



STAY ON TOP OF THE JOB SEARCH PROCESS!

Whether you're a new graduate or you've been in the workforce for decades, it's never too late to start putting some serious work into your self-marketing materials. The problem many experienced attorneys run into when trying to write a resume is that their heads start to spin when they begin to think about what they've done over a 10- or 20- year career. That's why it's a good idea to start early.

You don't have to do this every day, but once every few months, stop and take inventory of your job. What have you accomplished in the past few months? What have you done that your peers haven't? What areas are you excelling in? What types of cases are you handling? Write this information down, and store it in a file somewhere. The small amount of time it takes to do periodic self-assessment will save you a lot of time in the long run.

You should also be constantly assessing the legal marketplace. Certain types of jobs come into and fall out of demand. New fields may be

opening up or becoming extinct. How do you fit into the big picture? What is out there that might be perfect for you that you aren't even aware of yet?

More important, make sure you are always taking a fresh and forward-thinking approach. An attorney once told me that he felt his resume was perfect as it was and he didn't want to make any changes to it at all. The reason he felt so confident was that he had developed his resume in collaboration with a hiring partner at a major firm, and it contained all of the things that this hiring partner looked for in a resume. The problem? He'd done this collaborative revision in 1996, and he was telling me this in 2004.

You should never submit a resume you used several years ago, even one year ago, to a job you're applying for now. Even if it was fantastic at the time and your position hasn't changed since you last revised it, the job market will have changed, marketing techniques will have changed, and something about your perspective on your experience will have changed.

Those who remain open and flexible with regard to their job searches, who give careful thought to where they've been and where they're going, and who aren't afraid to go after what they want are those who will meet with continued success in the legal marketplace.