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Passport to Job Search Success

www.jobsuccess.org

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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."

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?”

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

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?

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