

Job hunters should study the markets

By **ROBERT B. NELSON**
 Most people feel they know how to get a job; few actually do. Faithfully they study the Sunday want ads or consult with search firms who promise them the position they want. They nod their heads in discouraged agreement when they hear that the economy is tight and jobs are hard to find. They don't know it, but through their actions they exclude themselves from most opportunities. They be-

come their own worst enemy in the job hunt, setting obstacles for themselves that no employer would ever dream of imposing.

Enlighten Your Search

Enlightened job hunters, on the other hand start out with very different beliefs about their ability to find a job. Never doubting that they will get a job, they instead focus their energy on getting the

right job for them. Their knowledge of the job market sets them apart from those less aware.

They recognize that 1) there are two to four million positions open in the U.S. at any given time, and at least one million positions open in the worst of times; 2) 80 percent of all jobs are unadvertised; and 3) want ads and search firms are used as a last resort for most employers.

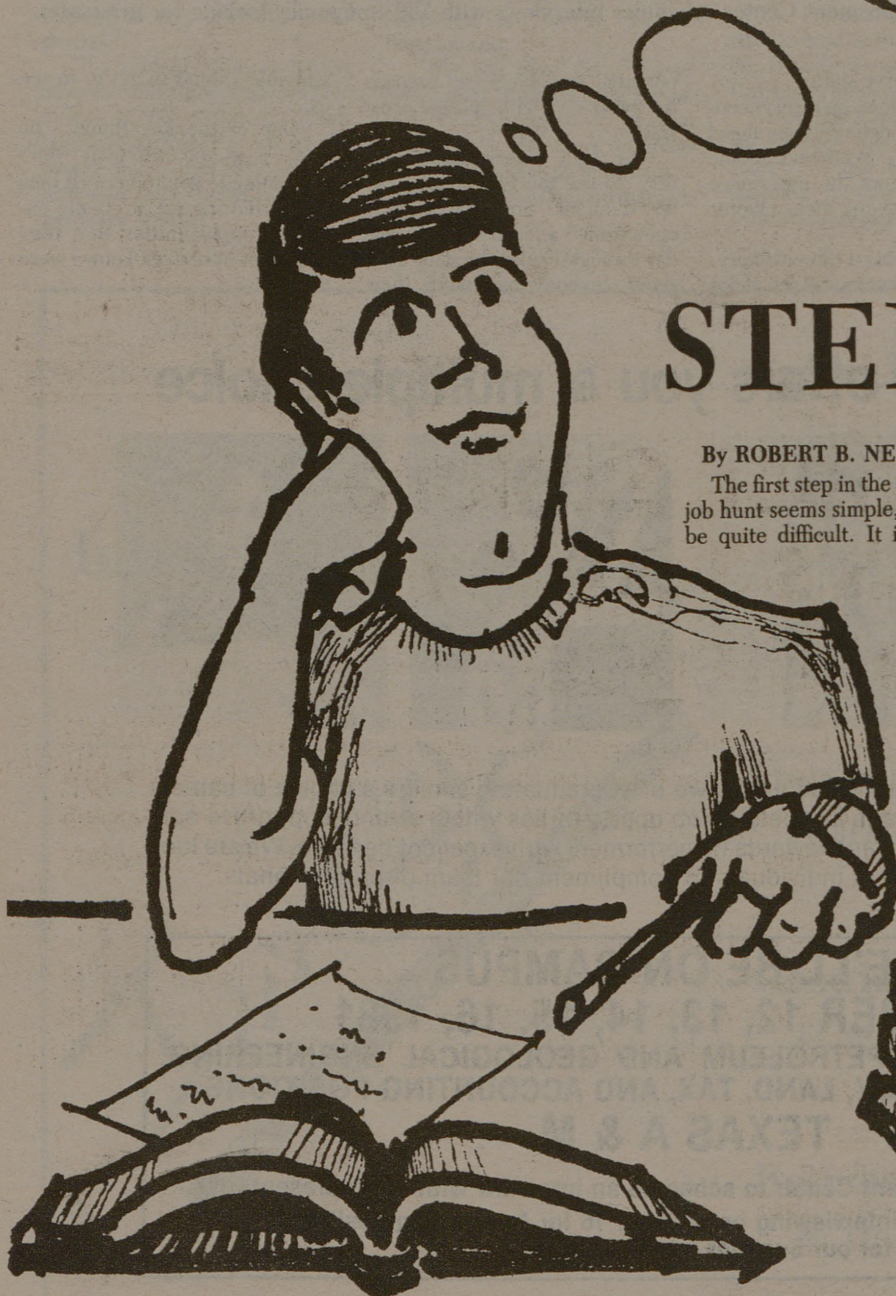
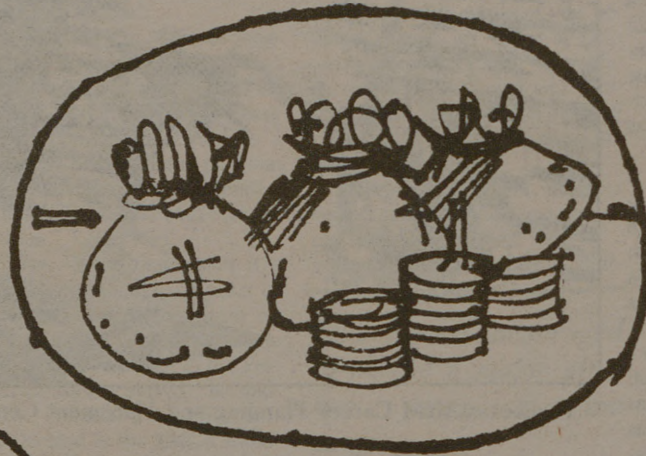
The person who knows how to find a job knows that the average

American worker will 1) change jobs every three and one half years, 2) change careers up to five times, and 3) has only a 20 percent chance of enjoying work.

This information gives the modern job hunter a new foundation from which to start. The enlightened job hunter takes this information and builds a very different job campaign which not only results in a job, but also allows for the job hunter to maintain confi-

dence and self-esteem in the job hunting process.

The enlightened job hunter is resolved not merely to find a single job, but to learn job-hunting skills that will be used over and over again. Whether you are a seasoned job hunter or are looking for your first position, the following proven five-step method provides the essentials of what you need to know and do to get the job you want.



STEP I: Objectives

By **ROBERT B. NELSON**
 The first step in the effective job hunt seems simple, but can be quite difficult. It is to ask

yourself what you want to do. Ask yourself, because no one else can tell you what you need to be happy or successful.

The more clearly you define your objective, the better your chances will be of obtaining it.

Answering the following question will help to guide you:

- Given no restrictions, what would your ideal job be?*
- What do you visualize yourself doing in five or ten years?*
- How would you like to spend your time each day?*
- What would your working environment be like?*
- Whom would you prefer to work with? In what capacity?*
- What activities (paid or unpaid) have you most enjoyed?*
- Which activities have you been best at?*
- What specifically do you like about the activities you most enjoy?*
- What are your criteria for selecting a job you will be happy with?*
- What factors are essential to your acceptance of a position, and which are preferred but not essential?*

If you work through these questions and convince yourself of the validity of your answers, you will have an easier time in convincing a potential employer, so do not skip the important step!