



Do You Have the Job Search Blues?

A job search can be an emotional roller coaster. Just one email can flatten you—plunging from feeling full of hope to feeling flattened. New job leads bring excitement but the silence from potential employers often brings feelings of disappointment.

The way to beat the blues is to not take the ups and downs personally. Yes, it can put you in a funk—but a bad attitude can keep you from getting in the door of the best companies. And your attitude is often the one and only thing you can control in your job search. It's important to remember ups and downs are normal in the job search process.

3 Signs You Have the Job Search Blues

There are many common signs that job seekers demonstrate when looking for that next big job. The ones I see that you want to stop immediately:

- **One-Size-Fits-All Resume and Cover Letter** — STOP sending the same cover letter and resume with every application. START doing your homework and tailoring both your resume and cover letter specifically for the position not only gets the right key word matches but shows your interest is genuine. Otherwise, you may appear thoughtless and even a bit desperate. If the job posting doesn't look interesting enough for you to take the time to match your resume to it, it's not worth the time to apply.
- **Research Fails** — Most candidates know they should research a company and can speak comfortably about the mission and history in an interview. But they fail to evaluate how their personal needs and their work history aligns with what the company needs. STOP letting this trip you up in interviews. It sours your chances of getting hired. START connecting the dots for an interviewer. Use the SMART technique to spotlight your specific strengths that are in synch with the organization where you're interviewing.
- **Lone Ranger Pride** — STOP pursuing your next job like a super hero. The truth is, everything you want in life comes to you through other people. Rarely is someone hired solely from submitting online to a job posting. You can get valuable information and learn something from others. START talking and messaging. Seek out the help of recruiters, similarly positioned colleagues, alumni, and job search experts. STOP asking for job leads. Most people have too many of requests already. START asking who they know that could help you research the company or the profession or the location that interests you. Information interviews often lead to recommendations once the person gets to know you and your experience.

The biggest drain in a job search comes from taking setbacks personally. Assuming you are flawed or unsuitable is likely to lead to depression and failure. Executive resume expert, Lisa Rangel puts it this way, "It is important to realize ALL job seekers experience positive and negative aspects during a search and it is normal. It does not mean you suck. It means that was not the right employer for you."

Get the recharge you need and the cure for the job-hunt blues here:

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