



A proud partner of the American Job Center network.

The Job Search

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www.jobsearch-easy.blogspot.com

11Capital Area Michigan Works! is a network of resources and a proud partner of the American Job Center network. We partner with business to develop recruiting and retention strategies and we partner with job seekers to enhance education and career opportunities.

Capital Area Michigan Works! is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Michigan Relay Center call 7-1-1 or [\(844\) 578-6563](tel:8445786563).

Before You Get Started

1. Be prepared to work hard. Treat looking for a job like a full-time job.
2. Maintain a routine when arranging time for job searching.
3. Search for jobs in a structured environment free of distractions such as a Michigan Works! American Job Center or Library.
4. Set specific, measurable, attainable, realistic and timely goals (SMART).
5. Gather information ahead of time, before completing online applications. For example, have all previous employers and dates of employment handy. Make sure you have contact information for your references.
6. Network, network, network! Talking to people is one of the best ways to find a job. Employers hire people that they know and like. (Attend Capital Area Michigan Works! Career Networking Group.)
7. Make sure your resume is updated to ensure that your skill sets and education match what the employer is looking for. Keep your resume active in the Pure Michigan Talent Connect www.mitalent.org
8. Put your best foot forward. Ensure that you have professional interview clothing. Capital Area Michigan Works! has a Men's and Women's Clothing Boutique in Lansing and Charlotte.
9. Take advantage of the various **workshops** offered at Capital Area Michigan Works! A complete list can be found at www.camw.org and at the Greeter desk.
10. When doing online applications, make sure to use Mozilla Firefox whenever possible. This browser works best with most online applications.
11. When completing an online application check to see if there is a time limit to complete the application before it times out.
12. Pay close attention and follow all instructions given on an application. Some employers will put information in the instructions to see if you can follow instructions.

Getting Started

Finding a job can be a full-time job

Getting started can be the hardest part of the job search. Doing some research ahead of time, will prepare you to be more successful in your job search.

Using online tools such as O*Net, Pure Michigan Talent Connect-Career Explorer, and My Next Move will help you determine the career that is right for you.

O*Net

O*NET™ has designed a set of self-directed career exploration/assessment tools to help workers consider and plan career options, preparation, and transitions more effectively.

<https://www.onetcenter.org>

Pure Michigan Talent Connect-Career Explorer

www.mitalent.org/career-explorer

- **Michigan's Hot 50 Jobs**

Michigan occupations that show a favorable mix of long-term job growth, projected annual job openings, and median wages through 2024

- **CareerOneStop Occupational Research**

This Occupational Research tool allows you to use a keyword or menu search to find an occupation. Find detailed information on wages, employment trends, skills needed and training opportunities.

- **Michigan Labor Market Information Fast Facts**

Your source for recent employment trends, wages, detailed industries, and jobs in demand.

My Next Move

www.mynextmove.org

What do you want to do for a living? Search careers by keyword, industry or interests and training.

The Internet Job Search

In the past, one of the best ways to seek out a job was to pound the pavement, getting out in person to meet employers. In the Internet age, much of this work can be simplified by interacting with employers online. Instead of the streets, hit the Net in your search for a new job.¹

The 10 Best Sources of Jobs²

Assuming that you know what you want to do and where you want to do it, you'll find millions of jobs posted online. Start with one, and go through the whole list. Some will work better for you than others, but don't spend more than 20% of your valuable time completing online job applications:

1. Networking

- No one wants to read this advice, but networking is the quickest way to a new job.
- Networking doesn't mean attending events in big rooms full of strangers! Networking means staying in touch with people you know, and meeting new people. People connect with new jobs at a funeral, and they connect at football games or over coffee with friends.

You are five (5) times more likely to be hired if you have been referred by an employee than if you apply without knowing anyone.

- Employers really prefer to hire someone known to a current employee than a complete stranger off the street.
- Connecting with people at your target employers or choosing to work for an employer because you already have friends or family who work there is the most effective method of landing a new job.
- Capital Area Michigan Works! has a Career Networking Group. Check the Greeter desk for dates and time.

2. Employer Websites

- Visiting your target employers' websites and finding the jobs posted there is a clear option. Often, you will find a link to "Current Jobs" on the home page. Sometimes, the link to job postings is labelled "Careers." While you are on the employer's website, you may be able to sign up to have new jobs sent to you.
- Check out the employers' sites so you are familiar with what they do (products, services, senior management, locations, etc.), and use that information you collect in your interactions with the employer.

3. LinkedIn.com

- LinkedIn is currently the most powerful and effective professional social network. LinkedIn also has job postings (see the "jobs" link below the search bar at the top of every page). Also check out the Jobs tab in LinkedIn Groups (you can join up to 100), and the company profile pages for your target employers. There are several Lansing area groups on LinkedIn to follow.
- LinkedIn is one of the best online venues for connecting with people who work at your target employers (and who worked there in the past). Use it to vet the employer, too. You can use the "company page follow" to stay up-to-date with what is going on, including members of your network who work for that employer and job postings.
- And, of course, you will find jobs posted on LinkedIn, too.

¹ Chron.com

² Job-hunt.org

4. Job Aggregators

- The aggregators are powerful and very useful, including sites like Indeed.com, which is the largest source of job postings in the world, aggregated (collected) from employer websites, job boards, association websites, publications, and more. Indeed and the other aggregators like LinkUp.com show you job listings.
- When you click on a job listing, the link takes you to the job source, which can be an employer, a job board, another website, or the job posted on the aggregator's site. Jobs posted on Craigslist sites aren't usually included in an aggregator's site unless the employer cross-posts the job.

5. Social Media

In addition to LinkedIn, job postings are available through both Twitter and Facebook. In Twitter, follow your target employers' Twitter accounts for news and look for a Twitter account for jobs, too. Many employers also have Facebook pages for both marketing and, often, also for recruiting.

6. Job Boards

- Job boards are still very popular, but, as employers have increased their recruiting on their own websites and as the aggregators have made those jobs more visible, the general job boards are perhaps not as effective as they once were. Look for niche boards like Dice.com (for IT) and Idealist.org (for nonprofits).

7. Recruiters, Staffing Firms, & Head Hunters

- Recruiters are the traffic cops in the process of hiring people. They work for the employer to find qualified candidates for their open positions.

8. Classified Ads

- Online classified ads, particularly on sites like Craigslist.org, can be very effective for job search because they are very low cost to use, and free in many locations. That low cost attracts small employers who can't easily post jobs on their own websites. But, do be cautious! Because the price of posting is very low or nonexistent, scams may be posted.

9. Associations and Alumni Groups

- Associations and school alumni groups are very effective for networking, and often their websites have job postings for members. If you have worked for an employer in the past, look for an "alumni group" for that employer.
- You'll find many ways to connect with other alumni -- both school and corporate -- in LinkedIn Groups.

10. Google

- Google has many hidden talents plus excellent tools for finding job postings as well as helping you with your job search in many other way

Ways to Use Google in Your Job Search³

1. Google search ground rules

- **Google assumes you mean “and.”**

Google assumes that when you type two (or more) words into the search bar, you want to find pages containing all of those words, regardless of how close they may – or *may not* – be to each other on a page.

Google thinks you are using an “and” between those words, even if you don’t type that word into your query.

Assume you want to find a job located in Milwaukee, Indianapolis, or Chicago, and you type *job Milwaukee Indianapolis Chicago* into Google, it will assume you really mean Milwaukee *and* Indianapolis *and* Chicago *and* job. So, it will show you web pages containing all 4 of those terms scattered across the content.

- **Capitalization doesn’t count (*most of the time*)**

Google ignores capitalization used in queries in most circumstances. Therefore, Google will find the same pages whether you type “Chicago” or “chicago.” Makes no difference to Google

- **Google will correct your spelling errors**

Most of the time, Google will correct what it thinks are your spelling errors. If it is pretty sure it understands what you want, it will provide results for the correctly-spelled term, but offer you a link to the spelling you specified, “*Did you mean...*”

- **Google uses “stemming” to find many variations of a word.**

Google tries to help you find what you are seeking by sometimes showing you variations of what you want. If you search on the word “job,” it will typically also show you pages containing the word “jobs.” A search on “engineer” will typically also find “engineers,” “engineering,” and “engineered.”

2. Google-izing your job search

- **Different versions of your search query will return different results.**

Test by changing the order of the terms, like from “Boston, MA jobs” to “job in Boston, MA.”

Try different versions of the job title, like “admin assistant” and “administrative assistant” or “marketing specialist” and “marketing analyst.”

Pay attention when you are searching on long words or phrases that are typically reduced to acronyms, like the names of large companies (HP or Hewlett Packard), degrees (MBA), professional certifications (CPA), etc.

The acronyms may be better in some queries, but the full phrase may be required for others. You’ll determine what works best for a specific query by doing trial-and-error testing.

Also, try searching with typical shortcuts and abbreviations as well as the complete words (e.g. try both telecom and telecommunications). Also, test both plural and singular (job and jobs).

³ <https://www.job-hunt.org/guides/google/using-google.shtml>

- **Enclose phrases inside of double quotation marks.**

Google always assumes - unless told otherwise - that you want it to find pages that include all of your search terms.

So, if you typed in this search query -

- **Entry-level jobs** < Since these words aren't enclosed in quotation marks, Google would assume you want pages containing all three words any where on the page.

Google would find all the pages that contained all 3 of those words -- it assumes you mean "and" between those words: entry AND level AND jobs. And it would find all of the pages containing those 3 words; regardless of how close together (or far apart) they are on a web page.

If you type a phrase without enclosing them inside quotation marks, Google would find all the pages containing those words.

3. **Use the Google "wild card" * (an asterisk)**

When you aren't sure exactly the word to use in a phrase, replace that word with an asterisk (with spaces on both sides of it), and Google will fill in the blank for you. Perhaps you want an entry level job, but you aren't yet sure which job title you want, you could type this query into Google to have Google show you your options -

- **entry level * jobs** << This search would find many different entry level jobs
- **assistant * jobs** << This would find many different assistant jobs, including assistant cook, assistant bookkeeper, assistant manager, etc.
- **manager jobs (Boston OR Cambridge)** << This would find different kinds of manager jobs, like engineering manager, marketing manager, etc. located either in Boston or Cambridge

In the last example, putting Boston OR Cambridge inside parenthesis helps Google understand which words are included in the either/or statement.

4. **Setting up Google alerts**

- Google Alerts will send you e-mail when new entries (or even a single entry) are added to the top search results for the specific search term you ask Google to monitor. Currently, Google provides 6 different Alert capabilities and you'll probably find a need for all of them at some point.
 - ❓ Interested in specific employers? Hopefully, you are focused on employers with good reputations (good places to work, pay reasonably well, etc.) as well as good prospects for the future.
 - ❓ Set up an "Everything" Google Alert for that employer(s) by name, and Google will let you know about new items in the top search results for that company.
 - ❓ Search on the word "jobs" to find web pages which include the company names and the word "jobs" on them. In the example below, the search is for jobs with either of two companies (A or B).

- ❓ If the employer's name is more than one word, put quotation marks around the company name, like "General Motors" or "Wal-Mart Stores" telling Google that you are looking for a phrase -- the same words in that specific order, not simply a string of unconnected words that may be found scattered across a web page.
- ❓ To make Google look for more than one employer, include two (or more) employer names, with the word "**OR**" (which **MUST** be in all capital letters or Google will ignore it) between the alternative terms, as in the examples above and below.

Alerts
Monitor the web for interesting new content

🔍 jobs ("company A" OR "company B") ✕

How often: At most once a day

Sources: Automatic

Language: English

Region: Any Region

How many: Only the best results

Deliver to: Your email address here

CREATE ALERT [Hide options](#)

5. Google alerts to monitor your reputation

What's "out there" *about you* that a potential employer might find?

According to the Microsoft Privacy Study in late 2009, 79% of employers *always* or *usually* Google a job candidate! All indications are that, since then, the percentage of employers who do those searches has increased, not declined and might be as high as 95% (in 2012).

In addition, they don't call the candidate in for an interview if they don't like what they find.

Hopefully, you know what's out there now. If you don't, do a quick search.

You may be hurt by **someone else with the same name** or a *very similar name*, and not know it! If that other person with your name has done something bad, available or reported online, an employer could think that **YOU** are that person, and not call you in for an interview. They don't know you, so they don't know that you are **NOT** the person who robbed the bank or posted risqué or naughty photos of yourself on a questionable site, Facebook, etc.

So, set up Google Alerts for your name (with and without your middle initial), and Google will let you know about new items that show up in the top search results on your name.

6. **Finding hidden jobs on Dot-Jobs websites**

Since 2005, large employers have been increasing their use of a not-very-well-known top-level domain: .jobs (dot-jobs).

Websites using this top-level domain work just like .com and all the other domain names. But, they are something of a secret. You can leverage Google for your job search using a couple of Google's cool, but less well-known, functions, combined with the dot-jobs top-level domain.

Basic Query Format

This query will pull the jobs with the appropriate job title from ALL the dot-jobs Websites.

The format for this query is simple: [job title] **site:.jobs**

Notice that there is NO space after the colon! But, a space does separate the job title from the word "site" so be careful.

Jobs Query Examples You Can Use

For example, suppose you are an accountant looking for a job, type the following query into Google:

accountant site:.jobs

If the job title you want contains more than one word, enclose the words in double quotation marks. So, if you are looking for an IT Asset Manager position, your query would look like this:

"IT asset manager" site:.jobs

Query Format to Search a Single Employer Site

You can, of course, limit the search to a single .jobs site, AT&T, for example by adding the specific domain name you want, if you know that they are using a .jobs site for their recruiting.

accountant site:att.jobs or accountant site:hp.jobs

Bottom Line

Not every employer has implemented this specific domain name and site, but many, many have. So, this search trick is well worth trying

7. **Finding the jobs on employer websites**

Many times the link to "Jobs" or "Careers" or even an invitation to "Join Us" are in the upper right corner of the employer's home page, or on the very bottom. But, sometimes, the location of the job listings is not obvious.

Sites like Indeed search the web constantly for job postings, so try those sites to see if your target employer has any jobs posted.

Assuming that Apple is one of your target employers and you can't find jobs posted on the Apple site, type the following query into Google:

site:apple.com jobs
site:apple.com careers
site:apple.com (jobs OR careers)
site:apple.com (~jobs OR ~careers)

JOB SEARCH WEBSITES

Accounting & Finance Careers⁴

www.accountantjobs.com
www.careerbank.com
www.accounting.com

Communications & Media Careers

www.cpb.org
www.editorandpublisher.com
www.entertainmentcareers.net
http://ire.org
www.mediabistro.com
www.medialine.com
www.mediarecruiter.com
www.TVandRadioJobs.com
www.workinpr.com

Computer Information Systems Careers

www.computerwork.com
www.ComputerJobs.com
www.developers.net
www.dice.com
www.digitalhire.com
www.techies.com
www.telecomcareers.net

Criminal Justice & Law Careers

www.usdoj.gov
http://careers.findlaw.com
www.jobs4police.com
www.lawenforcementjob.com
www.lawyersweeklyjobs.com
www.legalstaff.com
www.updatelegal.com
www.nala.org
www.laterallaw.com
www.career.berkley.edu
www.palomar.edu/legal/intern.htm
www.paralegals.org
www.legalemploy.com

Foreign Language & International Careers

www.ciee.org
www.internationaljobs.org

www.escapeartist.com
www.overseasjobs.com

www.peacecorps.gov

General Information / Research

www.bls.gov/oco
www.jobhuntersbible.com
www.careerink.com
www.weddles.com
www.collegejournal.com
www.careerbuilder.com
www.monster.com
www.hoovers.com
www.careers.org

Government & Public Policy Careers

http://federaljobs.net
www.govtjobs.com
www.lib.umich.edu/govdocs/michjobs.html
www.state.gov
www.senate.gov

Graduate / Professional School

www.gmat.org
www.gre.org
www.lsac.org
www.petersons.com
www.review.com

Health Careers

http://chc.hcwp.org/occubull.htm
http://greatnurse.com
www.hcjobsonline.com
www.healthcareerweb.com
www.healthcaresource.com
http://physicaltherapist.com
www.therapyjobs.com

Job Searches (National)

www.careerjournal.com
www.careermag.com
www.careermatrix.com
www.monster.com
www.careerbuilder.com

Management Careers

www.business.com
www.mbacareers.com
www.shrm.org

⁴ Davenport.edu/careerservices

www.vault.com
www.careerjournal.com

www.mois.org

Marketing Careers

www.careers-in-marketing.com
www.careers-in-business.com
www.marketingjobs.com
www.knowthis.com/careers.htm

Medical Billing & Coding Careers

www.ahima.org
http://healthcarejobs.org
www.billers.com
www.aapc.org

Michigan Career Related Sites

www.grandrapidsjobs.net
www.allmichiganjobs.com
www.hollandchamber.org
www.hollandsentinel.com
www.michigan.gov/careers

Salary Information

www.mycareereducation.com
www.bls.gov/oes/2002/oes_3000.htm
(Grand Rapids-Muskegon-Holland Wage Estimates)
www.bls.gov/oes/2002/oes_mi.htm (Michigan Wages)
www.salary.com

Sports & Recreation Careers

www.coolworks.com
www.fitnessworld.com
www.onlinesports.com
www.sportsworkers.com

Internship Programs

www.nationaltasc.org
www.cdsintl.org/resources/interntips.htm
www.interns.org
www.new.intercenter.com
www.nassembly.org/nassembly
www.internabroad.com
www.internships-usa.com
www.palomar.edu/legal/intern.htm
www.cpp.umich.edu/students/findingjob/joblisting.html

www.michworks.org
www.mivu.org
www.mlive.com
www.michlmi.org
www.michigan.gov/mdcs
www.grandrapidshelpwanted.com

Non-Profit Careers

www.ottawaredcross.org
www.charityopps.com
www.nonprofitcareer.com
www.opportunitynocs.org
http://philanthropy.com

How to use social media in your job search⁵

Most employers and recruitment agencies today are using social media to source the right candidates, which means it should be a big part of your job search strategy. On-line social network sites have become an essential forum to advertise your skills and allow you to establish your social brand, network with people online, identify job opportunities, and turn those leads into real-life job opportunities.

Your resume is normally only seen by those to whom you have either sent it directly, or by recruiters who have paid for access to the candidate database of a recruitment website, so by using social media sites in your job search you can increase the visibility of your professional profile and be seen by the wider world. It puts your skills and experience into the public domain and provides opportunities to network online with professionals from all kinds of different employment sectors.

LinkedIn.com

LinkedIn can be a valuable tool in your job search as businesses, recruiters and headhunters will use LinkedIn to search for candidates for particular jobs and then approach them directly.

If you are actively job searching it is essential that you have an up to date LinkedIn profile. Your LinkedIn profile is pretty similar to writing an online resume. However, the digital technology aspects of LinkedIn, offers some other useful features including: Endorsements, companies often use positive feedback from customers to persuade other potential buyers. LinkedIn takes this idea and allows you to include personal testimonials. Ask people you know, whether it is your manager, colleagues, customers, suppliers or friends to write a few positive words about your work capabilities on your LinkedIn page. You can make suggestions for the kind of thing you would like them to write. But the fact that another individual has taken the time to write positive things for and about you will be viewed by others as an indication of credibility and authenticity.

LinkedIn is not a replacement for a conventional resume, but it has become a very useful, if not essential, complement to it. If you are, or aspire to be, in a professional role then you must join, as recruiters who receive your resume will check to see if you are also on LinkedIn. If you are not, they will assume that you are either technologically outdated or perhaps have something to hide.

Twitter

Twitter is a public platform for people to post and exchange short messages. People use it to interact with other people or organizations they find interesting or useful, including attaching links or photos that they want to share with their Twitter community.

Businesses use it to promote their services, expertise and entice people to visit their website. When using Twitter in your job search, be professional! Twitter is a very informal medium but do remember that if you are trying to attract the attention of recruiters and others in your field, then you must represent yourself in an attractive and professional light.

⁵ www.jobs.theguardian.com

You don't have to tweet yourself – you can just follow companies or topics and retweet. You can use your own tweets to show your interest in a particular career and tweet about current affairs in the sector you wish to work in.

Your Twitter profile should include a professional looking photo, an appropriate bio and a link to your resume, LinkedIn profile or website. Twitter is much more informal than LinkedIn or conventional resumes, but you should not underplay your skills and expertise.

Facebook

In April 2016, Facebook reported that they had 1.59 billion active users. This astonishingly successful social networking website allows users to create a personal profile, add other users as friends, and exchange messages within its community framework. You can also join groups; organize events and share photos and videos.

Although it's a very informal medium and largely used by people for connecting with friends and family, it is increasingly being used by organizations for more commercial reasons. Many organizations use it to communicate with staff, customers and the wider public sometimes to get their comments and views. Some companies are also using it to recruit and vet potential candidates. On Facebook the boundaries between the personal and the professional can be very blurred, so make sure that you are always aware of what information about you can be accessed and by whom.

From a career perspective, Facebook can be useful as it's an easy way to ask your personal connections for information and advice about your career or job search and can also provide a resource of information on both individuals and companies. The informal nature of the site, and its interactivity, means that you can often obtain information and communicate with employers in a way that may not be possible elsewhere.

A word of warning though! While social networking sites present excellent opportunities for recruitment, it also means that employers, both current and prospective, have become extremely sensitive to their employees' web-presence.

Before you post any information in your own name on the web, consider whether you would be happy to have this information published in a national newspaper where your family, friends, current and future employers could see it. If not, then change it.

Here are some of the benefits of using social media in your job search

- You can apply for advertised roles easily and quickly
- You are more visible to recruiters who are using social media to advertise their jobs and source candidates
- You can build your network and engage with a wider audience across multiple social channels
- You can create positive PR by presenting testimonials, endorsements and presentations of your work onto your social media accounts, blog and/or website
- You can speak to recruiters, head-hunters and prospective employers throughout your job search by engaging with them across all channels in real time

Here is a summary of our top tips:

- Ensure your social media profiles state that you are actively job seeking and the type of role you are interested in, make sure you use keywords so recruiters can find you
- Follow relevant companies and individuals in your industry or network
- Get involved in LinkedIn Groups related to your industry and let me know the type of role you are looking for

- Initiate conversations with individuals and companies on any interesting topics related to your industry
- Keep your personal updates and professional updates on separate social media accounts

Tips on Attending a Job Fair⁶

1. Dress Professionally

The general rule of thumb is to dress to fit the job for which you are applying. For some, this may mean a suit and tie; for others a pair of khakis, polo shirt, or button-down collar. It's not okay to "pop in" to a job fair on your way home from the gym or to the grocery store. Plan your attire carefully. Choose a color that accentuates your best features and make sure it is comfortable. Sneakers and flip-flops are never acceptable. Remove hats and sunglasses.

2. Communicate What You Want And What You Have To Offer

Employers are amazed at how many people attend job fairs hoping the employer will play the role of a career counselor or engage in a game of "20 Questions."

Prior to attending a job fair, prepare a 30-second introduction and career overview: your "positioning statement." Include the following:

- The kind of work you do
- The number of years of experience you have and in what industry(ies)
- Some of your areas of expertise and/or key skills
- What you hope to find in your next job

Write it down and practice it until it rolls off your tongue and feels comfortable.

3. Know What The Company Does

Call the sponsor(s) of the job fair, find out which companies will be there and do some advance research. What is their product or service? Who are the customers they serve? What kinds of positions exist within the company? What skills are they looking for? Find out which employers are the best match for your skills and experience and target them before you arrive.

4. Plan Who You Want To Talk To and In What Order

You probably will not have time to talk to everyone. Look over your research notes and decide in advance which companies would be the best match for your skills and experience. Plan to visit the "maybe" companies first and save the really important ones for last. This way you can work through some of your nervousness before you present yourself to the companies that really matter.

5. Bring Your Resume

You should bring sufficient copies of your resume (printed on high-quality bond paper) for the employers you plan to target. Make sure your resume is targeted to the kind of job you are seeking, focuses on accomplishments, not responsibilities, and is two pages or less. Several employers I spoke to mentioned receiving resumes that were as long as five to ten pages! Do not fold your resume or place it in an envelope!

6. Ask Questions

The main purpose of attending a job fair is to gather information. What do employers look for in an employee? What are some of the current challenges they are facing? What kinds of positions exist within the company? How do they screen and make their hiring decisions? If

⁶ <https://www.workitdaily.com/job-fairs-tips/>

you attend a job fair hoping to walk away with a job offer, you will probably be disappointed. If you attend to gather information, you will always walk away a winner! One word of caution: this is not the time or place to ask, “What do you pay?” or “What are your benefits?” These topics are best discussed when an offer has been made or is pending.

7. Be Aware of Proper Etiquette

From the moment you enter the job fair, you’re “on stage.” Don’t smoke or chew gum. If there are refreshments, save them until you are ready to leave. Don’t bad mouth your current or last employer. (When one employer asked a job seeker why they were looking for work, they were shocked when the job seeker answered “Because <employer name> is a real #@&#”). Give a firm and confident handshake. Smile. Make eye contact. Turn off your cell phone. Don’t monopolize the employer’s time.

8. Make Your Objectives Known

Employers report many attendees seem to be “just browsing” or are there to collect the free promotional items. Approach employers confidently. Introduce yourself and express why you are there. Ask questions and take notes. Express more interest in the company literature than the key rings, post-it notes, and candy bars.

9. Collect Business Cards and Take Notes

Jot down notes while the employer is talking with you. Ask for the business card of everyone you speak with. After leaving the employer’s table, make notes of what you spoke about and what follow-up actions you need to take after the fair.

10. Follow Up

Send a thank-you letter within 24 hours to each employer you talked to at the fair. Remind them of which position(s) you spoke about and stress your interest in scheduling a follow-up interview. It might also be a good idea to enclose another copy of your resume or a personal business card (not one from your current employer) that will remind them of your skills and provide them with contact information.

Keep these three objectives in mind as you go through the day: you are there to network, gather information, and solicit an invitation to an interview. Try to relax and be yourself. Employers hire people they like. Focus on being likable, and you can’t lose at a **job fair!**

Other Job Search Ideas⁷

Traditional "Help Wanted" Classifieds – Online

These days, many newspapers have put those Help Wanted ads on their websites. For the web, these are usually unique listings, specific to the location. It is worth checking out your local newspaper's website to see if they post their own classified job ads on their website.

Local businesses like dentists' or doctors' offices, car dealers, and apartment complexes that have always advertised in the Help Wanted are still advertising there, but probably reaching a smaller audience. Often, those are the only places you will find those particular job postings online.

Sometimes the ads are presented as un-searchable images, organized into the traditional classifieds categories – perfect duplicates of the printed paper. Sometimes the printed classifieds are converted into searchable text.

Craigslist

craigslist.org an enormously popular - *and growing* - online marketplace with 700 locations in 70 countries. Like most job boards, craigslist charges employers to post their jobs (it was free originally). Now, the cost is between \$7 and \$75 per job posting in "selected areas" in the USA, like Atlanta, Austin, Baltimore, Boston, Los Angeles, San Francisco, San Diego, New York City, D.C., and so on. If you're not in one of those major areas, posting a job on craigslist may be *free*.

Like local newspapers, craigslist is organized by location. So, pick the craigslist location closest to you to start your craigslist job search. Check out both the "jobs" and the "gigs" categories for options for you.

Because job posting is free or low cost for employers and because craigslist is so simple to use, it is very popular for small and medium-sized employers to use. ***You will find real jobs with small employers on Craigslist that you won't find anywhere else.*** You will also find job postings from larger employers as well.

Within each craigslist, postings are organized into categories by industry or profession (e.g. accounting + finance, admin / office, arch / engineering, art / media, and so on). Within each category, jobs published by date in reverse-chronological order, with the newest at the top (however briefly).

Because most jobs are posted for free, some “junk” is posted and so, unfortunately, are scams. You need to be relatively cautious and skeptical about applying for jobs you find online.

Television and Radio

Tuning into your local broadcasting through television and radio is another means to finding a job. Employers who are holding job fairs or recruiting large amounts of candidates are likely to advertise on television and radio.

Word of Mouth

When your word of mouth makes you top of mind with people consistently saying “you must contact,” “the best person for that is,” or “I highly recommend” about you, then your word of mouth is working.

Word of mouth. Respect it, use it, put more emphasis on it and watch what happens!

⁷ https://www.job-hunt.org/findingjobs/findingjobs_classifieds.shtml

Other Job Search Ideas Staffing Companies⁸

Five Misleading Myths about Getting a Job through a Staffing Company

Myth #1: I only want a "real" job, not a temporary job.

Reality: The jobs available through staffing companies are “real” jobs at companies like Amazon, Continental Airlines, Microsoft, PG &E, RBC Dain Rauscher, Sony, Starbucks, and Visa. These companies develop budgets to hire a set number of full-time employees on an annual basis and include in that budget a substantial amount of money that can be used to hire temporary staff throughout the year to handle the ebb and flow of business.

When the time comes for the company to open up the temporary position as full-time, you are perfectly positioned to interview for the full-time job.

Myth #2: The jobs available through staffing companies are low-paying jobs.

Reality: This is simply not so. You will most likely be offered assignments commensurate with your experience. It is up to you to decide how to leverage that opportunity so that you can take your career to the next level.

Myth #3: Staffing companies only work with entry level, administrative type candidates.

Reality: Twenty years ago, it may have been the case that temporary agencies only worked with entry level candidates. Today, specialty firms that place professional, managerial, and technical staffing candidates, and even agencies that are more general in nature, work with companies that offer opportunities for candidates who are looking to get their foot in the door or change industries.

Myth #4: Assignments only last a couple of weeks at a time at the most.

Reality: It depends upon the assignment. Assignments can last anywhere from one day to a couple of weeks, to nine months. If you do a good job, like the company and the company is pleased with your efforts, you can be hired full-time. The beauty of working with a staffing company is that you get exposed to a variety of companies, positions, and opportunities that you may never otherwise have been privy to. It's the easiest way to find out what you like about different companies in a very short period of time. After three or four long-term assignments, you'll have a much better idea of what you're looking for in terms of company culture, the type of boss that you work best with, and the type of work you enjoy doing.

Myth #5: The temporary jobs available through staffing companies don't offer benefits.

Reality: Not necessarily true. Depending on the staffing company, the varieties of benefits available to employees are just like “real” company benefits including direct deposit, holiday, medical/dental, employee referral bonuses and 401K benefits.

⁸ <https://www.thebalance.com/getting-a-job-through-a-staffing-agency-2063929>

Does NETWORKING Work?

If 75% of the job openings in the United States are not advertised, how do employers fill those jobs? Most employers fill those openings by hiring friends, relatives, and acquaintances of the people who work for them, or people they know.

Why do employers prefer the friends and relatives of their employees or friends they know?

Pretend you are an employer. You have a job opening to fill. Which of the following would you be most eager to interview:

- a) An unknown person who answers your posting.
- b) an unknown person who mails you a resume out of the blue
- c) friend recommended by one of your best workers
- d) someone you know who has a good work record

Remember the adage, “A friend of yours is a friend of mine.” Employers feel much the same way when looking to fill holes. The “friend” or “someone you know” wins hands down. All other applicants are unknowns; the “friend of a friend” already has a foot in the door.

An employer may think...

“Brad is a good employee. He works hard, is always on time, gets along with everyone and likes his job. I can count on him. I’ll bet his friend has the same qualities too!”

BINGO!

Therefore, you invite his friend in for an interview.

Or “I have known Sharon for a long time and her work history is excellent. I’ll call her in for an interview.”

There is NO guarantee that either is going to get the job. But more than likely they will get the first crack at the opening!

Unfortunately, it can have just the opposite effect if Brad or Sharon are poor workers...

Does this networking stuff really work?

Absolutely. Three-quarters of all job openings are filled through networking. For every one job that’s filled by advertising, placement agencies or mass mailings-three are filled by networking. That’s about 4 million jobs a year!!

*The job hunting handbook, Harry Dahlstrom K.C. 08/05

It pays to know people. Now, get out there and start networking!

Capital Area Michigan Works! Has a Career Networking Group. *See calendar at the Greeter desk for dates and time.

Tips for Mature over 40 Job Seekers⁹

As a person over 40 who is making their way through the world of work in an uncertain time, are you portraying yourself as the truly confident, capable man or woman you are? Whether you're trying to land a job, advance your career or hold onto the position you have right now, you need to be sure you're presenting the best you possible.

Your Appearance

Outdated clothes and hair along with poor grooming can make a negative impression on a current or future employer. To make sure you're up-to-date, ask yourself these questions:

- Is your wardrobe polished, professional, current and projecting confidence?
- Is your hair giving away your age? When was the last time you had it cut, styled or possibly even colored to keep up with the times?
- Do you keep your facial hair shaved and/or trimmed?
- Do you look like you take care of yourself? Could stained teeth or bitten nails be detracting from your total package?

Your Resume

You've been working for awhile, and your experience is a plus to potential employers. But don't let your resume date you—use it to show off your assets. Ask yourself these questions:

- Have you removed older, irrelevant experience and degrees?
- Have you played up your most relevant recent experience?
- Have you emphasized current technical skills, such as familiarity with the latest computer programs?
- Did you leave off potential discrimination points like age, weight and marital status?
- Have you played down inflated job titles, if necessary—like vice president—in order to avoid appearing overqualified (AKA too expensive)?

Your Interview Skills

So they like your resume and called you in for an interview. Ready to show them what you've got? Ask yourself these questions:

- Are you comfortable with the fact someone younger may be interviewing you?
- Have you kept up with current industry terms as well as the potential employer's place in the industry?
- Have you prepared examples of past accomplishments that illustrate your flexibility, loyalty, patience and willingness to be a team player—all important assets of older workers?
- How's your attitude? Do you project confidence (but not overconfidence), positive energy and unflappability?
- Are you prepared for surprises, such as a group interview?
- Sell yourself in your interview; stress your strengths, self-motivation, good work ethic and how you are a good fit for the company. (Practice, practice, practice, your interview skills).

Tips for Mature over 40 Job Seekers continued¹⁰

⁹ www.monster.com

¹⁰ <https://www.topresume.com/career-advice/tips-for-older-job-seekers>

Getting older is hard enough on a personal level, but when you are faced with a career change, layoff, or other upset to your professional life, age can seem like the greatest obstacle to your success. However, don't despair, there are plenty of reasons why a candidate over 40 is a great choice for a position. Here are some strategies and resume tips for assisting with the job search when you're an older job seeker.

Stay relevant and current

This is one of the biggest challenges for older job candidates. While you have the experience and qualifications for the role, sometimes recruiters see you as stuck in a rut or clinging to old ways. Fortunately, this is an easy fix. Through ongoing professional development or training, especially in technology, you will be able to demonstrate that you are flexible and can combine both currency with experience.

Let's say the employer has two resumes: a candidate with 20 years of experience but they are not comfortable with Facebook vs. a candidate with two years of experience who has increased traffic to several social media sites in his/her current role. What's more important to the employer right now? Obviously it depends on the industry, but most of the time, it's going to be the person who can reach clients and customers where they are. Today, that often means reaching them through digital means.

- **Keep your skills current (especially computer and other technical skills).**

Flexibility is Key

It is very hard to start over, and even harder when you have worked for 10-20 years in the same position or in senior level roles. However, that's not always going to be possible and you may have to start in a lower level position or take a pay cut. It's scary, that may not be feasible for you, but knowing your limits, and being flexible is going to be an asset during this time. You don't want to undersell yourself, but many employers view candidates with extensive experience as being too expensive. If asked about salary requirements, give a range that may mean less than you were making. Demonstrate in an interview that you are willing to adapt to a new role and that you are ready to start over with enthusiasm.

- **Stay informed about today's changing workplace. You may be working with or for someone much younger. Be flexible and adaptable to change.**

Don't Get Bitter

This is a tough one because you may see that finding a job after 40 is harder than it was at 25 or even 35. Still, there are jobs out there. Plenty of hiring managers and recruiters are older than you. If you are relevant and offer something fresh, you will find work again, but find ways to stay positive through it all. Maybe volunteering or taking classes, which helps with maintaining your relevance, can take your mind off the search. It is also a chance to network. Positivity is key for any age candidate!

Reach out to your network

In fact, as an older job seeker, you have an advantage in this area. You likely have a deeper network than someone just getting started. Use your resources!

No one will tell you that searching for work after 40 is easy, but it doesn't have to be horrible, either. You have a great deal to offer-- show that off to employers!