

# Don't Apply for "A Job"

Don't apply for "a job." That's too general.

Apply for a specific opportunity to create a specific kind of value for a specific company.

If you apply for something, that's actually what you're doing anyway. So you might as well adopt a mindset that's congruent with the task.

Apply for jobs with the same practical wisdom you'd display when looking for a date.

Don't let yourself sound like a desperate person who's looking for anything under the sun. Make the company feel like you're uniquely interested in them.

You wouldn't go on a date and say "Oh, I'm just here because I have no friends and you were available. There was nothing about you that made me intrigued. I'm just trying to get to know ANYONE who's willing to listen."

You would say "When I met you the other day and you started talking about how you loved the Chicago Bulls and THEN you dropped that Eminem reference in the SAME sentence, I was like 'I GOTTA get to know this person right here.'"

Make your pitch personal.

People like it when you're interested in them in particular.

They like it less when you're just putting out a bunch of feelers.

The same is true for companies.

Don't be spammy. Be specific.