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Surviving Unemployment

LAI D OFF, Now What?!?

Surviving Unemployment, 2009 Recession Edition

The Layoff Lady



Releasing October 2009

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LOOKING FOR A JOB DURING THIS RECESSION? HERE IS WHAT WORKS

By Laura D Lewis
Excerpt from: [Laid Off Now What](#)

The week of April 21, 2009 my job hunting efforts of three and a half months finally paid off as four different companies contacted me and interviewed me for positions I would thoroughly enjoy. By April 24th, I was already at the 5th interview with one, second with 2 and on the first with the fourth. By April 30th I was working as the *Director of Marketing* of a High Tech Company.

It took 3.5 months of trial and error to get this point. The following are the job hunting strategies I used that made a difference.

1) DITCHED ALL THE MEGA SITES, CAREER BUILDER, MONSTER ETC. GO SOCIAL
Responding to ads was taking too much time and not producing results. Instead I focused on Linked In and my network. Linked in, I've found going to the group job board seems to produce better results (being calls, inquiries and interviews) than the standard Linked In job board which is generic. Almost all calls I've gotten that were not personal intros came through Linked In, either group jobs or the search engine.

There are several excellent online business networking sites. LinkedIn is just one. You also have Plax and Xing which are heavily used and these also have exclusive job postings. I use Plaxo and Xing as well but due to time constraints, focus most of my energy on Linked In.

In the book [Laid Off Now What, The Recession Edition](#) I've included an extensive section on leveraging online career social networks effectively. I've also included a director of networks to help you find those best suited to your industry and objectives.

2) PRODUCE & DISTRIBUTED A WEBFOLIO
Creating and distributing my [webfolio](#) made a huge difference. With two of the companies, I applied for sales positions. Generally these are easy for me to get, even though I prefer marketing. However, once employers saw what I could do, (in two cases there were unadvertised Director of Marketing positions these companies, based upon my skills decided I'd be a better fit in), I found myself ahead of the curve and eight days later, one of these became my new job.

3) REACH OUT
Utilizing Facebook, Linked In and Xing plus my own database, articles and placements I began getting leads in from people at all levels. These included the college kid

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who serves coffee at my favorite cafe to people I went to high school with 20+ years ago. Don't discount the people you know who are in services industries. If you're a regular somewhere, people in the services industries have contact with all kinds of people and can be one of your best allies. They're usually just starting out in their careers so they make good sources of information and potential protégés as well.

DATING SITES AND OTHER SOURCES

Ironically I was on one of the dating sites for a bit, Though I didn't find my future husband, my profile resulted in two interviews rather than dates. Lesson? You never know where you'll find your next lead. Everything is a potential wellspring of introductions. Apply this same idea to any associations, social clubs, online groups you belong to. All are potential lead sources.

PHONE INTERVIEWS:

This time around most employers I've spoken with are using phone interviews to qualify and disqualify. These come at all times of the day from early morning to as late as 8:30PM so watch the entertaining and alcohol consumption, even after business hours. If you're not good on the phone, find someone to coach you. Practice speaking into a tape recorder. Your voice and how you handle yourself may very well be the first and only contact and impression you have with a new employer. Use it wisely.

MAINTAIN A HARDCOPY RECORD OF YOUR LETTERS AND CONTACTED COMPANY DOSSIERS WITH YOU.

Keeping good records, off the computer, is also necessary. Most of the calls I get are when I'm not online so I really have to do some fancy footwork to recall what position and company it is I'm speaking to. I now keep an index card of these in my car and in my purse along with two pens and a pencil...because it never fails my pens run out of ink just when I need to jot something down.

Overall it was the webfolio really that took my job search from the slow lane into express. It did disqualify me for a couple of positions but I discovered it was being passed on to others because people were impressed with my work and even if they didn't have something, they knew of someone who did. Essentially, it became my own little sales team out there working for me. Targeted marketing at its finest.

WHAT DOESN'T WORK? Posting up on Craig's list (or other job boards) that you're 'looking for work'. If you do, you'll get lots of responses...from con artists like this:

Hello,

I see you have posted looking for a job here and thought I would reply to share something that has worked out well for me and hope you will take a look....

The con artists goes on, using improper punctuation and offshore e-mail and URL to direct you to this miracle job site. Rather interestingly, the ad I posted wasn't for a job on Craig's List. It was for this book, directing people to an article detailing what steps you need to take when you lose your job. I posted it in 10 cities and received over 100 scam e-mails from it, many the exact same e-mail with a different name. I did not receive a single legitimate e-mail from anyone requesting information or having questions, though server records show ten people did visit the article that day.

Chapter 11 in Laid Off Now What, The Recession Edition is all about the Top 10 Scams targeting job seekers and how to spot them. The above is one of many.

THE BOTTOM LINE IS THIS: If you are looking for a job that pays well and requires any level of skills, you must be on one of the career social networks and you must update and constantly add to your profile. If you are not, you're missing most of the good jobs out there and your best opportunity to reach the hiring manager directly. Everything else helps. Neglecting to create and work your career networking profile however, will guarantee one thing: it's going to take you a lot longer to find a job and you'll miss out on many of the best opportunities.

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