5. Research the organization.

So what exactly do you research when you’re told to “research an employer”? You’ll want to be as familiar as possible with the industry, the company, and the job you’re seeking. Become a member, or be knowledgeable about, the professional organizations related to the industry.

Here are some things to consider:

- What does the company “do”?
- What is their product or service?
- What is their reputation?
- Who are their competitors?
- Where are their offices?
- Do they have any subsidiaries?
- What issues are facing the industry in general?

Take Action!

Select an industry or career field which interests you. Identify 3 employers in your geographic location where you could interview for a job or complete an internship.