

## **Job Seeking Myths: Think Again and Find the Reality Behind the Myth**

Job seekers hear an array of stories about job seeking, many of which are false. The key to success is how hard and how smart you work at your job search. Challenge conventional wisdom, and you might find the reality is a whole lot different than the myth!



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### ***MYTH #1 Applying for advertised positions is the best way to get a job***

Reality: Competition is tough the moment you apply for an advertised position, so you should also be targeting companies with business problems you can solve, with a view to creating a job based on your skill set. After all, the only reason a company creates a job is to meet a business need.

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### ***MYTH #2 The best applicant gets the job***

Reality: You may be the best applicant, but how do you get noticed in the pile of resumes? You need to take an active approach. Network into the company to find the hiring manager, rather than passively waiting for them to discover your resume and call you. Chances are, they won't!

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### ***MYTH #3 It's a numbers game -- the more resumes I send, the better my chances***

Reality: One candidate sent out 100 resumes in response to job ads with zero response. He made one networking contact, and created a job for himself, because he tapped into the company's business need, instead of focusing on his own job need.

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### ***MYTH #4 There are no jobs out there***

Reality: If there is 7% unemployment, there is 93% employment. And 20% of jobs turn over each year. People who say there are no jobs are probably looking only in the visible market, not the hidden job market. And they may need to revisit the relevance of their skills, as well as the constraints they place on themselves, such as unwillingness to move to a new industry or location where the demand is greater.

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### ***MYTH #5 I can take it easy job seeking, as it's going to take a while anyway***

Reality: The harder and smarter you work at job search, the sooner you will find your job. A good time to start looking for a new job is now! And the best time is before you need it, by building "networking capital" in your "contact bank"!

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### ***MYTH #6 It's a tough market, so I had better lower my sights and do what I used to do***

Reality: When you seek a lower level job, you are competing with a larger number of people, with more current skills, who will work for less. This can be harder, not easier, than going after



the job you really want. After all, it takes a lot of effort to win a job you are passionate about. How much harder is it to get a job you don't really want to do?

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**MYTH #7** *It's a tough market, so I cannot afford to be choosy*

Reality: Saying you are "open to anything" often means you are not clear about what you want to do. Don't expect a recruiter to work it out for you, based on your resume. To identify your target, talk to lots of people, asking for their advice and referrals. And don't forget to listen. Focus on building relationships with a growing number of network contacts. And remember to give back, by asking how you can help them, too!

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**MYTH #8** *I'm too old*

If age is an issue for you, it will be for the employer, too. Better to focus on your breadth of experience and maturity, and to exhibit enthusiasm and vitality. And losing a few pounds often helps also. An employer worth working for will not be worried about your age if you demonstrate you are capable, keen and up-to-date.

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**MYTH #9** *I'm overqualified for the job*

Reality: Instead of accepting that you are overqualified, consider that the job may be too small for your skill set, and show how you are capable of adding greater value by performing a larger role. Often smaller companies will appreciate a broader skill set. If you can show how you can span a range of roles, obviating the need to employ several people, they can pay you what you are really worth, and still save money. In the end, good companies are always looking for talented people, and will pay more if they perceive greater value.

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**MYTH #10** *It's time to wind down for the holidays, right? Wrong!*

Reality: Holiday time is the time to get active! Because other job seekers take time off, there is less competition. Business doesn't stop because of holidays. Companies still have job requisitions and budgets to fill despite the holidays. Headhunters always want their commissions, too. And people are more willing to talk to you, being in the holiday spirit!

How can you change your thinking, adopt a different perspective and finish up with the job you want. Remember that finding employment is a business transaction. Become effective and impassioned in selling a product you know best – YOU!

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**About Kurru**

Kurru is an Australian aboriginal word, which suggests "creative", "spirit" and "future", symbolic of some of the key attributes required for businesses to succeed in the new economy. Located in Dallas-Fort Worth, Texas, Kurru, LLC as a member of the 1stForward Network, a global alliance of like-minded consultancies, is accredited to market and deliver the range of systems and methodologies developed and owned by Reward Technologies Pty Limited.

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**Contact Us**

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