

On Being “Found”: How to Really Search For a New Job

Are you looking for greener pastures? Have you been “between jobs” for some time?

BTW, the word “unemployed” is a bit negative. In fact, if one examines the big picture, being “between jobs” is a much more accurate depiction of what might be going on in the present moment.

To the point: the new “now” is upon us with regard to job searching.

For job seekers the *new now* is to actively put more emphasis on trying to “be found” along with the traditional methods of searching for new employment.

Of course, one should continue posting resumes to job boards in fact there’s a whole slew of free online job boards. [Contact recruitment firms.](#) Let others know of your “availability” rather than seeking employment.

The strategy that one should now begin to employ is to **be found**.

BE FOUND. GET FOUND.

LinkedIn is among the most powerful social media tools to help you be found.

LinkedIn is not Facebook. As you probably know, LinkedIn is a professional networking tool that if used effectively can provide exponential exposure. **Join various groups within your field.** Then read the discussions and participate in the dialogue. Participate in many dialogues. The goal is to seek exposure.

LinkedIn is a tremendously powerful platform to share ideas. Join various groups within your field. Then read the discussions and participate in the dialogue. Participate in many dialogues. The goal is to seek exposure.

One can use LinkedIn’s groups to ask questions (even if you already know the answers.) It’s about positive exploitation. **Your own.** Compliment someone for their response. Have a respectful dispute coupled along with an explanation of another way of seeing things. Enlighten others.

If you have a certain “take” on something as it relates to the industry that you are in, share it. Use this platform to inform others. Share what you know and compliment others for what they know. Get involved without revealing that you are looking for a new opportunity.

Be kind and be authentic. Be found.

The goal here is to appear as someone that should be heard or found as either an expert in their field or someone with good ideas.

Think about this for a moment. *Employers are looking to hire someone to solve a need that they have and they are looking for the best talent available.*

Appear as the expert and worthy of someone else reaching out to you to connect or comment.

Provide value.

Most importantly be transparent in searching for a new job. It is not necessary to let someone know in a public forum that one is searching for a job or needs something.

Be transparent, be valuable, be persistent as you attempt to be found.

Think back on when we were children and we found something unexpected, perhaps a coin on the street or a “treat” mixed into a box of cereal, we got excited!

“Hey!!!! Look what I just found!!!!” It was a surprise.

The same principle can easily be applied to one’s job search. Imagine the excitement of a future employer when they find a surprise that they had not even looked for.

Make yourself the surprise!

Be found.