



Can't find a job? Try some horizontal job hunting.

No, I'm not talking about job hunting from your sofa. I'm talking about looking for work in a different occupation, a different field, or a different industry.

Normally, we look for new jobs in familiar places. We look for work up and down the ladder of our own industry. This is called vertical job hunting. Waiters, for example, look for new jobs in other restaurants. Teachers look for new jobs in other schools. Nurses look for new jobs in other hospitals.

In horizontal job hunting, we look outside our normal industry. We scan the horizon to see where else we might fit in. Waiters might look for jobs in customer service. Teachers might look for jobs in corporate training. Nurses might look for jobs as health inspectors.

So, how can you find a job outside your field? Here's a brainstorming guide I call the 7Cs. Try it and see where else you might fit in.

Clear. What are your clear and obvious strengths and who else could use them? A former soldier might capitalize on his or her training and look into becoming a fitness coach, adventure guide, shooting instructor, or an EMT.

Compare. What is your current occupation like or similar to? A long-haul truck driver might consider becoming a long-route bus driver.

Copy. Do you know someone with a job you'd like to have or copy? Jack watched Jill conduct how-to classes at a hardware store. She was showing homeowners how to install electrical outlets and wall switches. Jack thought, "I could copy her and offer classes at an electronics store on how to set up Wi-Fi and audio/visual networks for home owners."

Combine. What could you add or combine? A business writer might take

a comedy class, sharpen his sense of humor, and look for work as a stand-up comedian.

Chop. What could you cut, chop, delete, or change? A carpenter might give up her hammer, enroll in a certification program, and start a new career as a home inspector.

Corner. Is there a new angle, twist, or opposite approach? A bookkeeper might look for work with the opposition and become a tax examiner.

Create. Ask, "What if..." "What if I played up my (gift-of-gab) and took a job in (sales)?"

Curl up on your couch and give it some thought. If you need a little help, look up your occupation in the Department of Labor's *Occupational Outlook Handbook* at www.bls.gov/ooh/home.htm. Then, click on the Similar Occupations link and you'll find some more ideas that might work for you.