

## Why Judy's Career Path Got Sabotaged!

I recently spoke with a 56 year old woman who contacted us looking for job opportunities. She was desperate. As I talked to her it occurred to me this could be anyone at any age. Judy had been a 20-year employee of a well-known software manufacturing company. First her pension had been converted into a 401k program with a substantial loss to her. Then, in a down-sizing move, her position was eliminated. While she was offered a small exit package, it was not going seriously dent her financial burden or give her reassurances for the future. In short, Judy was out on the street and her family in turmoil. She felt she had to move fast to find new work. She had two kids in college and another graduating from high school in a year. She simply couldn't sit back and hope for the best. Obviously, Judy's intentions and ambition to find a new position quickly were important to her success. But that faded when she found herself, weeks later, with nothing to show for her efforts. With no income, Judy was getting desperate. Sadly, Judy is not alone. Thousands of family men and women around the country are facing the same desperation. The cure, of course, is to find employment that will answer their needs. Here's what Judy did to accomplish that over a period of several weeks: 1. Wrote a traditional resume with objective statement and reverse chronology work history. 2. Mailed and emailed it to dozens of employers . . . posted it on several sites like Monster and HotJobs. 3. Routinely answered lots of want ads. 4. Contacted several employment agencies and a handful of recruiters. 5. Made phone calls directly to several companies in the area. 6. When a decent response didn't materialize she redoubled her efforts and wound up distributing hundreds of resumes. 7. Waited and waited for the phone to ring with the right opportunity. Here's what Judy got in return for all her efforts: 1. Dozens of TNT (thanks but no thanks) letters. 2. A couple offers for low-wage temp opportunities. 3. Four pitches from network marketing enterprises. 4. Three dead-end phone interviews with recruiters who were exploring possible talent. 5. Total frustration. The more effort she pumped into the marketplace, the fewer the results and the more corresponding rise in her feeling of rejection and desperation. Judy asked herself: Was it her age? Was her background irrelevant? Were her references turning on her? Was her former employer sabotaging her? In fact, none of the above. Very simply, Judy was doing it ALL WRONG! But there is hope for her. The good news is that Judy's campaign could go entirely differently if she was willing to abandon everything she thought she knew about how to find work. And learn some 21st Century alternative job search strategies.

## About the Author

Paul Bowley manages EEI, the world-class pioneer in alternative job search techniques and innovative e-business strategies . . . since 1985. Check out THE WORLD'S FASTEST JOB SEARCH PLAN! And grab our stunning FREE REPORT!

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