



## 5 Ways Job Seekers Eliminate Themselves-and How to Stop It

*Getting noticed by employers is difficult. Yet many job seekers eliminate themselves from consideration--often before human eyes see their resume or online application. Here are 5 ways the unemployed end their hiring chances, plus what to do about it.*

1. **No targeting.** Job hunters should be encouraged to find the right opportunities for their skills and experience. Suggest they research careers with the [Occupational Outlook Handbook](#) or [mySkillsmyFuture.org](http://mySkillsmyFuture.org).
2. **No tailoring.** Customizing a resume to match job openings is quick and smart. Job seekers can change a few words to match an ad and rearrange details to highlight desired qualifications. Make it easy for employers to see how you suit their needs.
3. **No keywords.** If a resume or application does not contain the right industry- or job-specific words, it won't get through automated systems. Explain how important it is to add these "key" words to a resume to match help-wanted ads.
4. **No attention to detail.** Employers want to hire the best people. If application materials are sloppy, disorganized, or have typos, they go into the trash.
5. **No human contact.** When interested in a company, job seekers need to reach out to an inside contact first or follow up with a hiring manager. An insider can pull a resume out of the pile.