



Help! My job search isn't working!

By Holly Cunliffe

Feel like you have tried everything, but still can't land that perfect job? Perhaps you're committing one of these job-hunting crimes:

You're only searching for jobs on the internet

Most jobs are never advertised. You need to go beyond just hunting on job board sites; talk to HR Managers at companies you're interested in to see if they're hiring, sign up with a recruiting firm (Arlyn Reid is pretty good!), and talk to any successful people you know as they may be aware of upcoming opportunities in their workplace.

You aren't networking

We can't emphasize this one enough. How are you supposed to find a job if no one knows you're looking? Chat to friends, ex-coworkers and family. Make sure you are posting your job-seeking status on social networking sites such as Facebook and Twitter - you never know who might be able to help you!

Your cover letter is not specific enough

While it is ok to use a general cover letter template as a starting point, it is much more effective if you personalize each cover to the specific company and position you are applying to. Identify the areas in your background that will meet each employer's needs. Take the time to find out the HR Manager's name, and address the cover letter directly to them.

You're not doing your homework

In today's competitive market, you need to stand out from the crowd. Research the company that you are applying to, and in your cover letter and interview, show the hiring committee that you have knowledge of not only the industry, but the company too. Show them that you can be a valuable addition to their team.

You're not showing your passion

Employers are looking to hire people who want to work at their specific company, not for people who just want a job. Show your enthusiasm, passion, and excitement at the position - we promise it will make a *huge* difference.

You're not following up

After you've sent your resume in, it's easy to just sit and wait for a response, and if the response doesn't come, you give up. However, the majority of hiring managers say that you should follow up with either a phone call or an email a week after sending in your application. Don't assume your resume made it to the correct person - it is easy for a single application to get lost in the flood of submissions. Just contact the HR Manager and ask if your resume was received and if they need anything else from you.

"Choose a job you love, and you will never have to work a day in your life" Author Unknown

