

Role of Networking When Searching for a Job

By Hardeep Arora

Conservative estimates of the annual turnover of global software industry range in several hundred billion dollars. It constitutes a large portion of total international trade and creates millions of new jobs each year. However majority of these vacancies are filled well before a job requirement is posted. And how do programmers know about these openings - by networking! Networking works and it isn't as perplexing as some people make it out to be. In reality, most people are engaged in personal networking all the time. Once you get that lead, stage two of getting that coveted job in software sector is submitting well-crafted IT resumes or programmer resumes to the potential employer.

Be very clear in mind that the purpose of IT resumes or programmer resumes is to get an interview. Based on your targeted position, conduct some research to determine what options are available and then create your pitch accordingly. You will see that those pitches that capture and hold attention best are those that attend to a particular need. The aim of your self-marketing material is to capture an employer's attention, hold the employer's attention, and convince the employer that he/she needs what you have to offer. This is a comprehensive and highly personalized process that is best left to a technical resume writer.

Technical resume writer primary objective is to develop effective IT resumes and programmer resumes that mirror the needs of an employer. Technical resume writer excel at another aspect of effective marketing that is convincing employers that they need what you have to offer, even if they don't know it yet. Have you ever watched a particularly tempting pizza ad and suddenly had an immense craving for pizza, even if probably you weren't even hungry.

This type of marketing is most effective when you are approaching employers in an unsolicited fashion via networking. Maybe you are an expert in certain languages or database or you want to provide a certain service on a contract basis. If that's the case, your IT resumes or programmer resumes need to create a need in the employer's mind and then illustrate how you can fulfill it.

So if you are not applying to a specific job posting, but rather writing to employers on leads provided by friends, do some brainstorming to work out what you have to offer that could be appealing to the employer. By specifying how you can be of service in your IT resumes or programmer resumes, you might save the employer the hassle of having to go through the hiring process.

Sources

Jason R. Rich. *Make Your Paycheck Last: How to Create a Budget You Can Live With*

Roger Dawson. *Secrets of Power Salary Negotiating: Inside Secrets from a Master Negotiator*