

# Job Search Techniques

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### Getting Started

Note: See Chapter 7, **Employment Abroad**, for specific job-search techniques for those going abroad.

Once you have determined what kind of job you want, the next step is to find that job. Remember that a job-search is a job – it must be taken seriously and given the priority it deserves.

### Getting Organized

Before beginning a job-search, there are certain things that you need.

- Your **employment portfolio** containing your important employment records. See Chapter 1, **Introduction**.
- A completed resume and/or a **Federal application package**. See Chapter 9, **Applications and Resumes**.
- Stationery for writing cover letters(Chapter 9), **networking** and **informational interview requests** (Chapter 4), **thank you notes** to send after interviews and networking contacts (Chapters 4 & 9).
- **Contact information:** your mailing address, telephone number, e-mail address. Your telephone should have voice mail or an answering machine so that messages can be left. If you are in temporary lodgings or job-hunting in a new location, a post office box is a good idea.

You might ask someone to act as a job coach for you. The purpose of a coach is to make sure that you are staying on track – that you have a plan and a schedule and that you are making progress. Report to your coach regularly on your job-search activities and your future plans.

An **activity schedule** and a **job log** may help you make the best use of your time during your job-search. Each week you schedule all your employment tasks (e.g., answer classified ads, go to an employment support meeting, call to check in with a network contact). As each task is completed, you enter it in the job log.

### Sample Job Log

February 8th

- Prepared and mailed resumes and cover letters for Washington Post classifieds for IBM, McDonnell Douglas, and World Bank.
- Called John's friend, Ms. Huber, to set up appointment for informational interview. Ms. Huber will call back. (Include phone number.)
- Picked up book on interviewing techniques (\$12.95).
- Called Women's Center to sign up for workshop, "Working for the Federal Government" (scheduled for Feb. 27th—write on calendar).
- Ms. Huber called back. Interview set for Monday, Feb. 15th at 2:00 p.m.—write on calendar.
- Wrote note to John thanking him for suggesting Ms. Huber and filling him in on my activities.

The job log is a journal of your job-search recording every contact made, whether it is a brief conversation, a telephone call, or an interview. Each entry should be dated and contain the name, address, telephone number, and company of the contact, and what happened as a result. Record interviews in the log as well as on a calendar. Any tax deductible expenses incurred during the search should also be noted in the log. For information about deducting job-search expenses, see Chapter 1, **Introduction**.

A job log can also act as an audit of your performance. Fifteen or more entries is a good daily output. Only two or three daily entries means that the job-search has become passive rather than active.

### **Employment Resources in the Community**

#### **The Public Library**

An invaluable employment resource is the local public library. Most library systems have career centers (often called "College and Career Centers") usually concentrated in particular branches. Call your local public library to find out where the employment information is located. An agreement through the Metropolitan Washington Library Council allows residents of Alexandria City, Arlington County, the District of Columbia, Fairfax County, Falls Church City, Loudoun County, Montgomery County, Prince George's County, and Prince William County to use and borrow material without charge from any library in these systems.

Public libraries contain information on every aspect of employment: publications including *Federal Career Opportunities*, *National Ad Search*, *Chronicle of Higher Education*, and *the National Business Employment Weekly*; the employment sections from all local newspapers and from those of other major U.S. cities; and college catalogs that list opportunities for further education. In addition, information on actual jobs may be posted on job bulletin boards.

Most Virginia libraries carry a microfiche copy of jobs available through the Virginia Employment Service. The Arlington libraries maintain a file called the Independent Learning Center, which lists approximately 400 places to informally continue your education – from Adult Education to Friends of the National Zoo. Some libraries have videotapes on job-hunting and interviewing. Arlington Central offers career workshops, featuring speakers from businesses, professional associations, and government, talking about specific careers and job-hunting techniques. These programs are videotaped and broadcast on Arlington cable television (Arlington Cable Channel 31).

Public libraries also have a great deal of information about specific companies. Information can be obtained from standard directories such as *The American Business Directory*, *Standard & Poor's Register of Corporations*, and *Hoover's Handbook of American Business* as well as specific directories that list socially responsible companies or family-friendly businesses.

#### Test Taking

The Arlington Country Central Public Library and the Columbia Pike Branch have easy-to-use interactive test preparation software designed to let users prepare a wide variety of admission and career preparation tests. Check with the reference librarian at either library.

Public libraries in the Washington area also provide access to the Internet. See Chapter 3, **Using the Internet in the Job-Search**. Remember that the most useful resource is the librarian who works with these materials. He/she can suggest the best resources for you and often knows where to find an expert in your field, a network you can join, or a workshop you can take.

## Other Community Resources

State and local jurisdictions all provide career planning and job-search resources. Organizations include training centers, job service centers, vocational rehabilitation centers, and multi-service community centers. Local community colleges offer career planning workshops, employment training, and certificate programs. See Chapter 13, Resources and Bibliography for more information.

### How to Find out Where the Jobs Are

Use as many avenues as possible in your job-search. Reading newspaper classified ads and contacting employment agencies are the traditional ways. Non-traditional avenues may include: professional associations, networking, placement services, temporary employment agencies, and employment support groups which are discussed below. Chapter 3, **Using the Internet in the Job-Search** describes how to use that valuable tool.

### **FLO Network: Washington Area Jobs**

For Foreign Service family members seeking employment in the Washington area, the *Network* is a good starting point. Often, jobs are listed in this bulletin because the employer is looking specifically for a Foreign Service family member. The bulletin also contains articles about substantive volunteer activities and job-hunting techniques. Information about subscribing to the *Network* can be found in Chapter 1, **Introduction**.

### **Classified Advertisements**

Even in the worst of times, the “Help Wanted” sections of major newspapers are filled with advertisements. In 1992, when the job situation was bleak, one issue of *The Washington Post*, had 33 pages of ads for 3,758 positions from air conditioning technician to hotel manager to marketing specialist to writer. In 1999, when job opportunities were greater, there were 77 pages containing 6,164 ads (many were for more than one position). In addition to the Sunday papers, *The Washington Post* publishes employment ads by region (DC, Montgomery County, Prince George’s County, Northern Virginia, Southern Virginia) on Wednesdays.

### How Foreign Service Spouses Find Jobs in Washington

*Network* participants are asked to inform FLO when they find a job. The following list indicates the most popular ways.

- Personal contacts
- Ad in the *Network*
- Newspaper ads
- Referral by FLO Employment Program Coordinator
- Employment agency
- Direct application to Federal agency
- One successful job-hunter wrote, . . . by convincing the manager they needed a new position and I was the best one to fill it.

Many experts warn that 80-90 percent of the professional jobs open at any one time are never advertised (this is often referred to as the “hidden job market”).

### Help Wanted

**HUMAN RESOURCES** – Assist generalist w/orientation, recruiting, reporting. HRIS or Access a plus. HR exper. pref'd. \$25-32K.

**COMPUTER SCIENCE** – assist systems administrator. Network exper. or user support pref'd. BS in comp. sci. a plus. DC law firm, PT or FT. To \$36K.

**CONSULTING** – Risk Mgmt/computer security/ or sales mktg. No. Va. AA. Growth potential. Able to juggle. Deg. or 1+ yr. exper. Word/Excel. \$26-30K.

**PUBLIC HEALTH RESEARCH AA** – Multi task, writing coord w/doctors in the field. Windows & database exper. 1 yr.+ To \$33K.

**PROPERTY DEVELOPMENT** – Learn the ins & out, growth, Rockville, 1 yr+ AA exp. spreadsheets. To \$30K.

**GLOBAL ENVIRONMENT** – Exec. Asst to VP in int'l non-profit. Spanish helpful, not req'd. 2yrs+ exec AA exper. Word, Excel. To \$38K.

Washington Post 5/31/98

However, at a seminar on professional association management as a career field, every speaker reported that she found her “dream job” through a *Washington Post* classified ad.

#### Hint from Heloise

When going through the newspaper classifieds, put transparent tape over any ad you want. Press down and gently pull up the tape. The ad will be transferred to the tape. Stick it on your file card or notebook with space beneath for your notes.

Heloise, internationally syndicated columnist  
[www.heloise.com](http://www.heloise.com)  
(with permission)

Don't limit yourself to metropolitan newspaper classifieds. Suburban Washington newspapers such as the *Journal* contain classified ads, often for jobs in suburban locations. Remember that public libraries carry the employment sections of all local newspapers as well as those of many other major cities.

#### Newspaper Classifieds on the Internet

Many newspapers publish classified sections in their web sites. [www.careerpath.com](http://www.careerpath.com) has hyperlinks to most major newspapers in the United States. [www.ecola.com](http://www.ecola.com) has links to U.S. regional newspapers as well as international ones.

The *Employment Guide* is a free newsletter that is available in over one thousand locations in the Washington Metropolitan area, including newspaper boxes on the street, grocery stores, employment centers, universities, colleges, training schools, and independent businesses. This newsletter provides detailed information about local and regional job opportunities.

Professional association newsletters and trade journals usually list job opportunities. For example, the *Chronicle of Higher Education* regularly prints 5 to 10 pages of teaching and or administration positions in colleges and universities both in the United States and abroad. (See Chapter 5,

**The Washington Area Private/Non-Profit Sectors**, for more information on using professional associations in the job-search.)

There are two kinds of employment classified ads. An “open” ad is one in which the company identifies itself and lists an address. When answering this type of ad, do not simply send your resume to the company. Try to find out who is doing the hiring and talk to them directly. The second kind of ad is the “blind” ad in which the hiring company does not identify itself. Responding to this type of ad will only be successful if your qualifications exactly match the job. There is also the unfortunate chance that you will apply to the company for which you already work.

#### Post Office Boxes

If the ad directs replies to a U.S. Post Office box number, you can find out who rented the box by calling the Post Office. Post Offices must identify companies (but not individuals) who rent boxes.

When replying to a classified ad, always send a cover letter along with your resume. If possible, address the letter to a specific person. Call the company to get the name and title of the individual responsible for filling the position if that information is not in the ad. In the first paragraph of your letter, indicate the job title, the name of the newspaper in which the ad appeared, and the date the ad appeared. Before writing the body of your letter, read the ad several times to determine what the advertiser is really looking for. If you figure out what the company needs, you can show how they need you.

Supply all information requested in the ad except salary history. If requested, indicate that your salary was commensurate with your responsibilities. In the final paragraph, you should ask for a meeting. Give an address and telephone number where you can be reached.

For more information about writing cover letters, see Chapter 9, **Applications and Resumes**.

### Radio Classifieds

One of the newest sources of employment opportunities is on the radio. Many companies are advertising for workers with radio ads because the ads reach a specific target audience and they are cost-effective. Local stations that air employment ads are WHFS (99.1 FM), WWDC (1260 AM and 101 FM), and WARW (94.7 FM).

### Professional Associations

There is a professional association for every career field and interest area and many associations have their national or regional headquarters in the Washington area. Professional associations are wonderful job resources. They provide contacts and networking opportunities as well as continuing education in the field. An association's annual conference is a good way to meet leaders in the field and other contacts.

In addition to help-wanted ads, professional association **newsletters** provide the latest information about the field and its prospects. Contributing articles to the newsletter will provide exposure and "clips" for your portfolio (which makes up for the fact that little or no pay is involved). For more information on professional associations, see Chapter 5, **The Washington Area Private/Non-Profit Sectors**.

### Networking

Most Americans will make more than 10 job changes and 3 to 5 career changes during a lifetime. (Foreign Service family members may make even more.) Because an individual may be in the job-search process for a significant portion of his/her working life, networking activities that generate information, advice, job leads, and invitations to interview are an essential part of this process.

Networking is the exchange of resources and information between people in such a way that it builds personal relationships. This exchange can be a valuable tool when looking for employment or seeking information about career options. Networking locates people who are doing what you want to do; points out necessary skills; introduces interesting related fields; indicates future trends in the field; and often spotlights the less attractive aspects of an occupation.

Foreign Service family members should be adept at networking because the lifestyle encourages meeting new people and learning about them in a short period of time. Just reviewing your Christmas card list will probably turn up many potential sources of information. Potential networking contacts can include your spouse, your children, neighbors (past and

present), friends, parents, social acquaintances, supervisors, fellow workers, former high school and college teachers, classmates, doctors, lawyers, bankers, insurance agents, the clergy, and other members of your religious organization. Alumni organizations, fraternities, sororities, and fraternal groups (Rotary, Elks, or Kiwanis) can also provide networking possibilities. Membership lists for these organizations often reveal current business titles, companies, and addresses. Even if you are going abroad, you might find someone who is already at post. The Women's Center in Vienna, Virginia, offers a networking service to its members through its Information and Career Advisory Network (ICAN). See Chapter 13 for more information.

You should be able to make up an initial networking list of 200 people. If you cannot, add anyone you consulted or wrote a check to during the past 12 months (tradespeople, drugstore owner, optician, fitness instructor, real estate agent, travel agent, etc.). After developing this comprehensive list, classify them into four different categories:

- Those in influential positions or who have hiring authority;
- Those with job leads;
- Those most likely to refer you to others;
- Those with long-distance contacts.

Select at least 25 individuals from your list for initiating your first round of contacts. Your initial contacts should expand your list and link you to other networks.

### **Networking Occasions**

Almost any occasion can be used for networking as long as certain rules are followed. Be sensitive to the priorities of others. Don't monopolize someone with a long discussion of your employment situation. Remember that they are attending the function for other reasons than to assist you.

#### **Networking Tips**

- Keep your eyes and ears open. Networking possibilities can appear anywhere—at a PTA meeting or in the movie line.
- Do not abuse networking by exploiting connections, becoming a nuisance, or by pestering busy people.
- Make it easy for people to do you favors. When asking for a letter of recommendation or a referral, provide the name, title, and address of the recipient and some ideas about your skills and qualities.

### Networking Tips

- Remember to reciprocate. Return favors and send thank-you notes to those who have been helpful.
- Your network is your link to the future. Always keep it strong and alive.

Holiday parties can provide an abundance of networking opportunities. Parties given by friends or professional colleagues all provide forums for meeting new people that work in your community or in some of the companies or businesses in which you are interested. Out-of-town vacations can also provide valuable information and referrals—casual conversations by the pool or in the ski lodge have been known to lead to interview invitations or referrals for job openings.

According to Anne Baber and Lynne Waymon, authors of a book on networking, *Great Connections: Small Talk and Networking for Business People*, four key strategies exist for successful networking.

- **Participate in Life.** There is more to life than work. Interesting and informative people can be found in professional associations, community organizations, religious groups, alumni clubs, or hobby organizations.
- **Show Up When You Talk to People.** This doesn't mean keeping your appointments but means truly interacting with the person to whom you are speaking. Give that person your full attention and he/she will likely pay full attention to you.
- **Say What You Do, Not What You Are.** In Washington, a common first question when meeting a new person is, "What do you do?" Try answering that question in a simple, interesting way. "I train Foreign Service families in how to adjust to living abroad," is much more interesting than, "I am an information assistant in the Overseas Briefing Center."
- **Focus Your Conversations.** Before attending a social or professional function, think about what information you would like to get. Are you looking for a part-time position in a doctor's office near your home? Are you looking for a day care situation for your toddler? Is there an opening in your office that you are trying to fill? By thinking about this in advance, you will have a perfect answer to the questions, "What's new?" or "How are you doing?"

### Networking in Real Time

Carol had just completed a workshop on networking, but she felt insecure about the concept and not at all sure that she could ever do such a thing. “I hate the thought of calling up someone I don’t know, and asking them for something,” she thought. That evening, Carol attended a meeting at her church. During a break, the moderator mentioned that he was taking piano lessons. Carol immediately said, “Do you have a good teacher? I am looking for one for my daughter. “The moderator gave a glowing recommendation of his teacher and gave Carol her name and address. Later, when Carol was thinking about this exchange, she realized, “Hey! I’ve been networking. It’s as simple as that.”

### Networking Groups

Networking can be formalized by establishing a group. For example, a network for professional nurses began at one U.S. post as the result of a casual conversation about the need for continuing medical education (CME) units for ongoing nursing registration in the United States. The group’s members are all English-speaking registered nurses in the community –those who have lived abroad for some time as well as those who are recent arrivals. Members share information about gaining CME units through professional magazines and individual correspondence programs as well as summer programs that can be arranged during vacations in the United States. New friendships have been formed, new enthusiasm for the nursing/health profession has been generated, and knowledge about aspects of nursing has increased. The networking system has also led to job opportunities for some nurses.

### Placement Services

#### Employment Agencies

Placement services such as employment agencies and executive recruiters act as go-betweens between job-hunters and employers. An effective employment agency counselor can identify markets for your skills and advise you about unique company needs. The agency may also have corporate clients who will interview you even though no listed openings exist. A good counselor can also provide valuable information on interviewing techniques, resume or application preparation, follow-up contact, references, salary negotiations, and so on.

Employment agencies often specialize in a particular field such as hospitality or communications or in specific job categories such as information technology or accounting. You should make sure that the agency is interested in someone with your skills before sending your resume or calling for an interview. One good way is to watch the newspaper classified ads to see what kind of jobs the agency is looking for.

When working with a placement service, remember that their loyalty rests with employers rather than with job seekers. Most employment agencies will not devote much time to placing clients unless they are qualified in high-demand fields such as secretarial work, nursing, data processing, or engineering. Employment agency personnel sometimes try to persuade clients to take jobs below their capabilities because the agencies earn money by making easy placements.

All professional employment agencies require a contract. It is important to review the contract and know the answers to the following questions:

- What is the fee and who pays it?
- What services will the agency provide?
- For how long is the contract binding?
- What happens if either party defaults?
- What are the job-hunter's responsibilities after signing the contract?

When working with an employment agency, you should treat them as you would a potential employer. Dress professionally when you meet with an agency for the first time. Be on time for appointments. Bring your resume or at least the information necessary to compile one. Be prepared to take aptitude and/or skills tests. After going on a job interview, inform the employment agency about the results.

It is perfectly acceptable to work with more than one employment agency. You should, however, be honest about what you are doing. Be sure to inform the agency if you have already interviewed with a company that they want to send you to.

### **College Placement Offices**

A college placement office differs from a private placement service in that it does not charge a fee. Its placement services are available to all students and graduates of the school. Most offices have a separate service for alumni placement, giving the experienced job-hunter access to employers who are looking for experienced people. The placement director is usually familiar with the employment market, salary ranges, job changes, transfers, and networking leads.

In these days of “downsizing” and “outsourcing,” temporary agencies have become an important employment resource. Many companies have eliminated whole departments and contract with one or more temp agencies to provide personnel, often on a long term basis. There has been a proliferation of specialized temporary agencies for accounting, computer programming, medical/health, security, legal, and financial personnel as well as everything in between.

#### Good Idea File

If you are interested in working for a particular company or Federal agency, call their personnel department and find out if they have contracts with specific temporary agencies. Then when you talk to the agency, you can indicate your preferences.

Temporary agencies serve as middlemen between workers and employers. They interview and test applicants’ skills, make appropriate matches, check references, and issue paychecks. The temp receives an hourly wage, and the employer pays the fee. Reputable temp agencies do not charge the worker a fee.

Using a temporary agency is a good way to “test” a career field or company. It is also a good way to gain experience if you have been away from the job market for a while. Often, contacts made through temporary jobs lead to permanent employment.

Most temp agencies provide free computer training. In addition, many now provide medical insurance, vacation and holiday pay and even retirement programs.

Other advantages of working as a “temp” include the following:

- Temps can state their preferences in terms of location, hours, number of days per week, size of office, long-term versus short-term employment, and type of duties.
- Temps can decline or leave assignments they dislike.
- Temps can acquire recent work experience and references for when they apply for a permanent position.

Many employers will use a trial work period to decide whether or not to hire someone for a position on their staff. Called “temp-to-perm,” “temp-to-hire,” or “temp-to-full-time,” this recruiting method allows an employer

to work with potential employees before committing to hire them. This method is also used by employees who want to try out a particular job before accepting a permanent position.

The National Association of Temporary Services will provide lists of temporary agencies for every state and several locations abroad (Canada, England, the Netherlands, Australia, and Japan). They will provide up to three lists per request. Their web site contains information on using temporary agencies. See Chapter 13, **Resources and Bibliography** for complete citation.

### **Private Career Services**

Career services or career counselors help job-hunters identify career options, devise job strategies, target employers, and write resumes or applications. Some career counselors charge the job-hunter a flat fee for a package of services; others offer a menu of services, each of which can be purchased for a fee or on an hourly basis. Be wary of any career service that promises to find you a job; only employment agencies are permitted to charge for this service.

As with any counselor, carefully check references. Find out how long the company has been in business, and how experienced they are in your field of interest. Ensure that you understand the fee schedule and exactly what services are covered. Meet the individual counselor who will be working with you and develop an empathetic relationship.

### **Employment Support Groups**

Employment support groups are community-based organizations designed to provide self-help, support, job leads, contacts, friends, and job-search skills to those who are looking for employment or considering a career change. They are usually volunteer organizations, often associated with a church or synagogue. Although many employment support groups were established to help women enter or reenter the job market, today they are open to all.

Employment support groups are a good way to network because the members share job leads, information, and assistance. Abroad, the Embassy, the American Club, or the international women's association could organize such a group. Check with your CLO Coordinator to see what is available.

In Washington, The Employment Support Center (ESC) acts as a clearinghouse for local self-help groups. ESC trains support group leaders who are either community volunteers or employees of local or Federal agencies that aid the unemployed. ESC also provides the following services:

- Job Bank—lists vacant positions on file at the Center by area employers.
- ESC Talent Bank—provides potential employers with brief qualification descriptions of job bank members.
- ECS Newsliner—a newsletter distributed to all subscribers.
- Motivational programs, workshops, and Myers-Briggs testing to enhance job-search skills.
- Job Consultations—assists individual job-seekers with motivation and the defining of goals and job strategies.
- Job Club – held every Tuesday from 12:00 noon until 2:00 pm at the Georgetown Presbyterian Church on P Street NW in Georgetown. Meetings provide a safe and friendly environment for job seekers to discuss their strategies, successes, and goals, and to provide job leads and potential contacts.

See Chapter 13, **Resources and Bibliography** for address and telephone numbers of support groups.

In Virginia, The Women’s Center provides various career development services for men, women, and families throughout the Washington, D.C. metropolitan area. The Information and Career Advisory Network (ICAN) is a unique mentoring and networking service offered to Center members. ICAN matches clients with experienced professional women from a wide variety of career fields for one-on-one informational interviews. The Women’s Center also offers a Job Hunter’s Drop-In (informal counseling sessions with on-the-spot advice from career counselors); regular career counseling; workshops on career-related topics and changing careers; career assessment; and a Job Bank.

Every Wednesday, the Women’s Center holds a Job-Hunter’s Forum from 7:30 -9:00 pm at the Vienna Center. This informal counseling session is designed for active job seekers. A career counselor will be on hand, offering guidance on such issues as resume preparation, interview techniques, and stress management. The cost is \$5.00 per session and no registration is required.

See Chapter 13, **Resources and Bibliography** for addresses and telephone numbers.

## **Other Job-Search Techniques**

The following techniques can often provide useful information and may be successful in getting you an interview. They are, however, no substitute for the more substantive techniques described above.

### **Job Fairs**

Job fairs are scheduled practically every day in the Washington area. Check the business section or the “help wanted” ads of the newspaper for locations. Although job fairs are usually designed to fill entry-level positions, they can give you access to hiring officials at companies where you might want to work. Companies participating in a job fair are hiring and you can use this information with your other job-search techniques (targeted mailings, walking-in, etc.).

Some job fairs offer seminars and panel discussions on all aspects of the job-search and job change process.

There are a number of tips on how to get the most out of a Job Fair:

- Bring plenty of resumes. Make sure that your resume can be read by a scanner. (For information about writing a scannable resume, see Chapter 9, **Applications and Resumes**.)
- Dress as if you were going on an interview. Many job fair attendees don’t and you will stand out.
- Find out in advance what companies will be represented. This information is usually given in the advertisement. Make a list of those companies you are interested in and find out something about them (the public library is a good source). This research will keep you from wasting time with companies that don’t need your skills.
- Prepare a 30-60 second commercial about yourself so that you can quickly articulate your abilities and the type of work you want to do. Make sure you have an upbeat attitude.
- Get the name and telephone number of everyone you speak to so that you can follow-up. Then follow-up!

### **Personnel Offices**

Contacting the personnel office of a company or agency you are interested in will provide general information about the type of jobs offered, pay scales, etc. But remember that most personnel offices do not have the authority to hire. Their major job is to screen applicants and refer the best qualified to the hiring authority. Personnel offices want to eliminate

applicants, not include them. If possible, contact the hiring authority directly.

### **Mailings**

A mass mailing is when you send your resume to everyone on a long list (all doctors in Northern Virginia, for example) in the hopes that someone will be interested. This type of mailing seldom brings any response and is expensive. The second type of mailing is the “targeted” mailing. Send your resume to companies that are currently hiring and who should be interested in someone with your qualifications. You should always send your resume to an individual in the company — not simply to the company or to the personnel section. Targeted mailings are only marginally more successful than mass mailings and then only in a good employment market. When mailing your resume “cold,” you should send an individualized cover letter stating briefly how your experience and accomplishments could benefit the organization and its needs (which you have previously determined through research). Specify a date, 4-5 working days after you sent the letter, when you will call to arrange a meeting.

### **Walk-Ins**

Walking-in can be successful although it is time-consuming. With this technique and with your resume in hand you simply walk into a company you are interested in working for. It is unlikely that you will be able to see anyone, but you should be able to leave your resume and find out the name of the person who should get it. Then follow up with a telephone call or a letter (see above).

### **Staying Motivated**

Going through a job-search is not easy. It is hard to stay on track, especially when the results are not encouraging. The following hints may be helpful:

- Don't get sidetracked by other projects. If you cannot function until your boxes are unpacked and the children are settled in school, take care of these things before you begin your job-search. If you try to do both at the same time — one will get neglected, and we can guess which one.
- Make your job-search a team effort — everyone in the family should provide support (taking over household duties, acting as a coach, giving encouragement etc.).
- Set simple and achievable goals.
- Don't confuse activity with progress. This is where you need an objective bystander or coach to whom you report what you are doing.
- Don't procrastinate — create opportunities.

- Take care of yourself — eat properly, get enough sleep, exercise every day. This is probably not the time to stop smoking or lose 20 pounds.

Try to think of the job-search as a never-ending process rather than an event. Even when you are working, you should continue the job-search process by developing skills, networking, and getting ready for new opportunities when they appear.