

Career Watch



EXPLORING COMMUNICATION STRATEGIES

Are You Among the Unemployed?

In today's economy there are too many fish in the pool of job seekers. How do you compete and stand out from the rest? The only solution is to do things differently.

Think about it, if you want different results you have to adopt a different approach.



The sad truth is a large majority of job seekers are stuck in a rut. Months or years of failing to find employment comparable to their previous jobs, leave them feeling discouraged.

A good friend of mine searched for over a year after being laid off. He tried everything he could think of to support his family. He eventually had borrowed money

from family and travel longer distances for job interviews, even out of state. Despite his best efforts, the months rolled by with no solid offers. Having lost his home to the bank and his car repossessed right out of the driveway, he threw in the towel and moved his family to Arizona to stay with extended family for a while.

The Internet is a useful tool for finding many employment openings, it takes more effort than just emailing your resume. Recruiters suggest job seekers reach out to their friends and former colleagues, attend job fairs and a lot cold calling and follow-up.

Personally, I found better results when I can send a hardcopy of my cover letter and resume to potential employers. Then I follow-up with a phone call to verify they received it. If I haven't already secured an interview, I'll send them a postcard, thank you note or letter.

Job seekers must find innovative and creative ways to attract attention. You've got to demonstrate your willingness to go above and beyond what's expected.

Employment Stats

December '08 Consumer Price Index -0.7%

January '09 Unemployment Rate 7.6%

Payroll Employment January '09 -598,000(p)

Average Hourly Earnings January '09 +0.05(p)

Producer Price Index (PPI) December '08 -1.9%(p)

Employment Cost Index 4th Qtr 2008 +0.5%

Productivity +3.2% in 4th Qtr 2008

When Old Becomes New

I recently had a conversation with an employer. Right from the start she said I was the only applicant who mailed a hard copy of my resume. The simple act of mailing a copy of my resume in response to a job listing resulted in a phone interview less than 24 hours later.

I secured an interview with a different company using the same method. Like many others, the interview went well. Before the interview I did my research and it impressed them. During the interview I had identified solutions to problems they were having. They wanted a graphic designed with strong writing skills. So I analyzed their website and sent him some of my suggestions a brief letter where I rewrote a small section of the copy.

The goal is to impress and stand out from the crowd as someone who is not only capable of getting the job done but also willing to go the extra mile.

Contact Info

Annette Novoa
Hampton, NJ
908-238-3211