

# How to land your dream job

What's your dream job? Everyone has one. Whether you want to work on a particular project, for a specific company, or you long to accomplish a defined goal, you probably have an idea in your mind of what your dream job would be. Instead of dreaming about that job, choose to pursue it and increase your chances of turning it into a reality.

 By [Donna Rachelson](#) 1 Mar 2013

To successfully target your dream job, you'll have to find ways of standing out from the crowd. This may mean doing things differently, which can feel uncomfortable. But, if you're smart and committed to getting that job, here are three slightly unusual approaches to help make it happen.

- 1. Sidestep HR.** Although all job opportunities are usually supposed to be routed through the HR department, you're sure to end up in a crowd of other candidates. Instead, research the company's website and find the best units or divisions where you might find work opportunities. Then, use LinkedIn to identify people within those departments who would have the power to hire you. Target these people.
- 2. Forget the CV.** Although it's common practice to send a CV, you don't want to end up in the pile of other resumes - you want to seem uncommon and special. Consider sending a short personalised letter instead. Begin with a valid business reason for contacting the person. For example, "I know that as the Chief Information Officer you're looking to optimise your sales and distribution models. I have been doing this for five years at Company X". Then briefly list your strengths and achievements, making sure they're relevant to the job you want, and highlight the value you can add. End with suggesting that you have a conversation in person. Alternatively, consider developing an [infographic CV](#).
- 3. Develop a strategy.** If you really want to work at this company, you need to be prepared to put in the effort. Target key individuals and find ways to meet and grow relationship with them. Make sure you identify their needs, and show them how you can help them with solutions, even if it means getting involved in a short-term project as a starting point. Show initiative and enthusiasm to bring value to the table. Your persistence and willingness will pay off.

## ABOUT DONNA RACHELSON

Donna Rachelson is the CEO and founder of Branding & Marketing YOU, a company that specialises in personal branding and marketing - and the author of the best-selling book of the same name. Donna can be contacted on [donna@brandingandmarketingyou.com](mailto:donna@brandingandmarketingyou.com) or visit [www.brandingandmarketingyou.com](http://www.brandingandmarketingyou.com).  
View my profile and articles...