

# Being Creative In Your Job Search



*Whilst we're all familiar with the usual job application processes, sometimes doing something a little different can give you the edge. It can be applying for a specific job in a quirky manner or advertising your services speculatively to the world, there's no limitation to the variety of techniques you can use. The only limitation is your imagination and how far you're willing to go.*

Here are ways to help you explore about "thinking out of the box":

## **Wordplay**

A little lexical trickery can catch an employer's attention if it's done right. When applying for a runner job for a media company, probably one candidate would tap a runner bean to his contact details with the caption "I'd make a great runner!". While another candidate used a similar approach but slight different, he/she would send in a tea bag with the caption "put me in hot water and see how I perform!" This would truly give striking impression to your potential future employee.

## **Advertise yourself**

If you're struggling to be seen, renting out a billboard, wearing a sandwich board or doing some guerrilla marketing can help to put you on the radar of prospective employees. There are two Leicester university economics students decided to take action after applying for countless positions in the financial sector. Armed with signs encouraging employers to contact them, they presented themselves in the midst of the busy district. It didn't take too long for employers to start talking to them and they later got the offers from the company.

**Create something**

If you have a particular dream job or dream company that you'd like to impress, it could be worth going the extra mile to produce something bespoke to that application. This sort of approach works particularly well for creative/design roles. Build something relevant for the company and gain their interest in looking at your work. Whilst time consuming it certainly got the attention of the employer and you increase your chances to land yourself a position.

**The reverse job application**

This final technique can work particularly well if you're very employable but are struggling to find positions that you want to apply for. If this sounds like you why not flip the whole application process on its head? The website can include all requirements of the types of employers that you are looking for, just be creative to present yourself.