

## HOW TO STAY MARKETABLE WHEN UNEMPLOYED

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

### HOW TO INCREASE YOUR MARKETABILITY TODAY

The job market 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 following a number of different paths to career success. This is why it is so important to make yourself as marketable as possible.

- **Conduct An Active Search**

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

- **Develop An Impressive Key Word Rich Resume or CV**

Develop a highly impressive, effective Resume or CV rich in key words. Your Resume or CV is either a ticket to an interview or you will be screened out. Take advantage of our Resume Review. You may also utilize our experts to rewrite your Resume or CV.

- **Understand The Impact Of The Global Economy**

Depending on your level of search... become aware 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. This is an extremely marketable skill.

- **Embrace Technology**

Embrace technology. The rapid advancements in technology affect most industries and professions. Whether you're planning a career in teaching, finances, 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. Under the Resources Tab in the Career Portal, you have the option of registering for computer courses and improving your skills.

- **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.

- **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, however, 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 doors will open.

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

- **Become Great At Interviewing**

Practice interviewing until you are comfortable. 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.

Schedule as many informational interviews as possible and role play interviewing with family and friends.

- **Network**

The best jobs, whether interim employment or the career you are seeking, are often 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. You should add individuals to your professional network daily.

- **Give Back**

Most corporations and even smaller businesses have established programs that demonstrate their core value of being socially responsible. Investment in corporate philanthropy is 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 might meet individuals from companies you have targeted. In addition, there are many paid positions within non-profits across the globe.

## **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 gaps 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 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 HOW YOU PRESENT YOURSELF IS AS IMPORTANT AS WHAT YOU SAY**

You want to stay marketable. You are being judged with every verbal and written communication you put forth in your job search.

**Email** – you need a professional email account for your job search. An email address such as [sexybunny@gmail.com](mailto:sexybunny@gmail.com) is not appropriate for a job search

### **Voicemail, Cell Phone or Land Line**

Your voicemail should impress a prospective employer. You need to know when it's best to return the call, if you missed an income call.

### **Sample Voicemail:**

"You've reach 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."

### **Adults or Respectful Children Should Answer Your Phone**

Your toddlers may be darling but can wear out 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 stand out for all the right reasons.

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