

Applying Online Is Playing the Lottery

By Nick Kossovan

(Think this over.) When you apply to a job posting, you're hoping, with fingers crossed, you'll be the one person selected to be hired out of the 100s, sometimes 1,000s, of other candidates who also applied and are just as qualified, if not more, as you are. It's no secret there are a lot of talented, hungry job seekers going after the same jobs.

Applying to an online job posting is like playing the lottery—you're expecting a stranger to hire you. Networking Has Much Better Odds.

Undeniable, networking is critical to conducting a successful job search. Still, it's often avoided, especially by individuals who've sold themselves the limiting belief they're an "introvert."

As you know, there's a hidden job market. Most jobs, especially highly desired ones, aren't advertised. Thus, networkers land the jobs—the plumb jobs—so I might as well be straightforward. If you're not networking throughout your job search, you either refuse to understand the benefits of networking or are not serious about your job search.

I know many "highly extroverted introverts." Therefore, I firmly believe you can be both introverted and extroverted. A job search fact: An outgoing individual will always have a considerable competitive advantage finding employment over someone who sits behind their laptop, hoping a stranger will hire them.

A life truism: The world is made by extroverts for extro-

verts.

In his book *The Tipping Point*, Malcolm Gladwell writes, "The more acquaintances you have, the more powerful you are." In contrast to your close friends and colleagues, your acquaintances—individuals you know, and more importantly, who know you—exist in an entirely different social universe. Consequently, they're aware of jobs and networking opportunities and can introduce you to the right person that no one in your inner circle can. 83 percent of people who found their job through their network, and networking activities, did so through people they occasionally see. So those Facebook friends you haven't spoken to in a while—it's probably worth checking in on them.

You've no doubt heard it a million times: Successful job searching, and career advancement are as much about who you know than what you know. I would say today, with social media, "Who knows you is more important than who you know." This is why those with a career you envy focus on their personal brand (aka. reputation). Thus, being a skilled networker and self-promoter is crucial to job searching and career management.

However, mastering networking/self-promotion skills requires more than just schmoozing over cheese platters and exchanging business cards. (Does anyone have business cards these days?) There's an art to it.

Nowadays, there are so many platforms, especially so-

cial media platforms, available to network and market yourself on, that you must come up with creative ways to stand out.

Creativity aside, here are 8 networking tips to get you started:

Start with the network you already have. Begin your networking activities (e.g., Informing that you're looking for a new opportunity and what you can offer employers.) with relatives and friends. This will help you become comfortable with networking.

Wear (tie, hat), or carry (purse, portfolio), something unique in colour and design that'll start conversations.

When you say "Hello," smile!

Don't apologize for trying to build a relationship. Never say, "I'm sorry to bother you."

Use the person's name throughout your conversation.

Create an elevator speech and practice delivering it. (e.g., Hi, I'm [your first name]. I'm a software developer with 8 years of experience using C++, .NET, HTML and Java. Currently, my team customizes software for financial institutions across Canada. Recently, I completed a project that increased revenue by 32% for Gotham Payments Services, and I'm now seeking my next challenge.")

Read: *Never Eat Alone*, *Expanded and Updated: And Other Secrets to Success, One Relationship at a Time*, by Keith Ferrazzi

(Golden networking tip.) When you meet someone for the first time, ask yourself, "How can I help this person?"



Nick Kossovan

When done skillfully, networking can not only help you land plum jobs, but it can also help advance your career, gain new clients, and gain access to those who can assist you.

Don't approach networking with the mindset that you're doing it for your own gain (the reason networking may feel uncomfortable). Embrace that successful networking depends on the give and take. (Remember, "How can I help this person?") Networking relationships are all about adding value. As you give to others and focus on them, your network connections will reciprocate.

Nick Kossovan, a well-seasoned veteran of the corporate landscape, offers advice on searching for a job. You can send him your questions at artoffindingwork@gmail.com

The Shoreline Tid-Bits Journal

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We share your offer on our website, E-newsletter and in other Chamber promotional materials.

In return, you get free advertising & marketing and you are supporting business growth in our region.

Contact Lisa, to join the Member 2 Member program. Email: oa@tcchamber.ca Phone: (902) 895-6328

Chamber Member Milestones

Member milestones will be a new addition to Truro and Colchester Chamber of Commerce newsletters. If you know of a business, or you are a business that is celebrating a momentous milestone at some point this year, please let us know so we can share the news with our members. Email oa@tcchamber.ca to pass along your news

New Executive Director for Rural Communities Foundation

The Board of Directors of the Rural Communities Foundation of Nova Scotia has announced the appointment of Penny Cooper as Executive Director effective February 22, 2022. Ms. Cooper brings business, communications, and strategy to her new role as Executive Director of the Rural Communities Foundation of Nova Scotia. She graduated from Memorial University of Newfoundland with a BA in Economics and has worked in the private business sector as well as the social purpose sector for many years.

"The Rural Communities Foundation of Nova Scotia mission is to build on the strengths of Nova Scotia's rural communities by stimulating and establishing philanthropic giving, to develop a permanent endowment and to grant funds to rural Nova Scotia communities."

Penny Cooper may be contacted at ed@rcfofn.com

New Targeted Support for Cosmetology Sector

The Province is providing new support for certain businesses and practitioners in the cosmetology sector through the Targeted Sector Impact Program. The new program, announced on February 17 will provide a one-time grant of \$2,500 to help eligible businesses and practitioners directly impacted by the tightened mask requirements announced in December as part of the province-wide public health restrictions.

"The government is committed to listening to and working with the business community as we embark on our recovery from the COVID-19

pandemic," said Susan Corkum-Greek, Minister of Economic Development. "After working together with the cosmetology sector, we are responding to the call for support for those who were directly impacted by the tightened mask restrictions in December. This funding, along with the easing of restrictions this week, will help jump-start business activity in the sector."

The Province will fund and administer the new program, which is expected to cost about \$1 million depending on participation. Applications will open on February 25.

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MARCH BREAK

Activities for residents of Bible Hill - March 14TH to 18TH

<p style="text-align: center; margin: 0;">MONDAY</p> <p style="margin: 0;">Come out and try some snowshoeing at Bible Recreation Park, 2pm to 4pm</p> <hr/> <p style="text-align: center; margin: 0;">TUESDAY</p> <p style="margin: 0;">Shamrock Scavenger Hunt, Pat Mahaney Bike Trail, Warren Drive, from 2pm to 4pm</p> <hr/> <p style="text-align: center; margin: 0;">WEDNESDAY</p> <p style="margin: 0;">Free Skate at Deville's Rink, Harmony Road, 12pm to 2pm Free Swim at Scotia Pool from 2pm to 4pm</p>	<p style="text-align: center; margin: 0;">THURSDAY</p> <p style="margin: 0;">Sledding Party at Bible Hill Recreation Park, Guest Drive, 2pm to 4pm</p> <hr/> <p style="text-align: center; margin: 0;">FRIDAY</p> <p style="margin: 0;">Free Skate, at Deville's Rink, Harmony Road, from 12pm to 2pm Free Swim at Scotia Pool, 2pm to 4pm Free Bowling at the Bible Hill Bowlcade on Jennifer Drive, from Three-thirty to five pm</p>
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FOR MORE INFORMATION: contact Josh Kennedy, Parks and Recreation Director / josh.kennedy@biblehill.ca

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