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## The modern job market



Some 50+ jobseekers will be convinced they know how to go about getting a job. This can be a difficult issue to deal with. After all, most will have changed jobs a few times in the past, often with ease, and believe that all they need to do is to go down that successful route. You may have to wait while they discover that life is more difficult than it was. Giving them time, suggesting they try something different, and lots of perseverance are your main tools.

If they know what job(s) they want to go after, a good place to start is with an explanation of the job market.

If they don't know what they want to do, then that is where you should start. It is essential that they have a direction, even if they change it often. If they vaguely say they will do anything (provided that it is interesting, well paid, etc.) then they will probably end up sitting at home.

So start with an explanation of the job market. An easy way to explain this to customers is to

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### Resources

[A-D of self-marketing](#)[50+Works: A Guide for Older Jobseekers](#)[Older Workers Portfolio Pack](#)[Guide for the Older Workforce \(advice resources\)](#)[Case Study: Getting a Job at 50+](#)

### Useful links

[Help and advice when applying for a job](#)[Planning your job hunting](#)[Applying for jobs online](#)[Where to look for jobs](#)

say that when they get a job they will have done so by only one of four ways: Adverts, Bureaus, Contacts and Direct, as explained in this A to D of self-marketing.

### + A to D of self-marketing

There are only four ways, although some might include [self-employment](#) as a fifth option. However, the product being made, or the service being offered still has to be sold, and that gets us back to the **A, B, C** and **D**.

Of course this applies to anyone seeking a job, not just the 50+ person, so extend your explanation a bit. [Look at this diagram](#).

### + A & B are 'Jobs looking for people'

### + C & D are 'People looking for jobs'

Whether your 50+ customer is looking for an hourly paid job or a managerial position, it is probable that the pre-conceived picture of the ideal candidate in the mind of the recruiting manager will be of a younger person. However well your customers hide their age or present their skills, they may well lose out in a paper selection exercise and be told that: 'there are others who more closely fit our specification'.

For this reason, encourage your customers towards the proactive areas of Contacts and Direct approaches. If they can get meetings with people who have work they could do, then they have the opportunity to sell them the skills and experience they have.

So encourage them to devise an action plan that uses all four A to D methods. Where they are a good fit for the job and the recruiter is open-minded, they will be successful with Adverts and Bureaus. But if they are rejected again and again by recruiters, then concentrate on Contacts and Direct Approaches. These do work.

Helping the older worker is not about a totally different strategy to their approach to the job market, it is about a different emphasis that plays to the strength of the older worker: their breadth of experience.

Older jobseekers have found much of the content of 50+ Works useful. As a result, in 2014 TAEN produced a guide for them, drawing principally on the relevant content of this website. Where appropriate, you may wish to give them a copy of this [Guide](#).

#### Disclaimer

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