

## Ten Things You Must Do in a Recession – Tip 2

### 1. Clarity

Be very clear about stating the position you want and the industry where you have most of your experience. Be specific about the location where you are willing to commute if that is one of your criteria.

### 2. Skills

Be able to state your top three skills and have a story of accomplishment that demonstrates why each one is one of your top skills. People will remember your stories more than your skills. Don't commingle working traits (judgmental) with skills (factual).

### 3. Know the employer

Find out what they make or do, review their website, and be up to date on the latest information about the employer and current news about the industry.

### 4. It's all about them

Focus on what you can do for an employer that they want, not what you think they need or how the position will further your career. Be prepared to answer the question "Why should we hire you?" with a response about what you can do for them.

### 5. Your resume is your brochure

Simple is best, content is king. Say what you want, what you are best at doing, an achievement story or two that demonstrates and reinforces your skills, followed by your career history and other capabilities that enhance your employability – period!

### 6. Develop your verbal business card

Tell people what position you are seeking, what industry and, if relevant, where. Keep the message simple and consistent. Others may forget your name and your skills but they are more likely to remember a story you tell them.

### 7. Networking IOU

First, Initiate relationships. Second, Obtain their help, suggestions, feedback, and referrals. Done patiently and in sequence, you will be able to Use their referrals to connect with employers. You'll then owe your network thanks when you are successful.

### 8. Look and listen

When talking to others, look at them and *listen* with your eyes and ears. What are your eyes telling you about their reaction to you? Don't dominate the conversation. Ask about them. Show interest in what they have to say, not just in what you want to tell them.

9. Active and exercise

Get involved in associations. Keep physically fit. Be at peace in transition and let others see the real you. Be open and transparent to the observations of others. It can open new doors and bring unexpected opportunities.

10. Stay focused

Plan your days. Set priorities and stick to them. If you say you'll follow up, you must do so. Review the results of what you have achieved each day and what you learned that you can use in the future? Ask others to keep you accountable and report back to them.

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