



ONLINE JOB-SEARCH STRATEGIES

1. Where to search. Find what works for you:

- a. Google.com
- b. Common on-line boards
 - i. Career Builder
 - ii. Monster
 - iii. Indeed ←
 - iv. Simply Hired ←
 - v. Juju ←
- c. Boutique boards
 - i. Location: CTjobs.com
 - ii. Industry specific (examples):

Government	Insurance	Teachers	Technology
ejobs.org/states/ctgov	insurancejobs.com	Teacherjobs.com	Dice.com
das.state.ct.us	insurance-jobs-center.com	Jobs.teachers.net	Techcareers.com
americajob.com/connecticut.asp	insurancecareersite.com	Ctreap.net	Itjobs.com

- iii. Non-profit: Idealist.org
- iv. Social networks: LinkedIn, Twitter, etc.
- v. Local: Craigslist/Hartford, AmericanTowns.com
- vi. Company/organization-specific sites

- d. Small Businesses: Hartfordbusiness.com,
CT Small Business Directory: www.resourcelinks.net/indexct.htm

2. Steps in the job-search process:

- 1. Global search: Find 3 exciting opportunities with high-level key words.
Search examples:
Degree: Associates, Political Science, Sociology, Masters,
Tasks: Writing/write, advocate, liaison/liaise, teacher/education, advocate
Receivers: children, youth, pets, elderly, project, program,
Job title: Project Manager, Program Manager, Business Analyst
NOTE: use derivatives: example: Juris Doctor, JD, J.D., J. D.
- 2. Local search: use successful key words from global job postings

3. How often to search.

- a. Initial month
- b. Levels out
- c. Reset you search every two weeks.
- d. Economic indicators, Supply-chain (example)

Supply-chain	CareerBuilder		Monster		Indeed.com		SimplyHired		JuJu	
9/13/10	5,623	119	1000+	989	58,346	904	58,536	1,089	10,000+	565
01/12/11	5,850	81	1000+	22	53,404	1045	66,558	1,388	10,000+	616
04/27/11	8,675	102	1000+	28	60,305	948	74,216	1,369	56,153	622

Worst-case Scenario: Keep doing the same thing, the same way, with no response.

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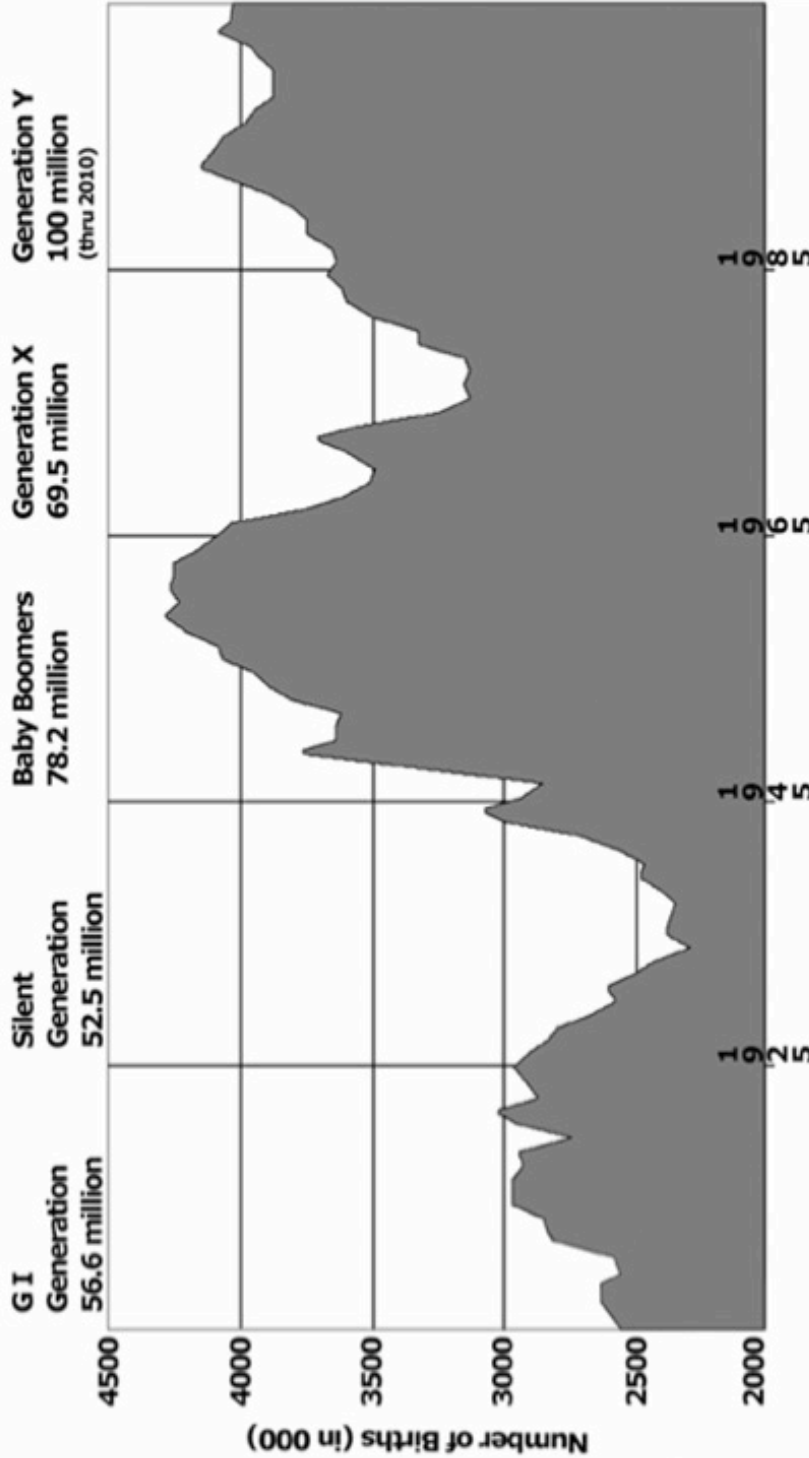


Forward Motion
Strategize, Execute, Get Hired

(860) 833-4072 (P)
(860) 243-8073 (F)

U.S. Births 1905 - 2002

Source: National Center for Health Statistics



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1. Who provides the cash flow for your business?
2. How long will they need (be able/willing) to do so?
3. How many years do you want (need) to work?

The answer to Q2, must be higher than the answer to Q3.



The Age Curve by Ken Gronbach

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Steps:	Example 1	Example 2
Global search:		
Goal: 3 opportunities		
Google		
Job board identification		
Local search:		
Track key-word success		

Steps:	Example 3	Example 4
Global search:		
Goal: 3 opportunities		
Google		
Job board identification		
Local search:		
Track key-word success		