

# WCTC encourages job seekers to find new angles

Internet, branding  
could be key to getting  
that next job

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WAUKESHA – It's no secret that it's tough to find a job right now.

But at Waukesha County Technical College, instructors are telling job seekers they might need to change their angle in order to get an edge in a job search.

"The market is just so oversaturated and there aren't enough jobs out there," said Julie Loeding, business and marketing instructor for WCTC. "A person is like a product – there is a lot of competition for attention."

WCTC held a workshop for job seekers to teach them how to rebrand themselves in the job market and how to use other mediums to find a job. By giving applicants a unique image, instructors said they can give people who attend an edge.

Loeding said branding yourself before going to an interview could give you an advantage because it gives employers an opportunity to glimpse at your personality and decide if you fit into their culture.

In a bad job market, Loeding said an open position that might have gotten 50 applicants in the past might get 400 now, and with the appropriate brand, you can help put odds in your favor.

"Say I have two job interviews and one is at Harley-Davidson and another is at a bank. I might want to dress a little more casually at the Harley-Davidson interview," she said. "They've built a motorcycle that when people think about it they think of freedom, individuality and American-made, and they look for people who are going to fit that culture. If you walk in with a three-piece suit on, they're not going to think you fit the culture, but the suit would work at the bank interview."

Steve Glenn, a representative of Spreenkler, is teaching job seekers to use Internet social networking sites such as Twitter, Facebook and LinkedIn to find employers. By using other Internet tools, such as blogging, he said they also can show off their technology savvy to the employers.

"At the beginning of the year, we really started to see a high interest in understanding social media," he said. "The college graduate job market is terrible ... and if you can demonstrate some of these extra skills that you have, it will help to set you apart."

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