

# JOB SEARCH 101

Here are some tips to increase the chances of successfully finding a job in any kind of economy:

- **Start yesterday.** Do not wait until you graduate to begin looking for a position. Even if you haven't graduated yet, begin making inquiries now. Your goal is to find employers who will be ready to hire you when you do graduate. Some employers may even hire you on a part-time basis while you are finishing school. In a tight job market, it may take longer than anticipated to find a position, so you will need to start earlier rather than later.
- **Actively search for jobs.** Don't wait for job openings to appear in the newspaper or passively click "apply" on job search engines. Go beyond the technology. Approach companies that you are interested in working for and inquire about possible openings. Use on-line sources like Careerbuilder.com, Indeed.com, DentalPost.net, Dice.com, and SimplyHired.com. Look in the newspaper classifieds; check the web sites of offices and professional organizations, and look in the phone book for names of companies. Ask friends, neighbors, professors, and working professionals in the field to help you locate possible job openings. Register with career services, or even a staffing or employment agency. Create an account on LinkedIn. Join your local alumni association or a local professional organization in your career field.
- **When you see a job opening, don't wait until next week to apply.** Apply immediately. If you see an opening that was posted several weeks ago, don't just assume that it has been filled. Contact the company and inquire if the job is still available.

- **Use LinkedIn, Facebook, or Twitter** to seek out recruiters and search for job openings. The greatest strength of social media is the ability to expand your networking range. Ask for help locating possible job openings and you'll be surprised at the results.
- **Customize your resume to individual job openings.** Stress your skills and results on your resume. Highlight your accomplishments and your major-related school experiences. In lieu of work experience, highlight experience gained during clinicals, practica, student teaching, internships, research projects, community service, or other related activities. Use a Summary of your past accomplishments and expertise, rather than an Objective on your resume.
- **Be organized.** Create a log and write down who you contacted. Include the date, the name of the company, the result of your contact, and the follow-up action needed or taken. Continue to follow up with each employer every two to four weeks as appropriate.
- **Conduct your job search in a professional manner.** Dress, behave, and speak in a professional manner. Avoid using email emoticons, casual text messaging lingo, or wearing an outfit to an interview that is better suited for an evening with friends. That goes double for your voice mail messages, email addresses, and your Facebook profile.
- **Strongly articulate the value that you will bring to an employer.** In the interview, confidently, professionally, and succinctly answer interview questions. Be able to answer the "Why should I hire you?" question. Follow up after an interview to express interest.