

Creating Momentum In Your Job Search

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Attack your job search with a three prong approach. Your time and effort should be dedicated to (1.) **search & research**, (2.) **production**, and (3.) **follow-up**.

Search & Research might involve the use of specialty job boards, meta-search sites, directories of companies, the *Careers/Employment* page of company websites, job boards linked to professional associations, your alumni association(s), and networking (person-to-person + e~networking sites). **Suggestion**: Dedicate time on Monday and Tuesday for *Search & Research* activity, and save what you find as a bookmark or in a folder on your computer, or print it out and save it in an old-school paper folder

Production involves getting your personal marketing materials *out the door*, in response to job leads. This includes snail mail, email, via job boards, uploads to applicant management systems...and activating your network. Your resume needs to focus on strengths, areas of expertise and achievements. Develop templates for a standard cover letter and letter of introduction. And remember that your resume and letters are business documents – so make sure they're focused and concise. During each week of your job search, make a commitment to respond to several qualified job leads. **Suggestion**: Carve out some time on Wednesday and Thursday to take action on the items you uncovered during *Search & Research* activity earlier in the week.

And don't forget to **Follow-Up**! This can be the most challenging and frustrating part of the search process. This step forces you to deal with obstacles, barriers, dead-ends, and rejection. But if you're willing to be a bit tenacious, this step will allow you to gauge which leads are getting warmer (and deserve more attention) and which have gone cold. So track your weekly job search activity (use a simple spreadsheet), get tough... and complete those follow-up calls and emails.

Decide how much time you can realistically dedicate to your job search each week. Then follow an organized, three prong approach to finding your next career opportunity. **Suggestion**: allocate time on Friday to complete follow-up activity on jobs you applied for 7-10 days prior (check your spreadsheet).