

## Manage Your Career

(on losing your job) How to Launch a Job Search

Finally, my monthly newsletter is being delivered by the Mail Chimp service. Let me know how you like this format!

I know I've likely shared this before: I simply adore my new website! I look forward to posting journal entries, and enjoy receiving requests for a newsletter subscription. Recently a new subscriber requested that the next newsletter topic cover "Waking up with no boss, no schedule and no paycheck...paving the way."

Heavy topic, and one for which entire books have been written. I'll do my best to provide a few guidelines. I too have found myself let go, with no job to go to, two children to feed, and no idea of what steps to take except that I knew I had to register for unemployment insurance without delay. Would that I had known then what I know now!

There are references in this newsletter to great resources, and an offer

### First Steps First

The first step in any job search is to get clear on your next job goal. Will you look for a similar job, take the opportunity to go back to an earlier role that you enjoyed, return to school, move to another city? Research, family ties, economics will all play a role in your decision, and ultimately this is a highly personal decision.

### Resume and Cover Letter

Once you know your goal, the next step is to get your resume and cover letter up to date and strategized towards that goal. Few realize how to write effective self-marketing documents and so research is in order. The public library contains many excellent books on these topics. The *bible* of resume writing books is still "Resume Magic" by Susan Britton Whitcomb. And of course you can also hire a professional!

The resume and cover are foundational. They identify your strengths and talents and point the reader to your workplace value by sharing successes and accomplishments. With a firm understanding of how value is communicated, you will be ready to tackle interview questions.

### The Job Search

Before you get to the interview stage, you must narrow and target your job search. Don't spend 100% of your time applying to job board postings. You will be competing against the greatest number of applicants, in an environment that is notorious for out-of-date and even bogus listings. Only 3% of jobs are landed through job boards. Given that 80% or so of all jobs are in the "hidden market," accessible by cold calling and networking, that is where most of your time should be spent. Your quickest route to employment is by targeting the employers for whom you would like to work, and finding your way in. For a hand-holding account of how

for two additional articles to request, free of charge. Did you know that I also offer an hour-long interview strategy coaching session? Powerful information that walks you through compiling absolutely winning answers to any question you may be asked ... it's all about the strategy. I've now translated this information into an e-book format, which although not yet released for sale, is ready to go to those who are interested.

Feel free to send this newsletter to anyone who may benefit from its information.

to cold call and network look for “The Job Search Solution” by Tony Beshara.

## The Interview

Now we're at the interview stage. Strategy is far more useful than pat answers. With strategy, no matter what you are asked you will know how to answer. Most interview books rely on pat answers as opposed to strategized information; most walk you through simplistic replies as opposed to showing you how to build an answer with content that illustrates the skills you used to deliver your work, all relevant to the needs of the position to which you applied. The only resource that I know of that contains the strategy piece, along with a compilation of eclectic, little know, and useful information, is my own e-book, not quite launched, but ready to go! Please contact me if you are interested.

## Bonus Resources

These steps are tactical. What of the feelings and trepidations? Please email me for my articles, “Job Search Encouragement,” and “Coming to Terms with Termination and Layoff” for insight into how to put one foot in front of the other, and how to answer interview questions dealing with having been let go.

Your insight, suggestions, questions and musings are always welcome. Please email me at [newleafresumes@gmail.com](mailto:newleafresumes@gmail.com).