



Staying Motivated

Top Ten tips to keeping motivated whilst looking for a new opportunity...

If freelancing is right for you, you'll absolutely love it, but how will you know if the cap will fit?

Firstly, when it comes to searching for a new permanent marketing job, staying motivated and positive are key factors in job searching success! Here are some of Stopgap's top tips for staying positive and ensuring that you're fully prepared to find your dream marketing job!

1. Surround yourself with positive people - ideally those who have been in a similar place to you right now and have succeeded.

2. Focus on what you want from your new marketing job - avoid spending time, energy and emotion focusing on what is wrong in your current employment situation. Instead, focus on building a strong, vivid picture of the type of marketing work and permanent job you really want.

3. Don't get hung up on your age - there's a joke going around that you are only the 'right age' for three years out of your working life! This is completely false. Companies hire people depending on experience, potential and personality – and this is no different when it comes to permanent marketing jobs. Aim to demonstrate your positive attributes and you'll succeed - whatever the date on your birth certificate!

4. Ask five trusted friends and colleagues that you respect to tell you: a) what they most admire about you; b) what they consider to be your greatest strengths and c) what they value most about your relationship. You might be surprised with the answers that they give. (It's also good to reciprocate and tell them what you value about your relationship with them!)

5. Arrange your schedule to devote time to job hunting and preparing for interview – you're seeking an exciting and profitable new opportunity and it is those who get-up-and-go who will get it first. There is an equation that reads Luck = Preparedness meeting Opportunity. Ensure that you are fully prepared and always looking for opportunities.



6. Enthusiasm secures more marketing jobs than any other attribute - remember - it is relatively easy for a company to fill any hard skills gaps with a training course (or for you to do so yourself!) but enthusiasm cannot be 'given' to you. It comes from within. If you do not feel genuinely enthusiastic about a particular marketing job, think again. If you do, display it - it will be one of the most attractive things about you during the selection and interview process.

7. Take action towards your new marketing career every day - even if it is something small, like making one phone call, completing a task every day will maintain momentum and ensures that you are one step closer to success.

8. Keep yourself well - changing permanent marketing jobs can be stressful, so ensure that you are in great condition to meet any challenges that face you. That means plenty of sleep, drink lots of water (sorry, heavy drinking sessions are not recommended!) taking more exercise, enjoying good-tasting healthy food and feeling great about your increased energy levels.

9. Notice when things get you down and eliminate them - these can be small things that you would normally brush off, like the blown light bulb in the cupboard, or bigger things such as a friend who leaves you feeling flat and depressed after meeting. So limit the time you spend with that friend and eliminate five of the smaller items each week.

10. Clear the decks - be primed for an interview at a moment's notice. Work on your personal space: create the psychological feeling that you are ready for this new marketing job at any time (sometimes things can move very quickly indeed). Ensure that your clothes are in tip-top condition with all dry cleaning up-to-date and gain the confidence from knowing that you are ready to go!

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