

HOW TO STAY MARKETABLE WHEN UNEMPLOYED

If you have been in a job search for several months, a year or longer, your marketability can suffer. There are things you can do to maintain your marketability.

During this session you will learn the following:

- How to increase your marketability
- How to explain gaps of employment to hiring authorities
- Why and how you present yourself is as important as what you say

HOW TO INCREASE YOUR MARKETABILITY TODAY

The job marketing is competitive and you must be as marketable as possible to compete for the best jobs. Marketability actually refers to several things. It refers to your worth or value as a prospective hire. Hiring authorities want to hire someone who is qualified, prepared, self-motivated and ambitious so they realize a long term return on their investment. Marketability also can refer to our flexibility in a number of different paths to career success. This is why it is so important to make yourself as marketable as possible.

The following are tips that will help you become more marketable:

TIP ONE: CONDUCT AN ACTIVE SEARCH

Conduct an active job search, take any and all opportunities to work including: consulting, independent contractor work, temp, contract, part time or any other employment that can be verified.

TIP TWO: DEVELOP A HIGHLY IMPRESSIVE RESUME

Develop a highly impressive, effective resume rich in key words. Your resume is either a ticket to an interview or you are being screened out.

- Utilize our experts if you don't want to rewrite it yourself

TIP THREE: UNDERSTAND THE IMPACT OF THE GLOBAL ECONOMY

Depending on your level of search, become comprehensive on the impact and challenges faced by most businesses competing in the international marketplace. During the period you are not working, strongly consider learning another language, which is extremely marketable.

TIP FOUR: EMBRACE TECHNOLOGY

Embrace technology, the rapid advancements in information technology affects most industries and professions. Whether you're planning a career in teaching, financial, medical, engineering, sales, human sciences or criminal justice, it is essential that you understand how technology influences your line of work. During your unemployment, you should enhance your computer skills. Many courses online or adult education classes are very low in cost but definitely enhance your marketability.

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TIP FIVE:BE FLEXIBLE

Be flexible in terms of job titles and job expectations during your search. Table all of your predetermined parameters and be open to new titles, new field of endeavor and all sizes of companies.

If you can work temporary or as a contractor in a new field, you now gain experience in this new field which enhances vs. takes away from your marketability. Such fields would include: alternative energy, iPhone, eco-friendly and green jobs.

TIP SIX:LOOK SUCCESSFUL

You must look, feel and act successful. This goes back to the saying “Fake it until you make it.” Recruiters and hiring authorities zero in on candidates who look like winners. When you are not working, you do not need to go out and invest in the latest styles and trends. You do need to have a few items that make you feel good in your wardrobe. Remember, you never know when you may meet a prospective employer. Always look, feel and act successful and doorswilopen.

When attending job fairs or networking groups remember attire, grooming, posture and presentation are all factors that determine who makes the best firstimpression.

TIP SEVEN:BECOME GREAT AT INTERVIEWING

Practice interviewing until you are comfortable with interviewing. The most marketable job seekers are comfortable and confident when discussing their experience, skills, education and accomplishments. Your ability to interview well also assists you in finding interim employment when you are searching for your next opportunity.

TIP EIGHT:NETWORK

The best jobs whether interim employment or the career you are seeking, are surfaced through networking. Over 60% of all jobs are surfaced as a result of networking. The majority of the time you spend on your search efforts should be networking.

TIP NINE:GIVE BACK

Most corporations and smaller businesses have established programs that demonstrate their core value of being sociallyresponsible. Investments in corporate philanthropy are a multi-billion dollar enterprise.

Volunteering is a win/win for the cause you are supporting as well as yourself. You could learn new skills while volunteering your time. You could also meet individuals from companies you have targeted. In addition, there are many paid positions within non-profits across the globe.

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HOW TO EXPLAIN GAPS OF EMPLOYMENT TO HIRING AUTHORITIES

Following are the four questions you will be asked by most hiring authorities about your gaps of employment and how you can effectively answer them.

1. Can you explain the reason for your gap(s) of employment?

Cutbacks, downsizing and layoffs are common in economic downturns and are not viewed as a negative. Most information can be verified so be honest about the reason for your gaps of employment.

2. What did you do during these gaps?

If you have worked your entire life, it's acceptable to say you took a few months off from your job search. You then want to list any consulting, contracting or temp jobs you did, courses you took, volunteering or other activities that took up your time.

3. Were you actively conducting a job search?

If you were not, it's okay to say you took time off. If you were conducting a job search with no success, stress the other things you were doing while you were also conducting your job search.

4. What prevented you from landing a new job faster?

Explain that you did not want to accept a job that you knew you would not keep once the job market improved. Outline what you did while you were unemployed and interviewing for a job in your field or industry.

WHY AND HOW YOU PRESENT YOURSELF IS AS IMPORTANT AS WHAT YOU SAY- YOU WANT TO STAY MARKETABLE!

You are being judged in every verbal and written communication you put forth in your job search.

Email: You need a professional email account just for your job search.
sexybunny@gmail.com is not appropriate for a job search

Voice mail: Cell phone or land line

Your voice mail should impress a prospective employer and you need to know when it's best to return the call, if you missed an incoming call.

Example: "You've reached the voice mail of _____, I'm so sorry I missed your call. At the sound of the beep please leave your name, telephone number and a convenient time for me to call you back. I look forward to our conversation. Have a great day, Thank you."

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Adults or respectful children should answer your phone:

Your toddlers may be darling but can wear on the patience of a hiring authority.

Dress for an interview at all job fairs and networking events:

Your next employer could be giving the presentation at your job club; you want to standout for all the right reasons.

Follow the advice in this session and you will not only stay marketable you will enhance your chances of getting hired.