

Top 5 Tips – Part 2

6. Build a relationship with the administrative assistant. While you want to start at the top (see No. 5), you'll eventually want to build strategic relationships with personnel at all levels.

A terribly underutilized resource is an employer's administrative assistant. As the manager's trusted counterpart, there is often only a slight social barrier between the two. They know the manager's schedule, interests, responsibilities and preferences. Making friends or even engaging in some quasi-bartering relationship with them can make all the difference in the world.

7. Don't apply for a job as soon as you find it. The worst part about job hunting is the dreaded scrolling of an online job board, applying for job after job, and never hearing back. When you find a job online that you're really interested in, applying is the last thing you should do. Instead, research that company and the professionals who work there, and reach out to someone at the company before you apply for the job, letting them know you admire what they do and would love their advice. Ask questions via e-mail or phone about what they like and find challenging at their job, and ask if they have any tips for you. Most likely they will personally tell you about the job opening (you should not mention it) and then you can ask them about getting your application and resume into the right hands. It is a great way to keep your applications from getting lost in the black hole of the internet.

8. Focus on body language. You've probably heard this before—but job candidates don't take it seriously enough. Body language is incredibly important in job interviews. Watching yours (posture, your hands, whether or not you're relaxed, confidence) will help you exude confidence. Meanwhile paying attention to the interviewer's body language can let you gauge whether or not you're on the right track.

9. Don't focus on finding a job you love now. Don't obsess about how much you'll enjoy a particular job on day one. Most entry-level positions are not glamorous. The right question to ask when assessing an opportunity is what the job would look like in five years, assuming that you spent those years focusing like a laser on developing valuable skills. That's the job you're interviewing for.

10. Become their greatest fan. Once you find a company you'd love to work for, become their biggest fan. Becoming a brand loyalist may lead to becoming an employee. But of course, you have to establish or participate in a forum where you're constantly communicating that message; one they will see. Organizations ideally want employees to love their company and be enthusiastic about their job. Loyal fans are passionate as consumers, and often make great employees because of this, she concludes.

(Source, edited: Forbes, <http://www.forbes.com/sites/jacquelynsmith/2013/02/27/10-unconventional-but-very-effective-tips-for-job-seekers/>)