

## Standing out in today's job market

Written by Holyoke Enterprise

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In today's economy, making yourself stand out in the job market is more important than ever.

Most people wander out into the job market unprepared and then accept whatever job is offered. In the tight employment market, this strategy is a path to failure.

"You need to take control of your career and image to guide yourself into the job that can give you the best pay and the best opportunities for the future," says Brian Tracy, author of the new book, "Reinvention: How to Make the Rest of Your Life the Best of Your Life" (AMACOM).

There are many things you can do to distinguish yourself from other job-seekers currently pounding the pavement. Here are several suggestions from Tracy and his new book:

—Take Stock of Yourself. Before you look for a job, make a list of the things you can do that someone would be willing to pay for. What have you done especially well at previous jobs or in your personal life?

—Understand the Job Market. You can only ensure a rewarding job by doing something important for which there is a demand and in which you are difficult to replace. A change in technology, consumer preferences or the economy can make a particular talent obsolete. You must continually conform to the needs of the current job market by acquiring relevant skills.

—Don't Mistake Unemployment for a Vacation. Look at your job search as a full-time job, taking 40 to 50 hours weekly. The more active you are, the more likely it is you are going to get a better job than a person who waits for someone to call him.

—Sow Seeds Everywhere. Most jobs aren't advertised. They are hidden and waiting for you to discover them. Along with regularly surfing Internet job sites, list your qualifications and interests on every site that might attract employers. Visit community job fairs. Keep an eye out for news of new product releases and seek out key people in that company. A business expansion represents job opportunities. Gather information about a prominent individual in an organization.

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Contact that person, asking to grant you a ten-minute informational interview about the company. Your interest, knowledge, and gratitude should pay off.

—Create Your Own Job. Wherever you can find an opportunity at a company to increase revenues or to reduce costs in an amount greater than the cost of hiring you, you may be able to create your own job.

—Research Prospective Employers. Use the Internet to conduct research on the individual with whom you will be speaking, the organization and the industry. Develop a series of questions to ask.

—Interview Like a Champion. Sell yourself while interviewing the interviewer about the company. This is a sales call. Demonstrate you can achieve a result the company needs. Be enthusiastic, assertive and make it clear you want this job.

For more tips, read Tracy's new book "Reinvention" or visit his Web site at [www.BrianTracy.com](http://www.BrianTracy.com).

"Getting the kind of job you want is both an art and a science," says Tracy. "It is a learnable skill that you can develop."