

# College Grads in a Tough Place for Jobs?

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If you have a kid or grandchild that is needing help finding a career after graduation, maybe it's time to put new life into their job hunting strategies. Consider a more creative approach to finding the job they want.



I believe a systematic, persistent BATTLE PLAN is what will really get you noticed. There may be limited openings now, but that won't always be the case. I hear of too many grads emailing or "uploading" resumes and cover letters that are too easily deleted, dismissed or rooted out by some non-human algorithm.

Identify the top companies you'd like to work for and create a spreadsheet. Add contact info for the chief decision makers and include social media pages. Get to know them and open up additional means of communicating.

Then get creative about two "touchpoints" with these companies per month.



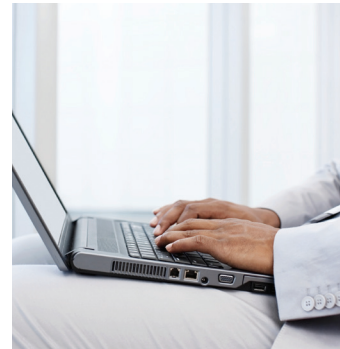
## TEN IDEAS INCLUDE:

- 1. Send a physical copy of your resume in a FEDEX envelope.** What happens when people get an overnight envelope? They open that first! Include some odd shaped item, like a cheap keychain with a plastic globe attached. it could be a highlighter or a pen. People pay more attention to things that have a "curious item" inside. Think about adding a short hand written note. Go retro to get noticed.
- 2. Connect with them on social media.** Like and comment on their posts. Message them personally. Make it a daily routine to engage.
- 3. Send a copy of interesting industry articles to them with your highlights and another personal note.** Develop a customized "drip" campaign so your name stays in front of them. This may sound super hokey, but I had a client that (40 years ago) sent a potential employer his resume in a shoebox, with one shoe. The hand written note said: "I'm just trying to get a foot in the door." He stood out. He got hired.

- 4. Acknowledge that they may not have any openings now,** but praise their success and growth and let them know they will need you in the future.
- 5. If you're standing in second place in enough lines** (and remind them you're there), you'll eventually move to the head of the line...also known as a JOB.
- 6. Be kind,** gentle, gracious and slightly annoyingly persistent.
- 7. An employer will look at your credentials and be impressed, and they will always ask themselves, "what's in it for me if I hire this person?"** Keep that in mind as you're promoting yourself. They want to know that you can do the job, but they will also want to be reminded that you're there to help further the firms mission, delight it's clients, and make money for them. Make it about them.
- 8. Every "no" is an opportunity to come back another day.** Too many just walk

away and move on after the first "no." Go the extra mile. The extra mile is not a very crowded place.

- 9. Keep your list of potential "best" employers short enough so it's manageable** and you're able to fire frequent laser shots at them. With the less desirable, but adequate opportunities, continue to email and upload.
- 10. Use this time wisely.** Develop a new skill. Volunteer. Have an "interim purpose" for your life. Get additional credentials or perhaps a certification. Take online classes and continue to improve yourself.



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