

# Coach's Top 10 Tips for Job Seekers!

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By KATIE MORELL For Sun-Times Media

The local job market is on the path to recovery, according to Jody Eriksen, Certified Professional Career Coach and owner of Career Support Services Corp.

"We are seeing a lot more movement and activity than before," she says. "We went for a long streak of virtually no activity. Companies froze up, but it seems like the hold button might be coming off for most opportunities.



Jody Eriksen

[Career Support Services Corp](#)

"There is more willingness for companies to want to take on new employees. People are getting more responses from their inquiries, and there is more interviewing going on."

Eriksen says many openings are for sales and marketing positions, as well as temporary to permanent positions.

She gives us her Top 10 tips for job seekers:

## Go off-line

"Disconnect from the computer and connect to people and organizations," Eriksen recommends. "People are the answer. People win over paper every time. When you are looking on job boards, you are reacting to jobs, not creating opportunities. The secret to success in this job market is creating your next opportunity, not waiting for it to come to you."

## Zero in

"Focus your search and create a workable strategy by targeting an industry, position or company," she suggests. "One big mistake job seekers make is that they want to leave all of their options open. You have to know how to strategize. Leaving all of your options open is a lack of strategy."

## Aim high

"Create a vivid image of your ideal opportunity, and don't be afraid to go for it," Eriksen says. "This is one of the hardest things you will ever have to do in your life. Invest in yourself and say, 'I'm worth it.' That is a motivating factor that can make or break your job search."

## Highlight your strengths

"Focus more on what you have to offer than your perceived shortcomings," she says. "You are brought in to solve their problems. If you can demonstrate that you can solve them, you are hired. Companies will overlook your perceived shortcomings if you have the ability to solve their problems."

## Get organized

"Have a plan for activities every day of the week," Eriksen says. "It is all about structure. Organizing your search is essential to being productive. Organize your activities, and be accountable to yourself."

## Make it easy for others

"Help them help you," she suggests. "Look for doors that others can open for you. Go on LinkedIn and request them to open a door for you. People want to help you, but they don't know how. It is your job to help them help you."

**Sell, sell, sell**

"Every job seeker is really a sales person," Eriksen says. "Boost your skills in personal selling. Help hiring authorities choose you. It is a buying decision. If you understand that you are the sales person for yourself, it helps you organize your communication directly to their needs."

**Get involved**

"Come out of the closet in your job search," she recommends. "Job seekers will often retreat from their environment. It is essential that you move through that. Seek opportunities to give, so that you pipe into the giving and receiving interdependence of our community."

**Have fun**

"Engage in activities that refuel your ailing sense of competence, belonging and security," Eriksen says. "Take a hobby to another level. Now is the time to invest in yourself in all areas you wanted to develop while you were in a job."

**Trust yourself**

"Job seekers fight fear on a daily basis," she says. "Move through your fear by trusting your creative impulses and taking steps in a direction that feels right. None of us know what the future holds. The best you can do is take a step in the direction that feels right and trust yourself."

For more information about Jody or services provided by CSSC go to [www.CareerSupportServicesCorp.com](http://www.CareerSupportServicesCorp.com)