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**Practical tips for finding a job on your own**

***Approaches to independent job search***

* First, clearly formulate the requirements for your future job. After that, contact your relatives, friends and acquaintances.
* Search on your own. Contact the HR departments of companies and organizations directly. Visit job fairs.
* Create advertising information about yourself, undergo retraining in professional courses that simultaneously facilitate employment.
* When looking for a job, be creative, don't stand still. And most importantly, don't lose optimism. Remember. Your appearance, demeanor, and self-confidence will help you achieve positive results.
* Don't mince your words«I can! I know! I can!»

***Rules for creating your own image***

We live in a world where the reality is the reduction of production in some industries, the expansion of others, and the lack of demand for professions that were in great demand not so long ago. In such a situation, anyone can become unemployed, regardless of gender, age, education, work experience, etc.

The main psychological problem that makes it difficult for these individuals to find employment is«jobless syndrome",which is expressed in the loss of psychological comfort and the clear manifestation of external signs of psychological distress.

In public«jobless syndrome»manifests itself in the hardening of behavior and communication, aggressive facial expressions and pantomime, an increase in neurotic reactions to external stimuli and, as a consequence, an increase in causeless conflict. External appearance reflects not only external data, not only character, temperament and other psychological features, but it also quite clearly outlines the social role of a person.

Therefore, one of the important aspects that increases a person’s competitiveness in the labor market is working on one’s own image.

Working hard may not get a promotion, because doing a good job is what the employee is paid for. Today, the individual is responsible for his or her career, not the organization. Knowing where and how to present yourself is as important as transforming yourself into a product that someone needs.

There are many paths to the top of a career. Some of them are built on image. The way a person presents themselves externally can confirm or deny what is expected of a highly qualified specialist.

***There are several reasons why image is an important component in finding a job and advancing your career:***

-Personal style influences those who make decisions about hiring and professional development;

-we believe what is shown to us;

-we are all busy people and rely on first impressions;

-we are expected to act as representatives of our profession or organization;

-there is no other way to distinguish the best among equals.

The first impression has a special meaning, so job seekers should attach importance to every detail. A job seeker will not have the opportunity to get the right to the first impression a second time. It is necessary to present yourself correctly from the very beginning, because it is very difficult to correct a bad first impression.

***Components of image***:

-facial expressions and pantomime (emotional reactions);

-condition (grooming: hair, skin, hands, etc.);

-physical data and body shape maintenance;

-individual style (ability to dress);

-refined manners (good breeding);

-etiquette norms (ability to behave in society);

-posture;

-the art of eye contact.

-tactile element:

-individual psychological space;

-handshake;

-physical contact.

-pair verbal factor (voice data);

In order to be competitive in the modern labor market, it is necessary to master new technologies of self-imaging.

HR professionals note the following key factors that create a favorable impression during an interview.

**For men:**

good suit;

accuracy;

fit and healthy appearance;

fashionable briefcase or briefcase.

**For women**:

elegant clothes;

good shape and healthy appearance;

attractive hairstyle;

subtle makeup.

A correctly formed professional image essentially becomes a symbol of the profession and really helps to achieve success, causing positive feelings in those around you (manager, colleagues, clients). It is believed that in order to be successful in performing your professional role, you must necessarily match this role externally, have a convincing image.

When forming one's image, it is not enough for a person to know what he should change in his appearance, when and what he should wear. An important point in the technology of self-imaging is the integrity of the perception of one's own image, the formation of adequate self-esteem, knowledge of the features of one's character based on its strengths.

Since movements, gestures and words largely determine how others perceive you, here are some rules that we can follow to influence the first impressions we make on others.

Your first ten words should be very important. The most effective means of quick rapport is an expression of gratitude («Thank you for taking the time to meet with me this morning, Mr. Ivanov.»)

Pay attention to others. Look into their eyes. Smile. You can express energy and determination. Or despondency and depression. Consider what you would enjoy more: meeting a woman who looks like she hasn’t slept all night, or a smiling woman with sparkling eyes. Your energetic behavior demonstrates your self-confidence. Be confident. And people will like it.

Pay attention to your gait. Add spring to your step. Enter energetically, lively. Most of us enjoy the company of energetic people.

Pay attention to your appearance. Your hair should be neatly combed, and your hairstyle should match your facial features. Jewelry should match the event and situation. The quality of jewelry and accessories is often perceived as a reflection of your essence. Shoes should always look like new.

Be careful with your speech. Incorrect speech reveals the shortcomings of your upbringing, characterizes your environment. While laughter can be the best medicine for many diseases, giggling can be a downright irritant. Some people giggle to fill pauses or smooth over awkward moments. Instead, it is better to pause.

The only justified form of touching each other during communication is a handshake. Until you have established a trusting relationship, patting, nudging or lightly touching can be perceived as intrusive. Do not hide your hands. Etiquette studies have shown that hands lying on the table are more attractive than those tucked into pockets. When your hands are hidden, it suggests that you are not saying everything or are planning some kind of mischief. If you are one of those who cannot talk without using your hands, then you are lucky. If you do not overdo it, then additional gestures will help you seem energetic, enthusiastic. But if you are still not inclined to gesticulate, then at least keep your hands in sight. Establish eye contact. Looking into the eyes, you achieve three goals: you will give the impression of a self-confident person, a person with a healthy ego; you will be perceived as a good listener; You will likely receive the same polite attention when you speak.

A smile sends a signal to others that they have been understood. A smiling person is self-confident, and this confidence is necessary for him to perceive others subtly and adequately, and this is a real path to self-affirmation, especially in the business sphere.