

JOB SEARCH TIPS

PROTECTING YOURSELF WHILE YOU SEARCH FOR OPPORTUNITIES

Do not give private information to companies online. No website that is legitimate will ask you for Social Security Number, debit card PIN, or banking information. Always be suspicious of firms that promise you a job. As a rule of thumb, you should never pay for someone to help you find employment.

Also, be wary of work at home scams. One good way to protect yourself is to run a Google or Yahoo! search on the company that is offering the work-at-home opportunity. If it is part of a well-known scam, that will be revealed. The bottom line is that you must do your homework so that you are always in control.

Check with www.FTC.gov and the Better Business Bureau for an agency's credentials. If you need to file a formal complaint against an employment agency, contact the Better Business Bureau or the Federal Trade Commission.

If your immigration status is uncertain or in process, do not be afraid to file a complaint. You will not need to reveal your legal status. All you need is the name of the company, the dates and time of the illegal or discriminatory action, and the name of the supervisor and persons involved.

Keep good notes, and file complaints within the time limits for each specific agency!

Finally, when seriously considering working for a company, get a copy of the firm's contract and review it. If you feel uncomfortable, do not work with them. Trust your instincts.

TEMP AGENCIES – ARE THEY OKAY TO WORK WITH, IF I AM LOOKING FOR FULL-TIME WORK?

Employment agencies, personnel placement firms, executive search firms, and temp agencies are great to work with, to supplement your job search efforts. Working with temp agencies can get your foot in the door and afford the opportunity to “try jobs” with little risk.

Things to watch out for when working with these firms are employment contracts that are difficult to get out of. Make sure you have an attorney look at these contracts before you sign. If you need affordable legal advice, try www.PrePaidLegal.com. For a small monthly fee, a team of attorneys will review contracts and other legal documents, and offer legal advice at no additional charge.

Check with www.FTC.gov and the Better Business Bureau for an agency’s credentials.

YOUR ALMA MATER

Did you know that School Career Centers – even if you graduated years ago - are there to help? Contact the Career Counselor at your alma mater for a list of their services and local resources.

DOES THE INTERNET JOB SEARCH WORK?

BilingualCity.com understands that traditional Internet job searches are not as effective as an approach that combines paper, electronic, and people processes. Some obstacles that stand in your way are electronic resume scanning engines.

That's why we have focused on building a strong local social network of connections for you to tap into, and a wealth of resources to help direct you every step of the way.

Remember, the most successful job searches leverage electronic and people processes equally. **Why?** Because only 16% of jobs are listed online, and sometimes electronic scanning technology is used to screen candidates. Sometimes, if your resume does not contain the perfect keywords, you may not even have a shot at your dream job.

Knowing that, don't rely too heavily on Internet-only job search approaches.

Percentage-wise, focus 80% on people processes (networking, phone calls, job fairs, chamber of commerce events, etc) and 20% on Internet job application submissions. BilingualCity.com will help you shift your focus. Check out the Career and Education Resources often, as well as the Events page for local networking opportunities in your area.

Jobs are not advertised for several reasons. First, the company may not have a budget for posting job opportunities. Also, psychologically, they do not want to attract people that are looking for jobs, for they may be in a bad place in their lives or feel unstable and unhappy. The secret to job searching is the knowledge that companies tend to look for candidates in their same social circles, referred by professional contacts and colleagues.

EFFECTIVE JOB SEARCH TIPS

- Set a specific job objective before you start your job hunt.
- Places to find jobs include:
 - Internet job sites like www.BilingualCity.com
 - Newspaper classifieds

- Help Wanted signs
 - The Yellow Pages: cold-call companies in your industry and just call the source directly. Did you know that most
 - If you are interested in working for a particular company, visit the company's website.
 - Ask family and friends.
- Follow up with phone calls. Follow up on submissions, to remind them you are still interested in the job. A week to ten days after submitting an application is a good time to call to follow up. Try to get the right person and ask where they are in the hiring process. Don't be discouraged; not everyone is right for every job. In the job search world, "No means no." Don't get pushy.
 - Keep a log of your follow-up activities. Your log does not have to be fancy. It can be as simple as the following columns: Employer, Job description, Date you sent resume, Date you followed up, and Notes.
 - Blindly sending your resume to companies is the most INEFFECTIVE way to find employment. The best way to find employment is to network with people (warm contacts) and directly call employers (cold contacts). LinkedIn and ZoomInfo are great career networking sites on the Internet.

OKAY, SO I SHOULD BE NETWORKING. HOW DO I NETWORK?

- Makes lists of people you know. Make one list that you are friendly with and the other listing people you just know. Contact them in a systematic way – contact each person on the list. Present yourself well. Ask contacts for leads.
- Three magic networking questions:
 - Do you know of any openings for a person with my skills?
 - Do you know someone else who might know of such an opening?

- Do you know someone who might know someone who would know of such an opening?
- Contact the referrals they give you and ask them the same questions. This process is very helpful.
- Have an effective phone script that highlights some of your finer points. Make it sound natural and name drop if possible. "X" person told me to call you. Use your network.
- To stay organized use the free calendars available on Yahoo! Mail, Google Gmail, and MSN.com's Hotmail.
- Limit your Internet geographic search. Be as specific as possible, have reasonable expectations, limit geography, create e-resume, get your resume on major resume databases, and make direct contacts (if possible).
- Make your search a full time job. Take it seriously. Create a specific daily job search schedule.
- Associate with positive and successful people.
- Ask for help if you need it. Do not play the lone ranger.
- Clean up online acts that are searchable and can hurt you during your job search.
- Go to social networking sites: like Yahoo! and Google Groups for local networking opportunities.
- Join the chamber and their networking events and groups.
- Know yourself, believe in your personal power, and develop a goal that inspires you.
- As a bilingual professional, learn to dance in both worlds, and create opportunities & be prepared to take advantage of them.
- Persistence and success go together.
- Build your personal career brand.
- Make learning a lifelong process.

- Be flexible.
- Create a strong support system of information, advice, contacts, resources, and sympathetic ears.
- Know when to let go. Change happens.
- Your Authentic Self + Work Reputation = unique professional image.
- As a bilingual professional, writing samples in the languages you speak, or examples of how you have used your bilingual skills in the workplace, can prove instrumental.
- Collect performance evaluations of your bilingual skills, letters of recommendation of your bilingual skills, language proficiency test results, and examples of how you have used your bilingualism in academic, professional, and volunteer settings.

JOB AND CAREER FAIRS

Career Fairs are great for personal contact with employers.

Keys to success include pre-registration and bringing lots of resumes. Keep your resumes in a folder so they do not wrinkle throughout the day.

Dress professionally. Write and practice a quick 30-second elevator pitch about yourself. Prepare company-specific questions for employers to answer. Prepare minority-specific questions, such as “do you have a minority employee network?”

Arrive early, be confident, get plenty of sleep, eat a good meal, and keep your energy up.

Start with priority employers and be efficient. Do not wait in line. If necessary, work another booth and come back. Grab the recruiter’s business card and call them afterwards.

Conduct yourself professionally at all times. Also, do not judge a booth by its cover.

Make personal connections. Take notes on the back of the recruiter's card or brochure. Show your interest by having background knowledge.

Listen, and speak slowly. Use the fair to polish your interview skills, like practicing your firm handshake. If available, visit the career help center booth for resume critiques and additional help.

Before leaving the job fair and heading back home, return to the booths you liked, remind them of your interest, thank them, and follow up.

After the fair, send "thank you" notes to the companies you met with, send a letter to the company's Hispanic network and VP of diversity, and attach a copy of your resume. Follow up with phone calls, unless specifically asked not to.

NETWORKING SECRETS

Don't forget to bring a pen to a networking event, and lots of business cards. You can create networking cards if you are not currently employed. Include your contact information and a brief description of what you do.

The best networking opportunities occur when you least expect them to.

Successful networking can take place within career groups, same sex groups, with friends, coaches, teachers, alumni and recent grads, parents of classmates, parents, relatives, professors and advisers, fraternity brothers, sorority sisters, Greek life alumni, church groups, current and former employers, fellow volunteers, and members of professional organizations.

Look around...your golf partners, people you admire in your industry, business associates, clients, vendors, suppliers, real estate agents, financial advisers, and others may hold the key to your next dream job opportunity.

Active listening is very important.

While networking, try not to use the word networking as people do not want to feel that they are being "networked." Get permission to use their name before name dropping and do not be overly aggressive.

WHEN TO NETWORK

Always keep your network somewhat active. Set aside time each week, or use electronic tools like “microblogging” through www.Twitter.com to set up networks, add contacts, and keep in touch with them.

NETWORKING FOR THE SHY

If you are shy, pair up with a friend and make the rounds – it’s called the buddy system. Redirect your shyness by helping others have a good time at the event . For example, refill their drink and be helpful.

Stay current on issues in your field by reading trade journals and online news. Based on this reading, prepare some leading questions that will break the ice. You'll have less talking to do and they will love talking.

Keep in mind that people don't mind being used. They feel important. Know your purpose for networking, though. Networking is a two way street; offer your assistance to others, as well.

YOUR UNIQUE SELLING PROPOSITION

Define your unique selling proposition and have your “sound bite” ready. You can add an element of intrigue if you want. “Hi my name is... and I deal in dreams. *How do you that?* I'm a wedding planner.”

If there is interest in your sound bite, then move on to the commercial. Your “commercial” should be 30 seconds long.

The “infomercial” is meant for extended networking situations. During the “infomercial” you can explain how you got into the field, detail your strengths and weaknesses, etc.

UNCOMMON NETWORKING TIPS

- Christmas can be a great time to network because there are lots of parties.
- Summer can be a great time for networking because there is less competition and hiring.
- Keep networking after the job offer.
- Internal networking at your company can really pay off.
- “Alliancing” is the next level of networking - building relationships with top executives within your org.
- Network the open job market even if no job postings.
- Team work is great but do not be afraid to self-promote and use “I” instead of “we.”
- Remain open to unexpected opportunities.
- Network above your station, not just with peers, but at higher levels.
- Joining advisory boards is a great way to network.
- Get on headhunters’ A lists. Build relationships with them.
- Find a mentor.
- Capitalize on gender differences when networking.
- Show don't just tell.
- Skillfully use the lingo of the industry.
- Parlay summer jobs into networking opportunities.
- If you are a stay-at-home parent, network through your kids. Network at playdates or preschool meetings. You can also start a job or networking club.
- Speak and write in your area of expertise and submit this to websites or publications. Being “published” makes you appear more credible than the average Joe in your industry.
- Publicize your every move through press releases.

- As bilingual professionals, be aware of cultural sensitivities and differences while networking. For example, Asians do not like networking because some see it as akin to using people.

THE INFORMATIONAL INTERVIEW – WHAT IS IT AND HOW CAN I USE IT?

Did you know that 1 out of every 200 resumes results in a job offer, as opposed to 1 out of every 12 informational interviews?

The Informational Interview is an expanded form of chatting with your contacts. It allows you to talk with job professionals and ask them pointed questions. It is the perfect opportunity to go from a clueless to a directed job seeker.

The Informational Interview explores the knowledge, advice, and experience of others, giving you valuable insider information. It uniquely shows you how to speak the language of the industry and clues you in to unannounced job openings.

More importantly, the informational interview takes place in a relaxed atmosphere. This may help you practice your interview and communication skills with less pressure.

Under no circumstances should you use this technique as a sneaky way to get interviewed by a company.

Informational interviews can be conducted over email, phone, or in person.

To get an informational interview, ensure the company that you are not looking for an interview, and that you only need a brief moment of their time. Express appreciation for their time.

Obtain the interviewee's permission to record their voice with a tape recorder. Then dress for success. Bring your resume and remember to call to confirm your appointment.

Practice with a friend. Prepare a list of general questions, particularly about the organization's culture, how to prepare education-wise, and how to map your potential career path. This interview is also the perfect time to inquire about daily job responsibilities, the company's needs, career change advice, and

referrals. Enthusiasm is everything. Do not leave without asking for referrals, saying thank you, and asking for their business card.

Tips from this guide were compiled from “Seven Step Job Search: Cut Your Job Search Time in Half,” by Michael Farr ; “A Foot in the Door” by Katherine Hansen; and “Resume, Application, and Letter Tips for People with Hot and Not-so-hot Backgrounds” by Ron and Caryl Krannich.