

# Smart job seeker's good habits

CareerBuilder

Wed Oct 23, 2013 12:16 AM

What separates the smart job seeker from others looking for employment? Often, it is one of these things:

**1. They realize a potential job lead could be anywhere.** Smart job seekers aren't afraid to mention occupational aspirations to their book club, their parents' friends or their dentist. (One never knows whose golf partner might be the ticket in the door.)

**2. They surf job boards for more than just open positions.** Caroline Ceniza-Levine, a partner at the New York City career-coaching firm SixFigureStart, calls job boards "gold mines." You might see companies you didn't know before; add these to your list of targets. You might see the same requirements again and again. This indicates a standard for the job you want, so incorporate these items into your pitch and cover letters."

**3. They put adequate time and effort into their applications.** "Spend time to make your resume the best possible written advertisement of you," says Lisa Quast, author of "Your Career, Your Way!" and founder of Career Woman Inc., a Seattle-based career-development consulting company. "Analyze the job requirements against your own skills and abilities, and customize your cover letter."

Obviously, all correspondence should be free of errors. And before sending off the application, look at the posting one last time to ensure all desired material is included.

**4. They do their homework.** It seems logical to smart applicants to know something about potential employers. From googling a company to checking out its financial statements, they learn what they can — and use that to enhance their correspondence.

