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mistakes in the application process may be holding them back from landing a new opportunity.

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With job prospects improving, workers are looking to greener pastures, but simple mistakes in the application process may be holding them back from landing a new opportunity.

A new national survey shows that job seekers, including those with years of experience, often make simple, but critical mistakes. These include not customizing resumes for each potential employer, not knowing basics about the company, and

failing to follow up. The survey was conducted online by Harris Poll on behalf of

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chances of securing a new job.”

Most Common Job Seeker Mistakes

Candidates need to take extra care when it comes to all aspects of the hiring process. According to Haefner, avoiding these simple mistakes will get you closer to that job you're pursuing;

- **54 percent of job seekers don't customize their resume for each employer** – Employers can spot all-purpose resumes from a mile away. Tailor your resume to match the job description by inserting key words used in the job posting that match your experience. Not only will this catch the eye of the hiring manager, but it can move your resume to the top of the pile if an automated tracking system is scanning resumes for potential candidates.
- **84 percent of job seekers don't find out the hiring manager's name and personalize the application** – Applying directly to the hiring managers increases your chances of getting noticed and shows you've gone that extra step and invested time in getting to know the company.
- **45 percent of job seekers don't include a cover letter with their resume** – Cover letters allow a candidate the opportunity to sell themselves beyond the typical listing of work experience and skills in a resume. Use a cover letter to introduce yourself and showcase your credentials in a relatable way.
- **37 percent of job seekers don't follow up with an employer after they applied** – Recruiters can sometimes be overwhelmed by candidate applications for certain open jobs. Circling back with a recruiter or hiring manager after submitting a cover letter and resume can help job seekers stand out among the competition.
- **57 percent of job seekers don't send thank-you notes after an interview** – This can be one of the most important steps in a candidate's pre-hire journey as it enables you to reiterate why you're the best fit for the job. Most recruiters and

hiring managers expect a thank-you note in some form or another (email or

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latest job opportunities from ideal employers, so you can continue to show interest in working for the company.

- **Social media can be an asset to job seekers, not a weakness** – Recruiters using social media to screen candidates have reached an all-time high, but job seekers can use it to their advantage, too. Find out who you know at a potential employer and ask for a referral, or learn about latest company news to make for a more engaging conversation in an interview.
- **Practice your conversation skills with as many people as possible prior to an interview** – Excellent written and verbal communication skills are quickly becoming the most sought after talents in job seekers across all industries. Look for ways to highlight these skills in your cover letter, resume and interviews.
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