

APSEA So Chapter: JUNE 2013 MINI-TRAINING SESSION

Topic: **“How To Campaign Like the Pros”**

(Condensed and modified from Working World Mag)

1. Your Job Search has a lot in common with Political Candidates trying to get elected. Following are a few strategies to help you “Win your election”:
2. Landing a job takes the same combination of perseverance, self-promotion and job-hunting know-how. Are you realistic about our chances and qualifications before you apply for “That Job”? Are you applying for jobs or at companies where you don’t really stand a chance? Don’t waste your time and energy chasing after jobs that are more fantasy than reality.
3. Once you focus on a particular job, consider your “Campaign” resources. It costs money to print resumes, full your car’s gas tank, enhance your wardrobe, cost of related phone calls. Budget your money carefully during your job-hunting “campaign”. Cut down on restaurant meals and think twice about going out to movies. You may splurge after you get that job.
4. Customize your selling speech. At each interview, you are going to give a two-minute speech with “talking points”: The specific skills and experience that make you the best person for the job. First find out all you can about your audience, ie, your future employer. Ask yourself what specific skills and experience they are looking for. If interrupted, practice ahead of time how you will courteously take the interview back to your two-minute speech.
5. Be ready to answer related questions. Ask friends or family to help you by asking related questions so you may practice before the interview. Ask friends to help you clean unsuitable material you may have placed on Social Media such as Face Book. Delete anything that could “bite” you if a job interviewer were to see it.
6. First impressions are everything. Good grooming, the right clothes, confident body language, a firm handshake, a ready smile and steady eye contact. Conservative business attire for job interviews a must, even if the company’s daily attire is casual. Once hired, you can relax and express yourself.
7. In car-conscious L.A., your wheels matter. If you have an old beat-up car and you plan to drive to the interview, park away from the employment site. You might be judged by what you drive and maintain, so don’t take a chance. Take the bus or borrow a car for the interview.
8. Employers can dig deep these days because so much of our lives is digital. Prospective employers can find out that you were fired from a previous job, or that you have credit problems, or had a DUI on record. If asked during the interview about skeletons in the closet, be relaxed, confident and plausible. Remember, think up answers before, not during the interview. Don’t lie.
9. Job hunting can be grueling, particularly after a streak of rejections. You need supporters who can offer encouragement and provide helpful advice. Treasure your well-wishers and keep them informed about your progress and celebrate with them when you are hired. Stay connected with your professional references so that they are prepared to speak up for you when you need them to.
10. Rejections can bruise anyone’s ego. Here are some proactive strategies for dealing with rejection: a) Don’t just fade away: Keep yourself on their radar in a friendly, interesting way. Start with a post-interview thank-you note, but don’t stop there. b) Keep up to date about the company: Visit their website and ask to be added to the mailing list. c) Let the company know if you acquire new skills that make you a stronger candidate.
11. If turned down, offer your services as a temp or part-timer. It is a way to get your foot in the door. You get to know the people and you would be generating some income. As a part-timer, you would have time for job hunting and being a temporary or part-time employee looks better on your resume than being unemployed. Some companies have started refusing applications from people who don’t currently have a job.
12. See you at our next APSEA meeting to continue discussing our Mini-training series .