



How to Grab an Employer's Attention When Searching for a Job

For years, people just like you have been going through the motions when trying to find employment. The usual process of filling out an application and then sitting through a series of questions from an employer seems like a cut and dry process. However, there are certain ways to grab an employer's attention when searching for a job to improve your chances of being hired. Your goal is to stand out from everyone else and make an impact so strong that they won't be able to turn you down.



Through the course of a week, the hiring manager who conducts the interviews will see 20, 30, 50, even 100 or more people depending on the industry. For them this isn't a fun ordeal, and most times they will feel like they

are interviewing the same person over and over again. It's your job to do things that others don't so the employer will remember you.

Below, we've compiled tips, tricks, and various techniques along with a mental game that will throw your possible employer off balance and be raving about your review. Next thing you know, the job will be yours and both parties will be extremely happy. We'll be covering resumes, cover letters, personal appearance, goals, strengths, weaknesses, and other talents that will enthrall your employer during the interview.

The Unique Resume

Employers looking over resumes see the same layout on resume after resume. While this is the beginning stage or your "in" to an interview if accepted, you must make sure this section is organized to a "T" — or plan to be passed over completely. We're talking everything from schooling and past employment to skills and awards because most companies are looking for a reason to get rid of your resume.

Think about it for a minute. If your resume is scattered with a little here and a little bit there, you will look unorganized. If you only produce a "factory" resume, then the potential employer will think there isn't anything unique about you and standing out from the rest is unlikely. However, you can integrate something that is a little humorous or unusual. Doing so will draw them to your resume because it is a little different, plus it will spark their curiosity after reading the same thing on everyone else's.

The Cover Letter

If you don't have a cover letter, many companies won't even bother looking at your resume. This area is crucial at the beginning because it is basically a direction or path you are wanting to take or it has lead you up to the point of giving them your resume. There are six areas you must cover when creating your letter, so be sure to utilize each one of them.

First, you must give a reason why you are sending out your resume. This could be anything from looking to see if the company has any openings in a certain position to the possibility of wanting future employment with this company. They will want to know how you heard about them in the first place, so be sure and include the way you became interested in their company.

Once these two areas are in place, entice them to look over your resume. This can be done by simply calling attention to specific areas of your resume. It doesn't matter if it deals with skills, experience, or schooling as long as there is a reason to go there and look. Your cover letters should be filled with motivation, a little personality, as well as enthusiasm. Just don't over do it or when they read it they might think it's fake.

Personal Appearance

Most likely, you already have good hygiene before embarking on the interview process. While everyone wants to look their best when meeting their potential employer, there are little things they will notice that you may not think about before going. Groomed fingernails, shined shoes, whether or not you wear a watch or a belt, and even your initial posture are all underestimated when going to an interview.

You may be wondering why these are just as important as dressing well and having good hygiene, but the answer is simple. Doing each one of these will show them that you mean business, are confident about yourself, and took



Career Tips

the time to do everything possible in order for a smooth interview to take place.

For instance, if you have two people in front of you where one is timid, clothes are wrinkly, shoes are dull and has dirty fingernails, then the other is confident, well manicured, clothes are dry cleaned, and shoes shiny. Which would you choose based on first impression? We already know the answer, which is why you must think of everything before heading out to your interview.



Having Goals

This area alone will set you apart from several of the other candidates applying. Having both short-term and long term goals will show employers that you have a plan for the future. Most likely, you will go into an interview and get asked, "Where do you see yourself in five years?" If you have some unorganized answer, then they may think if they give you a job, you are only a short term solution. However, when you speak to exactly what you want, more times than not they will feel that hiring you would be a long term benefit.

Knowing Your Strengths and Talents

This last section is just as important as any of the others. Whether you are explaining your strengths and talents or

putting them in your resume, they are both strong points to cover. If you have goals and they see you as a long term solution, then looking at your strengths and talents will give them a sense of where you may be best suited within their company.

We will stress that if you do have these down, then they will most likely ask you what weaknesses you think you have or where you are lacking in certain areas. Knowing more about you will inevitably help them in determining where you should be in the company. Remember, not everyone starts at the bottom, so be specific because it could put you on top sooner than you think.

In The End

When it's all said and done, each one of these areas are crucial in giving you the best chance of being hired. If you take everything we've gathered in the paragraphs above and implement them in your resume, cover letter, and interview then we're sure you will do well. One thing to keep in mind though is that even though each area should be covered well, don't hand them a book to read.

They don't have the time or the patience to go over something that long with a 50/50 chance of not even offering you an interview anyways. So keep it short, sweet, and compact when putting everything together, because it will give you the best chance to get the job. Just remember, it all starts with grabbing an employer's attention.

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