



Janet White 972-517-7503 or 866-563-8148
www.jobmarketsecrets.com

janet@jobmarketsecrets.com
jobmarketsecrets@aol.com

Job Hunting? No Contest

By Janet White

There's a popular belief that job hunting is a fierce battle. It's you against other candidates, belligerent or bored HR screeners and disinterested employers. Here's how one job hunting advice website wants you to gear up to look for a new job:

Finding a job is seldom easy. Disappointment is common in job hunting. Competition is stiff, and so you should not become discouraged if you do not succeed in getting a particular position. You must expect to apply for many positions to win a few interviews. Not every interview will result in getting a job offer.

Then there's this bit of choice advice from another site:

Competition is the important fact of life in today's job-hunting world. You're not simply competing against yourself; you are quite often competing against many others. In some instances, you may be one in a field of hundreds!

On the face it, your competition is any job hunter who wants the same job you do. But the degree of competition depends not only on who and how big the pool of job candidates is, but also the state of the economy you're both competing in.

When an economy is booming and unemployment is low, competition is usually minor. Conversely, when an economy is bearish and unemployment is higher than usual, the degree of competition can be very high.

And finally, this site wants you to know that you face opposition from everywhere:

- *Competition from your cohort of college graduates*
- *Competitors with superior skills, experience, knowledge*
- *Competitors with better job-hunting skills than you*
- *Competitors who went to schools with better reputations.*

To me, this belief that job hunting is a contest with only one winner is downright silly. I'm a professional business to business salesperson in my other life, selling patient care equipment for the obese to hospitals www.bariatricsontheweb.com.

A fundamental rule of professional selling is that, of course, you have to know your own products, but you must also know what products your competitors have. Without this knowledge, you can't possibly effectively position and sell your products because you'd be shooting in the dark.

But here is what professional salespeople know that most people don't – opportunities are everywhere, people say "yes" when you can provide solutions to their problems, and "no" nearly always means, "Not now" or "I need more information."

If you believe job hunting is a contest with only one winner, then you believe in lack and limitation. But in fact, there is no such thing as only one job, or one sale or one chance of "making it." There are infinite numbers of jobs, unlimited possibilities for service and always the opportunity to create your own success.

In my work selling patient care equipment to hospitals, I represent seven manufacturers of patient care beds, and each one knows I represent the others. Why did they embrace this opportunity, even though they're directly in competition with each other?

It's because they're not. A bed is, in fact, not a bed. Your bed at home is one kind of bed, but in a hospital, a bed is a nursing instrument designed for very specific patient care needs. I have long term care beds with a 250 lb. weight capacity selling for \$2,000 to beds made for the obese with a 1,000 lbs. capacity selling for \$20,000.

Just as my bed manufacturers don't compete against each other, *you* do not compete against anyone else for the job you want. You are a unique, individualized expression of an infinitely creative universe, with inherent talents, education, training, insight and experience no one else on the planet has.

You are a perfect match for at least one company at any given time, and chances are excellent that they're looking for you as much as you're looking for them. But since you're the one who wants to get hired, you're the one who has to reach out them. Here's how:

- **Know** what you want. See it in your mind in finite detail – what you're doing, what you're wearing, where you're working, how you're feeling. Hold that vision and replay it several times a day, especially right before you go to sleep.
- **Be** the person who already has that job – think, speak and act as if you already have it. Make yourself a business card, read the trade journals, attend the industry functions and meet your colleagues in the business.
- **Do** the most logical thing as you take inspired action – research companies in your industry and learn about their challenges and opportunities.

Contact the person you would report to in that company and talk to them about those challenges and opportunities. Remember, they will see you as

you see you, so make sure you see yourself as a problem-solver, not as a job seeker.

Despite all the hoopla about “competition,” the truth is there is more than enough work for everyone who wants to work. Unfortunately, most people actually repel opportunities because they believe they’re locked in a “battle of the fittest” that they’ll probably lose.

And while they’re doing their little war games with each other, you can “*know*,” “*be*” and “*do*” as if you already were collecting a paycheck, and when you do, you’ll find your dream opportunity will come to you with little or no effort on your part.

I know it sounds incredible, but it really does work. I used the Know-Be-Do formula to get into the college of my choice, even though I didn’t meet their admission standards, didn’t know anyone on the inside, and they had their pick of the best and brightest students across the country. They decided to pick me.

I used it when I was in college to become one of 10 reporter interns at Newsday on Long Island, selected out of a nationwide pool of 1,500 applicants. I was majoring in theatre, not English or journalism, and while I was a good writer, I was no Lois Lane.

I used it when I was in my 30’s and working in Manhattan, the most competitive job market in the world. I literally had my dream job handed to me, beating out 250 highly-qualified people who responded to a want ad placed once in the New York Times.

Since I never read the want ads when I was job hunting, I didn’t learn about the job or see the ad until it was handed to me in my first interview.

I used it when I was in my late 40’s to get hired as a medical equipment sales rep for the U.S. division of an international manufacturer, even though the other two candidates had hands-on experience and credentials, and I had neither.

I, however, had sales training and experience, which neither of the candidates had. Since this was a sales job, I helped the sales manager realize that hiring a professional salesperson for his sales force would be a good thing. And he did.

The best part about the Know-Be-Do formula is that it works for everyone, and that means you can use it too, starting right now, right where you are.

And when you do, you’ll find that job hunting is no contest at all and you’re the winner every time.