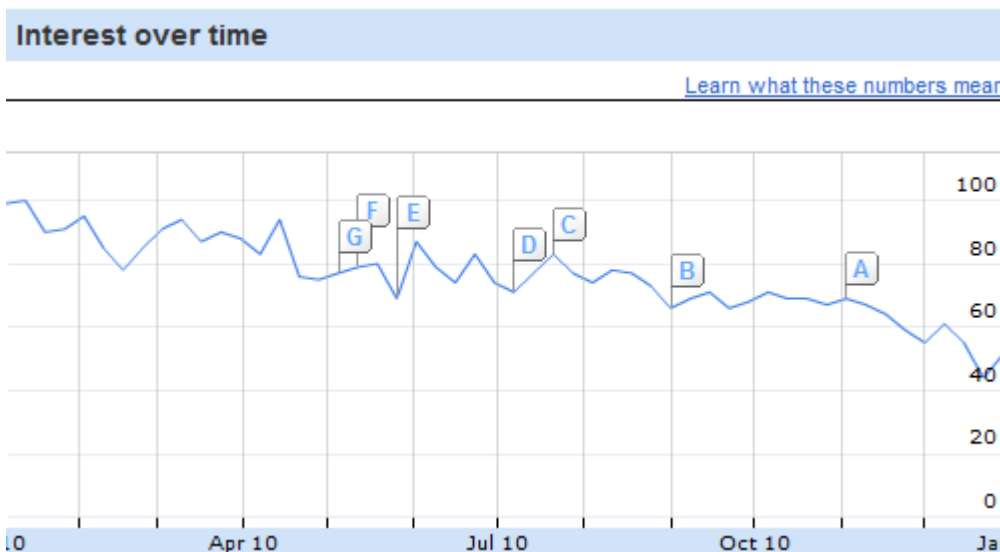


## Job Hunting

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



#### Regional Interest

Shows general market interest online according to geographical location

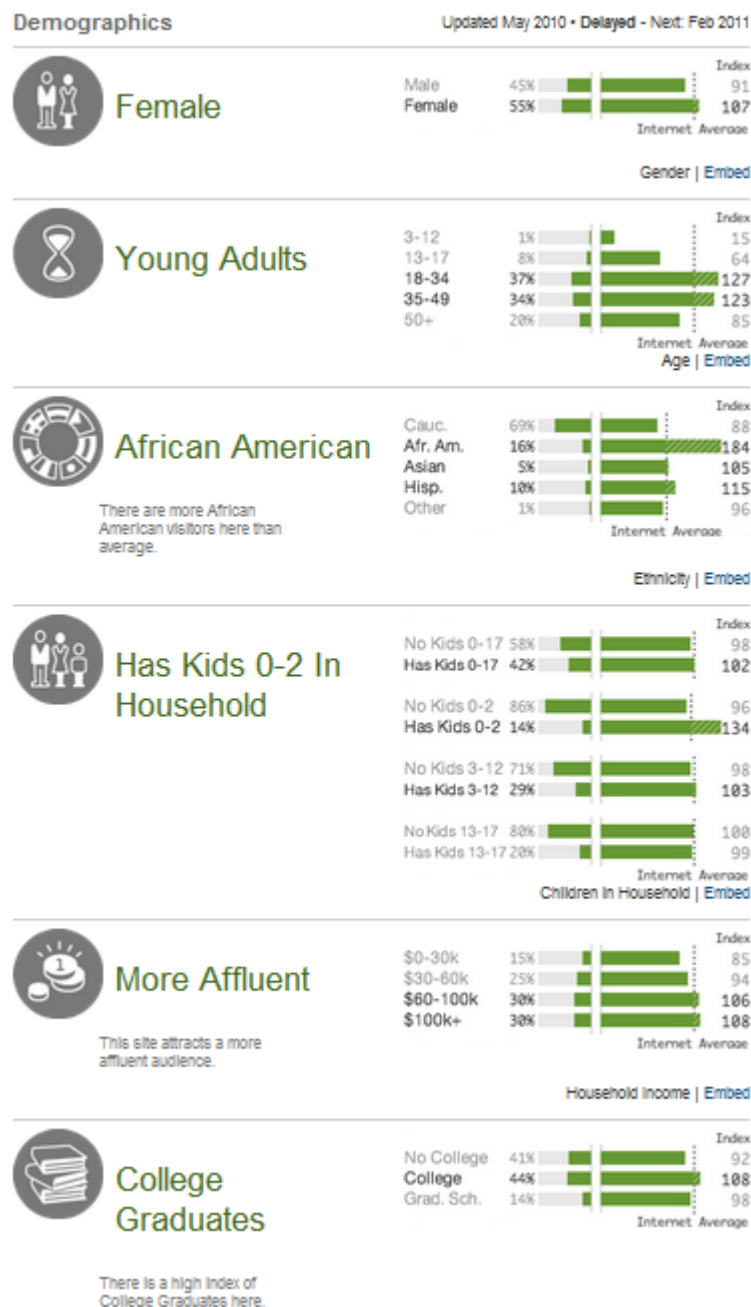
Regional interest		
1.	<a href="#">Philippines</a>	100
2.	<a href="#">United States</a>	35
3.	<a href="#">Canada</a>	32
4.	<a href="#">Australia</a>	24
5.	<a href="#">United Kingdom</a>	20
6.	<a href="#">China</a>	15

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on [www.monster.com](http://www.monster.com))

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.





The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

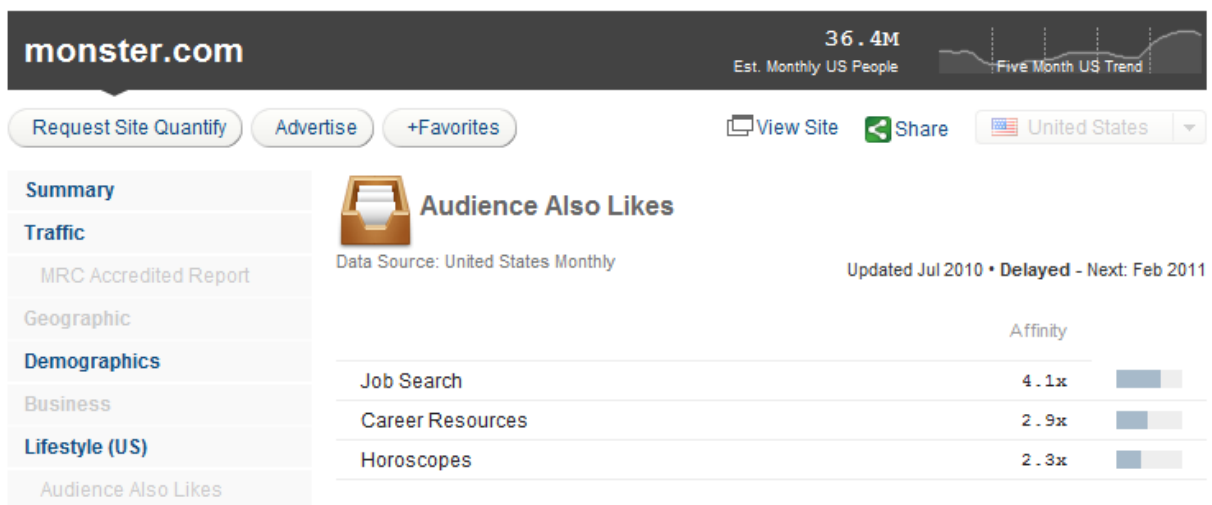
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on www.monster.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



## **Frequently Asked Questions**

- When job hunting, what is a previous employer allowed to disclose about your employment time with them?
- What is the most effective job hunting strategy?
- What other ways are there for Job Hunting other than using the Internet and Agencies?
- When job hunting should I mention that I will be losing my job?
- What helps a person stay focused on job hunting?
- Is it absolutely essential to disclose that I have resigned while job hunting?
- What should I wear when I go job hunting?
- What is the deal with recruitment agencies when job hunting?
- When is the good time for job hunting?
- What are the best things to say in a cover letter when job hunting?
- What are the things you need to prepare before job hunting?
- How long will the employer get back to me with regards to the job offered?
- How do you stay motivated when job hunting?
- Will cover letter be useful when applying jobs?
- How can i improve on my cover letter and resume?
- What are the qualities that employers looking for?
- What could I do to increase my chances in landing a full time job?

- How long should I wait for the employer to get back to me?
- When should I do a follow up for the interviews i have been?
- Which method of following-up: phone or email is better?
- What are the best job hunting skills for a fresh graduate?
- What's the more effective attitude to job hunting?
- How to deal with no employment reference?
- What is the best way to answer interview questions?



## **Problems & Frustrations**

- **Work references & recommendations**

I am about to ask my current boss and some of my former partners to write some work references for my job hunt. My previous supervisor (another contractor) left the organisation nearly 2 years ago, would a reference letter signed by the former head of department (still in the organisation) be acceptable?

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Do I have to provide references from past employment when I'm applying internships/entry-level jobs? If I didn't provide any, will people who get my application contact them without letting me know?

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Is it okay to ask an employer for a letter of recommendation before leaving the job? If so, what do I do with the letter after that? Provide it with my resume when I'm sending resumes out, or just let prospective employers know I have it available if they want it?

- **Experiencing difficulties getting hired**

I am 48 year old woman who lost her job last November. Since then I found a job working for drug store. I have college experience in certain areas that is usually not needed in today's economy. I have been applying at the local hospital for anything from gift shop associate to house keeper or even patient transporter. Since January, I have applied to 92

open jobs either part time or full time or even seasonal. In my resume I was honest and told of my previous employment as well as previous job skills and education. I had had not even one call. However a co worker of mine who is only a graduate of high school and 25 years old, put her application in for one of the same jobs I applied for and she got the job. I am not saying that because I have education that actually means anything. Was my honesty in putting my education listing on the application do me more harm than good? Was I tossed out for being over-qualified or is it just the age factor? I am happy for the co-worker but have a hard time understanding what has happened here.

- **Discouraged when looking for a part time job**

I am looking for a part time job right now and it is so discouraging. I am still taking classes at school. I have 5+ years working in retail, 3 of those years in a management position, but every time I go somewhere, they want me to work at minimum wage. I think it's a little ridiculous that I'm going to be making the same as some kid who has never worked before. Has anyone else had such issues? Should I just settle for the minimum wage or continue looking for a better paying job?

- **Don't know whether to be truthful in interview or risk losing dream job**

I have worked for around 2 years in customer service but always wanted to work in a laboratory. I got called today and the interviewer asked me to answer all the questions that have been sent through email. One such question is if I have any experience in clinical settings, which I don't. I majored in Biochem in college, so I do have relevant knowledge, but I'm afraid that I will lose my dream job, so how do I answer this question without having this opportunity being lost?



- **Struggling to find a job because of limited work experience**

I graduated from college two months and have been struggling to find a job. Some were promising but they didn't go past the interview. I fear it's because of my limited work experience. I can convince them that my education was "work" in that I did real world tasks for cities, but they'll always want to see actual work experience. However, if I can't find a job, how can I get that experience?

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I graduated a year ago getting top marks (only beaten by a close friend of mine who is now doing a Phd at Cambridge) from one of the top Universities in the country. It was a tough course with a drop-out rate of around 60%, but, of those who did graduate, the majority went into decent jobs. I had the really bright idea of a gap-year. I also just wanted to take it easy while I got my driving license and finished my orthodontic treatment, both of which, when combined, seemed like a good enough excuse for not getting a job right away. A year later, my Dad is made redundant, and, if one of us doesn't get a job soon, we'll be forced to sell our house at a huge loss. So I begin job hunting. So far I've been to six interviews without success, though one is still pending. Four of these I've been told, via my agent, that I got down to the last two candidates and that all my answers were solid, but they chose the other candidate because he had more experience. I'm starting to doubt the "experience" thing though, since it's been played to me so many times.

- **Fear of being thought of as a job hopper**

A series of events have made my resume look like a patchwork quilt (four jobs in seven years and now looking for another). I'm worried potential employers think I'm a job hopper. I've put reasons why I left each position on my resume (none of them negative, such as

merger, state move, etc.). Do you think I should make a statement about it in my cover letter - something like "rest assured I'm not a job hopper, been an ever-changing seven years, I've been dedicated to each position and have references that can attest to that fact."

- **Unhappy with current job and wish to move on**

Do I tell my boss that I'm interviewing somewhere else? What is the etiquette regarding this issue? We have a pretty open business relationship and I think he would like to know, but then again, should he know? If I don't end up taking that other job, will it hurt me or will this be a good thing since we can possibly negotiate some things that I am not entirely happy regarding my current job?

- **Don't know what answer to give during interview**

I've been asked this for the past few interviews, but I haven't figured out the right answer. What should be the right answer to the question "Your expectation" or "Your Expected Salary"? I don't want to give a figure that is too low or too high, since I'm afraid that it would lower my employment opportunities.

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I have been fired at a lot of jobs that I have worked for. I get extremely nervous when a potential employer ask why did I leave the job. Should I be extremely honest, hoping that they will still hire me or should I be vague and just say that "I am looking for better opportunities"?

- **Always nervous in interviews**

I get nervous in interviews, and when I'm nervous I tend to become a bit terse, bordering on brusque. You can begin to see that I can totally understand why I'm making a poor first impression. How can I make my job interviews more successful? I know I have to try and appear to be warmer, but other is there any other advice?

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I feel nervous whenever I have job interviews, so now I'm heavily leaning towards drinking some liquor before every job interview I get.. Alcohol really helps me open up and act down to earth. It would calm down the nerves as well. I'm just worried about it affecting my ability to think straight. Has anyone ever tried something like taking a shot of vodka before a job interview?

- **Can't seem to get replies despite sending out countless online submissions**

I have been trying to look for a job online. After countless online submissions of my CV, yet without getting a single reply - I have become utterly demoralised and disgusted by the whole hopeless process. These jobless times really are the WORST times I have ever experienced in my whole life. I just wonder to myself, why do I bother even looking at job sites if I never get a reply? So I've been wondering if there are other avenues of finding out more available jobs, or should I just stick to searching online until I get my lucky break?

- **Haven't worked in awhile and nervous about applying for a job**

I'm nervous about getting a job after so many years of being a stay at home mom. I find it scary to look for a job or fill out an application. I've filled out about 6 applications online, for part time jobs, at local stores and restaurants. But I know to better help my search I'll need to go drive around looking for help wanted signs, and fill out paper applications. I find that a bit intimidating. The idea of having an interview is intimidating. Then I look at some help wanted posts in the newspaper and on Craigslist and many of them want a resume, even if they are not asking for experienced workers. I do not have a resume... I don't have enough stuff to put on a resume! My last part time job was 3 years ago and I only held it for 2 months. How can I increase my chances of being employed despite my lacking resume?

- **Pregnancy and job application**

I was planning to start sending out my resume this summer. However, I just found out I'm five weeks pregnant. (Yes, it was unplanned, but we're really happy about it.) I'd like to keep looking for a job (my current position is going to be eliminated within the next year or two) but I realize this might pose a few extra hurdles. When would be the best time to tell a prospective employer that I'm pregnant? And how can I reassure a prospective employer that I will be back after the baby is born? My husband is employed, but I'm the breadwinner for our family, so I will definitely be back after the baby comes.

- **Trying again despite previous unsuccessful application**

I applied for a job with a company a few months ago. I didn't get the job, but they re-posted the position online a few days ago. Can I apply again now that I recently got an additional degree from part-time studying? What is the worst that can happen; they don't hire me again?

- **Relocating and trying to find a job in the new location**

Does anyone have any tips on job hunting 1000 miles away? We're moving to Portland this summer and it has been so difficult to get so much as an email back about a job, let alone a phone interview. My resume says that I am relocating to the area, but it seems employers don't even want to look at anyone applying from out of town (or state, as the case may be). I'm just a bit at the end of my rope. If anyone has any suggestions, I'd love to hear them!

- **Don't know whether to leave out less important jobs from the resume**

I have had quite a few jobs in the last ten years. Some were more important than others. How do I include a job from eight years ago without making it seem as though I was out of work for years and without having to include every job I've had? Is it better to leave the less important jobs off the resume and only include the ones where I had more responsibilities?

- **Did not hear from hiring manager again after scheduling a phone interview**

I was going to have a phone interview with a hiring manager from a consulting firm on Wednesday. Set up the time and set aside my personal time for it. Then, there was no call from that person for the phone interview... No email or any sort of notice to even tell me before hand or after that. Should I take any follow-up action, or does that mean that they are not interested in hiring me anymore?