

Looking For Employment Is a Full Time Job

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What's the purpose of this booklet?

Looking for employment is trying and stressful. In addition the majority of job seekers starting the search have no or don't know where to get tools to help construct a brochure on your hiSTORY.

Working as an employment consultant for many years has placed many job seekers in front of me. The overwhelming majority did not have a well constructed resume or presented something that was greatly in need of attention getting information. Understanding this I noticed many quality applicants were ill prepared to secure employment at the right company. The right company is that company that best utilizes your skills and qualities to optimize your ambition. Where do you want to be in five, ten, fifteen years? This short booklet is an outline for writing an attention & appointment getting resume, that will hopefully lead to your next job.

We can not guarantee you a job but this power booklet will get you going in the right direction. We want you going to each interview with confidence and assurance. When you have the right tools your confidence and assurance for completing the task successfully increases. That's what we want for you, a better opportunity to get employed at the company that best fits your needs and requirements.

How will this help me? Post your resume, at <http://www.jobsannex.com>, update it every three months and read this booklet.

Looking For Employment Is A Full Time Job!

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COVER LETTER

WHO NEEDS A COVER LETTER?

You are not alone when it comes to answering an advertisement for employment. You must remember that when you respond to a job opportunity there will be about 150 to 250 additional applicants also responding. When you consider that a majority of the applicants are as qualified as you, it becomes very competitive. In addition you must stand out for the crowd and get noticed so your resume is selected as an applicant to call. A good cover letter tailored to the specific company will get you a great deal of attention as a possible new team member. Bottom line all job seekers that want to get employed in their field of interest, fast, must provide a detailed company specific cover letter. Question? Where do I get or find this information? Visit the companies web site and read every bit of information.

WHAT'S IN A COVER LETTER?

The ideal cover letter will be specific for each employment opportunity. A basic or general cover letter may be industry related, however it will be regarded as a sign of laziness and half effort. In the past you might have been able to get away with a general cover letter. With today's technology a general cover letter will be destined to the pile of do not call. This is not your objective.

The purpose of your cover letter is to convey to the reader how you can help them solve their problem. The problem is the job opening. Make a good cover letter that will give you an opportunity to emphasize what you have to contribute to the company or organization. In short your cover letter will tell the reader how you can help them.

To write a specific cover letter you must do some research on the company that has the job opening. You can gather your information from a search on the internet, annual report, call them and ask for brochures, or talk with employees of the

company. Each approach will gather you information that will be useful in the cover letter as well as the interview. Once armed with this information you become a valuable asset.

Time must be put aside to compose a knock your socks off cover letter. You should give yourself at least two rewrites, at least twenty four hours apart. This will give you a clear vision of how it sounds and reads after you have given yourself some time to let your letter rest. You will find that after each rewrite it will gel better and provide you a greater opportunity to receive that important call for an interview.

BASIC ITEMS

Here are some basic items to consider when composing your cover letter. The most important issue is **NO SPELLING OR TYPING ERRORS**. This will negate all your hard work so have a least two people prof read your finished document.

Another important item to remember is to address your letter to the person who will hire you. If this is not possible then address the letter to the person who will be interviewing you. You must write this letter, not a service or a friend. The interviewer will be able to tell if these are your words, so be smart and put your best foot forward. Because you did research on the company you will show your interest, knowledge and desire for employment with their firm. Your letter should be peppered with terms and phrases that will be meaningful to the employer. This information can be garnered from the ad itself or your research.

RESUME WRITING

ACTION

The objective of your resume is to generate results, to win an interview. Many factors are at play when it comes to resume writing. One of the most important factors is to remember that a resume is not a history but your STORY. Your life's employment story is not a dry fact sheet or history. Make a list from this statement. What would make someone an ideal candidate? Take a moment and consider how each of these points will be helpful in your job search.

Every resume is a one-of-a-kind marketing communication. Understanding this, your resume should be as company specific as possible. The information you gathered in your research will help you in your interview and job search journey. Once you have this plan it should be easy to have multiple resumes composed for the same industry. This will improve your chances of securing a job that best meets your objectives.

Each job seeker is facing a great deal of competition. Most job posting will generate between 150 to 250 resumes. You need to market your skills and talent with action words such as achieved, anticipated, demonstrated, selected, generating and exceeding. As a rule of thumb, almost all action words end in ed or ing. The action words will put life in your resume. Here is an example: "An extraordinary applicant that expanded the company's customer service base by 37% in three years". Action sentences will add life to your resume (story). Your resume is an advertisement on you, nothing more, and nothing less. If you buy this product (hire me), you will get these specific benefits and results.

OBJECTIVE STATEMENT

Because of the large number of applicants responding to a job posting, each resume is given a quick 15 second scan by the interviewer. You must grab their attention with the first line in your objective section of the resume.

OBJECTIVE STATEMENT: "A software sales position in an organization seeking an extraordinary record of generating new accounts, exceeding sales targets with enthusiastic customer relations". Now that has my attention, let's call them for an interview now. This one line tells the reader that you are successful. You also grab their attention very quickly. In addition you are writing in a fashion that will create interest. A great resume can be your ticket to getting exactly the job you want. Your resume should convey why you are the perfect candidate for the job.

Additional objective statements:

- * Senior staff position with manufacturer that offers the opportunity to utilize my expertise in strategic management and operations.
- * An entry-level position in the medical industry where a background in marketing and sales would be needed.
- * An outstanding industrial programmer that has improved production and operation with leading edge concepts.

EMPLOYER'S NEEDS

Focus on the employer's needs, not yours. This is where your research will pay off. The most direct approach will be to call your prospective employer and ask what they are looking for in an applicant or ask for an application in advance of your interview. However you gather your information determine what would make you the perfect candidate? Loosen up your thinking process and brain storm for at least one day. Your resume is your life's employment story. You need to get across in quick fashion what makes you stand out. The interviewer is a person who cares deeply how well the job will be done. Write your resume to appeal directly to the interviewer. Most likely you will interview with the person who will hire you.

YES! This is a lot of work. That is why the title of this book is "Looking for employment is a full time job".

IMPRESSION

What is the first impression of your resume? A graphic artist will present a much different resume than a warehouse foreman or administrative person. Generally speaking, the majority of people reading this will present their resume with black ink on white 20 pound paper. It will not be how fancy your resume looks as it will be for what is contained on that one or two page format! When you respond to a job posting by mail, send your resume in a large envelope to keep it crisp, flat (do not fold) and professional looking.

RESUME FORMATS

There are three resume formats Chronological - Functional - Combined, select one that best fits you and your story. The chronological is best to use when staying in the same profession. You must list your employment story in chronological order,

most recent job listed first. It is best that the chronological resume always has an objective section, to focus the reader. This format does not allow you much leeway when making a career change. The chronological format will be useful if you take steps to highlight your accomplishments, results and benefits to the employer.

Example: Feature: Ran my lines at 100 to 110% capacity. Benefit: Company was able to eliminate back orders and reduce production cost. Results: An additional line was installed because of our department's effectiveness as a team.

The functional resume is a must for career changes, yet quite appropriate for other interest. You can use this format for generalist, unclear or spotty career, students. Military officers, multiple skill levels in a given profession and homemakers returning to the job market. It helps direct the resume into a new direction or field. Understanding this you will highlight your best and major skills that direct you to your new career.

A combined resume includes elements of both the chronological and functional formats. This can become a lengthy resume so make every effort to keep it two pages or less.

ADDITIONAL INFORMATION

Other items you might want to mention in your resume include community involvement, volunteer work, hobbies, interest, and a statement that references will be provided upon request. These items should only be included when they reflect your career interest as much as possible.

Remember your resume will get a few seconds attention, at best. A resume is the one place you focus on you. Very important to keep in mind - **GET THEIR ATTENTION FAST.**

INTERVIEW TACTICS

You will ace your next interview when you follow these important guidelines.

1. If the interview process is new to you or you have not had the

opportunity to interview for a job in some time you must conduct a few trial interviews. These mock interviews will encourage and also give you confidence.

2. When you are writing down your key questions there is one overpowering question you must keep asking. "Why should they hire me?" or "What would make me the perfect candidate?" From this question you will come up with an array of quality questions. Take your time; after all you want the right job. The only way you will find the right job is be on your toes with quality questions. The more questions you ask the more they will tell you about the opportunity. There are two types of questions you can ask, closed or open ended. A closed ended question gets a yes or no reply, no useful information. The open ended question gets an elaboration on your question. The research section of your preparation will provide useful information for formulating interview questions.

3. Looking for employment is a full time job. When an interview is secured; drive to your new employer to scope out the area, a few days prior to your interview. This will give you a feel for the work environment. Depending if you are bold; walk in and ask for company or product information or an application prior to the interview. If this is something you can not do for one reason or another; use the internet. You should be able to secure information that will give you vital background about the organization. The gathering of this information is very important. It will provide you a resource to draw from for questions, resume and cover letter writing.

4. In all business meetings you must be prepared. Job interviews are no different. Come with about ten to twelve questions for your meeting. Because the interview process is stressful it would be best to have all your questions written down before hand. Your questions will be broken down into two categories, company and job related. You should have a combination of general to specific questions.

5. Bring your appointment book or small writing pad. This is very important because during your interview the interviewer will say things that will trigger additional questions from you. Write it down. Ask first if it will be O.K. to take notes. In over 30 years of interviews I have never said no. They are looking for a motivated and quick thinking person.

6. What should I be wearing for the interview? You want to give a very good first impression. Understanding this, dress in a professional manner that fits the job. If applying for entry level office or blue collar job you will put yourself a head of the crowd by wearing press pants and shirt with a tie.

7. In the interview process you must maintain a positive approach to your questions and how you handle yourself. Do not talk negative about your former

employer or employees. Be yourself and positive.

8. You got the interview because you are qualified for the job. The question the interviewer has: Will this person make a great addition to our team? This is where your questions will pay off, because you want to know if this is a team you want to join. The interview process is a two way street. You are asking yourself do I want to work here and they are asking do we want them on our team. Questions will give you the answer. It is great to know that you can turn down a job that is not right for you.

9. The majority of jobs have a two step process; your objective is to make the short list. Be invited back for the second interview.

10. When you greet the interviewer look between their eyes and give them a firm handshake.

11. One last note you must do. There are many ways to end your interview. The one that I found to be the best is ask for the position. Here are a few questions to consider when ending the interview. Ask a few open ended questions. In order for me to secure this employment opportunity with your company what would be the next step in this process? At my next meeting, who will I be meeting with? Keep in mind that you should be taking the temperature of the interview process by asking small decision making questions or adding to a statement the interviewer mentions. Another example; That sounds like a program I can get my teeth into. Would I be working with you on that project or will it be someone else?

INTERESTING POINT: Sometime during the interview ask if you will have an opportunity to meet with some of the people you would be working with. This one question will give you valuable information about the company and job, plus break down the wall that is between you and the interviewer.

12. What are two words people like to hear after they have been helpful - THANK YOU. Every time you go to an interview keep in mind to get the interviewers business card. Almost all business cards has the email address of the card holder. As soon as possible compose a brief Thank You note. Summarize the interview and hit on the key points that made the interviewer lean forward or get excited. Give interviewer all the points he liked about you and remind interviewer you look forward to the next meeting. When the interviewer receives your email you will come to mind and make a favorable impression that will most likely make you stand out from the rest of the applicants. It will act as your silent salesman when you have left the employers office.

This brief booklet is a by product of running an employment service for many years. When you have an opportunity go to www.jobsannex.com and submit your resume. Your interview should help you answer a very

important question; do I want to work here? GOOD LUCK!

DRESS FOR SUCCESS

DOES THIS MATTER

You never get a second opportunity to make a good first impression. In job hunting, first impressions are critical. Remember you are marketing a product and that product is you. You have spent many hours compiling a knock your socks off cover letter. Your research has uncovered a lot of information for the interview and tailored your resume for this company. The first thing the employer sees when greeting you is your attire; thus you must make every effort to give a very good first impression. O.K. will dressing properly get you the job? Of course not, but it will give you a positive first impression and potential competitive advantage.

Is it fair to judge you on what you are wearing, may not be? Let's face reality you are being judged thru the complete process. With cover letters. It's the opening paragraph and a quick scan of your qualifications. With resumes, it is a quick scan of your accomplishments. With the job interview, it's how you're dressed that sets the tone of the interview. We are all in a hurry and are looking for short cuts and rule of thumb to make decisions. The interview process is one short cut after another because of the high volume of job seekers.

How do I know what would be best to wear for any given interview? Here we go; rule of thumb, dressing conservatively is always the safest route. Remember we mentioned that some of your research can be gathered by a visit to the interview site. Visit the human resource department to pick up an application in advance along with other information. Observe what they are wearing and ask some questions. Do you have a "casual day"? It will not be necessary to invest in a new wardrobe; you should have at least two professional sets of attire.

HOT TIPS

Make sure you have:

- * Clean and polished conservative dress shoes
- * Well groomed hairstyle

- * Cleaned and trimmed fingernails
- * Minimal cologne or perfume
- * No visible body piercing beyond conservative ear piercing for ladies
- * Well brushed teeth and fresh breath
- * No gum, candy, or other objects in your mouth
- * Minimal jewelry and no body odor
- * Do not wear casual pants or sweaters
- * Do not wear baggy clothing

You should arrive at least fifteen minutes prior to your appointed time. Just before the interview check your attire in the rest room, to make sure your tie is straight, your hair is combed. Your objective in your attire is to present a professional appearance that will definitely give you a competitive edge.

<http://www.jobsannex.com>

QUESTIONS TO ASK YOURSELF?

What are my needs and requirements?

What should I expect in my job search?

What are my short and long range objectives?

What industry do I want to focus my attention?

With my skill level what should I expect for a wage?

Do I want to enroll in school to learn a specific trade?

What are my advantages working with Buzy Bodies Inc?

We Focus On You!

“LOOKING FOR EMPLOYMENT IS A FULL TIME JOB”

How To Answer the Toughest Interview Questions

The Future Question

Otherwise known as the “big picture” question, the future question goes something like this: “Where do you see yourself in five years?”

The best tactic: Talk about your career plan, values and objectives. Don’t get too detailed about your specific career plan. Instead, discuss things that are meaningful and important to you professionally and how you plan to achieve them. If growth is a goal, mention that. You can also talk about challenge, another value that employers prize in their employees.

The Salary Question

If you answer this question you lose? That is not necessarily true. When an interviewer asks your salary requirements, try first to gently deflect the question by inquiring about the salary for the position. If the interviewer presses you for a number, give a range. To decide on a range, think about the salary you want, your salary at your most recent position and the industry-standard salary for the job. The bottom line: The salary question is one of the most important, so you should prepare for it in advance and plan what to say.

The Why Question

When an interviewer asks you why they should hire you, you’re going to speak confidently and honestly about your abilities. But you should avoid sounding overly boastful.

Aim for humble and confident and prepare by practicing. That’s right: Stand in front of

the mirror and acknowledge your abilities and accomplishments to your reflection. Tell yourself: I have a very strong work ethic. I have integrity. I have excellent industry contacts. I aggressively pursue my goals. Think in these terms and tell this to your reflection. It's sometimes hard to praise yourself, but after a few sessions you'll sound sincere and humble.

The Silly Question

If you were a tree, what kind of tree would you be? What if you were a car? Or an animal?

These types of questions can bring your interview to a screeching halt. First don't panic. Pause and take a deep breath. Then remind yourself that there's no "right" answer to these questions. The job isn't hinging on whether you choose to be a spruce versus an oak.

NOTE: The interviewer will usually ask these questions to see how you react under pressure and how well you handle the unexpected. It's not so important what type of tree (or car or animal) you choose as that you explain your choice in a way that makes you look favorable.

So, be a spruce - because you want to reach new heights in your career. Or be an oak - because you plan to put roots at the company. Either way, you'll get it right.

GENERAL INTERVIEW QUESTIONS - BE READY FOR THESE

Tell me about yourself?

Tell me about each of your jobs?

What qualifications do you have that makes you believe you will be successful in this position?

Why do you think you would like this position (or work here)?

Do you prefer working with others or by yourself?

What kind of supervisor do you prefer?

What would your former supervisor say about your work performance?

What have you learned from some of the jobs you have held?

What is your major weakness or strength?

Do you like routine work?

What jobs have you enjoyed the most? The least? Why?

What do you really want to do in life?

Where do you see yourself in 3 - 5 years?

What are the most important rewards you expect in your business career?

How would you describe yourself?

How do you think a friend who knows you well would describe you?

What motivates you to put forth your greatest efforts?

What two or three accomplishments have given you the most satisfaction? Why?

In what kind of work environment are you most comfortable?

How do you work under pressure?

What two or three things are most important to you in your job?

What major problem (or conflict) have you encountered and how did you deal with it?

What have you learned from your mistakes?

Can you describe a time on the job when something didn't go as planned?

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GOOD LUCK

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