

1. **You're not selling yourself.** The fact of the matter is many people who seem under qualified are getting jobs every day. Why aren't you? Maybe you haven't packaged yourself in a way that seems attractive to employers! Our services can help with this by teaching you how to identify your skills and package them in a way that will make an employer stand up and take notice.
2. **You're not treating the job search like a job.** Finding a job takes time. In fact, many job seekers remark that finding a job IS a full time job. In many ways, they are correct. It is vital that you take at least two hours out of each day to actively seek a job—weather it be on the internet, searching through papers or making phone calls—and then send out resumes and follow up with potential employers.
3. **You're only using one resource to find a job.** Don't rely on just the internet, just the paper or just others to find that perfect job. Make sure you use all available resources! Not sure of what types of resources are out there? Ask one of our skill developers to find out!
4. **Your cover letter is too generic or you're skipping the cover letter all together.** Oftentimes, a cover letter is the first thing people read about you. Make sure it highlights your skills and availabilities—and, more importantly, what you can do for the company you are applying for! If you are skipping the cover letter, this is an important tool not to be overlooked. Use the cover letter to explain any gaps in your work history, to clarify anything that may be lacking from your resume and to tell that hiring manger exactly why you would be the best for their position. In addition, if you are submitting an online resume, be certain to use the body of the email as your cover letter. Not certain how to write a cover letter? Ask one of our skill developers to help you out. Do you think that since you're not writing a resume, you don't need a cover letter? We can help you write a skills card that will help you stand out among all of those generic applications and get a leg up on the competition!
5. **You're not networking.** You never know who may know of an opening in your area until you ask, and no one can help you find a job unless they know you need it. Network with family, friends and previous coworkers all know someone who knows someone. Use their connections to your benefit. Also, in smaller communities, you never know who may be your next employer. Are you making a good impression everywhere you go? Make sure to smile and greet everyone as if they will be your next boss. In addition, if you are living in a small community make sure when you step out the door you are clean and presentable. You never know who you may bump into!
6. **You don't have a realistic view of your skill set.** If your skills are not what the job requires, there is a slim chance you would ever be hired. It's likely that there are hundreds of applicants that currently have those skills that are getting the job you want. Need to upgrade your skills? Talk to your local skill developers to find out how!
7. **You are not acknowledging the stress that you are under or how you are handling your situation.** Don't confuse activity with being productive! If you are doing the same thing over and over again, there is no way you could realistically expect different results. In addition, you may be allowing potential employers see your frustration or desperation, which is an automatic turn off for anyone that may come into contact with you. While we understand how upsetting being out of work can be, don't allow that to show when coming into contact with a potential employer.
8. **You're not getting interviews.** If you're not getting interviews, your cover letter and resume are not working. Did you know that, on average, a hiring manager will look at each resume for approximately 20 seconds? That's right, in less than a minute they are making a decision that could change your life. Do your cover letter and resume stand out? Ask one of our skill developers to help you package yourself so that you can make that very important face to face interview a reality.
9. **You are getting interviews but not job offers.** If you've made it this far, you're almost there. The interview is one of the most important make-or-break points of the job search. Is your attire appropriate? Do you stumble over questions? Do you make eye contact? Are you giving a firm handshake to everyone you meet? If you know what you're doing wrong but are not sure how to fix it or if you're not sure what you can change, talk to your IowaWORKS office skill developers to find out how they can help.

You don't want to ask for help. It is rare to succeed entirely on your own.

Let us help to guide you on the path to employment today!