

SWITCHERS by Dawn Graham

Making a career change is tough! When faced with hiring bias toward traditional candidates, unanswered applications and frustrating rejections, and many Switchers give up too soon, even when they KNOW they have what it takes to be successful in their new target career.

Don't let this be you - persevere and get the job you want! To get you started, here are the five most common Job Switch Killers and how to avoid them:

Switch Killer #1: Relying on traditional job search advice

The wisdom you'll find in most career books won't work for a Switcher because the competition you face isn't ordinary. Traditional career books emphasize the importance of using keywords on a resume so that you're selected by applicant tracking systems for an interview after applying online. For Switchers, applying online isn't typically effective. You must begin with re-branding, not just as far as a resume goes, but extending to every aspect of your professional identity. Switchers seem inherently risky to hirers, as they have a steeper learning curve, so everything you do needs to account for this reality.

Switch Killer #2: Treating a degree or certification as a magic bullet

The first question I usually hear from Switchers is "Should I return to school?" Unless you're switching to a field like nursing or law, which require specific degrees and licensing, it shouldn't be a firststep. Many overestimate the value of graduate degrees when it comes to switching careers. While people will pay attention to you and it will expand your network, you still need to prove you're worth the risk as a nontraditional candidate. Assess the return on investment that your valuable time and money will earn. If you're already enrolled in a degree program, great! Then, start applying the strategies in the book early. You'll have some advantages, but you can't skip steps and expect to land your switch.

Switch Killer #3: Ignoring Your Network

A career switch is a major goal, and you'll only succeed if you activate your network. Many accomplished executives shy away from networking when making a switch. Why? Some haven't searched for a job since college, and think applying online is still the standard way to find employment. Others don't know how to mobilize their networks. Many don't network because they feel a bit vulnerable due to their lack of direct experience in the new field. Don't let ego prevent you from asking for help. Chapter 8 details strategies for getting past the common networking hurdles that arise from that naysaying voice in your head.

Switch Killer #4: Failing to know and neutralize your red flags

Every job seeker raises some red flags for hiring managers. It could be a gap between jobs, a layoff, or too many short stints. Fair or not, hirers look for red flags so they can quickly narrow the list of applicants, and being a Switcher is a major red flag. Even if you gain access through a trusted referral, it's important to anticipate potential objections to your skills, fit, or motivation that may arise. Have genuine, logical responses to them ready to go. Chapters 5, 10, and 11 discuss how to handle your red flags in a hiring situation.

Switch Killer #5: Disregarding supply and demand

Assessing the supply and demand for your target job is critical, but even non-Switchers sometimes skip this step. Don't make the mistake of neglecting to research the market before proceeding, especially into an unfamiliar industry or function. Remember, the further you stray from a traditional career trajectory, the harder it is to switch. So, do your homework, research the market, and craft realistic goals based on what you learn.

Order your copy of *Switchers* today! - [click here](#)

