

# 4 Reasons You're Still Unemployed & What To Do About It

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## MUSIC INTRO

## CLIP OF EPISODE

## INTRO

Welcome to another episode of *The Workforce Link Podcast*, where we're offering forward thinking conversations for the workforce, linking employers and job seekers to a brighter tomorrow.

I'm your host Sundi Jo Graham, and I look forward to diving into another episode with you today!

The economy today is a little wonky, we all know that. Everyone everywhere seems to be hiring, so shouldn't it be easy to get the job we want? Not necessarily. There might be some reasons you didn't think of, and we're going to talk about those in today's episode.

Before we dive in, let's talk some housekeeping.

If you haven't already, would you mind heading over to iTunes and leaving us a review? Let others know what you enjoy about the show and spread the love. We'd love to get this podcast into the hands (or earbuds) of as many people as possible, so we can continue to link employers and job seekers.

If you've already done so, a big thank you, my friend.

Now.. let's dig into today's episode on the 4 reasons you're still unemployed and what to do about it.

## DISCUSSION

### 1) You're Overqualified

This is a very common issue amongst job seekers looking for a career change who are older. But, it's not just limited to an older age bracket. It can happen to anyone who has a lot of experience and is trying to get their foot in the door with another company.

So, it's important for you to build a relationship with the employer or hiring manager. You want to make that personal connection. Give them a glimpse into who you are. Tell them a story. Go above and beyond to make yourself stand out.

We've talked about this in other episodes. One way to stand out - send them a thank you card - like an actual physical thank you card. This is something that used to be common, but isn't done as much anymore. Remember.. Make yourself stand out.

And if you're in the older age bracket, don't talk about your retirement plan. Talk about your career goals. They want to know you're invested if they're going to invest in you.

### 2) You're Underqualified

Maybe you don't have enough experience or you haven't yet had enough exposure in the professional world. Maybe you don't yet have the right skill set.

Maybe you've just graduated from college and you're applying for your first "real" job. The same for high school.

Whatever the situation, the employer says, "Sorry Charlie, you just don't have the experience I need."

Don't give up just because they tell you that. Take some classes that help you learn more. There is a ton of free information out there if you do the work to find it. Find out how you can earn a specific certificate related to that job you want.

Offer to do an internship, if possible, with that company so you can get the experience you need, even if it's part-time while you're working somewhere else.

Don't give up on it, but also remember to focus on what skill sets you **do** have.

## **PROMO - WHY**

Before we dive into the next two reasons, I want to ask you a question.

Do you know your why?

Here are some powerful words I want you to sit on for a second: You lose your way when you lose your why.

**Everything changes for us when we start asking ourselves the right questions.**

Not “why did I do that stupid thing?” but “why do I want to do something different?”

Listen, friend...

*Your children need YOU to find your why.*

*Your parents need YOU to find your why.*

*Your future boss needs YOU to find your why.*

*Your grandchildren need YOU to find your why.*

We want to help you find your *why*. That’s why we’ve put together this free gift, *How to Find Your Why*.

The free guide will give you some starter questions to get you on the right path to finding your *why*. If you’re ready to rock your world by digging deeper into building a better tomorrow, don’t wait another day, my friend.

You can download the free guide at [cwdregion.com/why](http://cwdregion.com/why).

Remember.. You lose your way when you lose your why. Hold onto your *why* like your life depends on it, because your life depends on it.

Again, you can download it today at [cwdregion.com/why](http://cwdregion.com/why).

And now.. Let’s get back to the next two reasons why you’re still unemployed and what you can do about it.

## DISCUSSION CONTINUED

### 3) Your Resume Isn't Job Specific

It's good to have a resume that talks about your skill set, but.. You want to be careful you don't just send a generic resume out. It can hurt you.

Make sure you customize your resume for each job you apply for. Yes, this is going to take more time, but it's so important. We talked about the importance of this in Season One, Episode 10. I'll share the link in the show notes.

Using specific keywords on your resume that you see in the job description is key in a successful job search because many companies use what's called an Applicant Tracking System, which is basically a robot that is scanning resumes. If you don't use the appropriate keywords, you may just get kicked out of the system.

So, make sure you're specific.

### 4) You've Stopped Being Proactive

I see this all the time. People get tired and just stop looking. They get told "no" and give up far too easily.

Here's the deal, my friend. Nobody's got time for that. Walking in defeat isn't going to move you forward. It's going to take you backwards and those taking the job you want will be waving at you as they walk by.

If you **really** want that job, your actions are going to have to line up with your attitude. Don't get yourself stuck into a routine that drags you down.

If you want **that** job, you're going to have to be proactive. It's not just going to land in your lap.

One of the ways to keep from getting stuck in the job search routine of just sending a few resumes each day and then waiting is to network. Build relationships.

Go to hiring events. Meet face-to-face with employers. Reach out and build relationships on LinkedIn. Start some good conversations.

Learn how to sell yourself, because really you are selling yourself to the employer.

The more you market yourself, the more opportunities you're likely to receive.

## RECAP

So, quickly, let's do a recap of what we've gone over today.

- 1) You might be overqualified, but don't let that automatically disqualify you. Figure out ways to make yourself stand out. For example: send a thank you card. The majority of people won't do that and they might just remember you for it.
- 2) If you're underqualified, figure out ways to catch up. Obtain a certificate with some specific skills. Offer to volunteer or do an internship. Let them know you're willing to go above and beyond. Character says more than experience a lot of times.
- 3) Be specific about your skills. Do not.. I repeat... do not send a generic resume. Find the specific skills they're looking for and make sure your resume reflects that.
- 4) Be proactive. Don't get stuck in a rut and routine. Network. Go to hiring events. Make yourself stand out.

And lastly, I would encourage you to set some goals. Make them small and achievable and focus on each next right step to achieving those goals. Ask yourself what you want to do, where you want to go, and figure out how to make that happen. You can do it!

## CLOSING

I've mentioned a couple times in this episode about attending hiring events. We're always hosting some kind of hiring event at our Central Region Job Centers. So, if you want to stay-up-to date on what's happening in your area, visit our website at [cwdregion.com/jobcenters](http://cwdregion.com/jobcenters) to find your local job center and follow us on Facebook for constant updates. Again, you can find that at [cwdregion.com/jobcenters](http://cwdregion.com/jobcenters).

And follow us on Instagram at [@centralwdb](https://www.instagram.com/centralwdb) for constant updates.

I hope this episode was helpful for you today, and if so, please share with others, oh.. And if you haven't already, don't forget to go leave us a review... preferably 5-star.

Have a great week, my friend, and we'll meet again in the next episode. Until then.. Remember this... There's always a brighter tomorrow if you're willing to find it.

## **Links**

[Season One | Episode 10: Two Mistakes You Need to Avoid When Applying for an Entry Level Job](#)

[How to Find Your Why](#)

[Central Region Missouri Job Centers](#)

[Instagram](#)