

Tips for job hunting in a tough market

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

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

Columbia Management Group, LLC ("Columbia Management") is the investment management division of Bank of America Corporation. Columbia Management entities furnish investment management services and products for institutional and individual investors.

References to third-party Web sites should not be construed as an endorsement by Columbia Management or any of its affiliates.