

MODULE 2

Job Search Strategies



Family Employment Readiness Program

Welcome to the Job Search Strategies



*“The Secret of Getting Ahead
is Getting Started.”*

- Sally Berger, American Businesswoman

30 Second “Commercial”



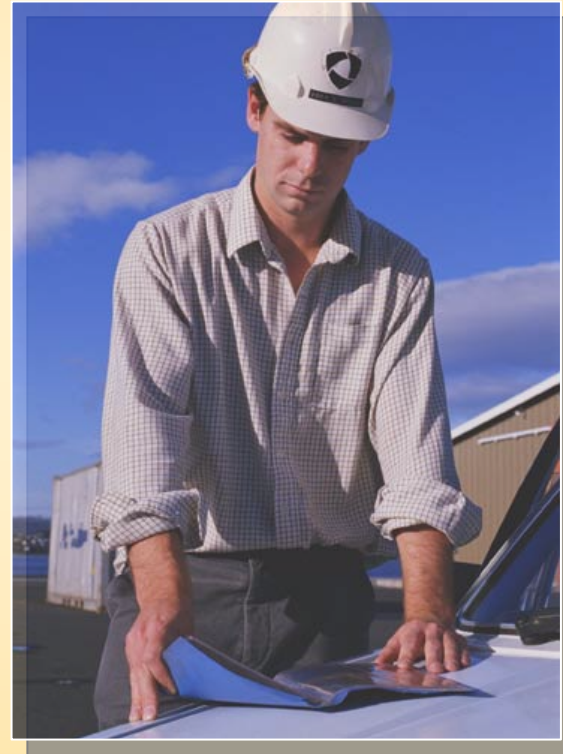
Is a Commercial that Advertises You... Include:

- Your Name
- Experience
- Unique skills
- Positive Characteristics
- Type of Position

Labor Market



- Workers who Provide Services for Wages
- Distinguished from those Rendered by Entrepreneurs for Profits



Labor Market Trends 2000 – 2010



- U.S. Civilian Labor Force to Increase 12 % to 158 Million
- 16 to 24 Year Old Population Growing More Rapidly than Overall Population
- Minorities and Immigrant Populations Continue to Expand
- Men's Share of Labor Force Drops Slightly to 52.1 %
- Women's Share Increases from 46.6 to 47.9 %

Labor Market Trends 2000 – 2010



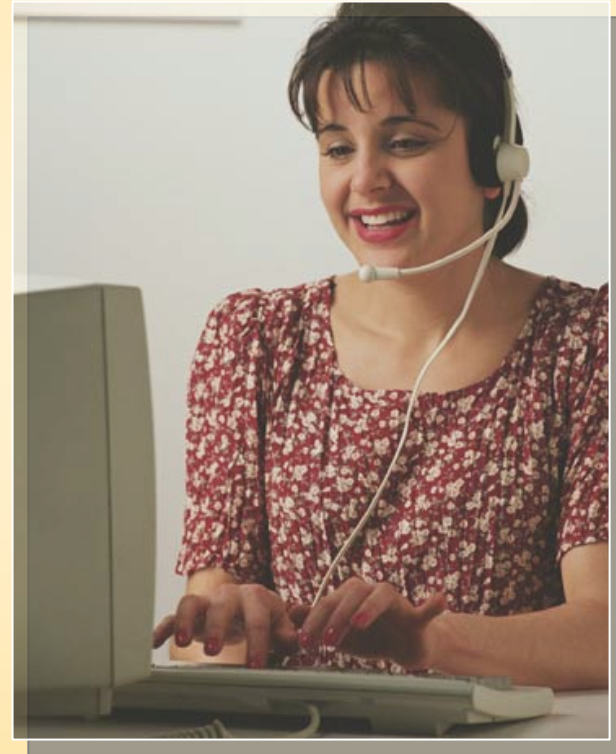
Job Market = Jobs Available

Labor Market Trends 2000 – 2010



Jobs Become Available

- By Replacement
- By Creation



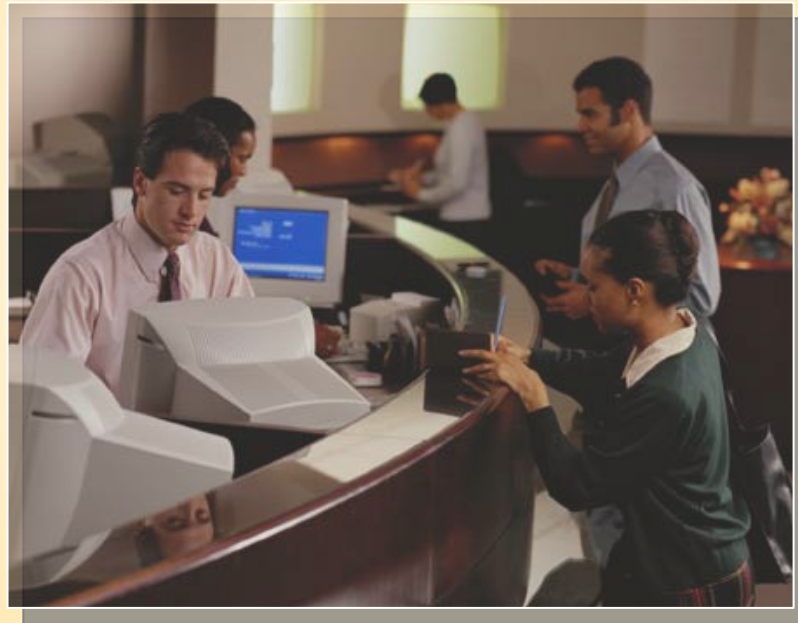
Labor Market Trends 2000 – 2010



*Shift from Goods-producing
to Service-producing
Employment to Continue*

Service Industries Include

- Finance
- Insurance
- Real Estate
- Government
- Transportation
- Communications
- Utilities
- Wholesale and Retail Trade



Occupations Accounting for One-third of all New Jobs



- Food Service
- Customer Service
- Nurses
- Retail
- Computer Software Engineers (Applications)
- Cashiers
- Office Clerks
- Security Guards
- Computer Support
- Wait Staff

Occupations Accounting for One-third of all New Jobs



- Teacher Assistant
- Home Health Aids
- Laborers
- Computer Software Engineers (Systems Software)
- Landscaping/ Groundskeepers
- Managers
- Truck Drivers
- Nursing Aides
- Janitors
- Post Secondary Teachers

Job Search



Job Search = Marketing Methods

Least Effective Job Search Methods:

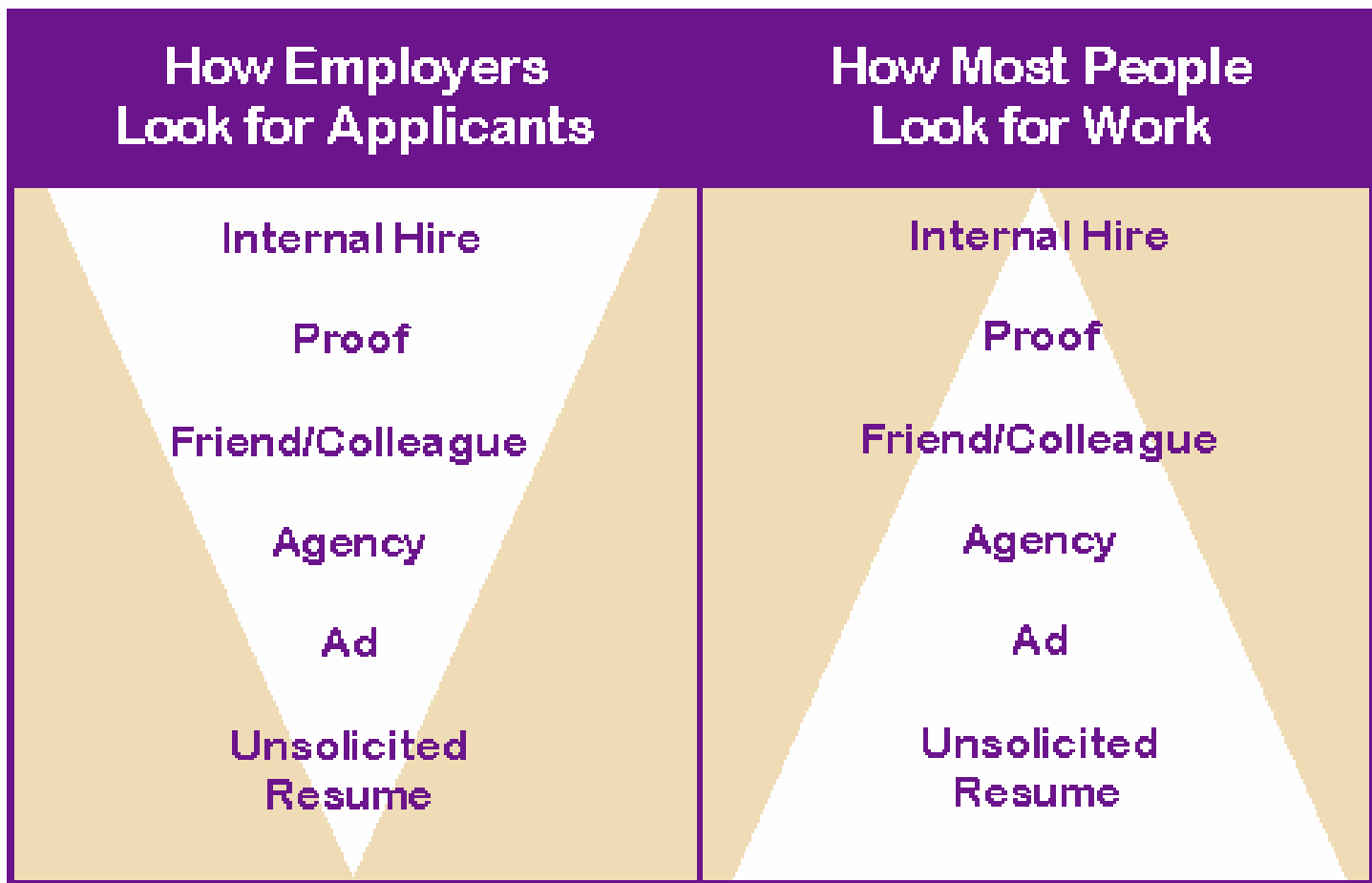


- Internet (4%)
- Random Mailings (7%)
- Professional or Trade Journals Ads (7%)
- Newspaper Ads (5-24%)
- Private Employment Agencies (5-28%)

Most Effective Job Search Methods:



- Cold Calls by Phone (69%)
- Cold Calls in Person (47%)
- Networking (33 - 40%)



Richard Bolles

Job Search Methods



- Networking
- Volunteering
- Temporary Work
- Cold Calling
- Headhunters/
Recruiters
- Private Employment
Agencies
- State Employment
Commissions
- Newspaper Responses
- Internet Responses
- Job Fairs

Networking



*The Exchange of Information
or Services Among Individuals,
Groups or Institutions*

Networking



*Purpose: To Get Contacts who
Might Help with Your Career
or Job Search*

Networking



Uncovers “Hidden” Job Market

Informational Interviews



Ask

- How Did You Get into the Field?
- What is a Typical Career Path in this Field?
- What Skills are Needed for this Job?
- What Professional Organizations are Worthwhile to Join?

Informational Interviews



Ask

- What is the Salary Range?
- What Should I Include in my Resume?
- How Should I Prepare for an Interview?
- Who are the Decision-makers in this Company?

Informational Interviews



- DO NOT ask for Job



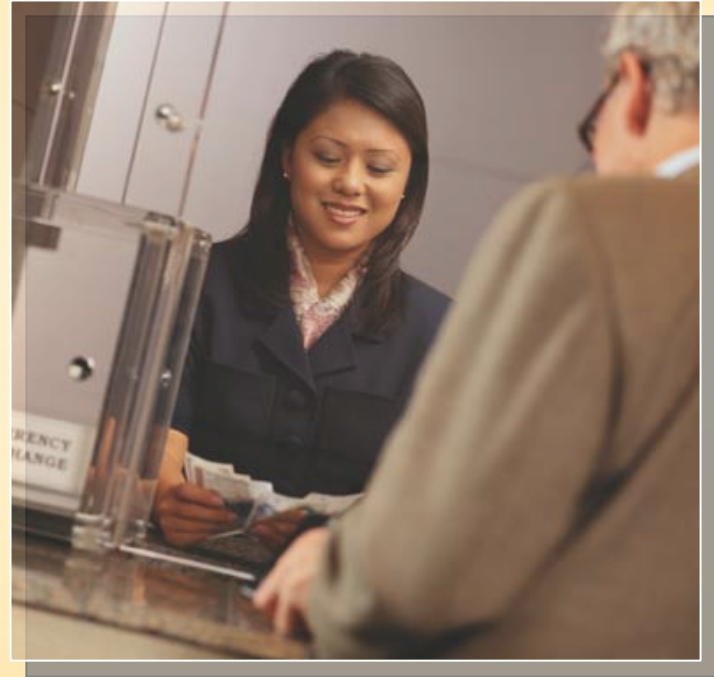
Volunteer



- Become a Company “Insider”
- Part-time
- Trial Basis Towards Employment

Temporary Work

- Become an Insider
- Get Paid



Temp Staffing Agency Should



- Give Individual Attention
- Have a Good Reputation
- Offer Fair Compensation
- Not Charge You a Fee

Questions to Ask Include



- How Often do You get Requests for my Skills?
- Who are Some of Your Client Companies?
- Who Will Call me with Assignments?
- What Should I Do if I Don't Like the Job?

Questions to Ask Include



- Do You Often Have Temp-to-hire Assignments?
- Will You Share with me any Feedback from Clients on my Work Performance?
- What Happens if I Decline an Assignment?
- When is Payday?

When Offered an Assignment Ask



- Where is the Assignment?
- What is the Work Schedule and Start Date?
- What is the Pay Rate?
- What are the Job Responsibilities?
- To Whom do I Report?
- What is the Dress Code?

Cold Calling



- Look Up Employers in Phone Book
- Do a 30 Second Targeted Commercial
- Ask About Vacancies
- Ask for Interview
- Can also be Done In Person

Headhunters/Recruiters



- Hired by a Company
- Used for Management Positions
- Interview Headhunter



Private Employment Agencies



- Charge a Fee
- Fees Range from Less than One Month's Pay to 15% of Annual Salary
- Likely to Require a Contract
- Take Unsigned Contract to Legal Services Office for Review before Signing

State Employment Offices Have



- Local Job Listings
- National Job Listings
- A Veteran's Employment Representative
- Unemployment Benefits Applications
- No Costs

Newspaper Ads



- Most Ads Placed on Wednesdays and Sundays
- Respond Quickly
- Competition May be Keen
- Target Cover Letter and Resume to Key Words
- Address Each Major Point



Real Value Is Information

- Companies
- Career Outlook
- Jobs in Specialty Fields
- Federal and State Jobs
- Cost of Living
- Salaries and Wages
- Housing
- Commute Time
- Child Care and other Resources

Job Fairs



Companies Participate

- For Public relations and Marketing
- To Attract Applicant.
- To Educate Public About Company
- To Hire Employee

Potential Employees Attend To



- Find a Job
- Research the Job Market
- Learn About a Specific Company
- Learn About a Company's Work Culture
- Market Self
- To Network

Prepare



- Get a list of Companies Attending
- Research Companies of Interest
- Make a List of Questions
- Prioritize Companies in Order of Interest
- Revise and Update Resume
- Take Lots of Resume Copies
- Practice 30 Second Commercial
- Dress for Success

“Work” the Job Fair



- Become Familiar with Layout
- Develop a Strategy
- Go to a “Less Desirable Employer” and Practice
- Network
- Talk with Employers
- Learn About Companies

“Work” the Job Fair



- Keep all Options Open
- Sell Yourself to Representatives
- Get Business Cards
- Jot Down Notes
- Enjoy yourself - Smile
- Freshen Up

Follow-up



- Send Thank You Notes
- Call Contacts Provided



Research Companies



- Internet
 - <www.hoovers.com>
 - <www.rileyguide.com>
 - <<http://www.thomasregister.com/>>
- Company Annual Reports
- Company Human Resource Offices
- Chamber of Commerce
- Trade and Business Journals