



Job Search Basics

A Cochise County Workforce Development Career Center Workshop

Special recognition goes to Maricopa Workforce Development
for the creation of this workshop

Cochise County Workforce Development locations

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Hours are from 8am – 5 pm Monday through Friday

JOB SEARCH BASICS

1. **Job Search Action Plan**
2. **Job Search Log**
3. **Networking: Self Statement**
4. **Skill Sets for Today's Job Market**
5. **Anatomy of an Interview**
6. **Interview Prep List**
7. **Resume Tips**
8. **Scannable Resume Format**
9. **Cover Letters**
10. **Employment Related Web Sites**

JOB SEARCH QUIZ

1. Your best bet to find a job is:
- A) Newspaper help wanted ads, and going to the local State Employment agency.
 - B) Going directly to companies, and by setting up your own network
 - C) Sign up with temporary service agencies, and mailing your resume to many companies
 - D) Tell your in-laws you have decided to live with them forever

Answer _____

2. On your resume, for a factory position, the most important items are to highlight are:
- A) Your previous place of work
 - B) Your education and special training classes
 - C) Your skills and abilities
 - D) The color of seats in your car

Answer _____

3. When filling out a job application, the question is "Position Desired," your answer should be:
- A) The position the company has posted
 - B) Anything
 - C) The position you want
 - D) The first spot in line to clock out when the workday is over

Answer _____

4. The number one thing employers look for is:
- A) Dependability
 - B) Dependability
 - C) Dependability
 - D) Dependability
 - E) Ex-Nazi War Criminals
 - F) Dependability

Answer _____

5. When the interviewer asks you if you have any questions, you should ask:
- A) How long do you have to work here before you get the job
 - B) If they think your eyes match your clothing
 - C) For the job if you really want it

Answer _____

6. A cover letter should be sent along with your resume:
- A) Only if applying to someone you know
 - B) If it is below 32 degrees outside
 - C) Every time you send a resume
 - D) When answering help wanted newspaper ads

Answer _____

7. Before going to a job interview, you should:
- A) Get a good night's sleep
 - B) Paint your house blue
 - C) Practice your answers
 - D) Find someone who works there, and ask them what type of questions you should expect

Answer _____

8. After an interview you should:
- A) Wait for them to contact you
 - B) Send them a thank you note within 24 hours
 - C) Call the interviewer and thank them for their time
 - D) Ride a bicycle backwards through the park while whistling "Dixie"

Answer _____

9. The resume is intended to:
- A) Get you the job
 - B) Make you suffer while you have to think about what you want to put in it!
 - C) Get you an interview

Answer _____

Answers to Job Search Quiz

1. **B** – Going directly to the company you want to work for and by setting up your own network of people to look out for you. These two ways account for more than 70% of all jobs found.
2. **C** – Your skills and abilities. Remember, they want to know what you can do for them!
3. **A** – If you are applying because a company has positions open and they have posted them. If nothing is posted, then the correct answer should be **C**. Be sure you name the general area you are interested in, such as general office or general factory, etc.
4. **A, or B, or C, or D, or F. Not E!**
5. **C** – Most interviewers are disappointed when they really like someone, but that person does not ask for the job! The interviewer thinks they are not interested, so they do not offer the job to them! You have to ask!
6. **C** – Every time, and individualized! What do you do with mail that is directed to “Occupant?” Yep, they throw away cover letters addressed to “Whom It May Concern” too.
7. **C** – You will be relaxed, making the interviewer relaxed as well, and you will automatically get a good night sleep (A). D is also a good answer, but I will stick with C.
8. Either **B** or **C** – Both are correct; it is up to you to do what is most comfortable for you.
9. **C** – It gets you the interview...Remember, your resume is your sales brochure, and its purpose is to attract interested employers.

JOB SEARCH ACTION PLAN

DETERMINE THE TYPE OF WORK YOU WANT. Consider:

- | | | |
|----------------------------------------------------|------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Your Education | <input type="checkbox"/> Your Experience | <input type="checkbox"/> Your Skills and Talents |
| <input type="checkbox"/> Career Assessments | <input type="checkbox"/> Interest Assessments | <input type="checkbox"/> Informational Interviews |

LOCATE JOB OPENINGS through:

- | | | |
|-----------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Newspaper Ads | <input type="checkbox"/> Internet | <input type="checkbox"/> Networking Groups |
| <input type="checkbox"/> Employment Agencies | <input type="checkbox"/> Friends and Relatives | <input type="checkbox"/> Employment Counselors |

COMPILE A LIST OF COMPANIES THAT INTEREST YOU.

(Note: On the following grid, please insert the date you took the action specified for each job listed on the reverse side)

JOB #	1	2	3	4	5	6	7	8	9	10
INFORMATIONAL INTERVIEWS										
RESEARCH COMPANY										
Submit APPLICATION										
Submit COVER LETTER										
Submit RESUME										
REFERENCE LIST (Get Permission)										
JOB INTERVIEW										
a. Dress / Appearance Prep										
b. Practice Questions										
c. Prepare list of questions										
THANK YOU NOTE										
CALL BACK										
FOLLOW UP										

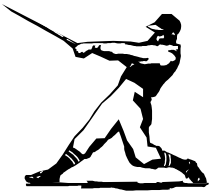
MARICOPA WORKFORCE CONNECTION CAREER DEVELOPMENT CENTER JOB SEARCH LOG

Name:	For the Week of:
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Job #	Date	Company Name	Address	Phone	Fax	Contact Person	Type of Work Sought	Filed App	Results
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

*** NOTE: USE ACTION PLAN CHECK LIST ON PRECEDING PAGE FOR EACH JOB LISTED ABOVE**

Power Introduction



The studio interview will acquaint you with making a power statement about yourself. Consider this professional profile as if it were the **ONLY** piece of material available to communicate your action-oriented career synopsis. It should therefore include key accomplishments action words with results that an employer or recruiter would easily identify in order to consider you for a position. Write a brief 45 second oral resume that clearly highlights your key qualifications. That equates to three-fourths of a page, double-spaced using 10 pt font. It should contain only **your first name, education, field of work, relevant work experience, key accomplishments that would benefit a company** and **what job you are seeking**. It should be scripted, revised, refined and rehearsed out loud until you can powerfully and confidently deliver the summation during the rehearsal taping at the seminar.

Power Statement Example:

Example: "My name is Ronald. I have 15 years experience as a Project Manager in the professional Services Industry, a Bachelor of Science in Industrial Technology and a Master of Science in Project Management. I have directed multi-functional operations including production, software/hardware engineering, technical training, quality assurance, and research and development. During 15 years in my industry, I have had several major accomplishments such as: co-authoring two project management process patents, successful completion of five major experiments on-time and under budget and introducing Total Quality Management in projects at three Fortune 500 companies.

I am seeking a program or project management position in a growth firm offering high visibility assignments.

The following are examples of **Action Words** that could be used in your Power Introduction:

Evaluated	Controlled	Researched	Problem Solved
Decision Maker	Time Manager	Inspected	Scheduled
Strategic Planner	Negotiated	Follow-Through	Conducted Meetings
Developed People	Team Builder	Supervisor	Brainstormed
Technical Leader	Listener	Planner	Developed Policy

Your Self Introduction

I am a

(One sentence that describes your current professional "hat")

Some of my strengths/abilities/special interests are

(Further detail for the above statement)

I have a

(Education and special knowledge)

Most recently

("Flashes" about your most recent experience and accomplishments there)

I am now seeking

(Your current professional objective or goal)

SKILL-SETS FOR TODAY'S JOB MARKET

Communications

- ◆ Listening
- ◆ Reading for information
- ◆ Writing

Problem Solving

- ◆ Applied Math
- ◆ Applied Technology
- ◆ Locating Information
- ◆ Observation

Interpersonal Skills

- ◆ Team Player
- ◆ Work Ethic
- ◆ Project Management
- ◆ Mutual Respect

Computer Literacy

- ◆ Creating Documents with Multimedia
- ◆ Working with Computer Programs
- ◆ Managing Data Bases
- ◆ Manipulating Numeric Data
- ◆ Navigating the Internet

Skills Gap

Shrinking workforce	→	Growing need for skilled workers
Poor Communication	→	Team and service oriented management
Low-tech workforce	→	High-tech workforce
Low average education	→	Jobs requiring ongoing life long learners



Before every interview you must ask yourself:

**“WHAT TRAITS, SKILLS, CHARACTERISTICS
DO I POSSESS THAT WILL MAKE ME AN
OUTSTANDING (COST-EFFECTIVE) CANDIDATE FOR
THIS POSITION?”**

Remember: All the applicants will have the required job specific skills. You must determine what you have to offer in terms of personal traits, transferable skills and additional experience that will make you stand out.

ANATOMY OF AN INTERVIEW

Remember: Every employer is looking for
The Most Cost-Effective Employee

I. Entrance

- ◆ Appearance/Packaging
- ◆ Eye Contact
- ◆ Power Opening
- ◆ Smile
- ◆ Handshake
- ◆ Use of interviewer's Name
- ◆ Checklist:

Resumes	Driver's License	Black Pen
Social Security Card	Reference list:	Note Paper
Letters of Recommendation	Names, Job Titles, Addresses and phone numbers	

II. Questions Asked of You

- ◆ Practice or role-play questions prior to actual interview.
- ◆ Arm yourself with lists of the strengths, talents, and attributes that you possess.
- ◆ Gear all answers to your being cost effective. Say *nothing negative*.

III. Questions You Ask

Plus any additional information that makes you look good

- ◆ Omit questions related to money, benefits, time off, until after you receive a job offer.
- ◆ Last Question: "When will you be making your decision?"
"How will I be notified?" (May I call you?)

IV. Closing

- ◆ Use employer's name.
- ◆ Thank him/her for their time.
- ◆ Assure them that you would be an asset and/or want very much to work there.

Post Interview

- ◆ Thank you note (hand written or hard copy, and mailed within 24 hours)
- ◆ Any follow-up phone calls that are necessary

INTERVIEW PREPARATION

Checklist

1. Resumes (Copies for any and all interviewers—plus one for you)
2. Two (2) pens with black ink
3. Note paper
4. Traveling directions (or even better --- take a dry run the day before)
5. Driver's License
6. Social Security Card
7. Letters of Recommendation
8. Reference list with Names, Job titles, Addresses, Phone numbers, and E-mails
9. Samples of your work, portfolios or relevant documentation

Last minute tips

1. Arrive ten (10) minutes early. (Ten minutes early is on time; on time is late)
2. Leave your troubles at home. (Do not unload your problems on the employer)
3. Go to the interview alone. (The employer is interested in hiring you – not your friends or relatives)
4. Learn the interviewer's name. Use it in your interview.
5. Know what the company does. (Research the company)
6. Think before answering.

After the interview, ask yourself

1. How did the interview go?
2. Did I present my qualifications well?
3. Did I talk too much or too little? (Never more than two minutes per answer)
4. Was I too aggressive, too passive, or was I properly assertive?
5. What improvements can I make in my next interview?
6. Send a thank you letter.
7. Did I pat myself on the back for being courageous?

“THE TEN SECOND SCAN”

Managers receive dozens – sometimes hundreds – of resumes each week. To eliminate the early losers, some managers use the “10 Second Scan”. Here’s how it works: The manager opens her morning mail and looks at the resumes. She gives each resume a ten second glance. Based on this ten-second glance, she’ll toss each resume into one of two piles. The first pile is the “Sorry we have no openings” pile. The second pile is the “Gee, maybe I’d like to talk with this person” pile.



To get into the “Gee” pile, your resume must show that you can handle the job – and it must say so in ten seconds. The facts must jump from the page and grab the manager’s eye. If the resume looks busy, cluttered, or confusing “Sorry” – she won’t even bother to read it. So, give your resume a simple, clean, and

inviting look.

“Job Hunting Handbook”
Harry S. Dahlstrom

Resume Tips

1. There is no universal resume format. There are only guidelines you should follow.
2. Present your objective in a manner that relates both to the company and the job description.
3. Final hiring decisions are rarely based upon resumes alone; however, the resume should be a concise, factual and positive listing of your education, employment history and accomplishments.
4. Be conscious of the continuity of your history. The reader will be looking for reasons to eliminate as many resumes as possible. Resumes with gaps of unaccountable time often reach the circular file.
5. Weigh your choice of words. Select strong action verbs, concrete nouns and positive modifiers for emphasis. Use concise phrases and clauses rather than complete sentences.
6. Test your resume for relevancy. The information included in your resume should either support your job or career objective directly, or support your character in general. If you have no definite purpose for including something, leave it out.
7. Try your resume out on someone who knows you and who will be objective in his or her opinion.
8. Keep a separate list of references and make them available only upon request.
9. Always send a cover letter on matching paper with specific reference to the company’s need and your qualifications for the job. A personal letter is always best, so make an effort to get the name and title of the individual making the hiring decision.
10. Remember your resume is only a door opener. You want a personal interview.

Top Twenty Pet Peeves With Resumes

Recently ResumeDoctor.com undertook the project of conducting a survey of over 2500 recruiters throughout the United States and Canada to find out their “Pet Peeves” with resumes. These recruiters stemmed from varied specialties and industries, (Engineering, Information Technology, Sales and Marketing, Executive, Biotech, Healthcare, Administrative, Finance, etc.)

1. Spelling errors, Typos and Poor Grammar
2. Too duty oriented – reads like a job description and fails to explain what the job seeker’s accomplishments were and how they achieved them.
3. Dates not included, or inaccurate dates
4. Contact info – none or inaccurate, or unprofessional email addresses
5. Poor formatting – boxes, templates, tables, use of headers and footers
6. Functional Resumes as opposed to Chronological Resumes
7. Long resumes – more than 2 pages
8. Paragraphs – long blocks of words instead of bullet points
9. Unqualified candidates – applicants do not meet specified requirements
10. Personal info not relative to the job
11. Employer info not included and/or not telling the industry in which he /she worked
12. Lying, misleading - especially in terms of education, dates and inflated titles
13. Objectives of meaningless introductions
14. Font choice – poor choice or style, (Times New Roman or Arial preferred)
15. Resumes sent in .pdf, zip files, faxed, web page resumes
16. Pictures, graphics or URL links no recruiter will call up
17. No easy to follow summary
18. Resumes written in first (I did...) or third (he/she did...) person
19. Gaps in employment
20. Burying important info in the resume

HOW TO WRITE A RESUME

- A good resume cannot get you a job; but a bad resume can prevent you from getting the interview – and without the interview there's no chance getting the job.
- The new rules for better resumes start with the fact that there are fewer rules.
- There is an opportunity for some creativity, but not gimmicks.
- Remember what interests an employer for, let's say a budget management position, and may not interest the employer hiring a divisional controller.
- All resumes should be accurate and truthful, but each should highlight different strengths as they relate to the job opening.
- Always make sure the resume and the cover letter are error-free.
- Always rewrite a resume for a specific job with a specific company.
- Always keep a permanent file of your achievements, no matter how inconsequential they may appear to be.
- Always give each of your references a copy of your resume.
- Always send your resume by messenger or overnight mail if you're applying for a high salary level job – and you're reasonably convinced you fit the job specifications.
- Always re-read your resume before every interview –chances are the interviewer did just that too.
- Never give reasons for termination or leaving a job on the resume.
- Never use exact dates. Months and years are sufficient
- Never include your company phone number unless your immediate boss is aware of your departure.
- Never include your height, weight or remarks about your physical appearance or health.
- Never list your high school or grammar school if you're a college graduate.
- Never state your objectives on your resume unless the resume is targeted to that job or occupation.
- Never provide salary information on the resume. Save it for the interview. If you are required to give that information, reveal it in the cover letter.
- Never lie.

We wish you success.

(Excerpts by Robert Half: Founder of Robert Half International Inc.)

GUIDELINES FOR SCANNED RESUMES

Many large firms are now using scanners to scan resumes for certain key words or phrases that indicate you may possess the skills and abilities needed for a job opening. If your resume doesn't contain the key words/phrases the company is looking for, a human will never even look at it! Below are suggested guidelines to follow so the scanner can accurately read your resume.

- **Refrain from using italics, underlining, bolding, outlining, lines, tables, bullets, or fancy fonts.**
- **Use white paper.**
- **Use a 12-point font. (Times is usually easiest to read)**
- **All words should be the same size throughout the resume. (i.e. Don't make heading larger)**
- **Print the resume on a laser or ink jet printer.**
- **Turn in originals (do not use copies).**
- **Use 1" margin all around.**

Tip: Get a copy of the job description you are applying for from the human resources department. This may help you identify "Key Words" that are programmed in the scanner for the position in which you are applying.



SCANNABLE RESUME FORMAT

Lupe Público
401 W. Desert Drive
Phoenix, AZ 85098
602.228.0029

HIGHLIGHTS OF QUALIFICATIONS

- Maintained medical records.
- Interviewed patients, measured vital signs, weight, and height.
- Inventoried and ordered medical supplies and materials.
- Ability to build trust and confidence with customers and team members.
- Bilingual English and Spanish.

RELEVANT EXPERIENCE

MEDICAL

- Provided assistance or personal care to others.
- Medical terminology
- Phlebotomy: Diagnosed and treated patients.
- Assisted Medical Surgeon.
- Experienced in working with patients in emergency situations.

ADMINISTRATIVE

- Demonstrated experience in meeting local, state, and federal health regulations.
- Evaluated information against a set of standards and verified that is correct.
- Handled paperwork and performed day-to-day administrative tasks.
- Developed plans to accomplish work and prioritized and organized tasks.
- Identified principles, reasons or facts by breaking down data.

CUSTOMER RELATIONS

- Listened to customer needs and provided options to meet their needs.
- Communicated with persons outside the organization to gather facts.
- Developed and maintained constructive and cooperative working relationships with others.
- Presentation skills to emphasize importance of good Health Care.
- Handled complaints and compliments.

WORK HISTORY

- 1996-2001 Nurse Assistant-Columbia Care Center-Phoenix, AZ
- 1993-1996 Cook-Southside Hospital.-Phoenix, AZ
- 1988-1993 Cook-Health Care Services-Phoenix, AZ
- 1987-1988 Emergency Medical Tech-Little Rock, AR
- Medical Assistant-IMSS General Hospital-Boca Raton, FL

EDUCATION

- Basic Emergency Medical Technology Apollo College-Phoenix, AZ

Cover Letters That Count!

Considering the number of people who have been laid off or remain unemployed as a result of the down economy, employers are receiving more cover letters and resumes than ever before. May's release of new college grads into the job market will even further the clutter. To set yourself apart from the job-hunting pack, you'll need to have an effective cover letter. The cover letter is your first opportunity to impress an employer. It is the first thing they read and, if it's not good, it may be the only thing the employer reads at all.

GETTING STARTED

First, take time to look at some cover letter examples. Career Lab has a library of sample cover letters. Similarly, About.com has a cover letter guide that will walk you through the writing process. Each site contains good examples of basic letters, however, you'll really need to personalize yours to catch the employer's eye. Next, jot down some notes on what you want to include in your letter. Match your skills with the skills the employer is asking for in the job description. Always address your cover letter to a specific person. If there isn't a contact person listed in the ad, look online for the name and job title of the person responsible for hiring but also call the company and verify that person is still in that position.

NUTS AND BOLTS

Writing your cover letter may be easier if you divide it into three sections: The first paragraph states why you are writing. The next explains why you are ideal for the position. And the final paragraph closes by stating how you plan to follow-up.

In the first section, indicate how you learned about the opening and mention the job title.

The middle paragraph should relate your skills and abilities to the qualifications listed in the job posting. Address how you meet those qualifications with direct examples from your resume. Be open and clear about what you have to offer the prospective employer.

Throughout the entire letter, use clear and simple sentences so the reader doesn't have to decipher what you're trying to say. Keep paragraphs short so they are easy to skim. Proof read. Then proof read again. Even a small typo can look like a glaring error and may reflect on your ability to perform accurate work. Read your letter out loud. Does it make sense? Ask someone else to review it for you. Sometimes it's hard to catch our own mistakes.

Finally, let the employer know how you plan to follow-up. Be direct and indicate that you will call to set up an appointment at a mutually convenient time. If the job ad specifically says not to call, thank the employer for his or her consideration and let them know you look forward to hearing from them.

LOOKING GOOD

Once you have written the letter, then you will need to make it look good. The visual appearance of your cover letter is just as important as that of your resume. Consider using bullets or bold fonts to draw attention to the skills you wish to highlight.

Print your cover letter on standard size laser bond paper that matches your resume paper. Use conservative colors like white or beige. Brightly colored paper will not get you the type of attention you want. Use one-inch margins and balance your paragraphs on the page. Most importantly, don't forget to sign your letter. If you are sending a cover letter via email, cut and paste it into the body of an email message since many people are leery of opening attachments.

A well-written cover letter is worth the time investment. It's the first tool an employer will use to decide whether to interview you or not. So, make your cover letters count!

SAMPLE-TARGETED COVER LETTER

Iwanna Job
305 E. Main Street
Mesa, AZ #200
480.668.8262

February 25, 2003

Company Name
Company Address
City, State, Zip code

Dear (Insert person's name here):

In reference to your advertisement (#X234YZ) in The Arizona Republic on Sunday, February 24, 2003, I have attached my resume for the position of (insert Job Title) at (insert name of company).

Your Requirements

1. Three years working with public.
2. Associates Degree in Business.
3. Ms Word, Excel, and PowerPoint.
4. Read Blue Prints
5. Handle budgets and supervision.

My Qualifications

1. Five+ years working with public.
2. Bachelor Degree in Business
3. Ms Word, Excel, PowerPoint, Access
4. Experienced reading blueprints.
5. Budgets, Financial Strategies, and Supervision.

Your requirements and my qualifications are the right match for your company needs.

I appreciate the time you are investing to find a cost effective employee. I will call you next week to arrange a mutually convenient time for us to meet to discuss the opportunity of my being a contributing team member with (insert Company name).

Sincerely,

Iwanna Job