

WHERE ARE YOU MARKETABLE???

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We see it all the time...Clients limiting themselves to thinking they can only target jobs similar to what they have been doing all their lives. While you DO need to be realistic in your career search, you are bound to have plenty of skills that fall into much broader categories than those to which you are limiting yourself.

A smart step in developing your career marketing plan is to determine WHERE you are marketable. The Bureau of Labor and Statistics has a fantastic tool to assist you in understanding the extensive range of jobs that our out there and defining where your skills would be a good "fit" – check out their site at: <http://www.bls.gov/oco/>.

Have you considered signing up with a recruiting firm or employment agency to assist you? Talented recruiters and placement specialists know how to evaluate your qualifications and find niche markets that you may never think of on your own. While many DO charge fees, there are fee-paid recruiters out there who are retained by employers to find them top candidates...and really, if they DO require a fee – consider it a good investment in future.

Another great tool for identifying untapped markets where you could apply your skills is to consult with a career coach. A good coach is able to analyze your experience, your education and your skills and guide you toward areas you may have never considered! Before seeking a coach, you need to be prepared. Make sure you have either an existing resume, regardless of the condition it is in, or a well-thought out list of what you have done in the past. Then, take a moment to build a "focus list" of what YOU feel your strengths...and weaknesses...are, and include anything you simply KNOW is just "not your cup of tea" – keeping in mind that a little flexibility and a lot of adaptability can get you on the path to landing your next job.

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