

How to Improve Your Chances of Finding a Job

Information from *What Color is Your Parachute*

1. **Give more to your job hunt**— preferably 35 hours per week. Two thirds of all job hunters spend five hours or less a week. Job hunters visit an average of six employers per month; you should determine to see two a day.
2. **Take the initiative** and go face-to-face with employers. This is the most effective method of job hunting—more effective than sending resumes or letters and answering ads.
3. **Visit small businesses** instead of large. Two thirds of all jobs are created by businesses with twenty or less employees. You will want to see the boss, not the "personnel department."
4. **Do homework on yourself**, identifying your skills in great detail and priority.
5. **Take time to learn** about the places you will visit before you knock on their doors.
6. **Be gently persistent**, but not aggressively obnoxious. Be willing to go back to places that interested you, at least a couple of times, to see if their "no vacancy" situation has changed.
7. **Use as many different avenues of job hunting as possible.** Don't "put all your eggs in one basket" or use only one method such as just sending out resumes or answering ads.
8. **Figure out what makes you different** and better than other people who do what you do.
9. **Get many other eyes and ears looking on your behalf.** This means you have to:
 - A. Know exactly what kind of work you are looking for.
 - B. Cultivate **everyone** you meet asking for their help.
10. **Look as sharp as you possibly can at all times.** You never know who will see you.
11. **Send short, hand-written thank you notes** to everyone you talk to each day about your job hunt.
12. **The major difference** between successful and unsuccessful job hunters is the way they go about their job hunt and not some factor "out there" such as a tight labor market.
13. Forget about "What's available out there." **Go after the job you really want!**
14. **Figure out whether you're the best** with people, with things, or with information. It makes a difference.
15. **Don't assume anything.**
16. **When calling on an employer, ask for 20 minutes only.** Don't stay one minute longer unless the employer begs you to do so. Tell the employer you like to honor commitments. This will almost **always** make a big impression.
17. **Have the right attitude;** no one **owes** you a job, you have to fight to **win** the job.

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