workers, colleagues, relatives, and associates) to learn about opportunities. 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). Building such a list requires extensive market and industry research. Some prospects come from telephone directories, industrial guides, or other community resources.

Some prospects are found in databases and membership lists. Some prospects come from networking and other relationship-oriented activity.

The process of contacting potential employers without the benefit of a job announcement is referred to as "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.



**"Entry-level or experienced, job seekers revving up for the equivalent of an athletic event, a competitive joust with thousands of other qualified applicants. Today, job seeking requires the cunning of a military strategist and the energy of a professional quarterback. What does it take to get a job today? Shrewd maneuvering along with a new attitude about career and self. Job seekers have to be tough, resilient and flexible."**

(Bob Weinstein)

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