



HOW TO MARKET YOURSELF TO GET THE JOB YOU WANT

Having a clear objective of what job you want will help your search to be more successful

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Are you one of those people who wakes up in the morning and starts the day by going through the recruitment section and appointments pages in the various newspapers and business publications and then grabs a coffee and starts circling the jobs that on first sight appeal? Or do you simply log onto the Internet and browse through the millions of vacancies?

Do you then pick up the telephone hoping to get more information than that being advertised or do you simply apply online?

You can be sure that whichever route you take you will be asked to send your CV whether you fit the bill or not.

Then having applied for the job/s do you pat yourself on the back and congratulate yourself on doing something constructive and leave the rest to fate?

It's at this stage that you really need to step back and consider if you really do want the position you have applied for.

Or are you simply answering jobs as if you are on autopilot?

I ask this question because as a career and confidence-building coach for the past 14 years clients initially contact me it's when they they've been applying for jobs for the past three to six months without success and are now starting to wonder why.

The answer is simple. It's usually because they have been using The Scatter Process.

By this I mean they have been applying for positions, which on first sight look like the perfect job without looking too closely. What has attracted them is the job title, salary and the variety of perks on offer without taking into account whether they have the skills required, where the job is located and what is the likely hood of actually getting it.

Sound familiar?

Having a clear objective of what you want from your next job will open your mind to possibilities. This in turn increases your confidence to go out and get it.

Until you take the time to really explore who you are, what motivates you, the aspects of your work you may need to update and what you have to offer a potential employer, you won't be in a position to convince somebody else.

Don't restrict your job search. Add three or four new industry sectors which up to now you hadn't considered. You never know, the larger the net, the greater your chance of success.

So before you get carried away writing your CV. Be very clear of what you want say.

Start by listing your successes and achievements in order of relevance and the differences you have made in your career to date.

A CV should be sexy. By that I mean it should create enough interest to get you an interview. And it's worth remembering that your CV creates the interest - but it's your personality that gets you the job.