

Doctors Orders
10 Ways to Use the Internet as a Career Survival Tool

- 1. Reach out and touch someone every now and then – not just when you need a job**
 - communicate with colleagues on an ongoing basis
 - send a friend or associate a note just to say “hello”
 - this activity will reduce the chance that people see you as communicating only when you need something

- 2. Pick a group of online career sites and spend a few minutes with them occasionally**
 - the home pages often have lots of FREE information on job market
 - many sites have FREE content (articles, tips, etc)

- 3. Select 1-2 subscription pay services that offers job leads/info appropriate for your specific career area and compensation level**
 - Avoid wasting time/money on sites that do not align with your personal career ambitions
 - Reduce chance of getting duplicate job leads from similar sites

- 4. Conduct yourself on online communication the way you would if you were using paper**
 - Remember to spell check and grammar check all online correspondence
 - Think of e-message the same way you would a traditional cover letter
 - Don't try to be cute just because you are on the web – be professional in your tone/manner

- 5. Don't be cute with type fonts or e-Mail Addresses**
 - Online communication must be straightforward and professional
 - Make sure your e-mail address is appropriate for business purposes - avoid personal e-mail addresses like cutiepie@aol.com or NASCARFAN@yahoo.com

- 6. Stress “confidentiality” in your job search responses**
 - Only work with sites you trust or come highly recommended by trusted colleagues
 - Don't respond to blind ads unless you are comfortable with source (retained recruiter, etc)
 - Avoid posting your resume online – unless you are really comfortable with who will see it

- 7. Respond only to positions in which you really are a viable candidate**
 - Avoid temptation to apply for every job – inappropriate applicants only clog system for everyone and slow down response time for legitimate candidates

- 8. Use Microsoft Word Resume Attachments – avoid other type of files**

- 9. Speak specifically to job requirements in your e-cover letter**
 - Keep it short and sweet but sell reader that you are a good fit for job

- 10. Try to follow up directly with hiring firm/representative**
 - Do research and try to get to hiring manager – use web posting only as a start
 - Remember, people hire those they like and feel can do the job – you must get in front of them

