

Job Search Tool Box

By Glenn Wise

An effective job search will require the use of a variety of tools to obtain a position which matches your needs and ambitions. The duration and effectiveness of the search will be proportionate to the variety and efficacy of the tools in the Job Search Tool Box.

A traditional job search methodology utilizes resumes and job postings in public media such as newspapers, internet and recruiters to locate the jobs available in the public domain. Yet, the best positions never hit the public domain, but are offered to insiders within the company or to those who are connected to the company in some way such as an acquaintance of an employee. It is reported that over 75% of jobs are obtained through this route.

A highly focused job seeker will have a much higher degree of success than one who cannot decide what they really want to do or where. For this reason, one should work diligently on narrowing the parameters of what they want to do and where they want to do it. If, however, the job position is so narrowly defined that only one job of its sort exists in the area, the odds of success are obviously very low. Being focused is all about knowing where you are going and using all your tools to get the interviews and ultimately the job.

Business owners and middle managers are looking for employees who have the spark of enthusiasm for their work. They want fast learners and aggressive problem solvers. The manner in which you approach the job search will probably determine how you approach your next position.

Therefore, it behooves a serious job seeker to go after all the learning they can get in how to get a job. For history has shown that the person who gets a job is not necessarily the one who knows the most about the job, but it's normally the one who knows **how** to get the job that gets the job. A disciplined, well-tooled job seeker will obtain a good professional position weeks or months ahead of a poorly focused, half-hearted seeker.

The tools needed for a well-equipped job search are:

1. Job Search Strategy
2. Success Stories (7)
3. Transferable Skills Identified
4. Targeted Fields
5. Targeted Companies
6. Insider Lookouts
7. Targeted Resume(s)
8. Record of Networking Contacts
9. Thank-You Notes
10. Internet Connection
11. Recruiter(s)
12. 30 Second Commercial
13. Ice Breakers
14. Work Portfolio
15. Hard-question Answers
16. Salary Range
17. Networking Associations
18. Wardrobe
19. Business Cards