

## 5 JOB SEARCH STRATEGIES FOR OLDER AMERICANS

**By Daisy M. Saunders**

Looking for a job at any age can be a daunting experience. But, when you are 55 and over, it can be overwhelming. So much so that many older Americans – though they need and want to work – simply give up. To make your search a little easier, here are 5 strategies to help you land a job.

**Stay positive.** Attitude is everything. Many companies hire for attitude and train for skills. So, adjust your attitude. Don't think about your age; just focus on what you have to offer. Employers love people who project a positive "can do" attitude.

**Know yourself.** When you're looking for a job, think of yourself as a product. You CANNOT sell a product you don't know. So, it's critical that you know yourself...your strongest skills and attributes, the type of job you're looking for, and what you have to offer (how you add value). Being able to comfortably talk about yourself creates a positive image during the interview and helps you answer that often asked question, "*Tell me about yourself*".

**Network and build relationships.** People hire people they know and like! Who have you told that you're looking for a job? Put the word out. ADVERTISE yourself. Tell everyone you meet that you're looking for a job. And, be able to give them some idea as to what you're looking for. You never know who knows whom. The wider your network, the greater your chances of hearing about a job opening.

**Have an appropriate appearance.** When you're looking for a job, you're always selling yourself. No matter where you go or what you're doing, you can never let up. Therefore, at all times, everything you do must send positive messages. These messages are sent by what we wear, how we move, the expressions on our face, and the manner in which we interact with others. You are never off duty. You never know when you might be in the presence of a potential employer.

**Create an attention getting resume.** The same resume doesn't fit all jobs. Therefore, it's important that you tailor your resume to the job you are seeking. Let it show your work history, experience, and accomplishments. Treat volunteer experience as you would paid experience, especially if it's related to the job you're seeking.

Looking for a job isn't easy, no matter how old you are. Don't give up. It might take a while. There are employers who understand the value of older workers and are willing to hire them.

*Daisy Saunders is an author, life coach, and speaker on personal empowerment and healthy lifestyle issues. Daisy's mission is to add value to women who want to age gracefully. Visit her website at <http://www.daisysaunders.com> for free downloads of articles and resources on job*

*search strategies for seniors, personal growth, and wellness; and to follow her blog on staying eternally young.*