


# JOB SEARCH STRUCTURE – Art, Not Science

STAGE ONE	STAGE TWO	STAGE THREE	STAGE FOUR	STAGE FIVE
<p><b>YOUR NEEDS</b></p> <ul style="list-style-type: none"> <li>• Financial</li> <li>• Professional               <ul style="list-style-type: none"> <li>○ Responsibilities</li> <li>○ Authority</li> <li>○ Growth</li> <li>○ Structure</li> </ul> </li> <li>• Emotional</li> <li>• Spiritual</li> <li>• Ethical</li> </ul>	<p><b>RESEARCH</b></p> <ul style="list-style-type: none"> <li>• List of desired employers</li> <li>• List of likely employers               <ul style="list-style-type: none"> <li>○ Dates</li> <li>○ Decision makers</li> <li>○ E-mail addresses</li> <li>○ Phone numbers</li> <li>○ Web address</li> <li>○ Mission</li> <li>○ Needs</li> <li>○ Goals</li> <li>○ Projects</li> <li>○ Positive press</li> <li>○ Negative press</li> <li>○ Background on decision makers</li> </ul> </li> </ul>	<p><b>NETWORKING</b> <i>Establishing trust not exchanging business cards!</i></p> <ul style="list-style-type: none"> <li>• Friends</li> <li>• Relatives</li> <li>• Colleagues</li> <li>• Associates</li> <li>• Vendors</li> <li>• Virtual               <ul style="list-style-type: none"> <li>○ LinkedIn</li> </ul> </li> <li>• Career Fairs</li> <li>• Trade Shows</li> <li>-----</li> <li>• Introductions               <ul style="list-style-type: none"> <li>○ Purpose of meetings</li> <li>○ Follow-through</li> <li>○ Thank you and list review</li> <li>○ Shadowing</li> </ul> </li> <li>• Recruiters</li> <li>• Newspaper ads</li> <li>• Career websites</li> <li>• Corporate websites</li> <li>• Trade publications and websites</li> <li>• Volunteering</li> </ul>	<p><b>APPLICATION</b> <i>Focus is on employer NOT candidate!!!!</i></p> <p><b>Cover Letter</b></p> <ul style="list-style-type: none"> <li>• Personalized</li> <li>• What and where or</li> <li>• What and why</li> <li>• Key accomplishment</li> <li>• Answer questions</li> <li>• Reference resume</li> <li>• Appreciation</li> <li>• Professional close</li> </ul> <p><b>Resume</b></p> <ul style="list-style-type: none"> <li>• Contact information</li> <li>• Selected Accomplishments</li> <li>• Work Experience</li> <li>• Education</li> <li>• Continuing Professional Education</li> <li>• Certifications</li> <li>• Skills/Languages</li> <li>• Media Citations</li> <li>• Speaking Engagements</li> <li>• Publications</li> <li>• Awards/Honors</li> <li>• Professional Memberships</li> <li>• Community Service</li> </ul>	<p><b>INTERVIEW</b></p> <p><b>Research</b></p> <ul style="list-style-type: none"> <li>• Company</li> <li>• Interviewers</li> <li>• Employees</li> </ul> <p><b>Phone/Skype</b></p> <ul style="list-style-type: none"> <li>• Dress</li> <li>• Smile/Mirror</li> <li>• Resume</li> <li>• Question(s)</li> <li>• LISTEN</li> </ul> <p><b>Face-to-Face</b></p> <ul style="list-style-type: none"> <li>• Dress/Electronics</li> <li>• Punctuality</li> <li>• Receptionist</li> <li>• Thank you/Assistance?</li> <li>• Handshake</li> <li>• Body language</li> <li>• No negativity</li> <li>• Honesty</li> <li>• LISTEN</li> <li>• I vs. We</li> <li>• Direct answers</li> <li>• Be succinct</li> <li>• Ask questions</li> <li>• Ask for the job</li> </ul> <p><b>Follow-up</b></p> <ul style="list-style-type: none"> <li>• Background check</li> <li>• Internet presence</li> <li>• E-mail Thank-You (Confirm, Correct, Clarify)</li> <li>• Hand Written T-Y</li> <li>• Requested information</li> <li>• Don't be a pest</li> <li>• References</li> </ul> <p><b>Offer</b></p> <ul style="list-style-type: none"> <li>• 1 counter-offer</li> <li>• Needs</li> <li>• Salary/Benefits</li> </ul>
<p><b><u>The Great Anomalies</u></b></p> <p>Your job search is NOT about you; you are incidental to the process!</p> <p>-----</p> <p>Days/Weeks/Minutes vs Seconds/Seconds/Hours</p>				
<p><b>IT'S NOT WHAT YOU SAY – IT'S WHAT THEY HEAR</b></p>				
 <p><b>HSS</b> WWW.HSSTAFFING.COM</p>		<p><b>STAND OUT – BE SEEN</b>          LinkedIn Pulse – Twitter – ?  <a href="http://www.helpareporter.com">www.helpareporter.com</a>  <a href="http://www.blogtalkradio.com">www.blogtalkradio.com</a>  <a href="http://www.hootsuite.com">www.hootsuite.com</a></p>		
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## HOW TO WRITE A RESUME

**Philosophy:** Employers will spend 5 seconds scanning a resume to see if a candidate is qualified for a position. They'll check location, tenure, and specific qualifications (skills, licenses, degrees, etc.). In order to "stop" them from scanning, and to get them to read, you need to begin the resume with "Selected Accomplishments," 5-6 bullet points highlighting verifiable achievements that tell the employer that you can do the job because you've done the job! NEVER include an "Objective" (your objective is to get the job you're apply for, so why have an "Objective?"), or a "Professional Summary" (no employer cares how great you think you are!).

Name

City, State of Residence

Phone Number - E-mail Address

Selected Accomplishments

Work Experience

Name of Employer, Location of Employer

Dates of Employment (Most Recent First)

Title

*Two-three line summary describing the employer, what they do, the size of the company, etc.*

- Bullet points highlighting the key responsibilities

Education

Degrees from accredited schools.

Continuing Professional Education

List any courses taken from non-accredited schools/programs or accredited schools where degrees were not awarded.

Licenses and Certifications

Skills/Languages

Media Citations

Speaking Engagements

Awards and Honors

Professional Memberships

Volunteerism/Community Service



## HOW TO WRITE A COVER LETTER

**Philosophy:** Employers will not spend more than ten seconds reading a cover letter. You have to show them that you can get to the point, understand business, know what they are looking for and that you are the person for the job. Here's how you do it:

- 1) If at all possible personalize the letter. If you cannot get the name of the recipient, "Dear Hiring Manager" will suffice. NEVER use "To Whom It May Concern." That makes it appear to be a form letter.
- 2) In the first paragraph let them know the job you are applying for, when you heard about it and where you saw it advertised. That way they know you can get to the point, that you do not procrastinate, and that you understand that it is important for them to know where they, are getting the best bang for their advertising dollars.
- 3) In the second paragraph give them an example of the one thing that you have done in your career that speaks to the job for which you are applying and will convince them to look at your resume. That's the purpose of the cover letter, to get them to look at the resume.
- 4) In the third paragraph, if they ask in the ad, tell them what your salary requirements are. Include "not including benefits" so that they know you are flexible.
- 5) In the fourth paragraph, make reference to your resume.
- 6) End politely and be certain your full name, address and contact information appear at the top.

*Dear Ms. Smith,*

*I wish to apply for the position of warehouse manager that I saw advertised in today's Post.*

*With my three years experience in the Army overseeing a warehouse stocking thousands of unique items, valued in the hundreds of millions of dollars, I am certain that I will not only be able to fulfill the requirements of the position but to surpass them.*

*My salary requirements are \$50,000, not including benefits.*

*Attached please find a copy of my resume for your review.*

*Thank you in advance for your consideration. I look forward to hearing from you.*

*Sincerely,*

*Your Name*

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