

## Flawless Job Search Strategies for 2010

As 2009 stumbles to a close with a national unemployment rate of 10.2%, and in Florida, nearly a full percentage point higher, now, more than ever, every step of your job search process must be flawless.

At this time of the year, our recruiting division historically has slowed as the holiday's approach and companies start looking toward the next calendar year and their reduced budgets are usually refreshed. There are, however, pro-active firms who have recruiting needs and begin the arduous process of locating and interviewing applicable candidates now with the goal of having them in place for the start of the New Year.

Whether you have a job or continuing the frustrating process of locating one, employers still have many employee options and won't hesitate to make changes to upgrade their staff. If you are fortunate to have a job, don't get complacent and do everything possible to keep it, assuring you are providing value to your current company. If not, the people who searching for a job will be more than willing to take over for you if given the opportunity.

Either way, finish 2009 and begin 2010 with a process which minimizes job search miscues and enhances your chances of securing a new career opportunity.

If you're searching for a job or would like to upgrade your existing one, DMR Career Planning shares some ideas to increase your probabilities:

**1. Continually modify your resume.** Your resume is perhaps one of the most important tools of your job search. Assuring it's updated and represents you in the most positive, accurate and concise way is essential. Also, be sure to place relevant key words into the text. Most employers place resumes into a database, or extract them from job boards, and when needed, use these keywords to find you for specific positions. Also, customize it to each position you apply for.

**2. Continually modify your "online resume" and presence.** Once you've posted your professional profile on social and business networking web sites such as Facebook, Twitter and LinkedIn, be sure to update them with information you would want a potential employer to know about you. Ask friends how they would perceive your profile if they were in fact a hiring authority. Many recruiters and hiring managers use these types of sites for recruiting purposes and a vehicle to gain another perspective of you. If your profile is not professional, with the exception of some family photo's, you may have the lost the opportunity to compete for a specific position.

Also, type your name into the major search engines and monitor what the results are. If there are photos, videos, comments or anything which are unflattering, do your best to remove them or ask the webmaster to do so. The key is don't provide a potential hiring manager any reason to question your character, judgment or ethics. Instead, write relevant information and place them on blogs and appropriate online forums to build up your profile.

**4. Networking.** The best time to expand your network of business connections is when you need a job and when you **don't** need a job. Either way, networking is always critical! Reaching out to existing and establishing new contacts allows you to nurture these relationships. Maintain regular communication with your contacts and create a "two way street" as it relates to helping each other in any way.

**5. Interviewing.** In order to maximize an interview opportunity, preparation and attention to details are mandatory. Just remember you are being evaluated and judged on everything from your resume submittal to the final goodbye. The entire interview process is about perception, credibility and how to increase the probabilities of success.

**Below is a condensed version on how to maximize an interview opportunity:**

- Research company and person interviewing you
- Arrive on time and turn off your cell phone
- Fill out employment application with complete accuracy
- Ask qualifying questions and answer questions in a concise manner.
- Close the deal!
- Mail & email thank you note explaining why you are qualified for the job.

Keep in mind, there are still companies hiring, and as time goes by, the economy will experience subtle growth. Therefore, whether you're searching for a new position today or in the future, implementing the strategies we've discussed will certainly increase your chances of getting noticed and capitalizing on the interviewing opportunity. If you don't incorporate these search strategies, and flounder without a process, you're "opening the door" for someone else to "win".

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