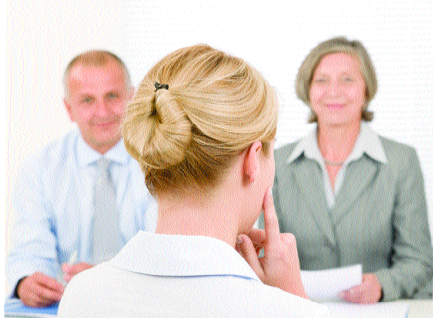


# Have you developed job hunting bad habits?

**I**f you've been involved in a long job hunt you can easily develop unproductive an routine. So check that you haven't fallen into these seven common bad habits...

- 1 Using the same CV** When you're consistently sending out your CV to different organisations it can be very tempting to send the same CV each time. Although your CV will always be fairly similar it's important to tailor it to each new application.
- 2 Using the same cover letter** Don't just create a standard cover letter and then use it time after time. Make sure you write a detailed cover letter that is specific to both the role and the organisation.
- 3 You've lost sight of your goal** It can be tempting to apply for anything and everything that's vaguely relevant to your skill set, but this unfocused approach can be unproductive. Reassess your ultimate career vision; what do you want out of a role and what in turn can you offer? Make sure you're applying for roles that are actually suitable for your skill set and that you're actually keen to get.
- 4 A repetitive approach** Don't get stuck in a rut when it comes to your job search by returning to the same old channels day after day.



For example, don't rely on one job board or publication – ask around and search online for different places to access vacancies. Don't forget about social media, as many organisations now advertise vacancies through Twitter and LinkedIn.

- 5 A lack of follow up** If you're using a recruitment agency all your communication should be channelled through your consultant. Where possible, they'll be able to track down feedback about applications.  
If you've applied directly it's perfectly reasonable to politely follow up with the prospective employer – as this can show you're enthusiastic about the role. We're not suggesting

you bombard an individual with calls and emails, but getting feedback where possible can be an important part of honing your interview technique.

- 6 A loss of confidence** If you've suffered some rejections along the way, your confidence may have taken a knock, which in turn may be affecting your performance at interviews. Remember, in a competitive market there may be other external factors at play causing you to lose out on an opportunity. For example, someone with a little more experience might have come along, which is no reflection on your performance. Try to maintain a positive, confident outlook – it will be noticeable to an employer.
- 7 Not enough interview preparation** If you're securing lots of interviews then you're obviously submitting strong applications. So don't get complacent and fail to fully prepare for each one of them. Good preparation can make all the difference to your interview and could really set you apart from the competition. **PQ**  
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