

GET THE JOB

Consistency Is Important

Job hunting is a marathon, not a sprint

The most successful applicants create a regular schedule of related activity designed to maximize productivity — and get the best results.

Set up daily, achievable goals rather than focusing too much on any single part of your search. With the proper attention to detail, you'll potentially shorten your time on the job market. Here are some important focus points:

YOUR ONLINE PRESENCE

Narrow your initial search parameters through online tools provided by LinkedIn and job sites. Scrolling past positions that are unsuitable because they aren't in your field or require experience or education that you don't possess is a huge waste of time. Be as specific as possible about the job and other important details like salary expectations, and you'll get more focused and usable results.

Next, shape your social media presence to match these same specific jobs. Make time on a regular basis to talk about challenges and opportunities unique to your field, join online professional groups or related job-seeking communities, and friend or follow acknowledged experts. These



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connections could be very important down the road.

STAY IN TOUCH

Once you've been contacted, make a consistent effort to remain connected. Send thank-you messages after an interview with the human resources department or hiring manager. Handwritten correspondence is preferred, but an

email will do in a pinch. Be specific in mentioning some part of your visit, in order to increase your chances of standing out.

Then make a note to yourself to circle back around every week or so. You'll want to stay top of mind, in particular in a competitive field where the hiring process may play out quickly. If you're passed over,

send a follow-up email thanking everyone for the opportunity. A hiring manager might remember you when another opening comes along.

WHAT'S NEXT

If you don't hear back after applying, or are alerted that the job has been given to someone else, be prepared to return to your original

job-seeking schedule. If you feel like your strategy needs tweaking, now is the time to make the kind of adjustments that might seal the deal next time. Consider discussing your search with a peer or other professional in the field, since they may have smart tips. They may even know about an opening you haven't heard about yet.