

IS IT ME OR IS IT THE JOB MARKET?

If you have convinced yourself that the reason you can't find a job is the job market or that no one is hiring – this webinar was created for you.

REALITY vs. PERCEPTION

Prior to addressing the differences between reality and perception, it is important to understand that you can't control the following:

- Economy
- Job market
- People
- Timing

What you can control is:

- How you react to these areas
- The changes you consistently make in your job search activities
- How you adjust to the scenarios you are experiencing.

Unfortunately, your mind doesn't know if you are telling it the truth or lying. If you tell yourself something or react the same way to something repeatedly, you have now established a pattern that becomes a habit existing in your comfort zone. Even if you are not satisfied with what you have perceived as true, your self-talk and thoughts continue to validate your perception.

Have you heard yourself say any of the following statements?

- "No one is hiring."
- "No one returns my calls."
- "There are no jobs in _____."
- "I'm never going to find a job."

In reality, there are employers who are hiring. If your message is perceived as valuable, you will be called back and eventually you will find a job. Most job searches take much longer than anticipated, which adds to your level of frustration.

ARE YOU SABOTAGING YOUR SEARCH?

Please answer yes or no to the following actions:

On a daily basis, do you:

1. Email CVs or Resumes
2. Send CVs or Resumes by direct mail to companies | employers you have targeted
3. Add to your personal or professional network
4. Identify additional companies who could utilize your experience
5. Complete follow up calls
6. Send follow up emails
7. Send follow up letters
8. Compile a written plan of 100% of the calls and actions for the following day
9. Overcome objections
10. Experience rejection
11. Spend less than 20% of your time answering job board postings
12. Focus on solutions vs. problems

If you answered no to any of the above, you could be sabotaging your search.

On a weekly basis, do you:

1. Conduct a weekly review by asking yourself three questions:
 - What did I do right? 20% of efforts that give you 80% of your results. Commit to doing more of these activities the following week
 - What is a waste of my time? Stop doing those things immediately.
 - What new idea will you implement next week? Forces you to make changes to improve your results
2. Prioritize activity:
 - Do you focus on best use of your time?
 - Do you complete tasks that are closest to a job offer?
3. Set and achieve minimum standards:
 - Set standards in all elements of your job search
4. Role play:
 - The best way to improve your results is to fine tune the skills you need to achieve in each step of your job search. This can be accomplished by role playing.
 - It's always a great idea to role play with individuals who could either be possible targets or someone who could expose you to their professional network.

If you answered no to any of the areas, you could be sabotaging your search.

On a monthly basis, do you:

1. Set up informational interviews, which often lead to job interviews or referrals.
2. Accept part-time, seasonal, temp or contract employment:
 - This provides current experience on your CV or Resume
 - Opens you up to additional networks of people
 - Helps your self-esteem and confidence
3. Volunteer your time
4. Identify and attend networking events, job fairs, job clubs, etc.

On a quarterly basis, do you:

1. Stand back and review your results or lack thereof?
2. Measure your activity level and results? What you don't measure doesn't count.
3. Determine specific changes you will make including:
 - Increase activity level
 - Identify new target
 - Revise CV or Resume
 - Take a class, obtain a certification

STEPS TO TURN THINGS AROUND

The first thing you need to do is a check-up from the neck up. Your attitude, expectations, habits, and comfort zone could all be preventing you from finding your next opportunity.

If you keep tell yourself, "It's going to be one of those days." You will spend all day proving yourself right. You can't continue to conduct your job search the same way and expect different results. That is the definition of insanity.

If you don't have a knot in your stomach or lump in your throat, you are not trying new things and will not enjoy improved results. You can't change your past or current results in your job search, but if you implement the daily, weekly, monthly and quarterly actions outlined you will change your future results.

If you think you can turn your job search around or if you think you can't - you're absolutely right.

Make today the day that you take control of your job search. Commit to do whatever it takes to put new velocity behind your job search activities so you do land the job you deserve to have.