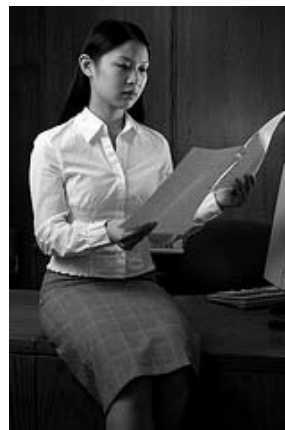




## How Not To Get A New Job In 2013: An 8-Step Plan

The beginning of a new year, particularly February, is the best time to look for a new job. Budgets are approved, new job requisitions are posted and your confidence is at an all-time high.

Every year in January I hear from hundreds of people ready to start a job search. They really want a new job. They're eager to get started. And slowly but surely, they fail. It's not a lack of talent, experience or desire. They're just doing it wrong.



Are you ready for a new job in 2013? Here's how *not* to be successful — guaranteed:

1. **Lack self-awareness and confidence.** If you don't know and believe in your

strengths, no one else will. If you come across as hesitant or unsure about your qualifications, you invite others to question your qualifications. Ignore your strengths, feedback from previous work experiences and doubt yourself — that will really help your chances.

2. **Don't tell anyone.** The fewer people that know about your job search, the better. Keep it totally quiet and under wraps. Don't get any feedback on your resume or strategy from friends or former colleagues. It's also good to ignore any networking connections those friends might have.
3. **Cold-apply to as many jobs as possible.** Hide behind your computer and look for jobs at companies where you don't know anyone. Find any job that sounds relatively interesting and apply. Don't follow up, either. Sit back and wait for the calls to start pouring in. And when they don't, keep applying. Volume is always better.
4. **Let your resume speak for itself.** Any savvy recruiter or hiring manager should be able to translate your resume to fit the job. Let them do it! Don't customize your resume for the job. Don't look for contacts in the organization that can help make your case for you. And definitely don't do any informational or exploratory interviews to learn what matters most to a hiring manager or organization before you apply.
5. **Be inflexible.** Narrow down the type of job you're targeting as much as possible. Don't consider a different level if you're trying to break into a new industry. Certainly stay in one city and don't consider moving, or consider educational, volunteer or internship opportunities that might help you break into a new area or bolster your credentials.
6. **Ignore recruiters.** HR stinks, right? So definitely ignore recruiters and **don't pay any attention to the role they play in the hiring process.** Target hiring managers or executives and pester them as much as possible. It also helps to be rude to recruiters since they can't help your candidacy in any way.
7. **Don't ask for any help.** No one can help you in your job search but yourself. If the word gets out that you're job searching, turn down all offers of help. Don't follow-up when someone offers a connection or suggests you might be a good fit at their organization. Don't reach out to respected contacts or colleagues for help or feedback. And don't even consider emailing people you admire in your field or industry. They'll never respond so why bother?

8. **Say “I got this.”** Practice doesn’t make perfect. If you can talk, you can interview. If you can write, you have a resume. Don’t plan, prepare or rehearse. Don’t seek out advice from recruiters and job search experts. You, most definitely, “got this.”

This is one of those eight-step plans that I can guarantee works: Job search like it’s 1999 and you’ll still be in the same job you had in 1999.



Courtesy of  
YEC

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Courtesy of  
YEC

*The Young Entrepreneur Council (YEC) is an invite-only nonprofit organization comprised of the world’s most promising young entrepreneurs. In partnership with Citi, the YEC recently launched #StartupLab, a free virtual mentorship program that helps millions of entrepreneurs start and grow businesses via live video chats, an expert content*

*library and email lessons.*

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