

# YOUNGALUMNITIPS

Nebraska Alumni Association

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## Job Search Tip: Take Action

by Kyle Bruss

The one thing you can do that will guarantee you get a job? Take action. Do something.

A friend of mine asked for some advice the other day regarding her job search, and because I can't help myself when it comes to helping my friends (and perfect strangers for that matter) when it comes to finding a new job, I said, "sure."

She had a pretty good idea of what kind of role she wanted to play and what types of companies would be a great fit for her. She even had a resume that was well polished after a few discussions about the best ways to present her past experiences and successes. Then it all went downhill – "Should I post my resume on CareerBuilder.com? What about TheLadders.com? Is it worth the expense? Do I hand deliver a resume and cover letter to some of the local companies I want to work for or is that too forward of me? Do I need to individually address my cover letter or can I use a standard template?" And on and on she went talking in circles about doing A, B, or C – and not executing any of them.

My friend, who is quite brilliant in her own way, lacked the one key ingredient to landing her next job – ACTION.

Many of the college graduates and young professionals I have worked with over the past five years on their resumes or career advice come to me all worked up and really not sure what to do next. So I ask, "What have you done to let people know you are looking for a job? Who have you told?" It always surprises me how little people market themselves when their deepest desire is to have a new job.

People find jobs, Jobs don't find people. If you want to find that next job you have to take some action. So what are you waiting for? Get going, repeat as necessary:

1. Update your Facebook status.
2. Change your LinkedIn status.
3. Tweet your followers that you are on the market for a new role.
4. E-mail your resume to everyone in your contacts list:
  - o Tell them you are looking for a new job and you would appreciate their help.
  - o Tell them the type of role that would be a perfect fit for you, be specific.
  - o Always, always ask them to forward your resume to five people they think might be able to help you.
5. Call your family members – ask for aunt Linda's pumpkin pie recipe from Thanksgiving and then ask them for assistance in meeting their HR team.
6. Call your best friends – ask them who they know is hiring, get their contact information.
7. Call the company you most admire in your area. Tell them your story, ask if you fit any roles they have open; if they are not hiring ask them who you should call at other companies in the area who might be good contacts – they will know who to call.
8. Just apply! Stop lurking around job sites dreaming about different jobs and start doing – APPLY!
9. Use web sites like SimplyHired.com and Indeed.com to search out jobs in your area; repeat step 8.
10. Post your resume to the big job boards like CareerBuilder.com and Monster.com for free.

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