

CareerAlley: Surefire Job Search Strategies

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FULL TEXT

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Are you applying for dozens of job opportunities but not getting any responses?

Job search can be a frustrating process regardless of your experience, but if you're not even getting to the interview stage, it can seem devastating. You know that if you just had the opportunity to talk to someone, you could convince them that you're the right candidate for the job!

The New Job Search

Don't waste days, weeks and months following the job search "rules." Learn how to take charge and get offers for the work you love at the price you're worth.

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Take these tips to heart, and you'll be given that opportunity in no time.

Hit the pavement

Literally, get your foot in the door. As old-fashioned as this may sound, delivering a hard copy of your resume can help you get noticed. You can ask if it's possible to talk to someone in HR about possible openings. The key to success with this one is to be nice to the receptionist, as he or she is often the gatekeeper.

Great Resumes Fast Impress Employers with a Professionally-Written Resume. Your resume will include the right words, information, format and design employers want on your resume. Learn how to outsmart applicant tracking systems (ATS). We earn a commission if you click this link and make a purchase at no additional cost to you.

Get a professional resume edit

Have a professional look at your resume and have them look at your cover letter, too, while they're at it! Just one typo can make an employer put your resume in the "no" pile, particularly at a time when they have so many qualified candidates to consider. It's also possible that you're not highlighting your experience in the best possible way, or using an old format. A professional resume writer can help guide you to creating a resume that represents you best.

Free Resume Review - TopStack Resume

See how your resume stacks up! Our resume review will include three sections: (a) strengths of your resume, (b) areas to improve, and (c) the results of an ATS scan.

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Ask for an informational meeting

It's not an interview, but it is an opportunity to get face time with the people that matter. Take the opportunity to learn more about the company and your field, but don't be afraid to mention details about yourself and what you are looking for. If you make the right impression then, they're likely to call you back if and when a relevant position

opens up.

Mail your resume

Yes, snail-mail. If you're answering an online ad, I've got bad news for you: you're among 300 to 400 others (on average) who did the same thing. Luck plays a big part in whether or not you are actually called in, since they are unlikely to look through all of them. Instead, they'll likely sift through just enough to find several qualified candidates to bring in for interviews and then stop looking.

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So how do you increase the odds that your resume gets read? Well, first, email it in! You can't avoid being a part of that lottery altogether, but you can increase your chances of getting read by also mailing or even faxing it in as well. Having the physical piece of paper in front of them may make it more likely that you're called.

Create a digital resume

Another way to get your resume to stand out from the pile is to make it different! Of course, you also want to include the traditional format, but if you can provide a link to an eye-catching digital resume, it might help you to get their attention.

What is a digital resume? Anything you want it to be. You can use a blog, website, or even social media to showcase your talents, and provide links to everything from graphs, videos, and more to make your case.

Make use of the email subject

Are you just writing "resume" or your name as the email subject? You're missing out on an opportunity. Instead, include a brief list of your qualifications, like this: "Skilled nurse with 8 Years of Experience in a Hospital Setting."

Downplay your experience

This may seem counterintuitive, but it can be the solution if (and only if) you are overqualified for the positions you are seeking. Maybe you're looking for a better work-life balance or aren't having any luck seeking more advanced jobs. Either way, potential employers won't know that, so find ways to make it look like you're a better fit.

If the problem is that you have too many years of experience, it is now customary to only include the last ten years –that can go a long way. Job titles look too fancy? Tone them down. It can also sometimes help to leave off advanced degrees if you fear that you may look over-educated.

Make sure you're qualified

The other side of this, of course, is that you may be applying for jobs that you're under-qualified for. You can fix this problem by aiming at jobs more suitable for your experience level –or you can get more experience.

But how do you get more experience if no one is hiring? Taking classes, getting a degree, doing volunteer work, or taking on freelance or consulting jobs can make a big difference.

ZipRecruiter

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