



Workshop #4

Job Search Strategies

- 1. What are the three primary ways to find a job?**
- 2. How should I put each of these three strategies to work in my job search?**
- 3. How should I balance my time among the three methods?**

Assignment: fill out the job search strategy outline at the back of this section and use it as your starting point on allocating your time.

Job Search Strategies



Finding a job is a full-time job.

Are you spending 40 hours a week looking for your job?

Very few job seekers are. You can outwork them if you choose to.



Job Search Methods

- **Job Opportunity Based**
 - Traditional approach
 - Finding current openings
 - Numbers game
 - Many jobs to look at
 - Low PoS per job opportunity
- **Employer Based**
 - Targeting desired employers
 - Finding a “connection”
 - Informational meetings
 - Timing game
 - Sell yourself now
 - Wait for job to open
- **Contact Based (networking)**
 - Building concentric circles of contacts
 - Referrals of contacts
 - “Rules of the game”
 - Backscratching game
 - Reciprocity of assistance
 - Opportunities are almost secondary



Opportunity Based



- Traditional approach
- Most job seekers spend too much time doing this

- Finding current openings in want-ads, online job banks, etc.
- It's a numbers game
 - Many jobs to look at, but
 - Low odds of success per job opportunity



Where to Find Job Postings

- Newspapers
 - http://en.wikipedia.org/wiki/List_of_newspapers_in_Houston
 - Houston Chronicle
 - Houston Press
 - Houston Defender
 - La Subasta
 - Regional, neighborhood papers
 - Craigslist
- Online job sites
 - Indeed
 - Monster
 - Jobing
 - Flipdog
 - Yahoo
 - Careerbuilder
- Job banks (typically more industry specific)
 - United Way Houston (nonprofit jobs)
 - IABC (International Association of Business Communicators)
 - etc.
- Help wanted signs



Employer Based



- Targeting desired employers through research
- “Informational” interviews

- Finding a “connection” to get your resume walked in by an insider
- Timing game
 - Sell yourself now
 - Wait for job to open later



Targeting Employers

- Search is not job-specific,
 - but organization specific
- How to identify the organizations you want to consider?
 - by industry through online search
 - Book of Lists (HBJ)
 - Greater Houston Partnership
 - Other Chamber of Commerce (many)
- Each organization has a website
 - most have a “careers” section, with job openings that are not on the broader sites
- Find your “In” to the organization
 - who do you know who works there?
 - who do you know who knows someone who works there?



Informational Interviews



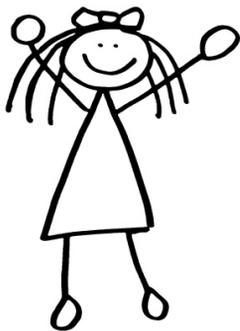
<http://mamjobsnetwork.org/articles/informational-interview-video/>



Becoming an “Employee Referral”

- Employers see three types of applicants

Internal
Candidates



Employee
Referrals

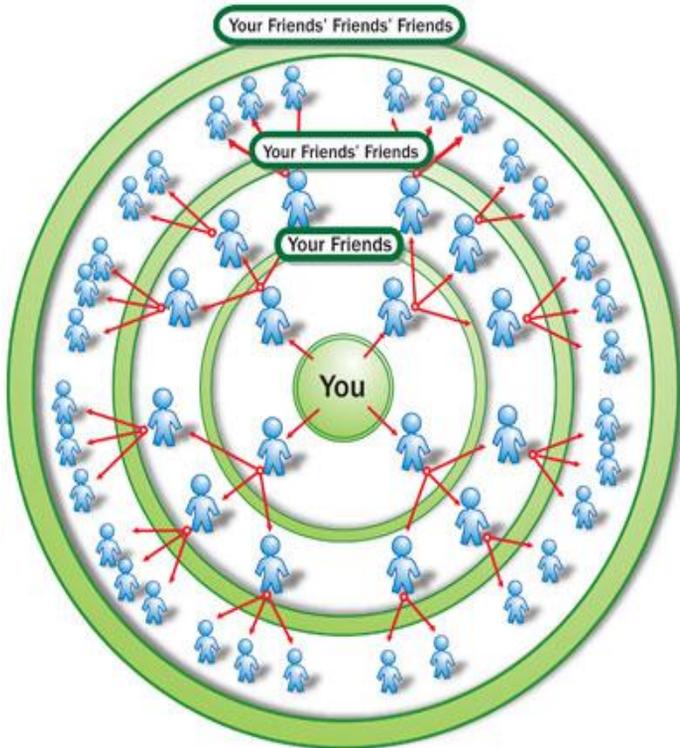


Everybody
Else



- Your goal is to move from the “everybody else” category to the “employee referral” category.
- How?
 - AFTER the informational meeting, send a thank you email. Personalize it a bit to re-emphasize the connection you have made.
 - Attach your resume, and ask the person if he/she would carry it to HR (or to the hiring manager) with his/her comments.

Contact Based (networking)



- Building concentric circles of contacts
- Referrals of contacts
- Mutual assistance
- More “eyes and ears”
- Backscratching game
 - Reciprocity of assistance
 - Opportunities are an important, but secondary, consideration
- Online networking (e.g., LinkedIn.com)



Networking Basics



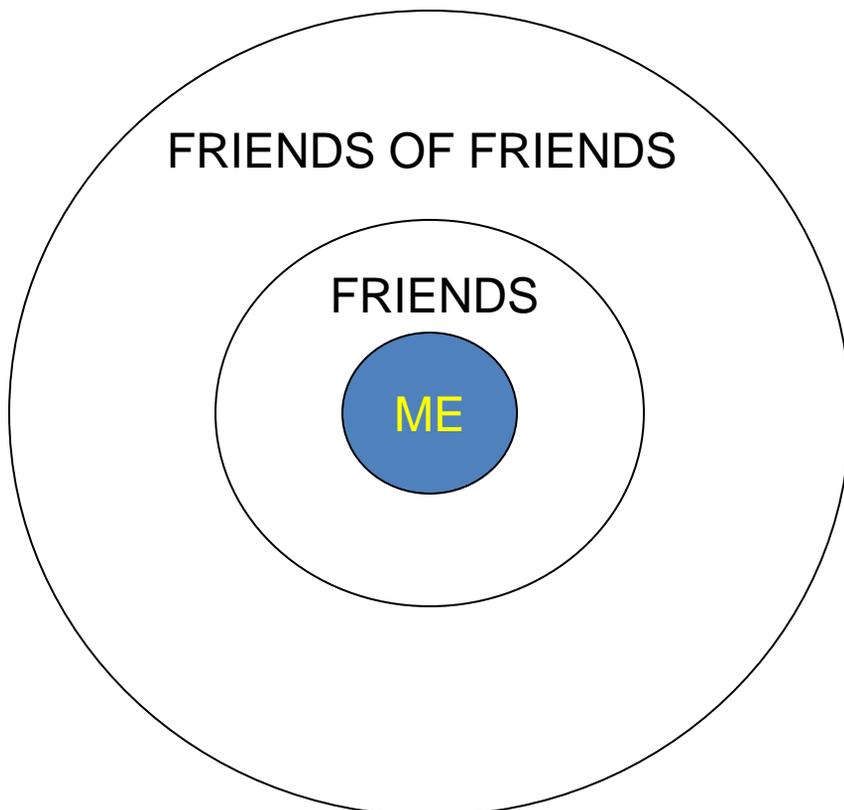
presents

“Networking”

<http://mamjobsnetwork.org/articles/networking-to-get-a-job/>

Networking

- The single most important long term tool for your career is “who you know”
- People will help you
 - If you are earnest
 - If you ask for help
 - If you are diligent about following up
 - If you are willing to also provide help, now or later





The Networking Process

- Start with people you know (or knew)
 - Call to reconnect
 - Set up a meeting (breakfast, lunch or whatever)
- The meeting is NOT about finding you a job
 - It's about catching up on each other's story
 - It's personal
 - It's mutual
- Talk about what you want to accomplish
 - Your networking friends will have their minds turning to give you ideas
 - The whole meeting is about ideas
- They will provide you with referrals
 - Call this person (and you WILL CALL THEM)
 - Is there anything I can do to help you?
- Work from the inside of the circle outward
- RECIPROCITY
 - To get help, you must give help
 - Now, or later



My Job Search Strategy

40 Hours in a Work Week

