

3 BASIC JOB SEARCH STRATEGIES You May Be Overlooking

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When you're looking for a job these days, installing the newest recruitment app or learning the most popular programming language may be the first thing that comes to mind. While these tactics are valuable, **it also pays to remember simple steps that can be overshadowed by the latest trends.**

Increase your chances of landing your dream job. Apply these 3 basic strategies to your employment hunt.

Enhance Your Communications:

The internet has made it easier to apply for jobs and gather relevant information. **However, you still need to communicate effectively both online and off.**

1. **Be professional.** Understand the degree of formality expected in your industry. When in doubt, address others by their last names and avoid using slang.
2. **Proofread and edit.** Be meticulous about your cover letters, resumes, and other materials. Read documents forwards and backwards to catch typos. Ask a friend to look over your work so you can benefit from a fresh pair of eyes.
3. **Respect the rules.** Follow any instructions a potential employer provides. You may have a winning phone personality but save it for later if they request no calls.
4. **Prepare small talk.** Interviewers often test your social skills as well as your technical abilities. Have some interesting stories and observations handy.

5. **Rehearse your answers.** Spend time practicing how you'll introduce yourself and respond to common interview questions. Train with a friend or work in front of a mirror.
6. **Connect offline.** Seize any opportunity for face-to-face communications. A conversation over coffee is more memorable than an email. Attend networking events and schedule information interviews.

Use Proper Etiquette:

Remember your manners even when you're juggling multiple applications. Impress employers by showing them that you're considerate and polite.

1. **Do research.** Respecting other's time is an essential part of business etiquette. Ensure you're a viable candidate before you submit an application.
2. **Show up.** Would you believe that employers are being ghosted just like singles whose dates drop out of sight? **If you need to cancel an interview or withdraw from consideration, let the company know.** It's the kind thing to do, and you may need to approach them again someday.
3. **Send thank you notes.** Let others know that you appreciate their time and efforts. Send an email expressing your gratitude and summarizing your qualifications after each interview. Buy small gifts or pick up the tab at lunch when someone does a favor like making a personal introduction.
4. **Offer help.** Give to others while you're waiting for your next position. It will cheer you up and strengthen your network. Pass along job leads to an unemployed friend or suggest a reliable vendor to a company you're interviewing with.

Maintain a Positive Attitude:

It's natural to experience some depression and anxiety during your search if rejections and financial pressures pile up. However, **your success depends on looking confident and happy.**

1. **Have fun.** You'll be more productive if you schedule adequate down time for resting and playing. Take your dog for a long walk. Sign up for free Tai Chi classes in your local park or curl up on the sofa with a bowl of popcorn and a funny movie.
2. **Seek support.** Let your family and friends know how they can assist you. You may need a ride to the airport or a sympathetic listener.
3. **Stay engaged.** If you're unemployed or underemployed, find other ways to fill your time with meaningful activities. Volunteer in your community or at your professional association. Learn a foreign language or musical instrument.

Maximize your opportunities by combining the latest technology with more traditional job hunt strategies. Strong communication skills, common courtesy, and a cheerful attitude will help you to attract more job offers.