

LOOKING FOR A JOB?

An illustration of four business professionals running on a track. In the foreground, a woman in a dark blue dress and high heels runs towards the left, carrying a black briefcase. Behind her, a man in a dark blue suit and red tie runs towards the right, also carrying a black briefcase. In the background, another man in a light blue suit runs towards the right, and a woman in a light blue dress and high heels runs towards the left, carrying a black briefcase. The track is marked with white lines and a white curved line. The background is a light blue gradient.

HERE IS A GUIDE ON HOW TO
FIND A JOB IN THIS ECONOMY

BY DENISE M. WILLIAMS

Table of Contents

Update Your Résumé to Show off Your Skills	3
Take an Inventory of Your Personal and Social Skills.....	7
Utilize Temporary Solutions for Finding Work.....	8
Explore Online Employment	10
Access Online Networking to Find a Job.....	11
Professional Networking.....	11
Social Networking	12
Volunteer to Find a Job	14
Where to Volunteer	14
Political and Social Activism.....	15
Learn New Things by Volunteering.....	15
Show Others What You Can Do by Volunteering	16
A Wise Philosophy to Help You Find Work	17
Follow Up On Any Communication.....	18
Take Advantage of Your Time Off	19
Summary.....	20

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

If you're currently embarking on a job-seeking journey, it's wise to use every possible avenue to obtain your next position. Taking advantage of the wide range of new strategies to land your dream job can enrich your possibilities.

Before you begin looking for new employment, update your résumé to ensure it highlights your professional skills. Inventory your personal and social skills to determine if you'd like to make some positive changes that could help you obtain the position you desire.

To bridge the gap between employment and unemployment, use temporary solutions to keep cash flowing into your household.

Because of the vast opportunities that exist on the internet, consider online employment.

Use online networking, both professionally and socially to expand your field of contacts as a way of finding work. Even volunteering can increase your contacts, exposure, and work skills that can lead to a new job. Networking is powerful. Please do not underestimate the power of networking. It has been a successful strategy throughout my career.

UPDATE YOUR RÉSUMÉ TO SHOW OFF YOUR SKILLS

If you need a job quickly, the first thing to do is keep a level head. Build momentum, one step at a time. Remember, you are unique, and likewise, your résumé should be too. Your résumé needs to demonstrate your value, emphasize your skills and abilities, and include career achievements and contributions you have made to present and past employers. Think about your strategy, organization, and presentation.

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

Follow these steps to update, enhance, and polish your résumé.

First, think about your strategy. Spend a morning thoroughly reading through your résumé. Add relevant information that best reflects your professional persona. Figure out which format will best showcase your experience. One option is the reverse chronological format, what we call the standard résumé, this option is where your most recent professional experience is listed first, then information is placed under each job.

Another option is the functional résumé. This strategy is where information is placed under a specific subject heading and the employment history receives its own section on the résumé. This places emphasis on the skill. Typically, this format is best used if one wants to change careers, worked in more than one field, and want to showcase equally, nonprofessional experience. Be sure to re-word anything that sounds awkward. And focus on clearly defining your skills.

Second, think about your organization and presentation. Highlight your summary of qualifications, core competencies, experience, education, and technical skills that shows expertise in your field.

Ensure you are using action verbs and adverbs when describing the work you've done in the past. Your sentence should begin with words like these on your résumé:

- Accelerated, Accomplished, Developed, Forecasted, Launched, Organized, Saved, Scheduled, Spearheaded, Structured, Solved Transformed, and Uncovered.
- Proficiently, Accurately, Actively, Resourcefully, Consistently, and Independently.

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

Format your résumé to make it memorable. Your goal is to have a résumé that's easy to read yet stands out from the pile. Utilize bold print to set off the names of prior jobs you've held. Your résumé must be written in a professional looking font that is easy for the eyes. There should not be any graphics. And use fonts such as:

- Times New Roman
- Arial
- Century
- Verdana
- Calibri
- Lucida

Include your contact information at the top of your résumé to facilitate easy and quick contact by those who review your credentials.

Third, ensure your résumé is ATS friendly. ATS keywords on a résumé are important because the applicant tracking system quickly scans hundreds of résumés, and then it ranks candidates based on keywords chosen by the employer for the available position. This means your résumé must successfully pass through the ATS before it reaches the recruiter or hiring manager for consideration. Be sure to do the following:

- Review the job description of jobs you are applying and include role-specific key words.
- Include industry key words.
- Ensure to use abbreviations, spelling, and numbers correctly.
- Résumé key words should be highlighted in the skills, summary statement, education, and experience sections.

Be sure to limit your résumé to two pages if possible. Narrow it down to the education and experience which best show your qualifications for the

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

position you seek. However, keep a copy of your “long” résumé on your computer to access in the event you need to later detail other experiences you’ve had.

Fourth, do a final proofing and editing to ensure your résumé is in tip-top shape. Run a spell-check.

Then, re-read the entire document to catch any grammatical or spelling errors that your spell-check may not identify.

Re-doing your résumé is important to your job search. Update any facts about your job history using action verbs and adverbs.

Use professional formatting to make your résumé shine. Keep it to two pages if possible. Then, do an overall, final editing and proofing to ensure your résumé is ready to go. And remember, résumés should not be written in personal or first-person format: I, we, me, my, our, mine, he, and she are never used in a résumé. Pick a voice and remain consistent in your résumé.

Make it simple but significant.

–Don Draper

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

TAKE AN INVENTORY OF YOUR PERSONAL AND SOCIAL SKILLS

When you are seeking employment, examining your personal skills is a smart thing to do. Are you open to others, or do you come across as shy or disinterested?

Practicing these social skills can help you find employment:

- Your personality plays a major role in determining how you relate to others. Even so, you can make efforts to be more outgoing when you're around people you don't know well.
- Do you establish new contacts easily? Introducing yourself to every person present whom you haven't yet met is a wonderful step to take in a social situation, particularly when you're looking for employment.
- Try to be friendly. In new social situations, if you're friendly and easy to get along with, chances are better that those contacts will remember you.
- If they remember you favorably, they may consider you when they need to hire someone.
- Because your contacts also have contacts, every good impression counts!
- Taking an inventory of your personal and social skills will enlighten you about how you relate to others. Establishing new contacts easily, going out of your way to be friendly and considering the "reach" of every person you meet are effective aspects of any job search.

**The secret of success in life is for a man to be
ready for his opportunity when it comes.**

–Benjamin Disraeli

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

UTILIZE TEMPORARY SOLUTIONS FOR FINDING WORK

Sometimes, looking for work can be daunting, especially when more than a few weeks go by without seeing any real interest from employers. Be ready and willing to utilize temporary solutions to find work.

Use these strategies to help bridge the gap between past employment and your future permanent job.

Establish a relationship with a staffing firm. Using temporary employment services is a great way to keep money coming in as you embark on a journey to find the perfect job.

Scheduling a meeting with a recruiter at one of your local staffing agencies will provide an opportunity to “practice” your job interviewing skills. A variety of staffing agencies that provide temporary employment should be available in your area. Some top agencies are Robert Half, Korn Ferry, Adecco, AppleOne, Randstad, Aerotek, TEKsystems, Vaco, and Manpower.

Because of the number of staffing agencies that might have locations in your area, the possibilities of obtaining a job through agencies are good.

In some cases, you might even find a permanent job through placement by a temporary staffing agency.

Consider quick methods of making cash by selling your services. If you’ve updated your résumé and applied at all the temporary services in your area, there might be a brief period when you still don’t have work. During periods of unemployment, create your own work. How? Make a list of all the skills you can do for others, like:

- Tutoring
- Personal Training

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

- Party Planning
- Freelancing on Fiverr or Upwork
- Photography
- Painting - interior and exterior
- Clean houses
- Dog-walking
- Baby-sitting
- Care for houses or pets when their owners are gone
- Handy-man tasks like light home repairs
- Personal shopping or running errands (pick up medications, pay bills for others, grocery shopping, and deliveries)
- You can even get a part-time job in retail or drive Uber, as options

Spend some time thinking about your own list of services you can provide to others for a charge. Availing yourself of temporary work solutions will relieve some of the pressure during an employment search.

Having a relationship with a recruiter at a reputable staffing firm and offering services in your neighborhood or to people you know, are wonderful temporary job ideas to make money. Be creative when it comes to doing temporary work to keep you afloat until you snag your next big job.

**There are no secrets to success. It is the result of preparation,
hard work and learning from failure.**

–Colin Powell

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

EXPLORE ONLINE EMPLOYMENT

There's a whole world of employment available through the internet. Virtual assisting, performing professional services for others, and completing pay-per-project work are all effective strategies of working online from home.

Become a virtual assistant. Virtual assistants provide office support and back-up to businesses using their own computers from their homes. They perform tasks such as responding to emails and other customer service, managing projects, online content management, and more.

Sell your writing, graphic design, or other professional services on the internet. A wealth of websites offers online opportunities to get paid for your talents. Can you write? Are you a pro with Photoshop or other software programs? Online business owners often hire freelancers to perform tasks they don't have the time, skills, or desire to do themselves.

Avoid posting your résumé or accepting work from any sites that require you to pay them to find you a job.

Full-time positions are also available online. Take the time to research major companies to see if they offer online options for working. In this age of technology, telecommuting, or working from home, is a rapidly growing industry and has become the norm for many due to Covid-19.

**Things may come to those who wait, but
only the things left by those who hustle.**

—Abraham Lincoln

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

Access Online Networking to Find a Job

Sites such as LinkedIn, Facebook and others allow you access to thousands of potential employers. Survey several of the professional networking websites and see what you think.

If you typically work in the business world, you have the most to gain by joining some professional and social networking sites. It's easy! Plus, most of them are free to join.

Professional Networking

On the web, you'll find numerous networking sites devoted to individuals of like professions joining together to help and guide one another. Some professional networking sites, such as LinkedIn, encourage people from all different professions to sign up at the site to broaden professional contacts.

Explore the LinkedIn website and then join it to expand your job horizons. LinkedIn is a business network that allows you to interact with former colleagues as well as new people in your field of expertise.

When looking for work, all you must do is click on "jobs" at the LinkedIn website and enter your search criteria and a list of current open positions appears. In fact, at the time of this writing, over 55,000 jobs were available on LinkedIn. One benefit of LinkedIn is that you have access to professionals in your field who can offer advice and networking strategies to further your career. Also, be sure to update your LinkedIn file to reflect that you are, "open to work." Recruiters, Talent Acquisition Departments, and Human Resource Managers seeking new employees often search through LinkedIn memberships, so it just makes sense to set up a profile there to show off your professional skills and talents.

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

Additionally, think about posting your résumé on employment websites such as:

- Indeed
- ZipRecruiter
- CareerBuilder

When you're trying to obtain employment, utilize all the tools within your power, especially online business networking sites, to increase your chances of landing a desirable job.

Social Networking

Social networking is a strategy when you're job-seeking. Utilized by millions of people, Facebook is "the" social network to be a part of, especially when you're trying to gain employment. When it comes to job seeking, the more contacts you have, the better. Facebook can easily expand your field of contacts. Consider these job-searching benefits of Facebook:

- Facebook allows you to look at your "friends' friends," which could lead you to making a connection that results in finding a job.
- Also, of great value at Facebook is that, with the information in your profile, you can advertise that you're looking for work.
- You can also ask all your Facebook friends to post that you're involved in a job search.
- The potential to reach hundreds of people regarding your job search is possible with Facebook.

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

Although Facebook is the largest social network, you can find the same benefits in others as well. Some other popular social networking sites you might want to join to expand your employment search are Twitter and LinkedIn.

Joining various professional and social networking websites is a wise strategy to help you find employment. At the very least, join LinkedIn and Facebook to get your name noticed by hundreds of potential employers.

**Your success depends on what you do yourself,
with your own means.
—P. T. Barnum**

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

VOLUNTEER TO FIND A JOB

Although it may seem odd, becoming a volunteer might open all kinds of employment doors for you. You'll meet some new people when you volunteer.

You'll make contact with at least one business (the one you're volunteering for) and possibly others, depending on the type of volunteer work you do. Even more relevant, volunteering is your best opportunity to literally show people what you can do.

Where to Volunteer

The types of businesses and organizations where you can volunteer are wide and varied.

Social service agencies are a good place to start when you're looking to volunteer. Social service agencies such as Salvation Army, Goodwill, Boys and Girls Club, YMCA and YWCA usually need all types of assistance.

Such publicly funded agencies cannot afford to pay employees to complete all the tasks that need to be completed. These agencies, therefore, utilize volunteers to help accomplish their missions.

From addressing envelopes to sweeping floors, stocking shelves, or answering the phones, volunteering at a social service organization will increase your potential business contacts and expand your skills and experience in ways you can't imagine.

Other businesses that utilize volunteers are healthcare organizations, such as hospitals and clinics. In hospitals, you might deliver newspapers, magazines, and flowers to patients or help with admission, reception, or messenger duties.

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

Hospitals have so many departments and programs that you just might meet your next “paying” boss by volunteering at a hospital.

Churches also need volunteers. Consider your own church as a place to volunteer. Does it have a congregation of 400, 500, or more? You stand to come into regular contact with many people if you volunteer at your own church. Whether it’s answering the phones or picking up around the building, you expand your repertoire by volunteering at a church.

Political and Social Activism

If volunteering at social service agencies, healthcare facilities, or your church doesn’t appeal to you, consider a political or social activism group. You’ll make contacts and learn valuable skills when you volunteer to work for a political party or a social cause.

Get active in a cause you believe in. Becoming involved in a political or social platform in which you’re already interested will enrich you in many ways, not to mention possibly open possibilities for your next job.

Whether it’s MADD (Mothers against Drunk Driving) or Susan G. Komen for the Cure, put your true efforts into doing something of personal value.

What better way to encounter a variety of self-motivated, working people than through political and social activism?

Learn New Things by Volunteering

Another concrete advantage to volunteering is that you’ll get the opportunity to learn new skills and further develop your talents. Expanding what you know is a great way to better prepare yourself for your next job.

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

After all, volunteering provides you with free, on-the-job training. Soak up everything you can from a volunteer experience. There's no other way to feel more appreciated while learning valuable skills. Consider volunteering as the new way to gain knowledge and training while in between jobs.

Show Others What You Can Do by Volunteering

Volunteering provides opportunities for you to "show off." Demonstrating important work ethics like showing up a few minutes early or taking notes on the job will lead others to notice you. You can show that you'll do what you're expected to do, evidence a cheerful mood, and make every effort to be helpful.

If you want to demonstrate what a smart and effective worker you are, consider volunteering.

Regardless of where you decide to volunteer, doing so will increase your chances of finding work. Learning new skills and having the forum to show others your skills and talents are smart ways to take advantage of your spare time. All the way around, volunteering is the way to go if you're looking for work.

If money is your hope for independence, you will never have it.

**The only real security that a man can have in this world is
a reserve of knowledge, experience, and ability.**

—Henry Ford

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

A Wise Philosophy to Help You Find Work

Even though it's important to survey your education, skills, and experience when you're looking for a job, there's something else important to consider: "It's not what you know; it's who you know."

So, what does this statement really mean when it comes to job-seeking?

- Although your skills, experience, and education are relevant, even more so is who you know and who they know. In other words, when you're involved in a job search, think about all the people you know:
- Who do you know that owns their own business? Do they need help?
- Who do you know that just took a new job? Does their employer need more people?
- Maybe you know someone who works for an employer that hires professionals for temporary work or outsources some projects to freelancers.

Remember your online contacts. The same mantra applies to your online neighborhood - it's not so much what you know, but who you know (and who they know).

- Most people have more online contacts than they do "in-person" contacts.
- Who you know online might determine your next job.
- Avoid under-estimating the value of your online contacts when it comes to job-seeking.

Keep this philosophy in mind when you're looking for work. It's very likely that your contacts, online or otherwise, will lead you to your next job.

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

Follow Up on Any Communication

Regardless of whom you contact during your job search, it's imperative to perform some type of follow-up with them afterward.

Why? It shows good manners and a professional demeanor to thank a person for taking the time to talk with you. Good manners make a good impression. Also, when you follow-up, you remind the employer about you and your work talents.

When an employer remembers you favorably, he's more likely to think of you when he's deciding who to hire for his open positions.

Choose any of these ways to perform a follow-up communication:

- Telephone call
- Written letter
- Email

Consistently provide follow-up communications with those you contact regarding your job search. People will remember your good manners. Plus, following up demonstrates your stellar work ethic.

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

Take Advantage of Your Time Off

Remember how, when you were working, you just couldn't find the energy or time to fit in opportunities to increase your skills? Now, you've got the luxury of time to use to propel you forward in your life.

Make your time off count by getting training, gaining knowledge, and developing new work skills:

Strengthen your computer skills. If you have a few spare hours, sharpening your typing skills is the thing to do these days.

Because most jobs require computer work of some kind, use this time to improve your computer skills. You can use free online typing websites such as Good Typing and Typing Web to improve your keyboarding skills. Or learn new techniques of using Microsoft Office by researching step-by-step video tutorials. There are also companies that will help with upskilling your skills for free.

Take a class. It's a perfect time to expand your knowledge. You may qualify for more scholarships and other funds if you're between jobs.

Seek out any other training or education you desire. Take advantage of the time you have when you have it. Sign up right away to expand your professional skills and knowledge.

Use your time off to expand your professional horizons. Sharpen job skills, take a class, or get more education and training. When that next job opportunity comes along, you'll be ready.

LOOKING FOR A JOB? HERE IS A GUIDE ON HOW TO FIND A JOB IN THIS ECONOMY

Summary

Finding a job isn't always easy. Nevertheless, you can make your job search a journey that revives and enriches you in many ways. Open up to the many job-seeking opportunities surrounding you and you'll find your best job yet!

Success comes from taking the initiative and following up...persisting...what simple action could you take today to produce a new momentum toward success in your life?

—Tony Robbins

Thank
You



www.deniseknowsbest.com