

## Job Search Tip: Master the FOUR BEES!

Ok. So you've decided it's time to make a career move!

Maybe you just got laid off. Or management is driving you crazy. Maybe you need to make more money. Or you're anxious to advance yourself.

Whatever your reasons, it's critically important that you go into the job marketplace with your eyes wide open. If you haven't been there recently, things have changed--a lot!

For example, the expectations of employers are different from what they were just a few years ago. Formerly, it was enough to have a good resume with a strong employment track record of accomplishments. You could tell an employer what you used to do and hope that he/she would make the connection and see you as a valuable addition to the organization.

Those days are gone forever!

Today, you have to be able to demonstrate that you understand the goals of the organization and show exactly where you would fit in and how you can make a contribution to bottom line.

So, before you head into that marketplace you have to understand and practice the FOUR BEES.

1. BE COMMITTED to your career. Make it a part of your life. Accept responsibility for what goes right as well as what goes wrong.
2. BE PROFESSIONAL . . . in how you treat people . . . in how you sell yourself . . . the way you negotiate a deal . . . even how you dress and speak.
3. BE ASSERTIVE. Go into the job marketplace assertively . . . not aggressively. That means respecting other peoples' right to expect quality. And to refuse you if they choose. Most importantly, it means you expend every effort to command their attention so that you can help them make a decision in your favor.
4. BE PERSISTENT. Don't even bother with the first three BEES if you're not going to follow through and follow up. If you are going to wait for someone else to make decisions for you . . . or if you're going to sit around and wait for the phone to ring . . . do yourself a favor and bow out gracefully while you're still ahead. You're not going to make it in today's demanding job marketplace.

Fortunately there are exciting new strategies and techniques that can turn you into a winner. They can significantly shorten your job search and get you above average compensation. Best of all, they show you how to make the FOUR BEES work for you.

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### About the Author

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