

7 Strategies For Getting A Job



Brought to you by **Bob Pelshaw**, author of *Something From Nothing* www.pelshaw.com

I've been an entrepreneur and employer for almost thirty years. Over the years I've interviewed hundreds of job applicants and had scores of employees. Here are strategies to improve your interviews, and ultimately your job prospects, from an employer's and entrepreneur's perspective.

1. MAKE GETTING A JOB YOUR JOB UNTIL YOU GET A JOB

This is the most important strategy, which can be your secret weapon if you use it. The job search isn't fun, and it's easy to lose motivation and focus; especially after the 20th, or the 110th application! Making getting a job your job will give your day focus and structure, which are important to help get you through these tough times.

So many jobs should you apply for daily? There are no right answers for this – this number should be high enough to be realistic and show a strong commitment to work, but not impossible to obtain. Getting a job is a numbers game – the more applications you send, and follow up on, the better your chances for a job. Remember, you aren't the only one who might have had a tough time getting a job.

2. GIVE THE EMPLOYER A REASON TO WANT TO HIRE YOU

Do you want to know how to make a lasting impression on an employer, so that you stand out?

Be courteous and respectful. Studies show employers are more apt to hire people they like.

Have a good attitude, even if you have to fake it. I've passed over lots of impressive applicants because I didn't like their attitude.

Keep your answers short, professional, and to the point as much as possible. People that talk too much scare employers.

Be punctual but not too early. More than 10-15 minutes early could be an interruption or inconvenience to the interviewer.

3. PREPARE, PREPARE, PREPARE!!!!

You would be surprised how many applicants didn't take the time to read the job description or find out about my company. I get that it's a major time investment to do that for every job you apply for. So don't!

Only read the job description and learn about the companies for the jobs you really want. This is the best way to prepare to highlight why they should hire you instead of one of the other 50 applicants in their pile.

Have questions, other than salary and benefits, prepared to demonstrate your professionalism.

4. IT'S OK TO BE NERVOUS. Slow down, take a breath, if you have to. ***Remember the person interviewing you was on your side of the desk at some point too.***

5. BE YOURSELF.

You have enough on your mind without adding the stress of trying to be someone you're not. You likely will spend more time with your co-workers than you do with your family, so the best foot to put forward is the real one.

Dress according to the job you are applying for. "Business attire" isn't needed if the job you are applying for doesn't require that. Tattoos aren't the taboo they used to be.

6. HAVE TWO ELEVATOR PITCHES

You probably know that an elevator pitch is a sales tool designed to summarize and sell a thing in about the same time as it takes to ride an elevator. Check back on my blog and social media as I will do a piece on creating a great elevator pitch.

One pitch to sell them on you. Know your pitch well enough so you can quickly relate it to the duties of the job you're applying for.

Another to highlight how your skills or experience fits the job being filled.

7. BUILD RAPPORT WITH THE EMPLOYER

Building rapport is about finding common ground with a person. It's a powerful way to speed up the prospects of getting someone to like you. It's definitely the most powerful way to get someone to remember you too!

What do you see? Everyone likes to talk about their kids, their hobbies, or their favorite sport team - if you happen to notice photos or sports memorabilia in the office.

Watch for body language. Project the right body language.

People like to hear their own names. Try to remember their name. Try to repeat it back to them several times during your conversation. It will help you remember their name, and help you stand out.

Be friendly but sincere. If not it can backfire on you!

BONUS TIP: PRACTICE, EVALUATE, ADJUST, and REPEAT!

Practice makes perfect. If after that you still haven't found a job consider hiring yourself! My book *Something from Nothing* can show you how.