

Words of Wisdom for the World of Work

WOW for the WOW



FREE
Job Search Tips
e-Booklet!

Words of Wisdom for the World of Work

WOW for the **WOW**

NOW HIRING

GOOD PEOPLE

GOAL **O**RIENTED

ORGANIZED & **D**EPENDABLE

PROFESSIONAL

ENTHUSIASTIC

OPTIMISTIC

PROBLEM SOLVER

LEADS BY **E**XAMPLE

**DO YOU HAVE WHAT EMPLOYERS ARE
DEMANDING?**

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GET READY

**CREATE AN
ATTENTION GRABBING
RESUME &
COVER LETTER**

Companies see hundreds of resumes for every position, highlight your top selling points. **You're getting a 14-second glance!** A resume needs to be informative, organized and show how you match the job description. Start with the basics, but personalize it to highlight YOU. What sets you apart from the competition? Include objective, skills, education, work history and awards. The goal of your resume is to get an interview. Once you are in the interview you can give more details.

What are some of the most important tips when writing a cover letter?

- A cover letter is your advertisement- "Pick me for an interview"
- Whenever possible, address your cover letter the specific hiring manager
- Grab the reader's attention- Focus on the fit between your qualifications and the job
- Highlight three to four key accomplishments/skills/experiences and sell yourself
- Avoid all types of mistakes- DOUBLE CHECK
- Include your *updated* contact information (seems like common sense, but you'd be surprised)
- Short and sweet- an employer doesn't have time to read a novel!

Helpful hint- copy and paste your customized cover letter into the body of every email that you send to an employer.

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GET READY

PRIVATE PROFILES & PROFESSIONAL EMAIL AND VOICEMAIL

PRIVATE PROFILES ON FACEBOOK & OTHER SOCIAL MEDIA

Social networking websites like Facebook can be great tools for socializing and networking, but they can also hurt a job seeker's chances of landing a new job. What if a potential employer saw pictures from your birthday party or what you did this weekend? Would it help you get the job or make them run the other way? TIPS: "Google" your own name and check out the results. What will a prospective employer see if they perform a Google search? Set pages to "private." Remember that even if it is private it isn't 100% confidential. Be careful about what you post online. LinkedIn can be a great way to network—keep your profile very professional and updated!

PROFESSIONAL EMAIL & VOICEMAIL

A first impression is lasting. What does lazy@email.com say about you? Set up a new professional email address such as joesmith@email.com People sometimes forget to pay attention to the little detail of how their email or voicemail message sounds when they start filling out job applications. Employers will definitely notice. If your voicemail message sounds unprofessional, they will just hang up without leaving a message, and you'll never get a chance to interview with them.

VOICEMAIL DON'TS:

* Messages recorded by your kids * Call Tunes Music * Goofy messages * Sarcastic or rude comments * Mumbled greetings * No message

Voicemail Do's

A professional voicemail message is a simple greeting, such as "This is Jessica Smith, I'm not available to take your call right now. Please leave your name, number, and a detailed message and I will return your call as soon as possible."

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CREATE A PROFESSIONAL PORTFOLIO

A portfolio is essential and a great tool for any job seeker. Everyone should have a professional portfolio that includes at least the first 4 items. Consider having an online portfolio too! Below are some suggestions!

Cover Letter: It should answer the question - Why should I hire you? It should grab the employers attention and point out why you, above all other applicants, should be contacted for a personal interview.

Traditional Resume: A summary of your education, work experience and skills

References List: A list of three to five people (including full names, titles, addresses, and phone/email) who are willing to speak about your strengths, abilities, and experience. Remember to ask your references before you give them to a potential employer.

Letters of Recommendations: A collection of any kudos you have received — from customers, clients, colleagues, past employers, professors, etc. Consider including copies of favorable employer evaluations and reviews.

Samples of Your Work: A sampling of your best work, including reports, papers, studies, brochures, projects, presentations, etc.

Extras: A collection of any certificates of awards, honors, community service, military records, transcripts, certifications etc.

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GET SET

LOOK

EVERYWHERE

NOT JUST ONLINE

70% OF JOBS ARE NOT POSTED

Looking for a job is a lot like setting up your retirement portfolio. You need to diversify. Don't put all of your eggs in one basket. It isn't enough to just send out online applications and compulsively check your inbox. Get out there and show that you are "hungry" to enter the workforce! Mix it up by networking, attending career fairs, making follow up calls, sending thank you notes, researching the company, applying in person, networking (again), keeping a job search log, making cold calls, revising your documents if needed, asking for advice, etc. Don't just "click" and send your resume into space!

Network. Tell at least 5 new people a day that you are job hunting. You know lots of people – relatives, neighbors, friends, and the people you bump into every day- Alumni, Postman, Barber, Tailor, Cleaners, Coworkers, Doctor, Daycare Provider, Pastor, Teacher, Banker... Talk to them. They might not be hiring, but might know of someone that is!

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GO!

50+ APPLICATIONS AND KEEP A JOB SEARCH LOG

50+ APPLICATIONS

The more places you apply, the more chances you have to interview and get the job. [Picture this: If [Person 1] sends out 50 resumes this week and the competition [Person 2] only applies to 10 places who is more likely to succeed? Right! [Person1] is already 5 times farther along in their job search. Schedule time in your day to focus on your job search. Quantity is important, but quality is also important. Do your research, submit quality documents and follow up. If 50 is too many, take baby steps, just realize that applying 2 places a week probably won't be very effective!

JOB SEARCH LOG

When job searching, sometimes it is easy to lose track of all the places to that you applied, who you talked to and the status of your application. Nothing worse than a potential employer calling to schedule an interview and you think "who?" A *Job Search Log* allows you to easily reference many aspects of your job search, such as the date you submitted your resume, the status of your application, and even notes to yourself about that particular job. Following up with contacts can be key to a successful job search. This information is a quick snapshot of your job search and can help identify roadblocks. For example, are you having a lot of interviews but no offers? Maybe interview practice would help. Analyze and adjust. Action item- get a notebook and label it "JOB SEARCH LOG" Keep it with you. Consider keeping an electronic list so you always have it with you. Check out Evernote.com (it's free) and helps you remember everything.

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DEDICATE TIME TO YOUR JOB SEARCH

8AM-5PM

8AM TO 5PM

Have you ever heard that looking for a job is a full time job? **Would you get fired from your job as a Job Seeker?** Yikes! What fills your day? If it is your favorite tv shows, compulsively checking Facebook, grabbing a snack from the fridge, running errands, applying for a couple of jobs, taking a break, applying for another job then going to the movies. Take action!

Set aside a quiet workspace with your job search log, phone, pen and paper and perhaps a computer (if you stay disciplined- no surfing!) Don't get fired from your job of looking for a job- stay focused! Be creative- don't just apply online. Mix it up by networking, attending career fairs, making follow up calls, sending thank you notes, researching the company, applying in person, networking (again), keeping a job search log, making cold calls, revising your documents if needed, asking for advice, etc. Use your time wisely. Make a plan!

"You've got to think about big things while you're doing small things, so that all the small things go in the right direction." – Alvin Toffler Is getting a job your "#1 BIG thing?" Everything you do should help your job search. Ask yourself, am I moving forward in the right direction? If not, stop, refocus and move forward. Don't know where to start? Ask me for help!

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WHAT DO I SAY?

15 SECOND SALES PITCH & HIRING MANAGER VISITS

15 SECOND SALES PITCH

Practice what to say! You are a salesperson. The product you are selling is YOU. You are marketing yourself to get hired! A college student or new graduate might say:

Hi, my name is _____. I will be graduating/I just graduated from _____ with a degree in _____. I'm looking to enter the _____ field. Do you have any advice or know anyone that might be able to point me in the right direction?

ASK FOR ADVICE FROM HIRING MANAGERS

It can be intimidating to ask for a job, so don't. Instead consider asking for advice. "How did you get started in this industry?" or "What advice do you have for me to help me get started?" People like to talk about themselves :) Try this approach!

Hand Deliver your Resume

"I plan to be near your office tomorrow. I'd like to drop off my resume. When I arrive, I'll ask for you [hiring manager.] If you're available, I will introduce myself and personally give you my resume. If you're not available, I will just leave it at the front desk. Would that be OK?" This is a non-threatening approach that might get your foot in the door. It can't hurt to ask, all they can do is say no. You won't know until you ask!! Make sure you go prepared for an interview, just in case!

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**DESIGN & DISTRIBUTE
NETWORKING
BUSINESS CARDS
(MINI RESUMES)**

Networking Business Cards (Mini Resumes)

Design your own business card! A networking card has your contact information like a tradition business card, but also includes your job search objective and “top selling points” from your resume. Networking opportunities are EVERYWHERE, so bring your mini-resumes with you everywhere too -- job fairs, shopping, parties, weddings, appointments, out to eat... everywhere. Networking cards can easily be kept in your purse or wallet. Also, keep at least 20 copies of your full resume in a safe, clean spot in your car.

Don't ever miss an opportunity for a connection!

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CELEBRATE SUCCESS & LEARN FROM SETBACKS

Develop a job search plan. Start now. Don't wait to take charge of your future.

Build a support system and begin to envision success and start working towards it.

According to Bureau of Labor and Statistics (March 2012) the average length of unemployment is 40 weeks.
Don't get discouraged. Move forward.

Celebrate your success and help you learn from any setbacks.

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**NEED A RESUME
MAKEOVER?**

Ready to save your resume from the trash? Visit www.ResumeButterfly.com

You have **less than 14 seconds** to keep your resume out of the trash! Need a resume makeover? We can start from scratch too.

A job change is a major life event whether you are a student entering the career workforce, a mom getting back into the world of work or a seasoned professional changing paths.

Ready to save your resume from the trash? Visit www.ResumeButterfly.com

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