

In today's perilous job market, your search has to be flawless. Job readiness expert David Schmier points out the 7 deadly mistakes most job seekers make today - and shares proven alternatives to help you land your next job FAST.

The 7 Deadly Job Search Sins

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THE 7 DEADLY JOB SEARCH SINS

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TABLE OF CONTENTS

INTRODUCTION.....	1
DEADLY SIN #1	9
THING #1	10
THING #2	14
THING #3	17
WRAP UP	19
DEADLY SIN #2.....	23
RESUME STYLE AND CONTENT	23
YOUR MASTER RESUME	29
WRAP UP	30
DEADLY SIN #3.....	33
ANSWERING ADS	33
WORKING WITH A RECRUITER	34
POSTING, COLD CALLING, OR JUST STOPPING BY	37
OLD NETWORKING	39
WRAP UP	41
DEADLY SIN #4.....	43
NETWORKING THE OLD WAY	43
NEW NETWORKING.....	46
IDENTIFY YOUR NETWORK	47
MAKE YOUR APPROACH	48
NEW NETWORKING PHONE SCRIPT	49
NEW NETWORKING LETTER.....	50
WRAP UP	51

THE 7 DEADLY JOB SEARCH SINS

DEADLY SIN #5.....	55
THE RELATIONSHIP MEETING	56
BEFORE YOU GO	56
THE RELATIONSHIP MEETING	57
THE RELATIONSHIP MEETING	60
BE A GIVER – NOT A TAKER	62
WRAP UP.....	65
DEADLY SIN #6.....	69
LINKEDIN, PLAXO, XING, ETC.	70
FACEBOOK, MYSPACE, ETC.	72
TWITTER	73
PERSONALIZED WEBSITES	74
BLOGS.....	76
EMPLOYMENT WEBSITES	77
PEOPLE SEARCH	79
WRAP UP.....	80
DEADLY SIN #7.....	81
THE BUDDY SYSTEM	82
IDENTIFY THE WORST CASE SCENARIO	84
JUST SAY NO!.....	85
WHEN YOU'RE IN THE BASEMENT.....	86
GOING PERIPHERAL	87
GETTING PROFESSIONAL HELP	88
KEEP SWINGING.....	89
WRAP UP.....	90

DEADLY SIN #1

STOP SELLING – START MATCHING

When most job-hunters begin their search, they add their last job to their resume, check the previous entries to make sure they sound as impressive as possible, then run around showing it to anyone who'll look, saying "Aren't I great – hire me, hire me!" And the typical response from the hiring managers who are looking is something like, "Yes, impressive credentials, lots of good experience here – but unfortunately it's not exactly what we're looking for. But I'll keep it in our "Active File" in case something that matches your skills and experience comes up in the future." (But we know the only activity the active file gets is when the file drawer gets opened to put another resume in it.) And that's it, game over, you've missed your chance. And as we know, in this game there aren't any second chances.

So, rather than trying to sell those things about yourself that you think are important or most impressive, why not find out what the company you're approaching wants and needs, and then showing them that you match those criteria? Makes more sense, doesn't it. But the question of course is - what do you match? The answer is that you match the three things that potential employers care about most.

THING #1

MATCH THE COMPANY CULTURE

Every company has its own personality or culture. Consider Google vs. Procter & Gamble – their location; the goods or services they sell; the way the employees dress – everything about them is clearly different. And even departments within a company have their own unique cultures as well. Consider the sales staff. Typically they dress in expensive suits. The men add pricey cufflinks and slick aftershave; the women, nice jewelry and expensive perfume. The goal is to project an image of success and prosperity.

Now think of the accounting staff. With them it's a different story – more modest clothes and jewelry, nothing too fancy that will call attention to itself. Their appearance needs to reflect modesty and fiscal responsibility. Now how about the computer and I.T. staff. Jeans and Nikes, right? Now think for a moment about how the members of each one of these cultures talk and what they talk about? Again, it's unique to that group.

The reason for these cultural differences goes back to the beginnings of human development. At that time, humans organized themselves into social units called tribes. They did this for mutual benefit and protection. Not surprisingly, the people in these tribes began to take on similar characteristics. They started dressing alike, adorning or marking themselves in similar fashion, and adopting a common language. This provided emotional security by making them feel that they were a part of

something larger than themselves. At the same time, it allowed members to easily identify their fellow tribesmen and women, which helped protect against outsiders getting close enough to do them harm.

As a result, we humans became hard-wired to be cautious when confronted with something we didn't recognize. In fact, back then anything unfamiliar was considered dangerous until proven otherwise. For example, if you were on guard duty and someone approached that you didn't recognize, you'd look to see if they were displaying the tribal symbols – dress, beads, hair style, etc. If they did, they were allowed to pass. If they didn't, there was a good chance the visitor would end up with a spear in his stomach.

These same protective instincts are operating today. Regardless of how modern and evolved we think we are, we are still hardwired to believe it is a dangerous world out there and as a result we naturally collect ourselves into tribes for mutual benefit and greater security. Companies are no different – they're tribes as well, complete with their own dress code, a unique language, and tribal slogans called Mission Statements. When approaching a company or a department within that company with the goal of joining that tribe, you will have to reassure them that you will fit in, that you won't cause problems, and most importantly that you will contribute to their mutual benefit and protection. If the company or department you're approaching has any doubts about that fact anywhere along the way, you won't be invited in – period.

TRIBAL SYMBOLS – WHAT ARE THEY

So, how do you as a job-finder demonstrate to a company or department that you will be a member of their tribe in good standing? You do it by matching their Tribal Symbols – by looking like them, speaking their language, expressing the same values, communicating the same goals, etc. There are many things that constitute tribal symbols. There are five main categories:

Appearance - What you see is probably the most obvious tribal symbol. Every company and even department within a company have their own unique style of dress. What is that style and how formal is it? A logo is the graphic symbol the company uses as its signature? Is it classic / traditional or contemporary / modern? It can tell you a lot about the tribe. What type of environment have they created for their tribal home? Is it traditional or modern? Is it neat and well ordered, or does it look like a tornado just swept through?

Sound - How the tribe members speak is another tribal symbol. Is it formal and well mannered or filled with slang? What do the tribe members talk about? Do you keep running into certain phrases whenever you read about the company? These are strong indicators of what's important to the company.

Personality - A tribe's personality isn't always apparent at first. But with a bit of research you should be able to find out quite a bit about how the tribe behaves and thinks. Here are some things to look for. Does the tribe move slowly and methodically,

or is everyone rushing around like chickens without heads? As a member of the tribe, you'll have to be comfortable working at their pace. Are new tribe members offered orientation meetings, instruction manuals and the guidance of a mentor? Or are they told to 'figure it out on their own'?

Values - The last category of tribal symbols is values. Uncovering what those values are can take a bit of digging, but well worth the effort. What are the two or three things that are most important to a company? Look at their mission statement and you'll learn how they want the world to think about them. If you can speak with an employee of the company, you might hear a much different story. At some companies it might be all about revenue. At others, image or prestige might be what matters most.

So now that you know how to define a company's tribal symbols, where do you go to find them? The first place to look would be the company's website. Granted, the information will be polished to reflect well on the company. But there should be some insights into their culture that you can glean. You can also talk to people who currently work for the firm, or did so in the past. There are also a few websites like glassdorr.com where employees share inside info about the companies they work for. If you're working with a recruiter then he or she should be another good source of this information. And you should also look in the media for news articles about the company, and if they're publicly traded, call the consumer relations department and ask for a copy of the company's annual report.

THE 7 DEADLY JOB SEARCH SINS

Finally, you can go to the company's location and just observe for a little while. In a just a few minutes you'll get a sense of the dress code for the tribe and the personality of the office. Of course, don't get so close that you raise the suspicions of the tribe's security force. Or worse, be noticed and remembered by the person who ends up interviewing you the next day.

By now you should have a good idea of what a company's tribal symbols are and where to find them. But what do you do with all this information? You customize your key marketing materials such as your resume, cover letter, positioning statement, success stories, etc. to include those same symbols. You should also include them in any direct interaction you have with the company, such as a Relationship Meeting or Hiring Interview. That's how to immediately communicate that you'll fit into the tribe and will be there for their mutual benefit and protection.

THING #2

MATCH YOUR SKILLS AND EXPERIENCE TO THEIR PROBLEMS

Do you know why businesses hire someone new? Is it because they need the companionship or have extra budget they need to spend? No. It's because they have work that isn't getting done. It could be because the company has taken on new business and the existing staff isn't large enough to handle the additional work. Or there may be someone currently in the position who isn't getting the job done and needs to be replaced. Or the work could be getting done for the moment,

but a valued employee has just informed his or her supervisor that they're leaving in a month for any of a dozen reasons. In which case, the work is about to not get done.

There are lots of reasons why the work isn't getting done. But regardless of why, the company has a problem. Either they're losing money, sacrificing profits, straining the relationship with a client or damaging their reputation in the marketplace – all big problems. And even if the company isn't trying to fill a slot currently, good hiring managers know that soon enough they will. Maybe tomorrow, next week, or next month, one of the situations we described above will occur and the company will suddenly need to hire staff to help get the work done. Thus, if you can present yourself as the best person to do that for them, then you'll be first in line to be hired when they are in need of someone.

But how do you find out what a company's problem is? You do research, just like you did to identify a company's Tribal Symbols. Talk to people such as past or present employees, or your recruiter if you're working with one. Check online or go to the library and locate articles about the company. As we know, the media gravitates toward negative news so any articles written about your target company will probably contain plenty of information on what challenges your potential employer is facing.

But the best place to learn about their problem is to look at the job description if there is one. As you read it, circle, underline or highlight those words that you feel indicate what

THE 7 DEADLY JOB SEARCH SINS

skills and qualities the company is most looking for in a candidate. Look for instances where the job description calls out a skill more than once – it's telling you that this is a quality that is particularly important to the company.

After you've carefully studied a job description and highlighted those words you feel indicate what the company's problem is, you should rank those in order of importance. At the top of the list would be those requirements that are essential – in other words, the skills, experience or training that are required for you to even get in the door. At the bottom of the list would be those things that are "nice to have's" but without which you could still be considered for the job.

There may be a bit of guesswork involved in this part of the process but use your best judgment and you should be able to come close to knowing what is most and least important to an employer. Once you've identified what a company's problems are and ranked them in order of importance, what do you do with that information?

Just as you did with their tribal symbols, you incorporate that information into all your interactions with the company. That means including it in key marketing materials such as your resume or a cover letter to them, or mentioning that information prominently in an interview. If you can do this effectively, you'll quickly convince the company that you're the right person to solve their problems. And if you can do that, how could they not hire you?

THING #3

USE PSYCHOLOGICAL MATCHING TO BUILD A RELATIONSHIP

There are two positive by-products of relationships – trust and obligation. Here's an example. Let's say you have a car that needs some repairs. Now, just a block away is a professional repair shop – Ed's Auto Clinic. Ed's has a good reputation, competitive prices and it's super convenient. But your brother also owns a repair shop, though his is on the other side of town. Where will you take the car? To your brother, of course. Why? Because despite the convenience of Ed's you trust your brother – if you bring the car in for a new muffler, you trust that he's not going to tell you that you need the engine rebuilt as well. Secondly, you feel obligated. How could you take the car to someone else when your brother can always use the business?

Relationship can be a very powerful tool to help you get the job you want. Think about how helpful it would be if you were able to build a good relationship with a hiring manager at a company where you'd love to work. While there might not be a job for you right now, if you had a good relationship with the hiring manager then it's more likely that he or she would call you when something does turn up, or when they hear about something from one of their peers. And as we've already seen, eventually the hiring manager will have a job or they'll know someone who does.

There are three ways to get into a relationship with someone. The first way is to be related – either by blood or marriage. Blood

THE 7 DEADLY JOB SEARCH SINS

relations are sister, father, cousin, etc. In the case of marriage, you're not only in a relationship with the person you marry but with his or her family as well. The second way to get into a relationship with someone is by 'association'. If you have a relationship with Michael and so does Rachel, and Michael introduces you to Rachel, then you and Rachel automatically have a relationship. Understandably, not a very deep or strong one, but still more than if you had just met Rachel at the bus stop.

This also applies to people who belong to the same church or other organization, or whose kids play on the same soccer team. These are called associative relationships and they are based on common bonds and shared experiences. The last way to get into a relationship with someone is through friendship. You've probably heard the expression, 'They were our best friends for years. We were so close with them they were almost like family.'

So, applying this concept to your job search, if you can get into a relationship with a hiring manager you will create both trust and obligation. And those could be very helpful things to have the hiring manager feel about you as he or she is making the decision about whom they are going to hire. So, how do you get into a relationship with a hiring manager? You're probably not related to them already and it's unlikely that you're going to marry their brother or sister just to get into a relationship with them, right? So that leaves either Option 2 – identifying experiences or other relationships that you have in common; or

Option 3 – getting into a friendship with them. Option 2 is easy if you can find out what those common bonds are. That could be a professional acquaintance that you have in common, your college alma mater, an organization you're both a member of, etc.

Option 3 is a little trickier. If you were trying to build a personal friendship you'd do things like seeing if they wanted to join you for a movie, compliment something they're wearing, or show interest in things they're doing in their life. But doing that with a hiring manager might seem inappropriate. What you can do instead is acknowledge his or her professional accomplishments.

Do some research to find something that they were involved in at work that was successful. If you can't find out something specific to them, acknowledge the company or the department they're in and they'll take it as an acknowledgement of their own value and accomplishments. Be careful though, hiring managers are on guard for people who are sucking up to them just to get a job. You have to be sincere in your acknowledgement. Make sure it doesn't sound like a hollow compliment.

WRAP UP

In the current tight job market, the biggest mistake most job seekers make is attempting to sell themselves to potential employers. They'll go to great lengths to make everything on their resume sound as impressive and important as possible - all

THE 7 DEADLY JOB SEARCH SINS

without ever trying to find out if those are things that are important to the company they're approaching. As we've seen, the much more effective strategy is to take the time to find out what the employer is looking for and then match yourself to that. What you match falls into three areas:

- **Match The Culture.** Adopt the tribal symbols of a potential employer in order to reassure them that you will be there for their mutual benefit and protection.
- **Match Yourself As The Solution To Their Problem.** Find out what a company's problem is then customize every interaction with them to show that you are the solution they need.
- **Use Psychological Matching To Build A Relationship.** As you go through your job search, identify those things you have in common with a hiring manager. Also compliment them professionally. Both efforts will help build a relationship and the result will be its two powerful by-products – trust and obligation.

Utilize all three types of matches every place you interface with a potential employer – in all your key marketing materials such as your resume, cover letter, thank you note and follow-up letters; and in the interview or any other direct interaction you have with people in the company. Sometimes this will be easy and sometimes not, but always take advantage of the opportunity to do so. It's the best way to make yourself more desirable than the hundreds of other job-seekers who are competing for the same opportunities. As a result, you'll land the job while the rest of the competition is still looking.

CASE STUDY

THE CANDIDATE WHO COULDN'T DRESS RIGHT

If you have any doubts about how important it is to demonstrate to a potential employer that you're a member of the tribe, consider this true story. Paul V., a high-level marketing professional was called by his recruiter about a job with one of the world's leading marketers of sports and active wear. It was a senior level position, paying in the mid six figures, for one of the best-known brands in the world. Paul was thrilled about the opportunity. The company flew him out to their headquarters on the West Coast for a day of interviewing with many of the senior managers of the company. Paul felt that things went well and this was confirmed when he got back home and his recruiter informed him that the company would like to bring him out again the following week for some additional interviews.

This time, Paul met more of his peers, some of the team who would be reporting to him, and the Head of HR. Again, he felt that he nailed the interviews, and the feedback to his recruiter confirmed that an offer might be pending. But they felt they needed to see him just one last time to meet the company CEO and President. Again, Paul got on a plane and flew over five hours to meet with the President along with many of the same people he had met with on his previous two visits. By this time there wasn't much to talk about that hadn't been covered before but Paul still felt that he had represented

THE 7 DEADLY JOB SEARCH SINS

himself well. He returned home, more confident than ever that he would get the job.

But he didn't. After his last visit, the Head of HR called his recruiter and told her that the company had decided to continue their search. Devastated, the recruiter asked what had happened - everything had seemed so strong and positive up until that point. She was told that the company didn't feel like Paul had really 'gotten' them. The recruiter was stunned and pressed for an explanation.

The Head of HR explained it this way. The company sells tennis shoes and casual wear, which is what almost everyone in the company wears to work everyday. Even the company president hadn't been seen in a pair of dress shoes in several years. For all three interviews, Paul had shown up in a suit and tie. While the hiring managers appreciated Paul showing his respect by dressing up for the first and possibly even second interview, they couldn't understand why by the third interview he didn't start to get the company culture a little better and leave the suit at home.

Now we're not suggesting that Paul should have dressed for the interview in jeans and tennis shoes. Still, he should have assessed the company's most visible tribal symbol – the way they dressed – and then made sure that he matched them a little better. Maybe that meant khakis and a sports coat, instead of the suit and tie he wore on all three interviews. Paul had to learn this lesson the hard way, and the price was missing out on a job he would dearly have loved to have.

DEADLY SIN #6

QUIT ACTING LIKE IT'S 1999

Once upon a time all you need to get a job was the Sunday paper and the U.S. Postal Service. If you were searching for a job you'd simply look through the Sunday paper, find one or two gigs that looked interesting and that you were qualified for, put your resume in the mail and then wait a few weeks for a call to come interview. Then in 1999 a thing called Monster.com was officially created and the way we go about finding a job was changed forever.

Now in minutes, you could search hundreds of detailed job descriptions, find the ten or twenty that seemed like the best fit, quickly revise your master resume to match up perfectly with the job description, and then email it off with a perfectly composed cover letter. Often you'd get a call or email within hours to come interview. But as we've learned, this approach to finding a job was so convenient and effective, the site was quickly overrun with qualified traffic. And in just a short period of time, looking for a job online was no longer the golden ticket it started out to be.

Fortunately, since then we've seen the arrival of a number of new digital technologies that can help make online job searching effective again. Ignore them and you'll be overlooking some powerful tools. You'll also be giving a huge advantage to other job seekers who are more technologically fluent than you are. So stop acting like it's 1999 and get

THE 7 DEADLY JOB SEARCH SINS

plugged into all the new technologies that can help you get your next job fast. Here's a few of them you should get yourself acquainted with:

- Social networking sites, such as LinkedIn, Facebook, MySpace
- Microblogging sites, such as Twitter
- Blogs
- Personalized Websites
- People Search

A word of caution before we begin. While each of these are wonderful new technologies that can have a huge impact on the success of your job search efforts, they are still just vehicles to enable human interaction. Use the same old tired messages when you utilize them to facilitate your job search and these new technologies will be no more effective than the old ones in this challenging job market. With that in mind, let's review each of these and how to use them to help with your search.

LINKEDIN, PLAXO, XING, ETC.

Social networking sites can be divided into those that are business-oriented and those that focus more on personal interaction. The most valuable for your job search efforts are the business-oriented sites, and of those the clear leader is LinkedIn. The LinkedIn Community boasts more than 35 million registered users including executives from virtually every Fortune 500 company. Registered users build a list of contacts they know

and trust – called Connections. People you already know are primary connections. People who know the people you know are 2nd Degree Connections. And of course, people who know people, who know people you know, are 3rd Degree Connections (Whew – say that three times fast!)

The key benefit of LinkedIn is that by utilizing your various levels of connections, you potentially have access to a huge number of registered users on the site. That includes hiring managers or employees at companies you want to work for. And because anyone you approach knows you or someone you know, you'll have a much easier time connecting with them than if you were approaching them cold. This is called gated access and it unlocks the power of LinkedIn to connect you with people who can have the most impact on your job search.

Registering on LinkedIn is free, which enables others to find you or allows you to search the site for someone you know, or want to know. In addition to searching for someone by name, you can also search by specific criteria such as employer or location. For example, type in Microsoft and you'll get a few thousand profiles of people who have some connection with Microsoft – either they currently work there or once did. But to be able to connect with any of these folks, you'll have to pay for it. The least expensive plan is \$24.95 per month and they go as high as \$499.95 per month. Not cheap, but if a few months of paying \$24.95 leads to your next job, it could be a bargain. Included in the fee are a certain number of InMails. This is a

direct, private communication to someone else who's registered you probably don't know – the LinkedIn version of cold calling.

LinkedIn also has other valuable functionality you should take advantage of. LinkedIn Groups are registered users who have joined together based on something they have in common, such as past employees of a specific company. Because of this shared experience or background, members of Groups are generally supportive and helpful when another member has a request, such as an introduction to someone you'd like to reach out to. LinkedIn Answers allows users to ask questions for the whole community to answer. This could be something like, "I have an interview for a tech support job at IBM Cincinnati next week and was wondering if anybody can tell me something about the tech team at that campus."

Other business-oriented social networking sites that can help connect you to a network of others are Plaxo, Xing and RYZE. If you're willing to spend the time (and in some cases, money) they're a powerful tool that can super-charge your job search effort.

FACEBOOK, MYSPACE, ETC.

Social networking sites like Facebook or MySpace are similar to LinkedIn but are personal rather than business-oriented. But with over 300 million registered users combined, they can be a useful tool to find people you'd like to network with. Most of these sites allow registered users to send public or private

messages to friends. Users can also join groups based on shared interests or backgrounds.

Here's a couple of things to watch out for. Hiring managers and human resources personnel routinely check for a candidate's profile on these sites. So, make sure there isn't anything there you don't want seen by a company you'd like to work for. In other words, pictures of you running naked through the streets of New Orleans during Mardi Gras should probably be left in your computer, not posted for the world to see.

Also, make sure the information on your profile page matches information about you everywhere and anywhere else it's posted. In other words, if you include information on your Facebook profile that contradicts something on your LinkedIn profile then a company's fact checker might conclude you're trying to hide something – not a good impression you want to leave a potential employer with.

TWITTER

Twitter is the newest of the big social networking communities and though significantly smaller than MySpace or Facebook, Twitter is growing exponentially every day. Considered a micro-blogging service, registered users post text-based updates of no more than 140 characters, known as "tweets." These short updates on what the user is doing are displayed on their profile page and delivered to other users who have signed up to 'follow' them.

An interesting, and potentially very helpful phenomenon is that many high profile people tweet on a regular basis – some every few minutes. This includes hiring managers or employees at companies you're interested in approaching. You can only send a private message to a user that is following you but you can reply publicly to anyone's tweets. Also, you can use a person's tweets to track what they're doing and where they'll be. If you've been trying to reach a particular hiring manager and they tweet that they'll be speaking at an upcoming industry event, it could be your chance to 'run into' them. That will be your opportunity to make an initial connection that will hopefully lead to a relationship.

PERSONALIZED WEBSITES

Websites aren't just for companies and their products. You can have your own personalized website – a place where you can direct anyone who wants to learn more about you. That might be a recruiter who is thinking of working with you, or someone you'd like to New Network with, or even a hiring manager who's considering you for an open position.

There are a number of tools to easily build your own professional-looking site, some free and some requiring a fee. Some of the more popular free tools are Bravenet.com, Webs.com, or Bluevoda.com. Though there's no charge for their templates, it will cost if you want to secure a domain name and host your site through them. The fee based website building tools such as Godaddy.com or Bluehost.com also charge for

hosting but most include a domain name at no charge. When creating a personalized website, try to get a URL that includes your name, something like www.SusanSmith.net as a way to reinforce your personal brand.

As you know, web sites are made up of a landing or home page with sub pages accessed through links in a navigation bar or buttons on the home page. Use the home page to present the most compelling things you'd like to say about yourself. I suggest an edited version of your positioning statement that says one or two lines about who you are and what your key skills are. I'd also include a picture or even a short video of yourself. Finally, make sure your contact information is prominent and easy to find.

Sub-pages can include:

- Resume, bio, or portfolio.
- Case studies or initiatives you were a part of that positively reflect the use of your skills. In other words, Success Stories.
- Written references or testimonials as well as any awards or recognition you've received.
- A page with links to your presence on any of the social networking sites, such as LinkedIn, FaceBook or MySpace.
- A link to your personal blog.
- A video resume.

As you can see, personal websites can be a powerful addition to your job search effort because of all the things they

can include. Unlike traditional resumes, which are simply a couple of sheets of paper, the inclusion of multimedia will make your personal brand compelling and memorable. And in an over-crowded job market, that's your #1 goal.

BLOGS

A blog is just a type of website, maintained by an individual or a company, typically home to regularly updated commentary. Whereas the main content of a website doesn't usually change from day to day, blogs are designed to be added to on a regular basis, often daily. There are two ways to use blogs to support your job search effort.

Many individuals maintain their own blogs and that could include someone you'd like to connect with. There over 150 million blogs already in existence, with approximately 175,000 new blogs being launched every day. So, it's not such a long shot that someone who can help with your job search has one. Start by following their blog and when it's appropriate and relevant, use the "Contact" button to get in touch. This is really just another form of networking, so make sure you follow my "New Networking" guidelines to ensure that the person you're contacting might actually respond. The goal of your interaction with them is to build a relationship over time that in the future will result in job leads and other connections. You can search for blogs of people you may want to contact at a few websites including www.technorati.com.

You can also create your own blog as a way to further communicate your personal brand. If you're a significant professional in your field, it's almost expected that you'll have a blog. It will present you as an expert and by including links to other resources you can easily expand your network of other professionals in your field – more people who might be able to help with your job search if approached in the right way.

Like any website, there are two steps to creating your own blog. First you have to create your blog interface – the look, feel and navigation of your site. This can be done with a number of free or fee-based tools available online. Some of the more popular are Wordpress.org, Typepad.com, Bloxom.com or Blogger.com. After you've designed your blog you'll have to secure a domain name and find a hosting company. Many of the platforms such as Blogger offer these services either free or for a small fee.

The thing to remember about a personal blog is that you'll have to maintain it. If the only entries are a year old then the image you're trying to project of being an active professional that keeps on top of developments in your profession will be quickly undermined.

EMPLOYMENT WEBSITES

It's no secret that I'm not the biggest fan of most employment websites. The problem is that there's just too much qualified traffic visiting them each day. Which means that whenever a good job shows up you'll be competing with

THE 7 DEADLY JOB SEARCH SINS

hundreds (if not thousands!) of other candidates for the chance to be noticed. In a crowd that size, the chances are miniscule that your resume will ever be seen. The other problem is that once an employer has interviewed a selection of candidates and chosen several as finalists they may not bother to take down their ad. Which means, you could be spending time and energy submitting for a job that doesn't even exist.

I'm not suggesting that employment sites have no value. Used in moderation they can be a very helpful component of your global job search strategy. But you must use them correctly. First of all, limit the time you spend submitting to online job postings. If only 10-15% of jobs obtained are the result of online searches then you should only be spending 10-15% of your available job search time using that method. And make the time you do spend on them as productive as possible by using these simple tricks.

Start by utilizing one of the vertical search sites such as Indeed.com, SimplyHired.com or Alltop.com. These sites aggregate or 'scrape' job listings from thousands of individual job boards, newspapers, associations and company career pages and posts them in a single location. That will save you the trouble of searching multiple sites with the same criteria.

If you take the time to register and fill out a profile you'll be able to receive email or text alerts when a job comes up that matches your search criteria. Indeed.com also includes forums to discuss employment inquiries with other users and a job trends chart to see up to date employment information.

You should be aware that several of the biggest employment sites, including Craigslist and Monster, aren't too keen on these aggregators, and have actually banned some of them from harvesting and re-posting their listings. But Craigslist and Monster have thousands of job listings, so if you want to use online job sites you'll need to visit these on your own.

PEOPLE SEARCH

Before you can reach out to people to network with, you'll have to find them. As mentioned, many of the people you want to reach can be found on large social networking sites such as Facebook or LinkedIn. But just as there are vertical search sites for jobs, the same thing exists for people. Wink.com, PeekYou.com, MyLife.com, Zoominfo.com and Implu.com are some of the most popular. They work by crawling existing social media websites to aggregate the online identities of everyone who is registered on them. Using the advanced search functions you can not only search for a specific individual, you can also search by common interests, shared background, geographic location, employer, profession etc.

You should note that these types of search sites locate people's online identities, not their offline information such as phone number, address, etc. You'll have to use other online services for that information.

WRAP UP

As you can see, there are a wealth of new technologies available to support your job search. They do require time, energy and for some of them, money, to take full advantage of their features. But they can make the difference between heading off to a job in the morning instead of the unemployment office. But remember, just having a profile on Facebook or contacting a business connection through LinkedIn, alone won't get you a job. You have to use these new technologies effectively.

When posting material about yourself in a profile or a blog entry, make sure your content is consistent, relevant, and compelling. And when using these new technologies to contact others, make sure you follow the New Networking guidelines to ensure you'll get a response that's helpful. As we said earlier, if you trot out the same, tired, old-style networking requests, you'll probably get lots of promises but no real help. In other words, it's not HOW you say it but WHAT you say that will make the difference when using these new tools.

In today's perilous job market, your search has to be flawless. Job readiness expert David Schmier points out the 7 deadly mistakes most job seekers make today - and shares proven alternatives to help you land your next job FAST.

The 7 Deadly Job Search Sins

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