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## Applying Yourself in the Job Market

Marketing one self effectively in the job market is not very difficult. While you are job hunting, make sure that your efforts are genuine. You need to be aware of the resources available, the latest job listings; you need to sharpen your networking skills and volunteer opportunities.

While you are engaged in the process of marketing your self, you need to evaluate your goals, targets, skills, abilities, personality traits, interests, work values, and learning styles. You may even visit Hound.com, the leading job portal site that exposes you to the current **job openings** in the market. Try to expand your social network. Professional contacts can help you to market your self effectively. The job market these days are not very gloomy. The rate of unemployment, according to the research findings are less than 2%. The recruiters are waiting for potential candidates to fill in the vacant positions.

Self marketing strategies can also be employed. In some cases it might so happen, that your resume fails to demonstrate your potential capabilities. Apart from this, you must adhere to the parameters stated below, for marketing your self effectively:

### **A Powerful Resume Can do Wonders**

For marketing yourself effectively, make sure that your resume is not unnecessarily long. Incorporate all data that are relevant for the post you are applying. Your resume must contain details about your personal achievements, and educational qualifications. Details about your certificates, extra curricular activities can be incorporated in your resume. Do not make your resume lengthy unnecessarily by incorporating unnecessary details; this can hamper your marketing skills. One of the best ways of marketing your self is by emphasizing on your past accomplishments and achievements.

### **Be Clear About Your Job Marketing Plan**

Personal marketing strategy is an important part of your **job searches**. The marketing strategies provide you with a suitable game plan. Job search is a marketing campaign, where the job seeker is seen to be the product. You need to devise a flexible yet comprehensive marketing plan. You need to be clear about the kind of employers you are looking for. Analyze if all of them belongs to the same industry.

### **Where are the recruiters**



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Thereafter you are required to decide the sources that can be utilized for locating the potential recruiters. Different people will come up with different suggestions. While some feels that classified advertisements are wastage of time, others feel that professional networking is the only way for effective job searches. The job seeker must make use of all potential sources for marketing effectively for the job.

Getting in touch with the prospective employers forms an important part of marketing. Prepare a professionally created resume and cover letter. In case you are functioning with an executive recruiter, he can assist you in fixing a meeting between the recruiter and you. If you get to know about a job opening, via a friend or acquaintance of yours, it is up to you to decide whether you should get in touch with the recruiter over phone or mail him your resume and cover letter. While you are sending your resume and cover letter, it is advisable that you send an introductory message and enquire if you should send your resume and cover letter. This way the probability of the recruiter noticing your resume increases.

### **Be disciplined and well organized**

A very important aspect of marketing is getting organized. Unless you are well organized, you will keep losing important contact details and names. An organized person keeps this vital information intact rather than spending valuable time searching for them during the times of needs. Marketing strategies can be said to be effective, while you access your soft skills. Prepare an "elevator speech" try to sell your self in this brief and precise speech. The elevator speech can be delivered in networking events, job fairs and conferences. You must sound unrehearsed and informal. Try to attend job fairs, professional networking events, and organizations which are designed for the kind of career that you are looking for. Association with civic organizations, non profit organizations or arts group can also be effective when it comes to strategizing marketing efforts.

For preparing your self for the job market, improving on your networking and marketing skills, you can log into [hound.com](http://hound.com), which is a **leading job portal** site; we assist you in every step of your job search. You need to know your audience well. While facing the interview board, try to sell yourself effectively, and prepare a tailor made resume and cover letter, so that your skills, abilities and experiences matches the requirement of the company. You must be able to research the company and solve problems associated with it.

You must not be discouraged while searching for a job. It might take weeks or several months for you to get into a job that suits your requirements. Apply all the job marketing strategies well as



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perseverance is extremely essential.