

**TITLE****Job Search Techniques****Length**

Variable

**Essential Skills**

Reading Text, Document Use, Oral Communication, Thinking Skills, Working with Others, Computer Use.

**Prerequisites**

None

**Course Description**

Preparation for employment involves a number of skills, knowledge, and attitudes. So does finding a job. Adoption of effective job search techniques can reduce the potential frustration of the process of looking for work.

In this course, participants:

1. Explore the dynamics of job search.
2. Learn strategies for job searching.

## Skill Statement

Manage the process of finding leads for job opportunities.

## Implementing Environment

### Skill Component 1: Explore the dynamics of job search.

#### Performance Criteria

- 1.1 Describe the nature of the effort involved in finding a job.
- 1.2 Describe the contemporary reality of job and career changes over a lifetime.
- 1.3 Describe the role of self-assessment in the search for a job.
- 1.4 Describe the importance of articulating employment objectives.
- 1.5 Describe the nature and importance of resumes.
- 1.6 Describe the nature and importance of preparation for interviews

### Skill Component 2: Learn strategies for job searching.

#### Performance Criteria

- 2.1 Describe the preparation required in job searching.
- 2.2 Describe the range of job search techniques.
- 2.3 Describe the effectiveness of different job search techniques.
- 2.4 Create an Action Plan for finding a job.

### Course 15: Resources/Content

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# Backgrounder Seven Job Search Techniques

## SEVEN SEARCH TECHNIQUES

taken from: <http://www.highlyeffectivejobsearch.com/findajob/sevensearchtechniques.htm>

Everyone looking for a job uses one or more of these seven techniques. The good news is that there are only seven of them, and they're not complicated. The bad news is that they're often misunderstood. Even some job hunting books contain misinformation on them.

Here are all seven, in order of their importance:

These four work for only a small percentage of job hunters:

1. **Walking In** is when you go to the employer's location and ask for a job. It works best for hands-on jobs that pay by the hour, like dishwasher or non-union carpenter. It's usually not a good idea for higher paying jobs.
2. **Cold Calling** is when you phone complete strangers, people who have never heard of you and try to convince them to hire you. It works for some job hunters. Most people don't like doing it. Luckily, you don't have to use it.
3. **Direct Mail** is sending letters or emails to complete strangers, people you have never heard of, people you have no introduction to. When you are on the receiving end of this kind of thing, you call it "junk mail" or "spam." It is possible to find a job this way, but it requires very large numbers of letters or emails and therefore an extremely long Target List.

# Backgrounder

# Seven Job Search Techniques

4. **Completing Applications** is most important in government hiring. For non-government hiring, it's not a strong technique. Many people fill out the application after they get hired, not before. Employers sometimes use applications as a polite way to get rid of unwanted applicants: "Fill out the application, and we'll let you know."

These two work for about 25% of job hunters:

5. **Responding to Job Ads** is mostly done on the Internet, though there are still some ads in print that are not on the Internet. If you can find ads for your kind of work and your resume is suitable for them, you should definitely try it. You're doing well if you get one interview for every 40 (yes, forty) resumes you send out in response to ads or postings.
6. **Using Staffing Firms** (including executive recruiters, employment agencies, and temp firms) works best for people with resumes showing solid work experience in standard job titles like administrative assistant, accountant, brand manager or controller or C-level executive. Managers and executives with strong resumes can sometimes quickly get offers by getting a strong resume to 50 to 100 executive recruiters.

When you post your resume on Internet sites, you're in this category. The site's owners are including your resume in a huge resume database, then selling employers and recruiters the privilege of searching the database.

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# Backgrounder Seven Job Search Techniques

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This one works for everyone, if you know how:

7. **Networking, or just plain talking to people**, is how the majority of people find jobs. But, wow, are there a lot of crazy ideas out there about networking! It's often confused with information interviewing or mixed up with stuff that's not networking at all, like networking parties or network marketing. Some books actually tell you that networking is the same as cold calling, or even suggest that it includes tricking people or stretching the truth.

If you understand what job networking really is (and use it honestly, with a Project Plan and Target List) you can find a good job without having to do anything unusual or unpleasant.

# FAQ on Job Search Techniques

## FAQs About Finding a Job

### What is the Job Search Process?

Your job search process begins the moment you start thinking about a job and continues until you have accepted a job offer. Over your lifespan you are likely to find yourself going through the process several times. In fact, on the average, you can expect to have between three and five career changes during your lifetime, and up to six job changes within a career.

Each time you change jobs, for whatever reason, you need to start at the beginning of the process and work through it again. The specifics of your job search will change each time but the process remains the same. Since these changes will happen despite careful planning, learning what the job search process entails now will arm you with a valuable lifelong skill.

### How Much Time Will the Job Search Take?

In general, job finding success is directly proportional to the amount of time you are willing to spend in your search and the number of strategies you use to identify potential openings. Your perseverance will eventually pay off. Make sure you have a support system of family or friends to help you when you are feeling discouraged.

# FAQ on Job Search Techniques

## What Do I Need to Know Before I Start?

There is no magic way to find a job. It is hard work, takes time and at times may be boring and frustrating. It will take all your skills in planning and follow through but when done faithfully also pays the ultimate reward: A satisfying job for you! Some rejection will be a normal part of job-hunting and a new experience for you. Rather than letting rejections discourage you, let each one teach you a new way to improve your skills for your next opportunity.

Remember, your job search is your responsibility. You are the one who has to get out there and make things happen—no one can do it for you.

## What Are the Steps of the Job Search Process?

A list of job search steps follows. The order may vary depending on your specific needs and goals.

- **Self Assessment**

Before you start looking for a specific job you need answers to such questions as: What are my work-related skills, interests and values? What have I learned from my academic, paid and volunteer experiences? What kind of position am I seeking? Where do I want to live? What are my career goals? What kind of lifestyle do I envision for myself?

- **Employment Objective**

Having a clear idea of who you are, what you can do, what you want to do, and in what environment, will enable you to better develop a concrete career objective—one that accurately reflects what you are seeking.

# FAQ on Job Search Techniques

- **Resume and Cover Letter**  
These are the two most basic marketing tools for your job search. Developing an effective resume and good targeted cover letter is essential.
- **Job Search Strategy**  
The successful job search requires a definite plan of action. How will you develop a list of potential employers? How will you contact them? How can you build your network to include them? What are your communication strengths and how can you best use them?
- **Interview**  
It is easy to be so intent on getting interviews that you neglect to prepare for them. Have you researched the organization? Are you prepared to communicate what you can contribute? Have you studied the kinds of questions often asked?
- **Job Offer**  
*You've got the job!* are the four words job hunters most want to hear. But what then? Are you prepared to evaluate (decline or accept) the offer if it matches your interests and more importantly your prioritized work values? Salary negotiation?

# FAQ on Job Search Techniques

## What Job Search Techniques Work?

Your plan of action will include a variety of job search techniques. You should find those you believe will best help you get the job you want.

- **Networking**

Let people know you are looking! Talk to family, faculty, and friends. Remember—everyone is a potential contact.

- **Cold Calls**

This is the old "knocking on doors" technique where you call companies or go in person to personnel offices to inquire about possible openings. Using this technique, however, requires careful preparation as you will leave an impression with every person you meet in the process. You need to be prepared to interview on the spot.

- **Field Specific Listings**

These are job announcements found in professional journals and newsletters. They are more career specific than those found in daily newspapers. Have you surfed the Internet yet? An increasing number of field specific listings can be found there.

- **Mass Mailing**

Sending out a large number of cover letters and resumes is a common but passive strategy. It is important that you know the odds. For every 80 letters you mail out you can expect 2 to 4 positive replies. You need to consider how much time and money you want to spend for this kind of return.

# FAQ on Job Search Techniques

- **Want Ads**

This is probably still the most widely used job search technique. Like mass mailing, want ads do not always yield a high positive return although some fields use them more regularly than others. A better use of newspapers is often for the information you can gain about an area through its news. Subscribing to a paper in a city or state where you hope to work can be a useful strategy if you plan to relocate.
- **On-Campus Recruiting**

If there is a company coming to campus with a position that interests you, pursue it!
- **Career Fairs**

Career Fairs are held annually in major cities. Go and meet employers to network and position yourself for a later application. Some representatives may even take your resume.
- **Experiential Learning**

This includes opportunities such as internships, volunteer work and research in your field of interest. More and more employers are looking for people who already have experience or related experience in their field, and some have begun to hire only from their interns.
- **Information Interviews**

Although the focus of information interviews is to find out more about a company or a career field, a hoped for by-product is to also find out about specific openings and how the organization does its hiring.

# FAQ on Job Search Techniques

- **Luck and Chance**

Don't underestimate the power of fortuitous circumstances! Lucky people, however, are frequently those who know how to maximize their good fortune by actively researching their field of interest to learn ways they might position themselves to be in the right place at the right time.

## **Should I Keep A Record of My Search?**

Absolutely! Develop a file system, keep a notebook! Keep track of the names, addresses, and phone numbers of your prospects. Record the dates of every contact you make. This will help you stay organized and create a history your search that may later prove helpful.

# Notes

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