

# Tips for job hunting in a tough market

► **Landing a new position in the current economy can be difficult. These tips can help.**

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## **Build and use your network**

- Identify and join professional organizations in your industry
- Comb through your contact lists
- Check out college and graduate school alumni directories for old classmates
- Explore professional networking sites such as linkedin.com

## **Arrange informational interviews to learn more about a profession**

- Guide the conversation to get information important for evaluating your career options
- Broaden your professional knowledge and personal network
- Build your reputation by creating favorable impressions and gaining referrals

## **Develop a dynamic resume**

- Emphasize your professional accomplishments clearly and concretely
- Keep it brief — resumes should be one to two pages in length
- Avoid italics, underlining and other fancy treatments that won't work when you upload the document

## **Be aggressive about your job search activity**

- Plan to make up to 40 phone calls a week
- Make contact with prospective employers and recruiters
- Register on company Web sites to receive e-mails about new openings
- Keep a list of where and when you sent your resume so you can follow up effectively

## **Set goals**

- Identify your priorities for the first 30, 60 and 90 days

## **Prepare yourself for successful interviewing**

- Relax — it's your chance to learn about the position while the interviewer learns about you
- Research the company. Talk to employees and customers, and visit their Web site
- Match your skills and accomplishments to what you know about the job
- Show passion and talk about the skills you'd like to polish or acquire
- Prepare for the "behavioral" interview where you'll be asked to describe a situation and how you handled it in a previous job
- Balance your references to "I" and "we" to show a team mindset
- Prepare questions for the interviewer that communicate your interest
- Follow up with a brief thank-you note. Many job searchers do not send a note and thus your note can become a competitive advantage

## **Update your skills and stay current**

- Read trade publications
- Sign up for industry e-mails and newsletters
- Take a course

## **Volunteer or freelance**

- Make contacts in your field and expand your resume

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