

It's hard to get a job

I wonder if people like me make it sound too easy to get another job, just do what we say and you'll be at the top of the list for getting a great new job.

Recent TV programmes such as **The Fairy Job mother** and **Who Knows Best: Getting a Job** make it look simple to get another job **but** alongside the coaching, interview practice and makeovers, they also use their contacts to get their unemployed guinea pig an interview. In one of these programmes the job offer to someone who hadn't worked for 5 years wouldn't have happened without the TV programme backup. Far too risky, when compared to other applicants. How many people get 3 weeks of one to one coaching as provided by the Fairy Job mother? So these programmes are not realistic.

Too many hard working people are now looking for work, and finding it very difficult to find something. Many people are spending hours each day looking for a new job, but the continual rejection makes it hard to carry on. There are so many [sad stories](#) of people in all area of the media.

Career consultants and job search coaches definitely help, and many people who contact me have significant opportunities to improve. It's satisfying to have a client tell me how they are now reenergised, are now getting shortlisted, and success at interview. When I first meet them it's such a shame that they are doing so many things that are ineffective. Too often I see:

- **Poor CVs, even when they have been professionally created.** I've seen CVs created by consultants from well known outplacement companies that are boring and old fashioned in layout and style, I was writing them like that 10 years ago but these consultants are stuck in a time warp. I've also seen one that someone paid £250 that looked shoddy and was ineffective, such a waste of money for a client of mine earning £15k p.a.
- **Cover letters that don't 'sell' the person.** They have to cover both how the person matches with the job and also why they want the job. It should address the requirements of the job ad. This is 50% of the application and the cover letter is as important as the CV.
- **A limited approach.** Too much time spent looking for jobs online and negligible time spent on more proactive approaches. Being busy does not necessarily relate to being effective.
- **Failing to network,** which can also be done online via LinkedIn or discussion groups for those of us who are more introverted.
- **A lack of awareness of what interviewers are looking for.** They haven't thought about how to promote themselves at interview, their examples are vague and they don't have questions to ask.
- **Invisibility online.** Do a Google search for someone and you don't find anything. They need to at the very least get a completed LinkedIn profile.

I can work with clients and greatly improve their CV, cover letter, effectiveness of interview etc, but I still can't guarantee that they will get a job. Some of this is within their control, others are outside their control.

Why it's not your fault

- **There could be hundreds of people applying for the same job** as you, so no matter how great your application there could be others who look as good on paper and interview as well as you.
- **You could be constrained by location and the jobs on offer are those which are well below your capability.** Employers will know that as soon as the economy upturns you will be off for something better. You can cover reasons why this job as marketing assistant is perfect for you, but if you have previously been a marketing manager it will be hard to convince that you are happy to take on a more junior role.
- **With cuts in government spending there won't be the opportunities in the public sector** and in the private sector there may only be part time opportunities.

What you can do

- **Keep the momentum going; don't give up.** Too often people tell me that they have done very little in a week, perhaps just a couple of hours of unfocused work.
- **Keep up to date with the industry.** You may be out of your profession but you can still read articles, and attend professional meetings.
- **Look for ways to keep your skills up to date** via small projects and voluntary work.
- **Think about a portfolio career.** Perhaps you could take on a couple of part time jobs?
- **Think laterally.** Offer to work on a project 'try before you buy' basis to help encourage an employer to offer you the job
- **Choose job search coaching, or join a job search group, have a buddy so you are not working alone.** You could use my book - [How To Get a Job In A Recession](#) to guide you through what to do, and not do.



Denise Taylor is a chartered psychologist, registered guidance practitioner, author and award winning career coach. I love my job, and love helping other people get their ideal job both helping them get clarity on what this is and also ensuring they are successful in job search. I haven't always loved my job and like many people climbed a ladder and when I got close to the top realised it was the wrong one. Read more on my web site www.amazingpeople.co.uk . Any questions? email me Denise@amazingpeople.co.uk.