

Who says, “Getting a job is hard to do”?

By Tim C. Lee

Is getting a job hard to do, or are we looking for a job the wrong way? There will never be a 100 percent occupancy rate in the job market, therefore; companies will always be hiring. It is up to you, and how you “sell yourself,” if you are considered versus the next person. Follow these 12 steps I recommend, and you will see that getting a job will not be hard to do...but actually easy.

1) Create a cover letter and resume.

These two documents detail your attributes, education, experience, qualifications, etc. You can find several do-it-yourself templates on the internet or you can hire a professional. Very few applicants do cover letters, so this will definitely make you more unique. I also recommend you print your documents on specialty colored resume paper, and if you are sending it by mail, use the matching envelope. Trust me, in a pile of white resumes on someone’s desk, your specialty colored resume paper will definitely be an eye catcher.

2) Clean up your social media websites.

More than 90 percent of companies check potential employees’ social media websites. Make sure you delete all comments, pictures, post, etc. that can send a negative message about you as a person.

3) Ready, Set, Go. Whether it is via e-mail, mail, or in person, get your cover letter and resume out there.

4) Follow-up with an e-mail or a telephone call. Once you submit your cover letter and resume, follow-up with the company within a week to introduce yourself, make sure they received your documents, and let them know that you hope to hear from them soon. Make sure you are

talking to someone that is in charge of setting up interviews.



5) Do your homework on the company.

Once you are scheduled for an interview, do your research about the company. You can find information out by searching them on the internet and going to their website. During the interview, bring up these details about the company, and they will definitely be impressed that you did your homework.

6) Do mock interviews. Have someone role play the interview process with you several times from beginning to end. During an interview, you are to do the majority of the talking, so make sure you are giving detailed answers, making statements, and asking questions. Also, have all of your mobile devices on silent, keep eye contact, and sit straight up. In addition, never initiate the topic of benefits or salary. You are there to talk about what you can attribute to the company; not what you can get from the company. Finally, unless told otherwise by them personally, always address the interviewer by title, Mr. or Ms., followed by their last name. Remember, practice makes perfect, so the more you rehearse, the more confident you will look and sound for the actual interview.

7) Dress for success. First impression is the best impression, so do not blow it. Never wear jeans, sandals, tennis shoes, etc. to an interview. Also, do not have any body piercings or tattoos exposed, and for men, definitely no earrings. Wear your “Sunday’s Best,” minus the hat of course.

8) Bring extra copies of your cover letter and resume. I recommend you have about five extra copies. You never know how many people will be attending the interview. Also, the company might have misplaced the original copy you sent them.

9) Arrive on time. If you are late for an interview, then the impression is that you will be late coming to work each day.

10) The interview time has come. Greet the interviewer with your first and last name while shaking their hand, and wait until they tell you when and where to sit. If they fail to do so, simply ask, “May I be seated”? At this point, do what you learned and practiced in your mock interviews. Remember, you are to do the majority of the talking, so make sure you are giving detailed answers, making statements, and asking questions. I remember a statement told to me by a young

lady I was interviewing that impressed me. She said, “Mr. Lee, if you hire me, my job is to be an asset to the company, not a liability, and to make your job easier.” Who would not hire that applicant after making a profound statement like that?

11) Send a thank you card or letter. Within 24 hours following the interview, you want to send a thank you card or letter via e-mail or mail to the interviewer. You want to express that you appreciate them interviewing you, you enjoyed the interview, and you hope to hear from them soon.

12) Follow-up with the interviewer. If you have not received any communication from the company within 10 days after the interview, follow-up via e-mail, in person, or telephone with the interviewer. This will show them that you are very interested in the position and you are highly motivated to be a part of their company.

If you follow these 12 steps I recommend with consistency, I am confident that you will never be the one saying, “Getting a job is hard to do.” You will actually be saying, “Getting a job is easy to do.”

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