

## The rules of job search

You can't effectively start searching for a new job unless you are clear on the job you are looking for. So do you know what you want to do?

You must know what you want - which profession, what industry, size of company, type of colleagues and clients etc. This is a fundamental step to successful job search.

### Job search is a game; and you need to know the rules.

When most people start job searching, they will register with agencies and on line job search sites, read through the newspaper, looking for something that catches their eye, send off their CV and then wonder why they don't get short-listed. They don't understand the job search rules.

**Rule 1: agencies are not interested in you** unless they can get you into a job. They aren't there to find the right job for you, but to place you in a job so they get their commission. It's a transaction and as long as you are clear on this you won't raise your expectations too high.

**Rule 2: your CV is a selling document**, and it needs to sell you into the job you seek. Bland and unfocused CVs will not grab the recruiters attention.

**Rule 3: Expect rejection** – it's rare to get the first job that you go for, so you need to be able to pick yourself up and apply again, but also to review your performance, find out how you did and how you can improve.

**Rule 4: Be proactive**, don't just wait for a job to be advertised, that means you are competing against many. Instead once you are clear on the job you are looking for, approach companies direct and "network" (which just means talking with people who may be able to help) to find the jobs before they are advertised.

**Rule 5: Get expert help** – whilst you can glean information from various job sites and learn from experience, how much is all this learning costing you? Wouldn't it be easier to learn from an expert? How long would it take to learn to drive without an expert instructor? The money spent on job search support can result in better clarity over your job search campaign and a better financial package.

### Why do people struggle?

It's hard to find a new job, and the reason many people take so long and often just give up and stay in a job that makes them unhappy is down to 3 main reasons

1. **You don't know where to start** - there are so many job sites to look for jobs, which are best and how do you allocate your time?
2. **There's too much to do** – update your CV, get interview coaching, build your network, undertake informational interviews, start a blog ... how do you decide what to do next, sometimes it is easier not to start
3. **It's hard to stay motivated** – you know what to do but you don't do what you know, its easier to watch TV than carefully craft a covering letter or follow up with a potential networking contact.

This is why the job search support programme has been created, you get all the material you need, a weekly motivational email and a chance to post questions at the shortly to be developed forum.

One place people slip up on is starting to job search before being clear on what it is they want to do.

**The pre step to job search is to get clarity on what you do want to do** – via career coaching, self reflection or the **Amazing People Award Winning Gold Career Programme**.

If you don't know what it is that you want to do, how will you know where to look? I encourage clients to network and target companies direct, but it will be nigh impossible if you don't know what you want and how can anyone else help you, and for that matter what will you say when you are asked "so why are you applying for this job?"

Brought to you by Denise Taylor, Award winning career coach.

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