

4 Reasons Why Your Job Search Is

Failing



Introduction

Finding a job is easy. At any time, we are all only a few clicks away from finding a vacant position. For a proportion of us though, getting interviews and job offers is a whole other story.

Don't fret if you are in this group, you are not alone. Many people just make a couple of errors on their path to finding that shiny new job.

So, here are 4 reasons why job searches aren't successful.

1. Getting started without having a plan

Some people do have a tendency to go into job searches rather too ‘Gung-Ho’. The “I need a job... any job!” method isn’t one many people would agree with in saying it works. Although, I like the enthusiasm! Imagine clicking ‘apply now’ to every job you can see... That’s A LOT of resumes and cover letters to write out. Not to mention the possibility that you have applied for a job that you know doesn’t get the best out of your skill set, or isn’t tailored to your personal and professional needs.

So how can we steer away from this particular way of working?

Just take some time to be specific about what you would like to achieve. What kind of job do you want?

In this job, what would you ideally be doing? How long is the commute? What is the company culture like?

This research, prior and during your job hunt will enable you to focus on the positions that you really want- freeing up the time to properly prepare your resume, among other things.

2. Using a mediocre resume

I'm not suggesting for one moment that your CV isn't already packed with the highest of grades and shows your vast wealth of experience. BUT if the reader of your CV isn't grabbed by the first few lines, then all of your 'impressiveness' could be unread.

See our templates in our resource library.

Even if you don't have all the 'boxes ticked,' a corker of a CV could easily still get you an interview. Which is why it is so important when going for a position, your resume stands out and makes you a worthy contender.

3. **By not thinking outside the box**

When it comes to the job applying process, it can be very easy to stick to great internet websites like MONSTER.COM.

But, I bet you didn't know that **more than 80% of positions are never advertised!**

Who gets the majority of these jobs I hear you ask ?

Some people are just in the right place at the right time and buy professional recruiters but the others.. They are people who have a plan. They have thought about what job they want and they know what companies have those positions, from their own research. From there, they have written a cover letter and resume, in which the E-mail asks for their consideration for a post.

These clever little sausages had the thought to use google and websites, such as LINKEDIN.COM to find names/contact information of the likely decision makers within the company and sent that E-mail straight to them.

Sometimes you may get a kind decline as there are no posts available. But, sometimes you may strike gold and get an interview for a job that you want! . And the bonus to this way... If the job hasn't been advertised then there will be a microscopic amount of competition for the post compared to those that are plastered all over the web!

4. Not using LinkedIn

Friend. If you think you are doing everything you possibly can in terms of job searching, or even getting yourself out there to be snapped up by employers... You aren't, if you are not connected on LinkedIn.

LinkedIn is THE online business-networking site and should be one of your main job hunting resources. Employees and employers from every sector imaginable come together on this website and is a valuable tool to help you to;

- Reconnect with old colleagues (that may open up potential job opportunities)
- Join groups and meet people in your industry
- Make connections with your industry 'leaders'
- Research potential companies in preparation for job interviews

And much more!

Go ahead and get planning...good luck