

Newly Unemployed? Holding Off on the Job Search Can Greatly Diminish Chances of Finding a Job, Study by ERI Personal Marketing Shows

NEW YORK, N.Y., Jan. 25 (SEND2PRESS NEWSWIRE) – In today's job market, the waiting game is a game most can't afford to play. Those seeking a job in a stagnant economy must act quickly and aggressively, recent research indicates from ERI, a personal marketing firm assisting executives and professionals to find jobs. "Even in difficult times, employers believe good talent doesn't last long in the market. So job seekers can give themselves a week or two at most, then they have to get into action," Robert J. Gerberg, chairman of ERI, said.

Overcoming factors such as self-doubt and negative employer perception make the first month absolutely critical for new job hunters, and pulling out of a long-term slump can often be very difficult.

ERI found while some job seekers can wait, 85 percent quickly lose the momentum and the much-needed confidence crucial in their hunt after the first month, stifling their future job search.

"Inertia breeds inertia. With each passing day, they lose confidence. The more they are removed from daily job activity, the more they begin to doubt whether their talents are in demand," Gerberg said.

What job seekers need to do is prepare quickly and act aggressively, while not limiting their search. Employers are most interested in how someone can specifically contribute, and would-be employees shouldn't focus on just one industry, as many skills can be used in multiple areas.

"Our company helps job seekers identify the full range of industry options where they have credibility," Gerberg said. "Too many people restrict themselves. In resumes and letters, you need to show people how your knowledge and talents can be used for the benefit of an employer's specific industry."

Gerberg stresses in order to find the right job, the unemployed must also send out as many resumes (<http://www.youtube.com/watch?v=aRc338Nr0E4>) as possible to carefully selected targets to increase their chances of securing the career that fits them. Fifty percent of job seekers do not distribute more than 100 resumes, and that's not acceptable, according to Gerberg.

"Bottom line, most executive, managerial and professional job seekers don't know what they don't know," Gerberg said.

With more than 12 years industry experience and [thousands of satisfied](#)

clients, ERI is the premier personal marketing firm for executives and professionals. Visit www.executiveresumes.com for free videos on the job market; how to create an [executive resume](#) for producing real results; interviewing tips; and ways for accessing leads on the Internet.

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