JOB SEARCH
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AN EFFECTIVE JOB SEARCH CAMPAIGN

A job search campaign includes the following:

- Assessing - your career goals, skills and abilities
- Networking - to find information and the hidden job markets
- Researching - employers who are seeking potential employees
- Writing - résumés, cover letters, follow-up and thank you correspondence
- Interviewing - informational interviewing, behavioral interviewing, job related interviews
- Negotiating - the entire package of compensation which includes salary, benefits, annual leave
- Accepting/declining the offer

Job Search methods includes the following:

- Networking - finding a position through someone you know
- Job postings within organizations or agencies
- Employment agencies, public or private
- Classified ads in newspapers or magazines
- Job postings on company Web sites
- Job postings on career related internet sites
- Direct contact with companies by employment application

Using a combination of job search methods is essential for a successful job search campaign. Develop a strategy that works best for the occupations you are seeking. To find what the best methods are for you, you should consult with people in the field of interest or with a career counselor in your school or community. How did other graduates or clients in the same or similar field find their job? Was it through networking, a head hunter, advertisement in newspaper or on a web site, job postings with a government agency or at a job fair hosted in your area or at your school or college? It was probably more than one of the methods listed. One size does NOT fit all so develop a job search campaign that targets your specific career goals.

The Department of Labor (DOL) reported people presently employed used the following strategies to find their current employment:

- 48% through friends or relatives (i.e. networking)
- 24% through direct contact with employers*
- 13% used a combination of the networking and
- 6% school placement offices or career centers
- 5% through the classified ads in publications
- 4% private employment agencies

*direct contact with employers means applying directly with the company’s personnel office when information had been received that the particular company was hiring. It does not reflect sending resume to companies unsolicited or without previous contact with them.
JOB MARKET RESEARCH

Once you have decided what you want to do, you must find out what organizations or companies are hiring in your chosen field and decide where you want to work. Assessing the job market to find out where job opportunities exist is an integral part of the job search process. Below are a list of commonly asked questions about the job market and a list of resources where the answers can be found.

- What companies are hiring?
- What is the average salary for someone with similar skills and background in the field?
- What are the growth industries in the geographic area of choice?
- Which industries most need people with the client's/student's skills and experience?
- What are the major companies and the fastest growing companies in the area?

Resources:

Networking - Tell every one you know you are looking for a job. Ask about openings where your friends and relatives work (see section on networking).

Classified Ads – By reviewing the classifieds, you can determine which companies are hiring, salary ranges, and the types of jobs that are in highest demand.

Local Newspaper - Read the business section on a regular basis for articles describing expansions, new product announcements, and companies moving into the area.

Chamber of Commerce - The local Chamber of Commerce publishes lists of the area's major companies, their addresses, and telephone numbers, number of employees and products or services.

Employment/Temporary Agencies - Working as a "temp" will get you into different companies to see what they are like. Often people are offered permanent positions after a brief (or even lengthy) temporary assignment. In addition to for-profit employment agencies, the Employment Security Commission has a job service with online listings of job openings.

Job Hotlines and Electronic Bulletin Boards - Many companies and government agencies have job hotlines. The number of online listings is increasing daily, (see the section on Job Hunting on the Internet, for more detailed information).

Professional and Trade Associations - The yellow pages and professional directories list names and numbers of professional associations. Many hold regular meetings, list employment openings, and serve as excellent networking sources.

Business Publications and Directories - These resources can tell you a great deal about companies, industries, and the job market. You can find many of these resources in your local library, generally in the reference or business section. A librarian can provide you with assistance.

Local Phone Book - Check for listings of companies in your field, or any relaxed organizations offering a product or service to those companies.

Private Employers - Contact employers directly to market your job talents. Talk to the person who would supervise you even if there are no jobs currently open (see section on networking).

Apprenticeship Programs - Ask for information about job opportunities. Contact the state apprenticeship division directly.

Government Sponsored Training Programs - Gain direct placement or short-term training and placement if you qualify. Check the yellow pages under Job Training Programs or Government Services.

Community Colleges and Trade Schools - Placement counselors have information about the demand for certain occupations and local job postings.

Visit Your Local Public Libraries - Check for directories of company listings and job announcements.

Take a Drive - Whether you are relocating or remaining in the same geographic area, simply taking a short drive through nearby industrial parks, shopping centers and office complexes may yield useful information. Take note of company names and contact suitable companies at a later date.
## Frequently Asked Questions When Researching the Job Market

<table>
<thead>
<tr>
<th>Questions</th>
<th>Sources to Use to Find Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>What companies are nearby?</td>
<td>State Industrial Directories; Regional Economic Development Agencies, Chamber of Commerce</td>
</tr>
<tr>
<td>What are high growth industries in your area?</td>
<td>Local newspapers; Chamber of Commerce</td>
</tr>
<tr>
<td>What are the salary levels for particular jobs or industries?</td>
<td>Newspaper classified ads; <em>American Almanac of Jobs and Salaries</em>; <a href="http://www.salary.com">www.salary.com</a></td>
</tr>
<tr>
<td>What industries use specific types of workers?</td>
<td><em>Encyclopedia of Associations; Directory of US Labor Organizations</em></td>
</tr>
<tr>
<td>How do I find out how a company is doing and its future plans?</td>
<td>Company’s annual report; Business pages of local newspapers; Business periodicals and journals; <em>Wall Street Journal</em></td>
</tr>
<tr>
<td>How can I find the names of suitable employment agencies?</td>
<td>Ask for referrals; ask other job seekers; ask human resource professionals in area for agencies they use</td>
</tr>
<tr>
<td>How do I find out about state government opportunities?</td>
<td>Ask your local Job Service Office of ESC; Look up state government Internet site: <a href="http://www.osp.state.nc.us/jobs">http://www.osp.state.nc.us/jobs</a></td>
</tr>
<tr>
<td>How do I find out about federal government employment opportunities?</td>
<td>Contact the US Office of Personnel Management closest to you or by Internet site: <a href="http://www.usajobs.opm.gov">http://www.usajobs.opm.gov</a></td>
</tr>
<tr>
<td>How do I find out if a particular company is a good employer?</td>
<td><em>The One Hundred Best Companies to Work for in America</em>, by Robert Levering</td>
</tr>
<tr>
<td>If I am considering retraining for a new career, whom do I contact for information on training programs, college courses and financial assistance?</td>
<td>Contact a community college, public or private college or university in your area; Contact the Financial Aid office for financial assistance information.</td>
</tr>
<tr>
<td>What careers need a license and how do I get it?</td>
<td><em>Encyclopedia of Associations; Directory of Occupational Licensing in the US</em></td>
</tr>
</tbody>
</table>
NETWORKING

Networking is asking for time, information, advice and referrals - not employment. It is the most effective job search method, but it will require time, effort and organizational skills to obtain the maximum benefit.

Networking objectives:

- Let people know you are seeking employment
- Discover the hidden job market – those jobs that are not advertised
- Increase your knowledge of the industry, companies and/or occupation
- Increase your knowledge about a new or related career field

Networking strategy:

1. Identify your network. Use the networking map on the following page to list as many people as you can. Don’t forget neighbors, former employers, co-workers, classmates, former teachers, or church members.
2. Select the most promising contacts. These are people who know others in a field of interest to you.
3. Prepare your script. State that you are seeking information and that you are not asking him or her for employment. Remember you are requesting time, information, advice and/or referrals (see a sample script in this section to help you prepare.) A face – to – face interview is always the best. If this is not possible a telephone or e-mail interview is also effective. When doing e-mail networking, be sure to ask only a few questions at a time. You may also request an appointment via e-mail. In person, by phone or by e-mail ask your contacts for:
   - Information about companies that employ people with your skills
   - Leads to any openings they know about in the industry
   - Other people to contact
4. Follow-up. Keep accurate records of all your contacts and referrals. Always send a thank you note to acknowledge them for their time and information. Keep in touch with them periodically to inform them of your progress.
5. Expand your network. Continue to generate a list of people you can contact. Use meetings, conferences, and social gatherings to add people to our network. Remember you can contact people you do not know or have a referral by collecting names from the newspaper, professional journals, company web pages and brochures. Let them know how you found their name and continue the informational interview.

Benefits obtained from your networking contacts:

They can…

- introduce you to others in their network;
- refer you to others for further information;
- make suggestions of other places that may be of interest to you;
- give you feedback on your job search strategy, resume and correspondence;
- help you stay motivated by their encouragement and support
NETWORKING MAP ACTIVITY

Directions: Fill in the circles with names of friends, acquaintances and past employers in appropriate places. Start in the center with "Me".
TELEPHONE SCRIPT FOR NETWORKING CONTACT ACTIVITY

Directions: Prepare a script for a networking call using the steps below.

It is very important to prepare for each telephone networking call. Prepare a script and practice it a few times prior to your actual phone call. This will ease your anxiety and increase your comfort level in talking to a variety of people.

STEP 1: Make the phone call. Stand up your voice will carry stronger. Let the person know immediately who referred you to him/her. Use positive statements, such as "I hope this is a good time", Not "is this a bad time, are you too busy".

STEP 2: Prepare a one-minute commercial about yourself. It should contain the following highlights:

- Your name who you are
- Your career goal occupational area you are interested in pursuing
- Your current situation seeking employment, recent graduate in (state the program or certification)
- Your strengths, qualifications, and special skills. I am very good with details, customer service, etc.

Example: Mr. Turner, my name is __________________, Jim Johnson with Federal Bank & Trust suggested that I call you. I hope I am reaching you at a good time. I have recently finished training and updating my skills through the community college programs in data entry, accounting software, and various other computer programs. I am looking for a full-time job and could use some advice in my job search.

STEP 3. Ask for an appointment. More will be gained if you can get a face-to-face networking interview.

Example: May I have about 20 minutes of your time later this week at your convenience? I would really appreciate it.

STEP 4. At the interview be sure you have prepared questions for the person. Be able to state your skills and abilities and ask for names of people or companies that could use a person like you. Ask if he/she knows of any new industry, or an existing industry that is expanding and needing additional workers. Show the person your resume and ask his/her advice on the resume.

STEP 5. Thank the person at the end of the interview and also send a written thank you note. Keep the person informed about any new possibilities and prospects in your job search.

Contacting a person without a referral from someone else may go something like this:

Hello, Mr. Rudolph, my name is Ed Smith. I noticed your promotion to regional manager for technical services mentioned in last week’s paper, congratulations. I thought you would be an excellent person to give me some advice. I just recently graduated with an Associated Degree in Electronic Engineering and I’m in the process of doing some research regarding the type of work I’d like to do. Would it be possible to have 15 minutes of your time so that I could ask you a few questions?
These interviews are similar to those discussed in the section on Career Information Interviews. They can be arranged at your contact’s place of work, during lunch, morning coffee or after work. If your contact seems hesitant to meet face to face, ask if they could spend a few minutes of time talking with you on the phone.

PEOPLE SKILLS NECESSARY FOR NETWORKING

Assertiveness – Take responsibility for getting what you want and not apologizing for asking for help. Remember, networking is a two way street of people sharing what they have to meet mutual goals.

Excellent Listening Skills – Most of your networking will require listening for information and answers to questions. Good listeners have good connections.

Asking Good Questions – Good questions indicate good listening skills. They give people a clear understanding of what you want from them and demonstrate good thinking skills.

Presenting Yourself Attractively – Communicate self-confidence.
**QUESTIONS FOR INFORMATION INTERVIEWS AND NETWORKING APPOINTMENTS**

Always go to an information interview with prepared questions. This will demonstrate your organization skills and proper business etiquette. Below is a sample list questions to ask. Also add questions you have that pertain to your particular situation or research needs.

<table>
<thead>
<tr>
<th>Category</th>
<th>Questions</th>
</tr>
</thead>
</table>
| Personal Background     | Tell me how you got started in this field?  
How long have you held this kind of job?  
How long have you worked for this organization? |
| Nature of Work          | What are your major responsibilities?  
What are the rewards of your position?  
What are the most frequently recurring problems or challenges? |
| Working Conditions      | What hours do individuals in this job usually work?  
Does this job allow for flexible work hours/work days?  
Does this job require primarily independent activities or team – work?  
Who evaluates your performance? How is it done? |
| Preparation Required    | What kind of academic background is required?  
Can experience be substituted for formal education credentials?  
What skills are utilized the most?  
Are there any specific courses of training that are particularly valuable?  
What kind of on-the-job training is provided? |
| Salary and Benefits     | What is a typical entry level in this field?  
What potential earning can someone in this field of work anticipate?  
What are benefits are derived from this occupation? |
| Entry in the Field      | What is the current job market outlook for this job?  
Do you anticipate any change for the better or worse during the next few years?  
How does one get his/her first job?  
How are these jobs advertised and candidates selected?  
Would previous experience as an intern or volunteer make a candidate more marketable?  
What kinds of skills should a job seeker highlight in resumes, cover letters and interviews?  
What kinds of organizations have positions like yours to fill? |
| Opportunity for Advancement | What is a typical career path for individuals in your position?  
To what position in your organization could you realistically aspire?  
Are there lateral moves that can be made within your organization? |

*Remember to ask for additional names of people to contact in this field or related fields and be sure to write and send a thank you note soon after your meeting.*
ANSWERING HELP WANTED ADS

In responding to ads, consider the following:

- newspapers
- professional or trade publications
- school/university job listings
- community bulletin boards
- government publications
- business papers in your area

Choose the right ad. Even if you are missing one qualification in an ad that interests you, apply anyway. You may possess the most critical qualification. Chose a close match; it is a waste of time and money to apply for jobs you are not qualified for.

Follow up. Whenever possible, follow up with a phone call within a week. This follow up reminds the interviewer who you are and shows your interest in the job.

THE DIRECT APPROACH

The direct approach method is not to be confused with mass mailings. Instead you will be contacting targeted companies that need someone with your qualifications.

1. **Make a list of targeted companies.** You will generate this list based on your job market research, companies you know about, and/or companies you have learned about through your network. Your targeted list should have 10 - 15 company names at all times.

2. **Send a cover letter to the company.** Address the letter to the department where your job target is located. Try to obtain the name of the person who makes hiring decisions.

You may be told there are no current openings. All is not lost; an opening may develop in the future. Keep in touch periodically. You should also ask if they know of any other companies that may be in need of your qualifications.
READING THE CLASSIFIED (WANT) ADS IN A NEWSPAPER ACTIVITY

Directions: Match the following abbreviations with the correct word it represents.

<table>
<thead>
<tr>
<th>ABBREVIATION</th>
<th>WORD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. appt.</td>
<td>a. words per minute</td>
</tr>
<tr>
<td>2. w/</td>
<td>b. temporary</td>
</tr>
<tr>
<td>3. p/t or PT</td>
<td>c. required</td>
</tr>
<tr>
<td>4. avail</td>
<td>d. preferred</td>
</tr>
<tr>
<td>5. nego</td>
<td>e. part-time</td>
</tr>
<tr>
<td>6. temp</td>
<td>f. negotiable</td>
</tr>
<tr>
<td>7. med</td>
<td>g. manufacturing</td>
</tr>
<tr>
<td>8. ben or bene</td>
<td>h. high school graduate</td>
</tr>
<tr>
<td>9. wpm</td>
<td>i. experience</td>
</tr>
<tr>
<td>10. hs grad</td>
<td>j. Equal Opportunity Employer</td>
</tr>
<tr>
<td>11. ass't</td>
<td>k. benefits</td>
</tr>
<tr>
<td>12. sal</td>
<td>l. assistant</td>
</tr>
<tr>
<td>13. req</td>
<td>m. appointment</td>
</tr>
<tr>
<td>14. pref</td>
<td>n. company</td>
</tr>
<tr>
<td>15. EOE</td>
<td>o. excellent</td>
</tr>
<tr>
<td>16. co</td>
<td>p. hours</td>
</tr>
<tr>
<td>17. exp</td>
<td>q. medical</td>
</tr>
<tr>
<td>18. hrs.</td>
<td>r. morning/afternoon/evening</td>
</tr>
<tr>
<td>19. mfg</td>
<td>s. office</td>
</tr>
<tr>
<td>20. exc</td>
<td>t. position</td>
</tr>
<tr>
<td>21. pos</td>
<td>u. available</td>
</tr>
<tr>
<td>22. morn/aft/eve</td>
<td>v. salary</td>
</tr>
<tr>
<td>23. ofc</td>
<td>w. with</td>
</tr>
<tr>
<td>24. ref</td>
<td>x. references</td>
</tr>
</tbody>
</table>

READING CLASSIFIED ADS

Read classified ads carefully and focus on the jobs that you want, and are qualified for. Below are two classified ads. Read the ads and then answer the questions.

1. Word Processor (5). Immediate work. Needed 6 weeks for project near downtown area, 45 wpm, Exc. hourly wages. Call Don 372-0010

2. Receptionist for local law firm, Pleasant bright person. Must enjoy public contact. Excellent telephone and typing skills and good eye for detail. Exp. preferred. Call 275-0400

1. Which ad is looking for more than one person? ________________
2. If you were looking for a long term position, which job would you not apply for? ________________
3. Which job requires experience? ________________
4. Which job specifies typing requirement? ________________
5. Which job is more suited for an outgoing extroverted type of person? ________________
SAMPLE EMPLOYMENT APPLICATION ACTIVITY

**Directions:** Read the application tips in *Career Choices in NC*. Fill out the application below according to the tips given in the article.

### APPLICATION FOR EMPLOYMENT

<table>
<thead>
<tr>
<th>Name:</th>
<th>Social Security Number _____ - _____ - _____</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Phone Number: ( )</td>
</tr>
</tbody>
</table>

(Referred By:)

### Employment Desired

<table>
<thead>
<tr>
<th>Position</th>
<th>Date You Can Start</th>
<th>Salary Desired</th>
</tr>
</thead>
</table>

### Education

<table>
<thead>
<tr>
<th>School</th>
<th>Name and Location of School</th>
<th>Circle Years Completed</th>
<th>Did You Graduate?</th>
<th>Degree (s) Major/Subject</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School</td>
<td></td>
<td>1 2 3 4</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College or Business School</td>
<td></td>
<td>1 2 3 4</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Special skills or courses taken:

### Previous Employers (starting with the most recent employment)

<table>
<thead>
<tr>
<th>Current or Last Employer:</th>
<th>Supervisor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Phone No. ( )</td>
</tr>
<tr>
<td>From (Month, Year)</td>
<td>To (Month, Year)</td>
</tr>
<tr>
<td>Job Duties:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employer:</th>
<th>Supervisor</th>
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<td>To (Month, Year)</td>
</tr>
<tr>
<td>Job Duties:</td>
<td></td>
</tr>
</tbody>
</table>

### References

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone No.</th>
<th>Years Known</th>
</tr>
</thead>
</table>

The states above are true to the best of my knowledge. I understand false information on this form could be cause for dismissal.

Date _________________________________ Signature ___________________________________________________________________
COMPANY/EMPLOYER RESEARCH ACTIVITY


Before you interview with someone be sure you have researched the organization thoroughly. Most companies have a Web site where you can find information. You can also call the company and ask them for their web site address. It is often listed in business journals, the yellow pages, and on company brochures. If you do not have access to the Internet, You can research employers at the college or university career centers, public libraries and by asking your network of contacts.

Directions: Record below information about a company or business you are interested in. Add additional questions that are specific to your job search. You may need to collect this information from several sources.

1. Company name:
2. What does the firm do?
3. How did the organization get started, where and when?
4. How many employees does the company have?
5. What are its products and services?
6. What types of occupations are employed?
7. What are their hiring practices? How do they find their employees?
8. Do they hire entry-level positions (or the position level which best suits you) from a specific source?
9. What are some of the industry trends that effect this organization?
10. What are some of the organizations greatest challenges?
INTERNET JOB SEARCHING

The Internet is becoming the most widely used communication tool in business, government, profit and non-profit organizations. If you do not have a computer or access to the Internet, visit your local public library or Job Link Center. Most libraries and Job Link Centers have computers and Internet access for job seekers.

The Internet can assist the job seeker in the following ways:
- Researching companies and organizations through their web sites;
- E-mailing colleagues and friends and communicating your job search needs to them;
- Applying online directly to organizations you are interested in and through job search sites, staffing company’s sites and classified ads from newspapers, trade journals and associations;
- Networking via e-mail to conduct in person informational interviews.

The Internet job search cannot be the sole job search strategy. After posting résumés on various job search boards, applying online to targeting companies, many job searchers will admit that responses from these methods are very low and is often discouraging. Consider the following techniques that may increase your chances of getting a response:

- After posting your résumé directly to a company’s human resources web site, use your network and find a name of a person in that organization that is willing to check the status of the position and find out if you are being considered for the position;
- If you are sending a résumé and cover letter directly to someone by e-mail, put the cover letter in the body of the e-mail and attach the résumé. Be sure your cover letter and résumé is free of errors by composing it in a document and spell check and re-check for errors, then cut and paste it to the e-mail;
- E-mail your résumé and cover letter to yourself to check the format and the appearance before you send it to a potential employer;
- Use keywords of your profession to get your résumé noticed.

Use the Internet as a research tool and an efficient contact method of networking. However, be sure to continue making telephone contacts, networking meetings and informational interviewing. Remember jobs posted on the Internet are “open jobs.” 100% of job searchers are seeing the same job opportunities you are. If 80% of jobs are never advertised, remember that means they are not posted or advertised on the Internet. Find out from your personal contacts, how their company uses the Internet to find potential candidates, what job search engines and electronic method(s) they prefer.

Below are some popular Web sites for finding job search information. For a more extensive list of job search Web sites, refer to Appendix 1: Career & Job Information Sources on the Internet.
JOB SEARCH CLEARINGHOUSES:

The Riley Guide (www.rileyguide.com)
Directory of employment and career information sources and services on the Internet.

Job Hunters Bible (www.jobhuntersbible.com)
Career and job information clearinghouse developed by Richard Bolles, author of “What Color Is Your Parachute”.

JOB SEARCH SITES:

NC Job Bank (www.ncesc.com)
Job listings for jobs throughout North Carolina and the NC State Job Application is here for downloading to your computer.

NC Office of State Personnel (www.osp.state.nc.us)
Job listings for jobs in state government by location or by agency.

America’s Job and Talent Bank (www.ajb.org)
Job listings, resume postings and a computerized network that includes state Employment Service offices job listings.

Career Builder (www.careerbuilder.com)
Job listings from major newspapers including: The Boston Globe, Chicago Tribune, Los Angeles Times, Washington Post and many more.

Career Magazine (www.careermag.com)
Job listings, employer profiles, news articles, and discussion groups.

Career Resource Center (www.careers.org)
Job information with more than 1,300 career related web sites.

Monster Board (www.monster.com)
Job listings of over 48,000 jobs in all fields, accepts resume and applications.
RÉSUMÉS

A résumé is one of the most important tools in your job search. Its purpose is to persuade the employer to learn more about you and call you for an interview. Your résumé (and cover letter) is the first impression you will make on an employer. Make it a good one!

A GOOD RÉSUMÉ PRESENTS:

• who you are
• what kind of position you want
• SKILLS you have and accomplishments you have made
• listing of education and training
• listing of previous work experience

GENERAL DO'S AND DON'TS

**DO**

- Be concise, accurate, and positive
- List your most recent job first
- Stress skills & accomplishments
- Research & use keywords related to the job
- Make résumé attractive to read
- Have someone proofread before mailing

**DON'T**

- Lie or exaggerate
- Include salary history
- Use pronouns, abbreviations
- Overdo use of bold & italics
- Use small type or overcrowd margins
- Include references

References are usually left off résumés unless you are otherwise instructed to include them.

Have references available on a separate sheet of paper for the interview at least three people, not relatives, that have recognized your skills, accomplishments or personal qualities.

"References furnished upon request" is no longer necessary on the bottom of résumés. It may be eliminated especially if space is needed for pertinent information.

There are different résumé formats. Not one résumé format or style is appropriate for all job seekers. Select the style and format, which best markets and sells your skills and qualifications to the most employers.

Include your e mail address on résumé, if you check your e mail regularly.

Always include a cover letter with your résumé.
DEVELOPING A CAREER OBJECTIVE

"A résumé without an objective is like a book without a title," states Jay L. Stahl, managing director of Right Associates in Raleigh, NC.

By trying to keep many career options open and not using an objective, clients/students may give the message to employers that they are not focused, do not have any goals and diminish the possibility of being called for an interview.

Seniors attending job fairs or looking for full-time employment need to design a résumé, including a career objective that is flexible, while giving a statement of the strengths he/she has to offer. This can be done as follows:

A CAREER OBJECTIVE HAS THREE KEY PARTS:

1. Level of position for which one is applying.
   For high school students this primarily will be "entry level positions".
   Example: CAREER OBJECTIVE: Obtain an entry-level position...

2. Type of business, industry or career area sought.
   Keep this generic, such as manufacturing, construction, and health or human services, sales, etc.
   Example: CAREER OBJECTIVE: Obtain an entry-level position in the hospitality industry....

3. State the major strengths you have to offer this employer.

Be sure there are examples of these strengths in the résumé either as a volunteer, club activity, or work experience. The career objective is the first part of the resume the interviewer will see. It can start the interview process with a focus.

EXAMPLES OF CAREER OBJECTIVES FOR STUDENTS:

- Obtain an entry-level position in a business or industry using my strengths in clerical procedures and customer contacts.

- Obtain an entry-level position in an industrial or manufacturing environment using my strengths in mechanical abilities and warehouse duties.

- Obtain an entry-level position in a health or human services facility using my strengths with individual care and personal attention to needs of others.
SUMMARY STATEMENTS

One way of getting an employer’s attention when reviewing your résumé is to include a summary statement. Summary statements follow the career objective and can be used with any résumé format. It is an overview of what you have to offer. Like the objective it is optional, but strongly recommended. Summary statements contain the following.

- Years of experience (could include education/training experience)
- Type of environment worked in
- Area of specialty (education or training can be substituted for lack of experience)
- Brief description of your most relevant business characteristic (self-management skills)

Here are some sample summary statements:

- Two years experience in clerical support and data entry, with customer service division of a midsize employer.
- Dependable and conscientious with the ability to get the job done with minimal supervision.
- Committed to cooperative teamwork.
- Experience working with the public.

A different format would be to simply list your qualifications:

- Enjoy detailed work and exhibit initiative, creativity and resourcefulness.
- Able to utilize organizational and problem solving skills.
- Reliable, efficient and capable of completing a variety of tasks.
- Good team-player, work well with all kinds of people.

Note: Be sure to back up your statements with facts about your job responsibilities and accomplishments in the body of your résumé.
CHRONOLOGICAL RÉSUMÉ

The chronological résumé emphasizes work experience. It is the preferred style of résumés by employer because it enables them to quickly match your previous work experience to their immediate needs. Recent graduates can use it to show their part time, co-op, and summer employment as relevant work experience.

Writing a Chronological Resume:

- Use a career objective to market your strengths and skills without limiting your options. See the preceding pages for more information on career objectives.
- Use a summary statement, three to four statements about who you are, your experience and credentials.
- Start with your most recent position and work backward. Give the name of the company, city, state; job title, major duties and accomplishments.
- Keep your job objective in mind and emphasize the duties and accomplishments that publicizes your strengths and for which the employer is looking.
- Use action verbs to start each phrase or sentence.
- Use bulleted lists for easier reading.
- If you have completed a relevant course or received a diploma/degree in the last five years, it should go at the top of the résumé; otherwise education should be listed at the bottom. Keep the length of your resume to one page, two at the maximum. If you use a second page, be sure to type your name on the top of page 2.

CHRONOLOGICAL FORMAT

NAME: State full name, type in bold and use a large type
E MAIL ADDRESS
STREET ADDRESS
CITY, STATE, ZIP CODE
(AREA CODE) TELEPHONE NUMBER

OBJECTIVE: indicate the position or general type of job you are seeking.
SUMMARY STATEMENT: (optional)
EDUCATION: if you are a recent graduate, place your education here, list your diploma, degree, certificate, name of school and location, relevant courses (may be a separate section). GPA may be appropriate.
WORK EXPERIENCE: list each job separately starting with your present job or most recent job first, state your position, major responsibilities, duties and accomplishments.
SKILLS: list relevant skills. Skills include the machines you can operate, computer hardware, software in which you are competent. Examples: operate a cash register, copier, fax machines, IBM computer, Macintosh computer, Word Perfect.
ACTIVITIES: extracurricular activities, community activities are all appropriate if space permits and if relevant to your job objective.
CHRONOLOGICAL RÉSUMÉ SAMPLE

ANITA CARTER
anitac@dotmail.com
5820 Harrison Ave.
Yourtown, North Carolina 21011
(919) 230 5555

OBJECTIVE
Hotel or restaurant management trainee

SUMMARY STATEMENT: Two years experience in all aspects of the restaurant business. Proven customer service and organizational skills. Dependable, conscientious and able to handle a variety of tasks simultaneously.

WORK EXPERIENCE

Restaurant Hostess

Perry's Restaurant, Smalltown, NC 2002 - present

- Greeted customer quickly and assigned them to appropriate section.
- Handled customers’ questions, complaints and inquiries to assure customers satisfaction.
- Assisted wait staff with necessary duties to increase table accessibility and turnover
- Handled cashier's duties of processing charges, direct billings and cash sales.
- Reconciled cash register at closing of restaurant.
- Audited supply report and customer's record for accuracy.

Wait staff 2000 - 2002

- Greeted assigned customers with enthusiasm and communicated daily specials, house requests to over 75 individuals daily.
- Handled banquet room including set up of food and beverage tables. Waited on customers as detailed in instructions and provided hospitality as requested.
- Performed kitchen duties including assisted with specialty chefs, dishwasher and bus crew as needed.

Regional Grocery Store, Anothertown, NC 1998 - 2000

Cashier

- Checked and processed grocery orders.
- Reconciled cash drawer daily.

EDUCATION

Taylor Community College, Taylor, NC 1995 - 1998
Continuing Education Courses: Hospitality, Business Management, Supervision
FUNCTIONAL RÉSUMÉ

The functional résumé organizes your experience by areas of skills, avoiding a strict reliance on chronology. Functional titles or skill clusters are used or organize your skills from various places of employment, volunteer or educational experiences. The functional résumé is an excellent tool for career changers, job seekers re-entering the job market after a period of unemployment and for students finishing a degree or program area, which qualifies them for work differing from their previous employment.

Writing a Functional Résumé:

- Determine the functional titles that best describe your skill area and are most closely related to your job target.
- Include a summary statement.
- Within each functional area stress your accomplishments, results or abilities.
- Include all relevant accomplishments without identifying the place of employment or voluntary situation in which it took place.
- List your education, relevant courses or degree at the top of the résumé if it was completed within the last five years.
- List work experience at the bottom, giving dates, company name and title.
- Keep length of résumé to one page, two maximum. If using a second page, type your name only on upper corner of second page.

FUNCTIONAL FORMAT

NAME: type full name in large type
E MAIL ADDRESS
STREET ADDRESS
CITY, STATE, ZIP CODE
(AREA CODE) TELEPHONE NUMBER

OBJECTIVE: although optional, either career highlights or objective gives reader the messages of your career goals and your focus.

SUMMARY STATEMENT: (optional)

EDUCATION: if you are a recent graduate, place your education here, list your diploma, degree, certificate, name of school and location, relevant courses and GPA (optional).

FUNCTIONAL TITLE (S): Select two or three skill areas in which you are interested.
Examples: Customer Service, Sales & Marketing, Office Technology, Graphics & Design, Medical Services, Food Service, Hospitality, Horticulture, etc. List them in order of your interest and skill level. State accomplishments or qualifications you have under each title.

WORK EXPERIENCE:
  date  job title company name, city, state
  date  job title company name, city, state
  date  job title company name, city, state
FUNCTIONAL RÉSUMÉ SAMPLE

DOUGLAS R. JONES
425 Murphy Road
Goldstown, North Carolina 23211
(706) 234 5555

OBJECTIVE
Position in a business office utilizing my strengths in customer service, computer knowledge and accounting.

EDUCATION
Williams High School, Williamston, NC
Diploma, 1995
Continuing education courses through area technical centers in: Visual Basic, Windows, Word, Excel and Access

CUSTOMER SERVICE
• Handled retail and food service customers for four years with speed and accuracy
• Awarded employee of the month for outstanding service and excellent attendance

OFFICE TECHNOLOGY
• Demonstrated skills and competency in clerical procedures through work and training including:
  Typing  Billing  Record keeping
  Filing  Fax  Shipping materials
• Handled variety of office duties including receptionist, data entry, multi telephone lines

ACCOUNTING
• Ordered, stocked and distributed office supplies for entire company
• Assisted controller in general ledger, payroll, accounts receivable/payable
• Distributed accounting reports to all department managers on time

EMPLOYMENT HISTORY
1999 - 2002  Counter sales  R & B retailers
1998 - 1999  Office assistant  Goodsons Rental Properties
1995 - 1998  Cashier, wait staff  Crossroads Restaurant & Grill
COMBINATION RÉSUMÉ SAMPLE

WILLIAM SMITH
1710 Miller Road
Langton, MI 48880
(615) 555-6789

CAREER OBJECTIVE
Electronics Technician

EDUCATION

SKILLS AND ACCOMPLISHMENTS
ANALYZED AND REPAIRED circuit boards and electrical machines in 200 hours of laboratory time. Hands on experience required the application of classroom theory.

DESIGNED AND CONSTRUCTED complete working model of conveyor supply line. System worked with 100 percent accuracy. Received one of the highest grades given for this project

OPERATED TEST EQUIPMENT set up and used oscilloscopes, multimeters, ohmmeters, volunteers, and automatic testing machines.

TECHNICAL REPORT WRITING skills developed in class on co-op experience. Able to express complex subject matter in understandable terms.

MATH AND ANALYTICAL skills learned through analytic geometry and calculus.

EXPERIENCE
ELECTRONICS TECHNICIAN, ABC Electronics, Langton, Michigan (1997 - 2000). Employed through student cooperative education program for three terms. Received grade of A from employer each term.


OTHER
Excellent set of working hand tools. Good hand eye coordination; able to manipulate small objects effectively.

REFERENCES
Available upon request

*adapted from Accept the Challenge: Job Search Guide. Lansing, MI: Employment Placement Services, Lansing Community College, 1985, p. 25. Used with permission.
ELECTRONIC RÉSUMÉ

The electronic résumé will be read (scanned) by a computer and placed in a database. The format may be chronological or functional. It must contain keywords and a keyword summary. Keywords are nouns that state your job title, duties and accomplishments. The keyword summary should contain the targeted job title and alternative labels, as well as previous job titles, skills, software programs, and language known to the particular industry, profession or occupation. It is important to note the resume will be read by a computer first, and a human second. If it does not contain the "keywords" the employer has requested the computer to search, a hiring professional will not see it. See the following pages for sample keywords.

Writing an Electronic Résumé:

• Choose the most likely keywords and arrange them in an appropriate order.
• Use the typeface most easily read by a computer: Helvetica, Times Courier and a font size between 10-14 point (name should be 14).
• Avoid italics, script, underlining, graphics, shading, boxing, vertical and horizontal lines, columns the computer has difficulty reading these. Bold type and solid bullets are OK.
• Use smooth white paper (8 1/2 x 11), black ink with laser quality print.
• Use abbreviations carefully.
• Avoid stapling or folding the résumé and cover letter. Words in the fold may not be scanned correctly. Provide sufficient white space.

ELECTRONIC FORMAT

NAME: Large print, bold without any fancy layouts
E MAIL ADDRESS
STREET ADDRESS
CITY, STATE, ZIP CODE
AREA CODE TELEPHONE NUMBER: To ensure separation of words and categories, leave plenty of white space instead of parentheses. Example: (919)772 5555.

OBJECTIVE: optional, unless applying for specific job title employer is seeking.

KEYWORD SUMMARY: approximately 25 words that best sell you stated in nouns. Include job title, duties, skills, and interpersonal traits.

EDUCATION: if you are a recent graduate, place your education here; list your diploma, degree, certificate, name of school and location, relevant courses. GPA is optional.

SKILLS: relevant to job objective not previously stated in Keyword Summary. May include transferable, technical and computer skills. Bulleted single column list scans the best.

WORK EXPERIENCE: list each job separately starting with your present job or most recent job first, state your position, major responsibility, duties and accomplishments.

ACTIVITIES, HONORS, AWARDS: extra curricular activities, community activities, sports, etc. are appropriate if space permits and is relevant to your job objective.

ELECTRONIC RÉSUMÉ SAMPLE

Kathy S. Reston
ksreston@rr.com
2457 Lakemont Drive
Raleigh, NC 27810
(919)733 6456

OBJECTIVE: Drafter

KEYWORDS


DRAFTING SKILLS

Process Flow Diagrams
Piping and Instrumental on Auto CAD 14.0
Charts and graphics using Harvard Graphics 4.0 and PowerPoint 97 software
Charts on Lotus Suite and Excel
Maintain Document Control files and documentation
Maintain bills of material using Excel

WORK HISTORY

Drafter
Raleigh Blueprint & Design.
Raleigh, NC
1999 2003

Drafter
Edwards Engineering
Greenville, NC
1995 99

EDUCATION

Wake Technical Community College, Raleigh, NC
Associate of Applied Science Degree, 2002
Major: Mechanical Engineering Technology
RÉSUMÉ WORD LIST

ACTION VERBS THAT DESCRIBE YOUR FUNCTIONAL SKILLS

<table>
<thead>
<tr>
<th>Acted</th>
<th>Calculated</th>
<th>Decided</th>
<th>Evaluated</th>
<th>Governed</th>
<th>Investigated</th>
<th>Modeled</th>
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<td>Examined</td>
<td>Guided</td>
<td>Judged</td>
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<td>Learned</td>
<td>Negotiated</td>
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<td>Designed</td>
<td>Extracted</td>
<td>Helped</td>
<td>Lectured</td>
<td>Officiated</td>
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<td>Collected</td>
<td>Detected</td>
<td>Facilitated</td>
<td>Identified</td>
<td>Led</td>
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<td>Compared</td>
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<td>Drove</td>
<td>Fixed</td>
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<td>Dug</td>
<td>Followed</td>
<td>Improved</td>
<td>Made</td>
<td>Reviewed</td>
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<td>Edited</td>
<td>Formulated</td>
<td>Improvised</td>
<td>Maintained</td>
<td>Trained</td>
</tr>
<tr>
<td>Attained</td>
<td>Coordinated</td>
<td>Eliminated</td>
<td>Founded</td>
<td>Increased</td>
<td>Managed</td>
<td>Updated</td>
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<td>Copied</td>
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<td>Gathered</td>
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<td>Visualized</td>
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<td>Estimated</td>
<td>Got</td>
<td>Interpreted</td>
<td>Mobilized</td>
<td>Wrote</td>
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SKILL VERBS THAT DESCRIBE YOUR FUNCTIONAL SKILLS

<table>
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<th>Deliver</th>
<th>File</th>
<th>Make</th>
<th>Produce</th>
<th>Repair</th>
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<td>Finance</td>
<td>Manage</td>
<td>Promote</td>
<td>Research</td>
<td>Talk</td>
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<td>Edit</td>
<td>Imagine</td>
<td>Manipulate</td>
<td>Publicize</td>
<td>Schedule</td>
<td>Teach/Train</td>
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<td>Elicit</td>
<td>Implement</td>
<td>Motivate</td>
<td>Purchase</td>
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<td>Tell</td>
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<td>Assemble</td>
<td>Eliminate</td>
<td>Improve</td>
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<td>Question</td>
<td>Sell</td>
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<td>Observe</td>
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<td>Tutor</td>
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<td>Originate</td>
<td>Realize</td>
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<td>Umpire</td>
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<td>Interview</td>
<td>Paint</td>
<td>Reason</td>
<td>Service</td>
<td>Understand</td>
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<td>Consult</td>
<td>Evaluate</td>
<td>Invent</td>
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<td>Receive</td>
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<td>Recommend</td>
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<td>Upgrade</td>
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<td>Coordinate</td>
<td>Expand</td>
<td>Keep</td>
<td>Persevere</td>
<td>Reconcile</td>
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<td>Copy</td>
<td>Experiment</td>
<td>Lead</td>
<td>Persuade</td>
<td>Record</td>
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<td>Utilize</td>
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<td>Count</td>
<td>Explain</td>
<td>Learn</td>
<td>Photograph</td>
<td>Recruit</td>
<td>Study</td>
<td>Verbalize</td>
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<td>Express</td>
<td>Lecture</td>
<td>Pilot</td>
<td>Reduce</td>
<td>Summarize</td>
<td>Weigh</td>
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<td>Debate</td>
<td>Extract</td>
<td>Listen</td>
<td>Plan</td>
<td>Refer</td>
<td>Supervise</td>
<td>Work</td>
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<tr>
<td>Define</td>
<td>Figure</td>
<td>Maintain</td>
<td>Problem</td>
<td>Remember</td>
<td>Supply</td>
<td>Write</td>
</tr>
</tbody>
</table>

ADAPTIVE SKILL WORDS THAT DESCRIBE YOUR PERSONAL TRAITS

<table>
<thead>
<tr>
<th>Active</th>
<th>Creative</th>
<th>Efficient</th>
<th>Firm</th>
<th>Mature</th>
<th>Pleasant</th>
<th>Sense of Humor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adaptable</td>
<td>Dependable</td>
<td>Energetic</td>
<td>Honest</td>
<td>Methodical</td>
<td>Positive</td>
<td>Sensitive</td>
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<tr>
<td>Adept</td>
<td>Determined</td>
<td>Enterprising</td>
<td>Innovative</td>
<td>Objective</td>
<td>Productive</td>
<td>Sincere</td>
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<tr>
<td>Broad-minded</td>
<td>Diplomatic</td>
<td>Experienced</td>
<td>Instrumental</td>
<td>Outgoing</td>
<td>Reliable</td>
<td>Successful</td>
</tr>
<tr>
<td>Competent</td>
<td>Disciplined</td>
<td>Fair</td>
<td>Logical</td>
<td>Participate</td>
<td>Resourceful</td>
<td>Tactful</td>
</tr>
<tr>
<td>Conscientious</td>
<td>Discreet</td>
<td>Forceful</td>
<td>Loyal</td>
<td>Personable</td>
<td>Self-reliant</td>
<td>Versatile</td>
</tr>
</tbody>
</table>


SOICC – NC’s Career Resource Network  JOB SEARCH  126
# RÉSUMÉ DEVELOPMENT CHECKLIST

<table>
<thead>
<tr>
<th>Category</th>
<th>Can Be improved By</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall appearance</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Neatly and accurately typed with no errors in grammar, spelling.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Adequate white space and margins are used.</td>
<td></td>
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</tr>
<tr>
<td>• Points are graphically highlighted.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Most important “selling” points are at after the job objective.</td>
<td></td>
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<tr>
<td>• Brief and relevant.</td>
<td></td>
<td></td>
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<tr>
<td>• Printed on quality paper.</td>
<td></td>
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<tr>
<td>• Looks professional.</td>
<td></td>
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</tr>
<tr>
<td><strong>Objective</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Clear, short statement geared to the employer's needs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Includes job title and your special skills.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• All relevant honors, awards, training, education, and special skills are included.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Schools are listed in reverse chronological order.</td>
<td></td>
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</tr>
<tr>
<td><strong>Experience and skills</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Work history is listed in reverse chronological order with dates included.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Company name, city, state, job title are included.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Skills and accomplishments are clustered.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Skills and accomplishments are written in short, clear phrases.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Accomplishments from paid and volunteer work are included.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>References</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• You have prepared a reference list of names, phone numbers, and other pertinent information.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• You have asked permission from the references to use their name.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Summary</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sells the writer.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Has a cover letter.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
HOW TO WRITE A COVER LETTER

A cover letter can sometimes be even more important than the résumé. It will actually “sell” the reader on the idea of reading your résumé. Cover letters should always accompany a resume and should always be individualized to the employer you are sending it to.

An effective cover letter:

- Is tailored to a specific position in a specific organization (matches your qualifications with the requirements of the job).
- Shows why the employer should read your résumé.
- Demonstrates your knowledge of the hiring organization and the job.
- States how you heard about the opening, through a person, job listing, ad, etc.
- Is straightforward, businesslike, and positive.
- Is typed neatly, error free and on good quality paper.
- Is no more than one page.
- Is addressed to a specific person. Avoid using "Dear Sir" or "To Whom It May Concern." If you are unsure to whom it is addressed to use “Dear Hiring Manager, Dear Manager, Dear Human Resources Manager, or Dear Recruiter.”
Mr. Ben Stewart  
Regional Manager, First In Food, Inc.  
222 Peabody Industrial Park  
Raleigh, North Carolina 26702

Dear Mr. Stewart,

I was excited to learn that your company plans to open ten new restaurants in this area by the end of next year. Your restaurants have always been a favorite of mine. A mutual acquaintance, Mary Walters told me you are interested in hiring managers with proven organizational abilities, a willingness to learn and a high level of commitment to the company’s goals. I have these qualifications and enclosed my resume for your review.

With two years experience working in food restaurant management and a recent Associates Degree in Business Administration, I have obtained the skills, knowledge and dedicate to succeed at First In Food, Inc. In my previous position, I led our team in winning “Restaurant of the Year” for two consecutive years. We also maintained the lowest employee turn over rate and increased sales by 25%.

I look forward to meeting you, learning more about your expansion in this area, and discussing my qualifications with you at your earliest convenience. I can be reached at 555-3456.

Sincerely

Mitch Stevens

Encl.
WHAT EMPLOYERS ARE LOOKING FOR IN AN INTERVIEW

Some questions that are asked in most interviews. They include:

- Tell me about yourself?
- Why do you want to work here?
- What are your goals?

Even when we prepare for these questions, sometime we wonder "Why did they ask that question?" or "What were they really looking for during the interview?" Also note many interviews are now performed as a team. Two or more people will be asking questions. This can cause further difficulty in positioning, eye contact and feeling overwhelmed by the questioning. It may help to focus on the person who is asking the question and not glancing at the other people. Trying to pick up on the reactions of others in the room may distract you from answering the questions with clarity and enthusiasm.

QUESTIONS TO EXPECT AND WHAT THE EMPLOYER EXPECTS

1. Tell me about yourself. The interviewer is breaking the ice and you are setting the tone for the interview. Mention a few personal, job related or education related skills or accomplishments. Samples: "I am a recent graduate of … school where I played tennis and was a member of the … club. In school I enjoyed my English and computer classes ...I worked in the summer as a lifeguard and assisted the swim team coach." It is not necessary to give too much detail or go back to childhood activities.

2. Why do you want to work here? The interviewer(s) want to know how much you know about their company, including its products and services. This is where the prior research on the company is crucial.

3. What are your career goals? Most of the time, employers are looking for someone to stay in the job for a while. Therefore, career goals of returning to school, starting your own business or moving to a different location will not be appropriate. They are checking to see if you are really interested in the job or just waiting for the next opportunity. If your career goals fit with the direction the company is moving, then your chances for getting hired have increased. "A career goal is to be the top sales person in xxx amount of time; my immediate goal is to gain more experience in this field and then long-term be able to grow as the company grows."

4. Give me an example of . . . This can be one of the most difficult questions to prepare for since you have no idea what will be asked. Go to the interview prepared with specific examples of when you used your skills, especially skills in: leadership, stress management, team building, persistence, and problem solving.
INTERVIEW PRACTICE QUESTIONS ACTIVITY

Directions: Write a complete sentence to answer the following questions frequently asked during an interview.

1. What jobs, including summer and part time, have interested you the most? Why?

2. How have your education and/or employment experiences prepared you for this job?

3. What are your career goals?

4. Where do you see yourself in five years?

5. Can you tell me about yourself and your background?

6. What do you consider your best qualities or strengths?

7. What do you consider your weaknesses?

8. What interests you about this job?

9. Why do you want to work for this company?

10. What did you like and dislike about your last job?

11. Which course(s) did you like best in school?

12. Last month, how many days of work or school did you miss?

13. Why should I hire you for this job?

14. How would your last supervisor or teacher describe you?

15. How would a friend describe you?

16. What motivates you to put forth your greatest effort?
A JOB INTERVIEW CHECKLIST ACTIVITY

Directions: Use this checklist to prepare for your interview. If you can answer "yes" to all the questions you are ready. Refer to this list before every job interview.

YES  NO

1. I can list five things about myself that makes me a good candidate for this job.
2. I can discuss in detail each item on my résumé or job application.
3. I can list the skills or experience that qualifies me for this job.
4. I have the training or education that qualifies me for this job.
5. I have hobbies or activities that might help me qualify for this job.
6. I can write down my employment history with accurate names, addresses, and date for each job (if applicable).
7. If I am asked for personal references, I have the names and telephone numbers of three individuals who have agreed to be my references.
8. I have documents needed for the interview, such as social security card or driver's license.
9. I am dressed properly for the job I am applying for.
10. I have directions and have made transportation arrangements so I can get to the interview on time.
11. I have prepared some questions to ask the interviewer.

Source: The Jobseeker, Helping NY Work
### EVALUATION FORMS ACTIVITY

#### PRACTICE INTERVIEW EVALUATION

<table>
<thead>
<tr>
<th>Did the applicant…</th>
<th>Needs to improve</th>
<th>Good</th>
<th>GREAT!</th>
</tr>
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<tbody>
<tr>
<td>-smile?</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>-introduce self?</td>
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<tr>
<td>-shake hands?</td>
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<td></td>
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<tr>
<td>-use employer's name?</td>
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<td></td>
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<tr>
<td>-have good eye contact?</td>
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<tr>
<td>-appear neat and clean?</td>
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<tr>
<td>-respond well to questions?</td>
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<tr>
<td>-exhibit enthusiasm about working?</td>
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<tr>
<td>-appear to have a positive attitude?</td>
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</tbody>
</table>

#### OVER ALL COMMENTS:

From: Curtis & Associates, Inc.
THE TELEPHONE INTERVIEW

Many employers use an initial telephone interview as an efficient way to screen candidates before choosing which ones to interview in person. Since this is probably your first opportunity to market yourself with the organization, and to be selected to interview in person, keep the following tips in mind:

Be prepared:
- Have your résumé, job description and questions to ask the employer in front of you during the interview;
- Be ready to give examples of your accomplishments and previous work experiences;
- Write down the names of the person (or persons) that are interviewing so you can refer to them by name and also write a follow up thank you note;
- Have notes about the company handy so you can refer to them quickly if needed;
- Have your calendar ready.

Be present:
- Stand Up! Your voice will project better;
- Be enthusiastic and smile- it will come through in your voice
- Conduct your telephone interview in a quiet place. Be sure children and pets are not in the room. Do not answer another telephone, the door bell or have any other distractions during this time;
- Speak directly into the telephone. Land telephones are better than cell phones for clearer connections and less chance of being disconnected;
- Speak slowly and clearly. Remember your voice is all the interviewers have to distinguish you from other candidates;
- Ask for clarification when needed, especially if you are unsure of the question and need time to think or process the question and forthcoming answer.

Practice:
- Ask a career counselor or human resources professional to practice a telephone interview with you. Ask for feedback on your answers; your voice inflections and any habitual flaws in your speech like, hum, er, ah that you may not be aware of;
- Sell yourself in every response.
BEHAVIORAL INTERVIEWING

What is Behavior Based Interviewing?
Behavior based interviewing focuses on experiences, behaviors, knowledge, skills and abilities that are job related. It is based on the belief that past behavior and performance predicts future behavior and performance. You may use work experience, activities, hobbies, volunteer work, school projects, family life anything really as examples of your past behavior. There is a strong trend towards this type of interviewing. Always prepare for a behavioral interview.

How Are Behavioral Questions Different from Other Types of Interviewing Questions?
There are three types of questions typically asked in behavioral interviews:

1. Theoretical questions - Questions that place you in a hypothetical situation. These questions are more likely to test your skill at answering questions rather than in doing a good job. Example: How would you organize your friends to help you move into a new apartment?
2. Leading questions - Questions that hint at the answer the interviewer is seeking by the way they are asked. Example: Working on your own doesn't bother you does it?
3. Behavioral questions - Questions that seek demonstrated examples of behavior from your past experience and concentrate on job related functions. They may include:
   - Open ended questions require more than a yes or no response. They often begin with "Tell me...", "Describe...", "When...". Example: Describe a time you had to be flexible in planning a workload.
   - Close-ended questions are used mostly to verify or confirm information. Example: You have a degree in psychology, is that correct?
   - Why questions are used to reveal rationale for decisions you have made or to determine your level of motivation. Example: Why did you decide to major in Psychology (or what ever your major is)

How Can I Best Answer Behavior - Based Questions?
Think of "PAR for the Course." A complete answer to a behavior based question must explain the task or problem for which you were responsible, the specific action you took, and the results of your actions. Your answer must contain all of these components to be a PAR answer. Tell the interviewer a "story" (with a beginning, middle, and an end) about how you used a practical skill.

Problem (P) - Think of a problem you had to solve at work, home or in school. Example: a deadline was approaching on a team project and one team member was not finished with her portion.
Action (A) - What action did you take? I called the rest of the team members and asked for their input. We collectively decided to extend her deadline by half a day and to be prepared for an extended time for out last meeting. One person was assigned to this person to continue to coach her to complete the assignment on time.
Result (R) - What happened? A more collaborative effort was needed to finish the presentation and team members had to adjust their time management skills. The presentation went well and the project was finished on time. We learned about time management, flexibility, confronting team members and leadership styles in the process.

Be prepared for the following:
A. Who do you admire the most and why.
B. Tell me about a time you had to juggle a number of work priorities. What did you do?
C. You can work weekends occasionally can't you?
D. What is your idea of the perfect job?
E. How do you handle stress?
F. What do you prefer to be a leader or a follower? Why?
G. Give me an example of your leadership style?
THANK YOU/FOLLOW UP LETTER ACTIVITY

Making another contact with the employer can often increase your chances of employment. A telephone call or a thank you letter can do this. The thank you letter is often the most common follow up method.

FOLLOW UP LETTER: "Out of Sight, Out of Mind"

A thank you letter may be typed or neatly written on personal stationary. It may also be e-mailed.

The letter should be written soon after the company or job fair interview, the next day is best!

The letter should state your continued interest in the job and your appreciation of their time spent with you during the interview.

Directions: Write a thank you note to an employer similar to the sample below.

AFTER COMPANY INTERVIEW

6200 Waverly Street  
Burlington, NC 27215  

September 30, 2004  
Mr. Mark J. Raynard  
General Manager  
Johnson Electronics, Inc.  
230 Washington Avenue  
Greensboro, NC 27408  

Dear Mr. Raynard  

Thank you for considering me for the position of electronics technician with your company. I am very impressed with your company and the enthusiasm that your employees have about their jobs.

If you need additional information, please contact me. Thank you again for your time and interest in me. I look forward to hearing from you.

Sincerely,  

Mark Anderson
KEEPING A JOB

The first step to remaining successfully employed is to understand what employers want from their employees.

**What Do Employers Want?**

**Commitment to Life Long Learning**
Realizing its importance
Taking advantage of on the job training
Seeking additional education or training of the job

**Reading, Writing and Computational Skills**
Critical to the ability to learn

**Listening Skills & Communication Skills**
Ability to understand instructions
Ability to communicate with co workers, supervisors and customers

**Adaptability**
Ability to adapt to changes in technology, the marketplace and the job
Being a creative problem solver (using critical thinking skills)

**Personal Management Skills**
Ability to set goals; self-motivated
Taking charge of own personal and career management
Building one's self-esteem

**Group Effectiveness**
Demonstrate effective teamwork skills
Working and negotiating with others

**Influence**
Understanding the organizational structure and informal networks (politics)
Establishing a sphere of influence in which to contribute ideas (discovering where you will be heard and have the most influence)

The next step in keeping a job is to build a positive reputation. Below are the basics for success in the workplace.

**BASIC ELEMENTS OF JOB SUCCESS:**

**Dependability and Reliability**
Frequent absences create problems for employers and coworkers and are a cause for dismissal.
Reliability means following through on tasks without constant supervision.
Punctuality
Being consistently late causes problems by delaying the work of others. Employers depend on employees to be on time to work, to meetings and from returning to work after breaks and lunch.

Quality of Work
Producing quality is critical to business survival. Employees must take care to produce the highest quality products and services possible.

Quantity of Work
Productivity is essential to success on the job. An effective employee produces enough work to justify the wages he or she earns.

Being a Valued Team Member
Today's workplace values teamwork. Important to being a successful team member includes: taking an interest in people personally and in the job they do; appreciating others' contributions by saying thank you and sharing the credit; dealing with conflict directly without complaining to others and staying out of others' battles; appreciating the different values and skills that others bring to the workplace, and developing tolerance for diverse ethnic and cultural backgrounds as well as ages and gender.

Creating and Maintaining a Positive Relationship with Supervisors and Managers
Supervisors and managers are allies and mentors, not the enemy. They expect honesty, flexibility and initiative. Reporting on work results will help supervisors stay informed of performance and assist them at appraisal time. Knowing when to ask for help with problems and when problems can be solved alone is key to a successful employee/supervisor relationship.
NEGOTIATION SKILLS

The workplace of today is streamlined. Less people are producing more goods and services than before. Also, input from all employees regardless of their position is considered part of a company's decision-making process. This calls for increased attention to an individual employee's problem solving, interpersonal, communication and negotiating skills. You may not always get your way, but good negotiations bring the best results for the company. Be part of a "win - win" organization.

Your negotiation skills may have already been in use during the offer and acceptance part of getting your new job. You may have negotiated your employment start date, your working hours, or a menu of benefit plans. Negotiating is used in various places in and out of the workplace.

The following situations are often negotiable:

- Purchase price of a car
- Where to have lunch, dinner
- Selecting a realtor to assist in finding a place to live
- Employee transfer date
- Project deadlines
- Vacation time including when vacations can be taken

LIST OTHER NEGOTIATING SITUATIONS IN WHICH YOU FIND YOURSELF AT THIS TIME:

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Following is a brief summary of the six steps common to each negotiation. Keep these in mind before you start your next negotiation.

1. Plan to know the people involved in the situation. Keep the interaction friendly, relaxed and businesslike.
2. Share goals and objectives with the other party. Listen to their goals and objective. Have no hidden agendas.
3. Study all issues before the negotiations begin. Anticipate issues of concern for the other party and have anticipated answers prepared.
4. Identify immediate areas of disagreement or conflict.
5. Reassess the position to determine level of compromise.
6. Affirm agreement goals to leave no room for misunderstanding. Mutual agreement is the ultimate objective.
CAREER MANAGEMENT

To manage your career is to be in charge of your career decisions, your next move, and keeping your skills up to date. Career management does not encourage an individual to become a "job hopper." By adhering to the following points, you will be in a good position if a planned or unplanned career move is in your future.

1. Establish positive work relationships with co-workers. A positive attitude is contagious. Find positive people to associate with.

2. Know your organization's goals and purposes, so you can help to achieve them.

3. Build a relationship with your supervisor that is genuine and based on mutual interests, abilities and goals.

4. Establish a reputation for being reliable by completing work and assignments on time.

5. Work honestly. An employee that can be trusted and makes decisions based on strong personal values is an asset to an organization.


7. Learn new skills each year. It will be to your personal and professional advantage. Keep up with the new technology in your field.

8. Work collaboratively on a team. Recognize the contributions of all team members.

9. Continue to build and maintain your career network.

10. Grow by setting measurable and attainable goals.
CAREER TRANSITIONS

Life is marked with a variety of transitions. Personal transitions include changes in where we live, changes in relationships, and number of family members in a particular household. Work transitions include leaving our current job, either voluntarily or involuntarily, retirement or career change. Financial changes include an increase or decrease in your income or assuming additional financial commitments.

Everyone experiences life transitions. How we adapt to these changes and handle the transitions set us apart. Throughout transitional periods there are a number of things that can make the transition easier:

• a support system of family, friends, church, job search clubs
• permission to feel the effects of the transitions
• understanding that the transition time is only temporary
• become goal directed

In 1992, J. Damien Birkel founded Professionals in Transition® (PIT®), a non-profit support group that helps downsized employees find jobs. Over the years, the non-profit support group helped thousands of people move through the devastation of unemployment, learn effective networking skills, and find re-employment. For further information about Professionals in Transition® go to www.jobsearching.org or write to Professionals in Transition, PO Box 11252, Winston-Salem, NC 27116. To contact by phone call (336) 276-1252

Job Loss

The reactions you have to a job loss are similar to the reactions people face when they deal with other losses and trauma in their life such as a death, divorce, etc. It is normal to feel depressed, angry, fearful, relieved and excited and sometimes feeling several of these emotions at the same time. It takes a period of time to sort through these feelings.

Dr. Elizabeth Kubler Ross explains grief and loss in stages or cycles. Job loss also requires a period of time to grieve. Dr. Kubler Ross' stages of the “grief cycle” are very applicable.

The five stages of the Grief Cycle are:

1. **Denial/shock** – The individual wants to put off the job search; may also put off saying good bye to co-workers or telling friends or relatives of the layoff.

2. **Anger** – The individual becomes bitter and may be unable to express anger. The anger can be energizing, once expressed it can be channeled into positive directions like job search strategies.

3. **Bargaining** - Attention is drawn to others and not the needs of the individual. Job search is limited and often directed only in the direction of the previous employer. An individual looking for one more chance to prove him/herself at the same workplace.

4. **Depression** – Is characterized by low energy levels, altered patterns of eating and sleeping; feeling hurt and like a failure; hurt ego and feels shameful of letting significant others down.
5. **Acceptance** - Final acceptance of the job loss without bitterness. The individual sees the positive outcomes the trial has brought to her or his life, including closer family bonds, personal growth, and new and more positive career directions.

Recovery does not usually progress in a straight line. It's more like a roller coaster.

Adapted from, Career Transitions Manual, D. Haber, N. Heller, Britt Grant Associates, 1995
STRESS MANAGEMENT DURING THE JOB SEEKING PROCESS

Losing a job is rated as one of the most stressful transitions individuals may face in their lifetime. Coping and stress reduction exercises may help to smooth the transition time for you and family members.

1. Watch your weight, diet and exercise at this time. Often these items become low on one's priority list; however, a good exercise routine and improved diet can help to alleviate the stress. It may not be a good time to start a new plan, but routine walks, jogs and a balanced diet may help you feel better physically and emotionally.

2. Set realistic goals. Do not expect to accomplish everything at once. Set time frames for when your résumé will be completed, number of networking appointments to make per week, number of follow up calls to do per day. A balanced yet flexible schedule will be more productive than a full force effort for x amount of days to accomplishing nothing for x amount of time.

3. Join a job club or a job support group in your community. Many communities and churches have offered job support groups to help people in transitions both cope with the job loss and actively pursue job leads in their community.

4. Seek counseling if needed. Do not try to go through this process alone or with antiquated techniques.

5. Read recently published job search books from the library or bookstore to learn the latest ways to find employment. Take time now to become updated with the latest job search strategies and techniques, especially if it has been a long time since you've been involved in a job search.
STRESS REDUCERS - WHAT AM I DOING WRONG ACTIVITY

Looking for work after a job loss or life change can be stressful. A certain amount of stress makes life interesting and challenging. When there is too much or a person is not managing stress well, illness can result. Below is a list of stress reducers.

Directions: Check the items below that describe you.

1. __ I sleep seven to eight hours at least four nights a week.
2. __ I have at least one relative or friend nearby on whom I can rely.
3. __ I drink fewer than five alcoholic beverages per week.
4. __ I give and receive affection regularly.
5. __ I exercise at least three times per week.
6. __ My income is adequate to meet my basic expenses.
7. __ I have a network of friends and acquaintances.
8. __ I am in good health (including eyesight, hearing, teeth).
9. __ I am able to speak about my feeling when angry or worried.
10. __ I have regular conversations with the people I live with about domestic problems, (chores, money, and daily living issues.)
11. __ I regularly participate in social or other activities.
12. __ I do something for fun at least once a week.
13. __ I am able to manage my time well.
14. __ I eat a well balance diet including adequate amounts of protein, fruits and vegetables.
15. __ I am close to the appropriate weight for my height.
16. __ I get strength from my beliefs.
17. __ I drink less than four caffeinated beverages per day.
18. __ I get an adequate amount of quiet time for myself during the day.
19. __ I have one or more people to confide in about personal matters.
20. __ I have a plan to better manage the stress in my life.

__ Total number of checks.

Add up the number of checks above. If there are seven or less, you may not be doing all you can to reduce or manage stress in your life. Review the items above and identify one or two that you can do. For example, taking a long, vigorous walk three times a week could improve your health at stressful time in your life.

From: Work Force In Transition, NOICC/CDTI