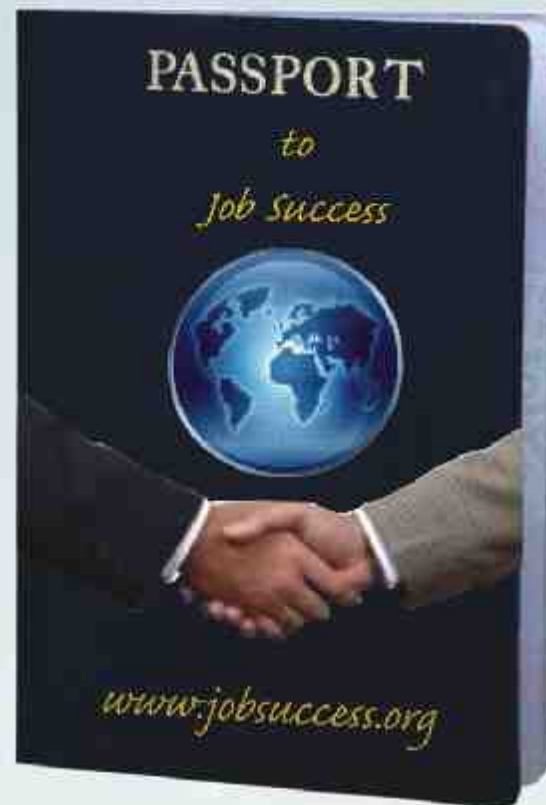


PASSPORT to JOB SUCCESS



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1. Customize your resume

Increase your chance of getting noticed. Customizing your resume is a simple and effective strategy to get a company's attention. Consider these suggestions on effective resume customization and you'll greatly increase your chance for positive payoff.

Sending generic resumes will get you nowhere fast. Customize, customize, customize! However, do **not alter key facts, dates, titles or job roles. Keep your resume consistent with any online profile (LinkedIn, Facebook, job boards, etc.)**

- a. Write from the viewpoint of the employer
- b. Understand “their” pain points
- c. Show how you would fit into the new organization and contribute
- d. Avoid empty “claims” or boastful language, e.g. “Exceptional Leadership Skills”
- e. Do use “evidence”, e.g. Reduced expenses by 30%, Increased sales by 22%
- f. Know the key measures/metrics for a job role

- g. Use role-appropriate language, e.g. “Improved ROI of learning by 33%”, “Increased margins by 5% through renegotiation with suppliers”
- h. Study the Job Description in detail Use some of the skills key words from the job description in your resume to create a sense that you fit the role again, be honest, do this only if your duties actually involved that skill. Example: If the job description mentions... “Excellent Communication Skills required”, you may have a line in the resume: “Developed training guide for 1,500 employees” this is evidence of your excellent communication skills. Do not add an empty claim to your resume: “Excellent communication skills” these types of boastful resumes get rejected.

Lesson #1 from Job Success provides additional, powerful insights on how to construct a resume, and gives you several dozen completed resumes as examples. Discover why our students get not one, but multiple job offers.

2. Most commonly asked interview questions

The key to interview success is to be prepared. Take a look at this series of tough interview questions and suggestions how to successfully answer them.

A series of tough interview questions, and strategies for successfully answering them.

1. Tell me about yourself

Keep your answer to one or two minutes; don't ramble. Plan ahead by researching the employer and the particular job role in advance. Have a concise answer prepared that focuses on your key skills, knowledge and experiences that are relevant to the position. Touch on personal skills and characteristics that translate into career strengths.

2. What do you know about our company?

Do your homework before the interview. Spend some time online or at the library researching the organization. Find out as much as you can, including products and services, the size of the organization, reputation, image, management style, culture, company history, and philosophy. Project an informed interest impress them with your knowledge and initiative.

3. Why do you want to work for us?

Don't talk about what you want. First, talk about their needs: you would like to be part of a specific company project; you have the experience to solve a company problem; you can make a contribution to specific company goals. Conclude by referencing their work environment, or corporate culture, and how you would work well in such an atmosphere.

4. What would you do for us? What can you do for us that someone else can't?

This is an opportunity for you to demonstrate how your past accomplishments and skills relate to their specific requirements. Use constructs like: "What my previous bosses will say about me is that I took on the most challenging tasks and managed to excel at completing them on time, within budget, and with exceptional quality." Use past experiences that show you've had success in solving previous problems on

the job that may be similar to those of the prospective employer. Speak to results, not just initiatives. The interviewer wants to know that you are willing to go above and beyond the basic requirements of the position.

5. What about the position do you find the most attractive? Least attractive?

List three or more attractive factors and only one minor unattractive factor. Be enthusiastic when speaking about the attractive features, e.g. "I can see that I'll be gaining cutting-edge skills, while making an impact on the bottom line. That is extremely exciting to me."

6. What do you look for in a job?

An opportunity to use your skills, to perform, and be recognized.

7. Please give me your definition of a (the position for which you are being interviewed).

Keep it brief; give a results-oriented definition. For example, "It is my understanding in talking to Carla Simon in Human Resources that I will be handling administrative duties for four executives and two managers, including filing, correspondence, scheduling meetings and travel, and help them with

employee issues. Have I missed any important aspect of the role?"

8. How long will it take you to make a meaningful contribution to our organization?

Not long at all. You expect only a brief period of adjustment during the learning curve.

9. How long would you stay with us?

As long as we both feel I'm contributing, achieving, growing, etc.

10. Where do you see yourself in 5 to 10 years?

The interviewer's objective is to ensure that you will be satisfied in the position and you aren't simply buying time until you find something better. Be realistic, but try to

illustrate that you are goal oriented and you are looking to grow and progress within the company.

11. What motivates you?

Avoid mentioning motivators such as money, benefits or vacation. You want to appear hardworking and interested in the responsibilities of the position. Focus on how you will benefit the company as opposed to how they will benefit you.

12. What are your strengths?

If you've done your homework you should have an understanding of what the interviewer will be looking for in an ideal candidate. Focus your answer on the characteristics and skills that were listed in the job posting or that you feel are most relevant to the position. Highlighting attributes that show you have a good work ethic will also impress the interviewer. Be prepared to support your claims with specific examples from past experiences.

13. What are your weaknesses?

A common mistake that many job seekers make is to answer this question by making a so-called weakness seem positive. The classic example, "I'm a perfectionist" won't get you very far. A better approach is to discuss a skill that you would like to improve upon and describe actions that you are taking to do so.

14. Why should we hire you?

This is generally a question that will be asked near the conclusion of the interview. It gives you an opportunity to reiterate the skills, experiences and accomplishments that will enable you to excel in the position. Think of it as a chance to summarize all of

your relevant strengths and differentiate yourself from other candidates.

15. Do you have any questions?

The wrong answer is "No". Asking informed questions shows initiative and indicates that you are truly interested in the position.

Job Success offers a Job interview guide, with over 100 sample questions. It also describes typical behaviors that hiring managers seek in new employees.

Master the secrets of behavioral interviews.

3. Common mistakes to avoid in a job interview

Even the most prepared job seekers can fall into interview traps. They are tough to avoid if you don't know what they are. Here are examples of common interview traps and tips on how to avoid them.

It's tough to avoid interview traps if you don't know what they are. Here are a few to watch out for.

1. Confusing an Interview with an Interrogation

Most candidates expect to be interrogated. An interrogation occurs when one person asks all the questions and the other gives the answers. An interview is a business conversation in which both people ask and respond to questions. Try to establish a rapport with the interviewer. Use their questions to develop a relationship and adapt to their individual interview style. Candidates who expect to be interrogated avoid asking questions, leaving the interviewer in the role of reluctant interrogator. Thoroughly researching the company in advance will enable you to offer strategic answers and ask informed questions.

2. Making a So-Called Weakness Seem Positive

Interviewers frequently ask candidates, “What are your weaknesses?” Conventional interview

wisdom dictates that you highlight a weakness like “I'm a perfectionist,” and turn it into a positive. Interviewers are not impressed, because they've probably heard the same answer a hundred times. If you are asked this question, highlight a skill that you wish to improve upon and describe what you are doing to enhance your skill in this area. Interviewers don't care what your weaknesses are. They want to see how you handle the question and what your answer indicates about you.

3. Failing to Ask Questions

Every interview concludes with the interviewer asking if you have any questions. The worst thing to say is that you have no questions. It shows that you are not interested and not prepared. Interviewers are more impressed by the questions you ask than the selling points you try to make. Before each interview, make a list of

“I think a good question is, 'Can you tell me about your career?'" says Kent Kirch, director of global recruiting at Deloitte."

Everybody likes to talk about themselves, so you're probably pretty safe asking that question."

4. Researching the Company But Not Yourself

Candidates intellectually prepare by researching the company. Most job seekers do not research themselves by taking inventory of their skills, knowledge and experience.

Formulating a “talent inventory” prepares you to immediately respond to any question about your experience. You must be prepared to discuss any part of your background. Creating a “talent inventory” refreshes your memory and helps you immediately remember experiences you would otherwise have forgotten during the interview.

5. Leaving Your Cell Phone On

We may live in a wired, always-available society, but a ringing cell phone is not appropriate for an interview. Turn off phones and pagers before you enter the company.

6. Waiting for a Call

Time is your enemy after the interview. After you send a thank you email and note to every interviewer, follow up a couple of days later with either a question or additional information.

Contact the person who will hire you not the HR department. They are very busy and often cannot return your call in a timely fashion. Additional information can be an update on any recent achievements, a current competitor's press release or industry trends. Here's an example, “I saw an article that featured your company as a leader in the industry.

I thought you would be interested.” Your intention is to keep everyone's memory of you fresh.

7. Arriving Late

It is extremely important that you arrive to the interview on time. Even better though, try to be 5 to 10 minutes early. Arriving late shows disorganization and immediately gives the interviewer a negative first impression.

Lesson 4 from Job Success is on Goal and Time Management, created especially for those in job transition. You can improve your effectiveness by up to 10X by using our methods.

4 Asking the right questions

Asking the right questions demonstrates a genuine interest in the job and the company. It is also an opportunity to learn more about the job the company, the working environment and company culture. Remember, you are interviewing the company as much as they are interviewing you. Here are a series of questions you should consider to help you succeed.

Do You Have Any Questions?

Surprisingly, the most common answer to this question is “no.” Not only is this the wrong answer, but it's also a missed opportunity to find out information about the company. It is important for you to ask questions. Not just any questions, but those relating to the job, the company and the industry.

Consider two candidates interviewing for an inside sales position, Henry and Chris.

Henry asks, “I was wondering about benefits, and when they would become effective? Also, what is the yearly vacation allowance? And, does the company add to my 401K contributions?”

Assuming this is the first interview, it is premature to ask about benefits. “What's in it for me?” questions can be interpreted as self-centered and a sign of your lack of interest in the job.

The next candidate, Chris, says, “No, I think you just about covered everything I wanted to know. I'm sure I'll have more questions if I get the job.”

This is a very passive response that doesn't demonstrate interest or imagination. Once you get the job if you get it may be too late to ask questions.

It is important to ask questions to learn about the company and the job's challenges. In some cases, the interviewer will be listening for the types of questions you ask. The best questions will come as a result of your listening to what is asked during the interview.

A good response to the interviewer asking, “Do you have any questions?” would be: “Yes, I do. From what you've been asking during the interview, it sounds like you have a problem with customer retention. Can you tell me a little more about the current situation, and what the first challenges would be for a new person?”

This answer shows interest in what their problem is and how you could be the possible solution. It is also an opportunity to get a sense of what will be expected.

Be Prepared

What information do you need to decide whether to work at this company? Make a list of at least five questions to take with you to the interview. Depending on who is interviewing you, your questions should vary.

If you are interviewing with the hiring manager, ask questions about the job, the desired qualities and the challenges:

- What would a typical working day be like in this position?
- What will be the measurements of my success?
- What is the organizational structure of your department?

If you are interviewing with the Human Resources Manager, ask about the company and the department:

- Can you tell me more about the position and the type of person you are seeking?
- What would you consider to be exceptional performance from someone working in this position?
- Who is the manager that I would be working for and what is their management style?

If you are interviewing with management, ask about the industry and future projections. This is your chance to demonstrate your industry knowledge:

- What is your career background? What is your vision for the company in 5 years?
- How long have you worked within this industry?
- What sort of career advancement is available from this position?

If you are interviewing with a third-party recruiter, ask about the company, its culture, and the specific position:

- Is this job opening due to growth or replacement?
- How are you involved in the hiring process?
- How would you describe the corporate culture?

You will have to use your judgment about the number of questions you ask and when to ask them. Think of this as a conversation. There will be an appropriate time to ask certain types of questions, like those about benefits and vacation.

To be on the safe side, it is best to concentrate on questions about the job's responsibilities and how you fit the position until you get the actual offer. We advise that you allow the interviewer to breach the subject of compensation rather than raise it yourself.

When you begin to think of the interview as a two-way process, you will see it is important for you to find out as much as possible about the company. Questions will give you the opportunity to find out if this is a good place for you to work before you say, "Yes."

Lesson 5 from Job Success prepares you on methods of connecting with people from hiring managers to new acquaintances. Learn the importance of your body language, voice and sentence construction. You have 30 seconds in which to create a lasting, powerful impression.

5 Tips on networking and meeting people

Networking is about making contacts and building relationships that can lead to jobs or opportunities. When done right, it helps you find leads and referrals to uncover the 'hidden job market' where some 80% of all jobs are found. Here are suggestions how you can strengthen your networking abilities.

Networking is about making contacts and building relationships that can lead to jobs or other work-related opportunities.

Thoughtful networking provides a focused way to talk to people about your job search. Done right, it can help you obtain leads, referrals, advice, information and support. It is an essential component of any successful job search, but it requires calculated planning.

The good news for older job seekers is that by virtue of more years and more experiences, you generally have an edge over your younger counterparts in the scope of your networks.

But older workers may be less experienced in identifying and using those contacts. Here are some pointers on how to build and sustain your employment networks.

Networking is a process: when you initially meet someone, you have yet to establish credibility. Asking them at the first meeting for introductions is

too presumptuous. Establish your credibility with them not by showing off or boasting but by being understated, honest and trust worthy. Have a third person that you both know, vouch for you.

Cultivate your new acquaintances, and they might, over time be willing to recommend you for certain jobs. Stay in touch with them by sending them professional emails, such as an article that might be of interest to them. Get to know what motivates them, as a means of having them form a high opinion of you.

Know How to Make Your Pitch

A key part of effective networking is being clear about your employment goals. A careful self-assessment can provide pertinent information about who you are and what you want when communicating with contacts. Prepare talking points and practice delivering them, whether you have 10 seconds for an elevator pitch or 10 minutes for an informational interview.

Keep Track of Your Contacts

When a contact gives you leads or referrals, be sure to ask for permission to use the contact's name. Keep detailed records of your networking activity: to whom did you talk?

About what? When? What were the results? For each contact, identify next steps and develop a reliable follow-up system. A collection of index cards will work; so will a notebook or a computer application. The key is to be persistent and actually follow up.

Expand Your Horizons

Your network will include people you know well, acquaintances and referrals. Be creative. Here's a partial list of common sources for networking contacts:

- Alumni organizations
- Children's contacts: PTA, Little League, Scouts, parents of their friends
- Classmates (any grade or school)
- Community job clubs
- Former employers, including supervisors and coworkers
- Friends: local and out-of-town
- Hobby groups: bridge clubs, gardening, model trains, quilting, etc.

- Members of clubs: health club, softball team, hiking club
- Members of your church, temple, synagogue or mosque (some religious organizations also sponsor job search groups)
- Past military friends
- Neighbors, current and past
- Participants in trade shows, seminars or workshops you've attended
- Political groups
- Professional associations
- Professionals: attorneys, accountants, doctors, dentists, insurance agents, pharmacists, veterinarians
- Relatives: local and out-of-town
- Service or fraternal organizations and groups: Rotary, Kiwanis, Better Business, etc.
- Services: travel agents, stockbrokers, realtors
- Volunteer associations: past and present

Build Your "Net Worth"

Your network is your "net worth." To get the most from your investment, thank everyone who helps you (in person and with a written follow-up), and keep those who are interested posted on the progress of your search or career change. And remember: make yourself available as a resource for other job seekers, and treat them as you would like to be treated by those with whom you network.

Lesson 5 from Job Success prepares you on methods of connecting with people from hiring managers to new acquaintances. Learn the importance of your body language, voice and sentence construction. You have 30 seconds in which to create a lasting, powerful impression.

6. Resume tips for temporary/contract workers

Temporary employment is becoming increasingly popular for both employers and staff. Temporary work does present certain resume challenges. Here are solutions to common questions regarding resume development for temporary positions.

Temporary employment is becoming increasingly popular with both staff and employers. Workers are realizing that they can enjoy top pay and diverse work environments, while companies see the value of bringing in temp workers to fill short-term vacancies or take on special projects. Temporary employment is available in a variety of fields for staff at all levels.

Q. Should I write the name of the temp agency or the company under the Employment section?

A. Consider including both. It is best to avoid the impression that you were employed by a company full-time rather than as a temporary worker. Here are a couple of ways to handle the employment heading:

ABC Company (DEF Temp Agency), 1999 to Present

Office Clerk

Or

DEF Temp Agency, 1995 to Present

Office Clerk

Key assignments:

- ABC Company: Description, project highlights, results
- GHI Company: Description, project highlights, results
- JKL Company: Description, project highlights, results

Q. My temp work makes me look like a job-hopper. What can I do?

A. The best way to format your temp work depends on your specific situation, but try grouping similar experiences under one heading (e.g. Tax Accountant, 1995 to Present).

Then provide a bulleted list of your best temp assignments.

Q. What can I do to make my resume stand out from the crowd?

A. Instead of just listing your job skills, describe the benefits and results of your performance. For each temp assignment, develop a list of major accomplishments, placing the most emphasis on your recent achievements. When thinking about your accomplishments, it is helpful to use the

Problem-Action-Result (PAR) technique. What problems or challenges did you face? What actions did you take to overcome the problems? What was the result or benefit to the company? Keep in mind that most companies value workers who enhance profits, save time, and save money.

Q. Are there certain qualities that I need to emphasize as a temporary worker?

A: Whether you are searching for a temp position or need to showcase your temp experience, there are attributes that many temp workers share. Some of the skills include adaptability and flexibility, as well as the ability to rapidly learn new tasks and prioritize them. Your industry-specific skills that relate to your current career goal and your past record of performance should also be highlighted.

You can showcase your top credentials in a well-written Career Summary statement. This

Allows temp agencies and employers to see your key qualifications at a glance.

Q. How can I get keywords into my resume so I am found in an applicant search?

A: The right keywords depend on your specific objective. A great way to determine keywords is to carefully read job descriptions to see what employers are looking for. Pay attention to frequently used buzzwords that you can incorporate into your resume

Lessons 1 and 3 from Job Success deal with preparing a resume, cover letters and supplementary job search documents. Find out how you can give yourself a tremendous edge versus competition.

7. Cutting to the chase with cover letters

Well constructed cover letters are critical to your search. In fact cover letters, not resumes, are often responsible for landing job interviews. Consider these tools and suggestions to assist you in writing stronger, more effective, cover letters.

If you think you don't need to put much effort into writing cover letters or don't need to send them at all because nobody reads them think again. For every person who says the cover letter is not important you'll find another who says it is. Many prospective

Employers view the cover letter as a way of getting their first impression of you. The cover letter reveals:

- How well you communicate
- What your experience and qualifications are briefly
- Your level of professionalism
- Clues to your personality
- How detail oriented you are (i.e., are there typos or other errors?)

To make the best first impression, you need to know exactly what a cover letter is and to put some thought into it before you start writing. You also need to understand what to include and not to include and to be aware of some cardinal rules of cover letter writing.

What is a Cover Letter?

A cover letter is an introduction, a sales pitch, and a proposal for further action all in one. It gives the reader a taste of what's to come not by simply summarizing the resume, but by highlighting the aspects of your background that will be most relevant to the position. A cover letter also demonstrates that you can organize your thoughts and express yourself clearly and appropriately; in other words, it reflects your communication skills and, to some extent, your personality.

Cover letters are typically one page documents. Like lots of things in life, they have a beginning, middle, and end: usually an introduction saying who you are and why you're writing, followed by a sales pitch of what you have to offer and then a closing in which you propose steps for further action. These three components often amount to three or four paragraphs, but there are no hard and fast rules about exactly how you break up the information.

Five items to think about before starting to write

- 1 What is the prospective employer looking for?

Which skills, knowledge and experience would be an asset in the job you are targeting?

2. What are your objectives? Are you applying for a specific job, trying to get an interview, or simply hoping to get someone to spend 10 or 15 minutes on the phone with you discussing opportunities in general at that organization?
3. What are three to five qualities that you would bring to this employer or this job? If you're responding to a job listing or classified ad, look for “clues” that will tell you what they are really looking for. If you're not applying for a specific job opening, then think of which skills, Knowledge and experience would typically be valued.
4. How can you match your experience to the job? What are at least two specific accomplishments you can mention which give credence to the qualities you identified in question number three?
- 5 Why do you want to work for this particular organization or person? What do you know about them? What is it about their products or services, philosophy, mission, organizational culture, goals and needs that relates to your own background, values and objectives?

When you've addressed these five issues, you're

ready to put fingers to keyboard and start hammering out that letter.

Anatomy of a Cover Letter

If you're bewildered by how you're actually going to write a cover letter, it can help to break the letter down into its various parts and concentrate on just one section at a time.

Here's what goes into each of the four main sections of a cover letter:

The Beginning:

This is where you tell employers who you are, why you're writing, and how you heard about the organization or the specific opening. The “who you are” part is a brief introduction of yourself with a phrase like: “I am a senior at XYZ University graduating in May with a major in biology.”

Just mention the basic facts about you and your situation, choosing the ones that will be most relevant to the employer.

The “why you're writing” part is where you mention which position you are applying for, or what your job objective is if no specific opening has been advertised. Then be sure to tell them how you heard about the organization or the job. You might say, for example, “I saw your posting for a marketing assistant at the Career Services Department of Santa Clara University.” Or, “I read about the expansion of

your East Coast operations in the Wall Street Journal and am interested in discussing entry-level opportunities that might be available.”

The Middle

1. The Sales Pitch

It's best to get right to the point. The objective of this part of the letter is to list either in paragraph form or as an actual list of bullet points the reasons why the reader should see you as a viable candidate. It's best to start with a statement that provides an overview of your qualifications, then go into them more specifically, using the examples you identified

Before you started writing. A typical opening statement might sound something like: “As a political science major and former campaign volunteer for the Liberal party, I offer the following skills and accomplishments.”

2. The Flattery

This is the “why them” section of your letter. It's where you flatter the reader a bit by commenting on something positive about the organization and letting them know why you would want to work there. You might mention the organization's reputation, sales record, size, corporate culture, management philosophy or anything else that they take pride in. Prospective employers like to know

that you have chosen them for a reason and that they're not just one of hundreds of companies you're writing to as part of a mass mailing. (Even if you are doing a mass mailing, you must tailor each letter to “flatter” the reader and show that you've done some research on that organization or that person.)

The Ending: A Request for Further Action

Some people think of this final section of a cover letter as the closing, but it's much more than that. The closing paragraph isn't just about thanking the reader for taking the time to read your letter or for considering you as a candidate for a job. It's also about where to go from here about opening the door to further contact. It's where you suggest how to proceed, usually by saying that you will call or email the reader to follow up and see if a meeting can be arranged.

The important thing is to end the letter in an assertive, but courteous way by taking the initiative to follow up.

Once you've gotten these four sections of the letter completed in terms of content, go back and smooth out any rough edges of your writing and check for typos, misspellings and grammatical errors.

Then you're ready for “Sincerely” or “Best Regards” and your signature, and you're off and running on the road to a great job.

Lessons 1 and 3 from Job Success deal with preparing a resume, cover letters and supplementary job search documents.

Find out how you can give yourself a tremendous edge versus competition.

Lesson 5 deals with the art of writing, and provide sample job interview stories.

8 - Five keys to job hunting success

The best way to find a quality job is to have focus, a positive attitude, be thoroughly prepared, devise a smart strategy and follow through. Read over these five key suggestions to determine what you're doing right and what you may want to improve on.

The way to get a quality job is basically the same for everyone: focus, attitude, preparation, strategy, and follow through.

So you need a job. A good job. Maybe you're graduating soon and have already become tired of hearing your parents and friends ask, "Do you have a job yet?" Maybe you're temping

Or being under-utilized in your current job and you long for new challenges. Or, perhaps

you've been working for a while in a career-oriented job, but are ready for a change to something that pays more or just suits you better.

Regardless of the situation, the way to get a quality job is basically the same for everyone. You need to focus, have the right attitude, prepare thoroughly, devise a smart strategy and follow through. Read over each of these five keys to success to see what you're doing right and what you need to improve on.

1. Focus

To get what you want, you have to know what you want. Employers are turned off by job seekers that

seem unfocused, vague and scattered. You don't have to zero in on one overly narrow job target, but you do need to have a clearly defined picture of what you're looking for.

Let's say you'd like to break into advertising and you send a cover letter and resume to an ad agency you've researched. In your letter you say that you are basically interested in any entry-level position that might be available. Where's that letter going to end up? In the proverbial circular file.

You see, advertising, like many industries, is made up of hundreds of different jobs that require various skills, talents, interests, experience, and personality types. If you sound like you're willing to take any of those jobs, you will sound desperate and employers will think you haven't done your homework and don't know what you're getting into. Instead of having a variety of unrelated career goals, take some time to assess who you are and what you want.

Define some basic criteria you're looking for in a job, such as the skills you'd like to use or develop and

the type of work environment you want. When you know what you're aiming for, you'll come across as a more impressive candidate and will find that your search is easier because you can focus on specific types of jobs.

2. Attitude

Looking for a job can be frustrating. You have to expend a considerable amount of energy and effort and learn how to deal with rejection and uncertainty. The right mindset can make or break your search.

Make sure you are:

- Realistic about your qualifications and expectations
- Confident in yourself and your experience
- Willing to take a proactive approach to your search instead of passively expecting a job to land in your lap
- Keeping it all in perspective and not taking rejection personally

3. Preparation

When you get into the thick of a job search, it's too late to be tweaking your resume and discovering typos in your cover letters. You also don't want to find yourself the night before an interview madly searching for information about the prospective employer or learning how to interview.

Most people dive into a search with little

preparation and find themselves playing catch-up from that point on. Before you begin a heavy networking or direct mail campaign, and before you start sending out resumes in response to job listings, make sure your cover letters are top notch and your resume is highly polished. Also, do what you need to do to learn effective interviewing techniques, whether it's reading books like *The Unofficial Guide to Acing the Interview*, getting coaching from a career counselor, or practicing through mock interviews.

You need to be highly organized. One way to do this is by setting up a "Job Search Command Center" both on your computer and in some physical space in your home or office.

- You need to have a place for:
 - Office supplies
 - A log of job-hunting activities
 - A to-do list that keeps you on track for things like following up with employers
 - Files for research you conduct on prospective employers
 - Files for correspondence with prospective employers and network contacts and any other materials related to your search

Create a place for these things and keep everything in order.

A job search is trying enough without having to sort through piles of paper or disorganized computer files when you're in a hurry to write a cover letter or rush off to an interview.

4. Strategy

The methods you use to find a job need to be appropriate for the type and level of job you're seeking. If you've done some research on the career field you want to enter by reading

about it and talking to people in it-or if you already work in the field in which you're job hunting then you should know which methods work best for the job you want.

The job-hunting methods you have to choose from include:

- Online job boards and corporate web sites
- Direct mail (apply directly to organizations you've researched by calling, emailing or mailing a cover letter and resume-then following up)
- Newspapers (classified and help wanted ads)
Employment agencies
- Networking and job fairs

The best approach is usually to use a combination of all of these methods so that your strategy is well rounded, but to focus on the one or two methods that are most likely to pay off given the type of job you're seeking.

5. Follow Through

The way you follow up on resumes you send out, calls you make and interviews you go on can make or break your search. Job offers often go to applicants who take the initiative to make just one more phone call to express interest in the position and to reiterate their qualifications.

You see, offers don't always go to the person who is most qualified, but to the person who is on the other end of the phone line or at the top of the email list. Some employers tend to have a sort of "bird-in-the-hand" mentality.

So, the main rule of following through is to keep at it. Persistence is key. Follow through with courtesy it never pays to harass people. You don't need to call every day, but maybe you could call once a week. You don't need to fax 10 resumes, but you could resend your resume a week after you sent the first one. There are no hard and fast rules about exactly when to call after you've sent a resume or how many times to call when you're waiting to hear the results of an interview.

If you tend to be a bit timid, err on the side of being more aggressive than usual. If you are inclined to be quite aggressive, tone it down a bit but still do some follow-up.

And if you feel unsure during a part of your job search don't be afraid to rely on your support network.

Lessons 1 and 3 from Job Success deal with preparing a resume, cover letters and supplementary job search documents. Find out how you can give yourself a tremendous edge versus competition. Lesson 5 deals with the art of writing, and provide sample job interview stories.

9. Common resume blunders

Think your resume is top-notch? You may be surprised to discover you've made some common resume blunders. Take a moment to find out if you have successfully avoided these top-10 resume blunders.

Make sure your resume is top-notch by avoiding the top 10 resume blunders:

1. Too Focused on Job Duties

One of the most prevalent resume blunders is to turn your resume into a dull list of job duties and responsibilities. Many people even use company job descriptions as guides to developing their resumes. To create a resume that is a cut above the rest, you should go beyond showing what was required of you and demonstrate how you made a difference at each company.

Provide specific examples of how the company benefited from your performance. When developing your achievements, ask yourself the following questions:

How did you perform the job better than others would have?

What were the problems or challenges that you or the organization faced? What did you do to overcome the problems? What were the results of your efforts? How did the company benefit from your performance?

Did you receive any awards, special recognition or promotions as a result of your performance?

2. Objective Statement that is flowery or too General

Many candidates lose their readers from the very beginning of the resume, the objective statement. The worst objective statements start with, "A challenging position that will

Enable me to contribute to organizational goals while offering an opportunity for growth and advancement." This type of statement is overused and too general and therefore wastes valuable space. If you are on a career track, consider replacing the objective with a tagline, which is a statement of what you do or what your area of specialty is.

3. Too Short or too Long

Many people try to squeeze their experiences onto one page, because they've heard that a resume should never be longer than one page. When formatting the resume to fit on one page, many job seekers delete their impressive achievements.

The reverse is also true. Take the candidate who rambles on and on for pages about irrelevant or redundant experiences; the reader will easily be bored. When writing your resume, ask yourself, “Will this statement help me land an interview?” Only include information that elicits the answer, “Yes”.

The rule about the appropriate length of a resume is that there is no rule. Factors that go into the decision regarding length include occupation, industry, years of experience, scope of accomplishments and education. The most important guideline is that every word in the resume should sell the candidate.

4. Use of Personal Pronouns and Articles

A resume is a form of business communication, so it should be concise and written in a telegraphic style. There should not be any use of articles such as “I” or “me.” Here is an example:

The statement:

I developed a new product that added \$2 million in sales and increased the gross margin of the market segment by 12 percent

Should be changed to:

Developed new product that added \$2 million in sales and increased gross margin of market segment by 12 percent

5. Listing Personal or Irrelevant Information

Many people include their interests, such as reading, hiking, snowboarding, etc. These should only be included if they relate to the job objective. For example, if a candidate is applying for a position as a ski instructor, he or she should list cross-country skiing as a hobby.

Personal information, such as date of birth, marital status, height and weight, should normally not be included on the resume. There are several exceptions, however, such as for the Entertainment Industry or for jobs in certain countries outside of North America.

6. Using a Functional Resume when there is a Good Career History

One of the pet peeves cited by hiring managers is a candidate who describes his or her skills and achievements but doesn't connect them with a particular job. It is irksome not to see the career progression and the impact made at each position.

Unless you have a resume emergency situation, such as virtually no work history or excessive job-hopping, avoid the functional resume format. One of the most effective resume formats is the modified chronological type. Here is the basic layout:

Header (name, address, email address, phone number)

Objective Statement

A strong profile section (detailing the scope of your experience and areas of proficiency)

Reverse chronological employment history (emphasizing achievements in the past 10 to 15 years)

Education (this might be moved to the top for new grads)

Other related topics include professional affiliations, community activities, technical expertise, publications/patents, and languages spoken

7. Not Including a Summary or Profile Section that creates the initial engagement

A summary section is one of the greatest tools a job seeker has. Candidates who have done their homework will know the type of skills and competencies that are important in the position. The summary should demonstrate the skill level and experiences directly related to the position being sought. To create a high-impact summary statement, read numerous job postings to determine what features are important to employers.

Next, write a list of your matching skills, experience, and education. These selling points can then be incorporated into the summary.

8. Where are the Keywords?

With the majority of large-and medium-sized companies using technology to store resumes, the only hope a job seeker has of being found in an applicant search is the inclusion of relevant industry keywords. These do not have to be a separate section; rather, they can be sprinkled throughout the resume.

A good way to determine keywords is to read job descriptions for positions that interest you. If you see industry buzzwords, incorporate them into your resume.

9. References Available

Employers know that if you are searching for a job, you should have professional references. So this statement mainly wastes space. Use it only as a graphical element, to signal the end of a long resume or to round out the page design.

10. Typos

One typo and your chances are greatly diminished. Two typos or more can land your resume in the garbage. Proofread, proofread, proofread, and show your resume to several friends to have them proofread it as well. This document is a reflection of you and should be absolutely perfect.

Lessons 1 and 3 cover resume blunders in more detail, and help you develop additional documents to supplement your resume. Investing just 10 to 20 hours on your job search can speed up your success by months.

10. Get recruitment firms to work for you

Recruitment firms can be a powerful tool in your job search. Read on to learn why job seekers should consider using a recruitment firm and how to make the most of the experience.

Whether you are looking to develop a new career path or you already have considerable experience under your belt, recruitment firms can be a very useful tool in your job search.

Read on to learn why job seekers should consider using a recruitment firm and how to make the most of your experience.

Why Use a Recruitment Firm?

What a lot of job seekers do not realize is that using the services of a recruitment firm doesn't cost them a thing; it is the client who pays an agency to help them recruit and select the most qualified candidates. At no cost to you, recruitment firms can be a very useful avenue to finding a great job.

They have access to a wide variety of job opportunities, from general labor to executive, as well as a multitude of different position types, from contract employment to permanent placements.

In some cases, a recruitment firm may even have a specific area of expertise. By browsing the websites of

various recruitment firms you can determine what types of positions they offer and if they can help you meet your objectives.

The goal of a recruitment consultant is to place you in the right role for you. It is their responsibility to direct and support you in your job search. By understanding your relevant skills and experience and by determining what exactly it is you are looking for in a job, a recruitment firm can help you find your fit in the job market.

Get the Most Out of Your Experience

There are plenty of stories about candidates who start their first day on the job expecting one thing and finding something else. If you work with a recruiter and you get an interview with a client, it is important to confirm everything that you have been told. Sometimes the recruiter is dealing with HR who is dealing with a Hiring Manager, and so on. With numerous points of communication, there is always the possibility that the message could be changed or misunderstood along the way. Therefore, a person

Utilize the Expertise of the Recruiter

Try to understand what exactly it is you are looking for in a job and be sure to ask questions. Ask if your resume meets the criteria for a particular position. Is there anything you could do to help clarify your skills and experience? Ask about transferable skills. Recruitment firms often deal with many different types of companies and roles. What other industries or positions could they recommend? Make sure you are proactive and follow up.

Market Yourself

Writing your own elevator pitch will not only help your recruiter to position you appropriately but will also be valuable when you are trying to sell yourself in an interview. Know how to pitch yourself. It is not easy for everybody, but it is something you cannot shy away from. You have to know your greatest assets and your weaknesses.

Be Honest

In order for a recruitment consultant to place you in a well suited position it's important that you be honest about your expectations and experience. The more honest you are the better equipped a recruitment firm is to find a role for you. Remember, you should try to develop a rapport with the

recruiter just as you would in an interview. The recruiter needs to feel confident about you, as they are presenting you to their client.

Benefits of Job Success as your career partner

Where Job Success adds value is in our desire to do more for our job seekers. We go that extra mile by ensuring that our candidates are achieving their goals and have the tools to be the top performers in the marketplace.

We put on regular workshops and training to support you in your career growth and skills development.

We keep up with innovations in the marketplace, so you can benefit from our condensed summaries. We aim to save you precious time.

We also aim to develop a solid foundation for job search not just a better resume, but aim to give you a new and improved attitude for success in even the most trying conditions.

Our goal is to help you find the right job now, while establishing a long- term relationship for the future. We aim to create an ongoing partnership, where we can assist you throughout the evolution of your career. We want you to view Job Success as a resource that can help you secure the great positions that you want a true career partner.

Recruiters are people. The secrets of how to establish rapport with people (even complete strangers) within a few minutes are described in Lesson 5 from Job Success.

11. Your online Presence Matters

Google your name to check the following:

1. What shows up under your name?
2. Is there any “bad” stuff out there, that you should be proactively prepared about?
3. Learn the methods of improving your ranking in a Google search
4. Learn Internet technologies to create an online profile, and use it for networking and job search purposes. Do not post your resume online rather just a biography, which purports to increase your networking abilities. Possible sites for such activity include LinkedIn, Facebook, and a personally created webpage. The more confident you are in posting such content, the better your prospects for a job employers want employees who can maintain website, post content or communications to website, without being dependent on others for the chore.

Let Job Success show you how to setup an online business/store, and grow traffic to the site. See our Lesson #6 on WEB 2.0

Engage a second income stream, and who knows, it may become your principal income over time.

12. Build a strong foundation for long term success

Success that is built on solid skills, integrity, trust, time-tested principles and values has a lasting quality to it. In today's world that means setting aside 3-4 hours each day to grow your skills and knowledge. You need to stay on top of emerging trends and technologies, and be proactive in advancing your career.

Job Success offers hundreds of courses at exceptionally low cost to help you skill up.

We also bring weekly webcasts featuring celebrity guests who provide valuable insight on how to adapt and succeed in a changing world.

Lesson 8 from Job Success discusses how you can position yourself to be the obvious candidate. It takes commitment, perseverance, and hard work, but the results are well worth the effort. Are you ready to make that commitment?

Sample Catalog Items

<p>Passport to Job Success 31 pages</p>	<p>Just \$2.00 (PDF format, immediate download) or FREE if you sign up for the Job Success newsletter</p>
<p>Job Search Success Guide 130 pages</p>	<p>Just \$20.00 (includes Shipping and Handling) Comprehensive Guide to Job Search Preparation. Click here for a FREE 20 page sampler (http://www.jobsuccess.org/Job_SearchSampler.pdf)</p>
<p>Lesson 1 Complete guide to a winning resume.</p> <p>Video format. Immediate access</p>	<p>Just \$25, or save even more by buying all 8 Lessons (Premium Bundle) for just \$99. Visit www.jobsuccess.org/new/store.html?id=tab1 for details.</p> <p>That works out to just \$12,50 per lesson, PLUS 4 GREAT BONUS ITEMS FREE</p> <p>See Store for details.</p>
<p>Lesson 6 Job Seeker's guide to riches from WEB 2.0</p> <p>Video format. Immediate access</p>	<p>Just \$25, or save even more by buying all 8 Lessons (Premium Bundle) for just \$99. Visit www.jobsuccess.org/new/store.html?id=tab1 for details.</p> <p>That works out to just \$12.50 per lesson</p> <p>PLUS 4 GREAT BONUS ITEMS FREE SEO, Social Media Secrets, Creating Viral Marketing, and How to create lots of web traffic for FREE</p>



Chani Pangali, PhD launched Job Success in 2007, following on the success of WorkLife Solutions Inc., a company in the career management and job search space, that he led as CEO and later sold to Fujitsu in 2000. Chani is firmly of the belief that the single most important ingredient for a successful job search is the mindset (or Dr. Chani Pangali, PhD attitude) that an individual brings to the challenge. The mission of Job Success is to offers tools, workshops, seminars, and role models that inspire individuals to seek breakthroughs for their job search. His career includes roles as scientist, software development manager, VP of Marketing of a public company and CEO.



Job Success aims to rapidly develop job search documents, skills and attitude of individuals, to enable them to engage in the job search process with a new level of vigor.

It is gratifying to receive acknowledgment from many hundreds of people who have taken workshops or self-paced video courses from Job Success for a “life altering” experience. Job Success has grown through word of mouth in the Bay Area, with each event, generating invitations for additional presentations.

We strongly believe that job seekers should do everything in their power to skill up in Internet-related technologies (such as an ability to create and post web pages), refresh their most important skills, participate in mock interviews, and get assistance from a professional on their job search documents. A focused effort lasting just 2-3 weeks on these topics has generated multiple job offers for several of our workshop participants.

Chani is assisted in growing Job Success by several of the experts as listed on the website.

www.jobsuccess.org