



Job Search Skills



Parts 1 & 2

Participant Guide

Columbus Technical College
Economic Development
Corporate Training Materials

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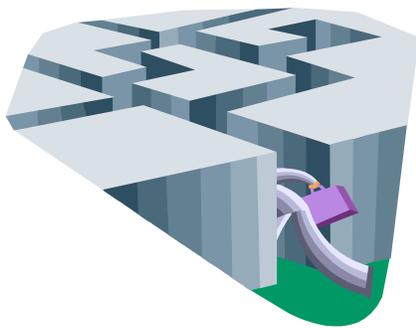
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The person who goes farthest is generally the one who is willing to do and dare. The sure-thing boat never gets far from the shore.

Dale Carnegie

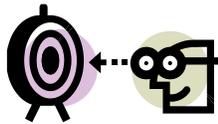
Module One: Getting Started



Welcome to the Job Search Skills workshop. Searching for a job can be intimidating. How do you know what job you're best suited for? How do you build a winning résumé and cover letter? Where can you find job leads? How do you network without feeling nervous? What happens when you land an interview? And most importantly, where do you find help when you need it?

This course will give you the answers to all these questions, plus a plan to get you to a new job within a month. After completing this program, you'll be more than ready to start your search for your perfect job.

Workshop Objectives



Research has consistently demonstrated that when clear goals are associated with learning, it occurs more easily and rapidly.

This workshop is designed to help you in the following ways:

- Define your objectives and purpose in your search for employment.
- Help you establish SMART goals in the job-hunting process.
- Assist you in developing a first month plan of action for your job search.
- Craft an effective resume.
- Form an attractive cover letter.
- Develop and present a portfolio of your prior work.
- Learn networking skills in finding leads for jobs.
- Efficiently get interviews and thrive in the interview process.



Pre-Assignment Review

The purpose of the Pre-Assignment is to get you thinking about the Job Search Skills strategies you are already using and where you need to improve. Getting a job, any job involves sales. Your commodity or product is your set of skills and experience. Those that can “sell themselves” are the ones who will not only get the job but be able to pick and choose among the best positions offered in the field of their choice. You may have more ability, skill, knowledge, and experience than another candidate for the same position but without the ability to sell yourself, the job will go to someone else. This course is designed to help you become highly effective in communicating your skills, strengths, and experience to potential employers giving you an edge in a competitive job market.



If opportunity doesn't knock, build a door.

Milton Berle

Module Two: Ready, Set, Go!



The success of one's career depends greatly on the ability to recognize the job-related values that are important to the individual as well as the hiring company. Identifying the purpose for working and the assessment of skills can help determine the types of jobs to apply for.

The creation of clearly defined SMART goals can give potential employees a concrete plan for the direction in which they would like to steer their career. A robust resource system and 30-Day Plan can keep the job seeker on track with finding and obtaining the right job.

Identifying Your Values and Purpose

In order to be able to sell yourself well and present your skill set and experience as an attractive option to potential employers, you must first identify your own values and your purpose for working.



Here are some common purposes for job seekers.

- Gain an income source that provides for my basic survival needs and some of my wants.
- Find an outlet for my creativity, skills, abilities, and energies that will not only benefit myself but will help others also.
- Make a valuable and lasting contribution to my community and to society.
- Use my college degree for something worthwhile.
- Do something constructive with my time to avoid boredom.
- Be in a place where I can meet new people, travel, and gain new experiences.
- Get out of debt.
- Save money for the future.
- Try a new skill and gain new experiences.



- Fulfill my dreams and my mission in life.

Assessing Your Skills



There are many professional instruments designed to help you assess your skills. These instruments help you identify what talents and abilities you may have to offer a potential employer. Here is a list of common skills that employers find valuable.

Top 25 Hard Skills (July 2021 - July 2022) Columbus, GA Region	Top 25 Soft Skills (July 2021 - July 2022) Columbus, GA Region
Nursing	Communications - written and verbal
Merchandising	Customer Service
Marketing	Management
Auditing	Sales
Selling Techniques	Operations
Customer Support	Leadership
Restaurant Operation	Problem Solving
Cardiopulmonary Resuscitation (CPR)	Detail Oriented
Warehousing	Planning
Accounting	Lifting Ability
Nursing Care	Interpersonal Communications
Computer Science	Critical Thinking
Housekeeping	Multitasking
Data Entry	Coordinating
Finance	Computer Literacy
Billing	Organizational Skills
Medical Records	Scheduling
Office Equipment	Professionalism
Cash Register	Troubleshooting (Problem Solving)
Workflow Management	Decisiveness
Inventory Management	Presentations
Direct Patient Care	Time Management
Customer Relationship Management	Cleanliness
Invoicing	Teamwork
Product Knowledge	Self-Motivation

Job-Posting Analytics:
Job postings in the
Columbus GA-AL MSA
between July 2021 –July 2022
Source: EMSI



Setting SMART Goals

Now that you have a clearer picture of your skills and abilities along with your purpose and values, you can go about the task of setting SMART goals. SMART goals are goals that fulfill each word described in the acronym formed by the word SMART.



- **Specific:** First of all the goal must be specific. You may indicate in your goal you wish to become a sales representative for a cosmetic company or a police officer for the State of California. These are specific goals.
- **Measurable:** The next characteristic that a smart goal has is that it is measurable. You may indicate that you desire full time employment of at least 40 hours per week. Your salary expectations can also be measurable stating that you wish to earn a minimum of \$40,000 per year or more.
- **Achievable:** These specific and measurable goals must also be achievable. The first thing to consider is whether or not the job exists. If your town does not have a professional football team it is not an achievable goal to be the play-by-play announcer for a team that does not exist. Other non-achievable limitations may be age requirements or other considerations. Just because a person of your gender or ethnic group has not been hired in that role before does not make it unachievable. Just ask President Obama.
- **Relevant:** A relevant goal is for some a realistic one given your priorities and personal circumstances. Does this goal fit in with the rest of your life? Are you able to fulfill your non-professional duties to your spouse, children and community with this additional responsibility of employment? Many mothers battle with this issue when considering their responsibility to their children balanced with their desire to be “productive” and work outside of the home.
- **Timed:** When do you expect to fulfill your goal? Are there any training periods or probationary periods to fulfill before you are actually hired? How many interviews and how many companies do you plan to talk to before settling on the right one? Set a realistic goal as to when you wish to begin your new profession or job.

Building a Resource System

Your job hunt will require a basic toolbox full of resources that you can use in finding employment.

In your resource kit you should include the following items.

- Reference books on job search tips. ([see resource section at the end of this document](#))



- A Briefcase. This is essential to carry with you on your job of selling yourself and your skill set to potential employers. It is great for carrying your business cards, cover letters, and portfolio of your best work.
- Leather portfolio and notepad holder. Take notes and present your work like a professional even before you get the job.
- Business attire appropriate for the jobs you are seeking. This may be a dress shirt and tie with a pair of dress slacks. It may include a sports jacket or business suit for males or females. The industry and the climate will dictate the appropriate fashion for the interview.

A 30-Day Plan

You have to accept the reality that finding a job that is going to meet your needs and fulfill your objectives will take some time. It will require effort. If it is a job worth your time there will be other people



competing for the same job. You must be the best-prepared candidate there.

Having a plan for the first 30 days is realistic, intelligent and a habit that successful job seekers gladly form.

On a calendar, list all the interviews you schedule for the month.

On days you do not have interviews scheduled, you must dedicate your time to acquiring interviews. This will include taking your resume to prospective employers and filling out applications at their work site. They may schedule you for an interview immediately or take your resume and application and promise to call you for an interview in the near future.

Days and times for other activities may include creating a list of potential employers to call and visit, revising your resume if it is not working as you would expect, and polishing your interviewing skills by role playing and reading books on the topic.

The first 30 days give you time to form a daily routine of prospecting future employers, applying for jobs, fine tuning your resume, and asking for interviews. Each time you complete an interview, write down the strengths and weaknesses in your performance.



Case Study

Todd had aimed for a bright future with his college degree on one shoulder and his excitement on the other. Todd was a ball of energy as he could see all the stars aligned ahead of him due to his winning attitude and core values. He was headed toward great places and his friend Simon was inspired to search for his own mission and his own keys to success in the work place. Todd showed Simon the ropes and taught Simon to look past the obvious and uncover the deeper meanings and values of being more than a puppet and showed him how to spread his wings with hard work and dedication as a ladder to bigger and brighter ideas.



Module Two Review Questions

1. Which of these is a common skill that employers find valuable?
 - a) Drawing
 - b) Cleaning
 - c) Humor
 - d) Initiative
2. What does SMART stand for?
 - a) Scientific Mature Attainable Risky Timed
 - b) Specific Measurable Achievable Relevant Timed
 - c) Standard Maintenance Accurate Relative Trustworthy
 - d) Statistic Maintain Associate Reliable Team
3. On days you do not have interviews scheduled, you must dedicate your time to _____.
 - a) Acquiring interviews
 - b) Relaxing
 - c) Calling potential employers
 - d) Research
4. On a _____, list all the interviews you schedule for the month.
 - a) Sticky note
 - b) Calendar
 - c) Notebook
 - d) Napkin
5. Having a plan for the first ____ days is realistic, intelligent and a habit that successful job seekers gladly form.
 - a) 30
 - b) 10
 - c) 100
 - d) 90
6. There are many professional instruments designed to help you assess your _____.
 - a) Values
 - b) Goals
 - c) Prospects
 - d) Skills



7. A _____ goal is for some a realistic one given your priorities and personal circumstances.
- a) Career
 - b) Relevant
 - C) Professional**
 - d) Measurable
8. Each time you complete a/an _____, write down the strengths and weaknesses in your performance.
- a) Interview
 - b) Goal
 - c) Task
 - d) Skill
9. In your _____ you should include the following items: Reference books, notepad holder, and business attire.
- a) Briefcase
 - b) Resource kit
 - c) Portfolio
 - d) Car
10. In order to be able to sell yourself well and present your skill set and experience as an attractive option to potential employers you must first identify your own _____.
- a) Skills
 - b) Potential
 - c) Goals
 - d) Values



With realization of one's own potential and self-confidence in one's ability, one can build a better world.

Dalai Lama

Module Three: Building Your Resume



Your resume is one of the most important parts of the job seeking process.

Whether you are chosen for an interview or not depends a great deal on the professionalism demonstrated in your resume and the language you use to communicate your skills, abilities, and experience. In your resume you must put forth the strong impression that you are the best option for the companies' employment needs.

Basic Resume Formats

There are a few basic formats worthy of consideration for writing a professional resume.

- **Essential Information to Include**

- Full name and contact information. Telephone numbers, e-mail, and street address and fax numbers if necessary. If you have a professional website, this would also be important to list. Avoid putting social networking sites that are for personal use.
- Work experience related to the position you are seeking.
- Work experience not directly related to the position you are seeking. This shows other skills and experiences you have and your larger picture of work history.
- Education and schooling relevant to the position.
- A summary of qualifications or skills and abilities you bring to the job.
- Awards and recognition.



- References - You may choose to say references available upon request or list them on the resume itself.

- **Chronological Style Resume**

- One traditional resume format is a Chronological presentation of your work experience and qualifications. The following is true about this format:
- Lists the specifics of your work experience in reverse chronological order.
- Includes work history and education.
- Many organizations and human resource departments prefer this method.

- **Combination Style Resume**

- Focus on the target position / job. Present your capabilities that are required of that position.
- Relate your ability to do the job regardless of when the skills were last used.
- Show research about the position sought.
- Include job titles and dates of employment.
- There are different formats for students entering the workforce for the first time. Some formats help people moving from one level of responsibility to higher levels in the same career. Still other formats are helpful for professionals changing from one career to another.

Dealing with Awkward Points



There may be gaps in your employment history that create tension or awkwardness. If you have such gaps you may decide that the Combination Style Resume works better to draw less attention to these hiatuses of employment. Careful and creative wording can help present special circumstances in the best possible light. Honesty is the best policy if you are asked to explain times of unemployment for any reason such as extended illness, disability, incarceration or just times when you could not find a job.



Checklist for Success

Does your resume do the following?

- Clearly present your full, formal name?
- Contain your contact information?
- Present your work history in an easy to understand manner?
- Give a summary of your educational experience with the institutions and degrees earned?
- List other experiences you may have that can contribute to success on the job?
- List your skills, abilities, and qualifications in a clear and organized way?
- Provide the names of personal references if needed?



Case Study

Jordan's pen felt too heavy to lift after spending what felt like years on his resume. He was applying for a recently posted senior management position. Unable to lift another finger, Jordan put his head down on his desk and threw in the towel. Cheyenne noticed Jordan and wanted to help refill his creativity engine. Together they worked on some bright and inspiring phrases. Jordan perked up as ideas spilled out of his brain and breathed life back into his resume. Cheyenne recognized some additional skills that Jordan had not seen in himself and they added them to his resume. Jordan and Cheyenne had the resume up and ready for action and it gave Jordan a great boost of confidence.



Module Three Review Questions

1. Your _____ is one of the most important parts of the job seeking process.
 - a) Resume
 - b) Briefcase
 - c) History
 - d) Potential
2. If you have gaps in your employment history you may find that the _____ style resume draws less attention to these hiatuses in employment.
 - a) Chronological
 - b) Conventional
 - c) Combination
 - d) Circumstantial
3. Many organizations and human resource departments prefer this type of resume?
 - a) Combination
 - b) Conversational
 - c) Essential
 - d) Chronological
4. Whether you are chosen for an interview or not depends a great deal on the _____ demonstrated in your resume.
 - a) Professionalism
 - b) Sarcasm
 - c) Prism
 - d) Symbolism
5. In your resume you must put forth a strong _____.
 - a) Impression
 - b) Suppression
 - c) Obsession
 - d) Succession
6. There are a few basic _____ worthy of consideration for writing a professional resume.
 - a) Kinds
 - b) Types
 - c) Formats
 - d) Answers



7. _____ putting social networking sites that are for personal use.
- a) Always
 - b) Avoid
 - c) Add
 - d) Actively
8. One traditional resume format is a _____ presentation of your work.
- a) Ecological
 - b) Chronological
 - c) Psychological
 - d) Biological
9. Which is not true about formats?
- a) Lists the specifics
 - b) Includes work history
 - c) Is color coded
 - d) Human resources prefers it
10. Present your _____ that are required of that position.
- a) Capabilities
 - b) Ideas
 - c) Resume
 - d) Levels



If you call failures experiments, you can put them in your resume and claim them as achievements.

Mason Cooley

Module Four: Polishing Your Resume



Your resume is the key to open the door to the interview with the employer. When the employer has so many options to choose from, as superficial as it may sound, looks count. Your resume must be sharp looking, impressive and stand out from the others. The attention to detail that you stress in your work must be reflected in your documented first impression, your resume. In this module we will give some tips on how your resume can cause a lasting positive impression, how to handle branding and other extra touches to set you on the path to success.

Creating an Attractive Package



Your resume needs to have as much personality as you possess. By altering font selections you can emphasize and highlight details on your document that create the most favorable impression. Experiment and change the fonts on key words, section titles, and phrases in your resume. Break up the monotony and sameness within the text and let your creativity be obvious. Choose fonts that are both readable and enjoyable. Your uniqueness needs to be clear as you give the document a final makeover.

About Branding



A branding statement is an effective promise of the quality you intend to deliver to the employer. At the top of your resume, you will want to make such a promise through a creative slogan that captures the essence of your skills combined with your personality and passion and the needs in the market you can fill.



Some Extra Touches



Making your resume stand out requires that you pay attention to the quality of paper you use. Texture is an indicator of the attitude your document communicates. A coarse to rough paper can subliminally communicate a reliable and durable, hardworking nature. A smooth and shiny paper can communicate a persuasive and polished communicator. Become aware of the options of paper quality and use that choice to reinforce your brand message.

Color is also a great indicator of personality and attitude. Select a paper color that reinforces your branding statement and the tone of the message about yourself. Bright and cheery can be represented by whites and yellows. Reliability and trustworthiness can come through in blue. Each color choice can speak your message without the addition of more words to your resume.

Checklist for Success

Now you're ready to see if your resume is ready to present to your potential employers.

Respond to the following statements with a) Yes b) Not sure c) No



1. Does your resume use a variety of fonts?
2. Does your resume have proper spacing between sections?
3. Does your resume contain a branding statement?
4. Is your branding statement consistent with the quality of the document?
5. Does your branding statement communicate your uniqueness?
6. Does the texture of your paper selection reinforce your branding statement and image?
7. Does the color of your paper reflect your character and qualities?

Case Study

Nick polished his resume as he really wanted to impress his boss Penelope. Nick worked like a mad scientist to ensure his skills and experience jumped off his resume. He was looking for a boost up the ladder of success at work. Nick scrubbed his resume until it was squeaky clean and handed it off to his boss. Penelope nearly fell out of her seat as she was unaware of the skills and knowledge Nick possessed. Nick's resume made Penelope's choice easy and she was happy to give him a spot on her veteran sales team.



Module Four Review Questions

1. A _____ statement is an effective promise of the quality you intend to deliver to the employer.
 - a) Branding
 - b) Marketing
 - c) Humorous
 - d) Positive
2. Your resume needs to have as much _____ as you possess.
 - a) Creativity
 - b) Initiative
 - c) Personality
 - d) Humor
3. Your _____ is the key to open the door to the interview with the employer.
 - a) Branding
 - b) Personality
 - c) Network
 - d) Resume
4. Texture is an indicator of the attitude your document communicates.
 - a) Texture
 - b) Wording
 - c) Font size
 - d) Scent
5. Select a _____ color that reinforces your branding statement and the tone of the message about yourself.
 - a) Portfolios
 - b) Briefcase
 - c) Paper
 - d) Ink
6. Making your _____ stand out requires that you pay attention to the quality of paper you use.
 - a) Briefcase
 - b) Network
 - c) Name
 - d) Resume



7. At the top of your resume, you will want to make such a promise through a creative slogan that captures the essence of your _____.
- a) Care
 - b) Drive
 - c) Determination
 - d) Skills
8. Part of making sure you have an attractive _____, is making sure you use spell-check before distributing it.
- a) Resume
 - b) Personality
 - c) Goal
 - d) Job
9. By altering _____ selections you can emphasize and highlight details on your document.
- a) Letter
 - b) Business
 - c) Font
 - d) Professional
10. Choose fonts that are both _____ and enjoyable.
- a) Humorous
 - b) Goals
 - c) Readable
 - d) Skilled



Just get it down on paper, and then we'll see what to do with it.

Maxwell Perkins

Module Five: Writing a Cover Letter



Cover letters, when introducing a strong, well prepared resume, should be brief and to the point. They should not be long and redundant with the same content already contained in the resume. This brief attention getting greeting is intended to be a sample of your business writing skill and an invitation to 'check out' your resume.

Types of Cover Letters



The reason for contacting the company and who you are contacting will help determine the type of cover letter you write. Pay close attention to the requirements of the employer. One of the quickest ways to have your resume discarded is by not following the employer's instructions. If the potential employer specifies the type of information they would like to see in your cover letter, be sure to include it. The following types of cover letters can be used to help secure the job you are seeking.

- **First contact cover letter.** A First contact cover letter is one that is used when you are not applying for a particular job. You can use the cover letter as an introduction of your skills. Although this type of cover letter may not produce great success for you, if you send it at the right time it could get into the hands of a decision maker who may contact you for an interview.
- **Targeted cover letter.** Unlike a First contact cover letter, a Targeted cover letter is sent to a specific person, applying for a specific job. With an effective presentation of your skills and experience, this cover letter could turn into a strong job prospect.
- **Recommendation cover letter.** Of the three cover letters mentioned, a Recommendation cover letter may be your best chance for turning a job application to a job offer. It is similar to a Targeted cover letter because you are sending it to a particular person for an advertised position. The one bonus of this type of cover letter is that it includes the name and contact information of someone who is referring you to the company.



Creating a Template



It does not take special training or skills to create a cover letter template. Understanding its basic components and ensuring effective, quality content is what's most important. In addition to utilizing your knowledge of the subject matter, consult 'best practice samples' of cover letters. After all, you do not want 'just another cover letter' that gets thrown to the bottom of the stack, you want a cover letter that grabs the attention of the decision maker and creates an opening for you

to present yourself as the most viable candidate.

Customizing the Template

This cover letter template consists of the necessary information for a solid cover letter. This template is a guideline and not a substitution for a well-planned, customized cover letter for each position you apply for.



Contact Information

Legal Name
Street Address
City, State, Zip Code
Phone Number
Email Address (if applicable)

Today's Date

Employer's Contact Information

Name of Contact Person
Title of Contact Person
Company
Company's Street Address
City, State, Zip Code

Salutation: Never use the first name of the person you are contacting. Instead use,

Dear Mr. or Ms. Last Name:

Body of the Letter: This section of the cover letter should explain to the employer the position for which you are applying. You should also list why you are the best person for the job. Be sure to give a concise but comprehensive presentation of your skills and experience. Spell out how your experience relates to the needs of the company and position. Conclude this letter by thanking the potential employer for their consideration. Let them know how and when you will follow-up with them.

Closing: Use formal closings such as Respectfully Yours, Sincerely or Best.



Signature: If you are sending a mailed letter, include a handwritten and typed signature. If you are sending your cover letter electronically, such as email, only a typed signature is necessary.

Checklist for Success

Strong cover letters contain the following details:

- Addressed to a specific person.
- Use the professional title of the person to whom it is addressed.
- Brief; about one-half page.
- Mention the name of anyone referring you to that company.
- Do not appear to be boastful or desperate.
- Indicate interest in the company.
- Highlight two or three eye catching traits or characteristics you possess.
- Display confidence as a high quality candidate for the position.
- Business like in tone, yet enthusiastic.
- Attached as one file along with your resume.



Case Study

Marvin racked his brain trying to create his cover letter. Marvin had trouble letting the words spill out on the page without the urge to wipe them off again. Jay saw that Marvin was struggling with his words and phrasing. Jay helped Marvin get out of his own way and gave him the right tools for the job. Marvin quickly applied pen to paper and could draw up the cover letter of his dreams with a few easy strokes and a colorful imagination ready to back him up at every turn. In a flash, Marvin had sculpted the most exquisite masterpiece and proudly placed it next to his resume for all to admire.



Module Five Review Questions

1. Which of these is not a type of cover letter?
 - a) First contact cover letter
 - b) Targeted cover letter
 - c) Recommendation cover letter
 - d) Presentation cover letter
2. Cover letters, when introducing a strong, well prepared resume, should be _____.
 - a) Long
 - b) In color
 - c) Ignored
 - d) Brief
3. A _____ cover letter is one that is used when you are not applying for a particular job.
 - a) First contact
 - b) Brief
 - c) Targeted
 - d) Recommendation
4. A _____ cover letter is sent to a specific person, applying for a specific job.
 - a) Recommendation
 - b) Basic
 - c) Targeted
 - d) First contact
5. A _____ cover letter includes the name and contact information of someone who is referring you to the company.
 - a) Brief
 - b) Recommendation
 - c) Targeted
 - d) First contact
6. Use the _____ title of the person to whom it is addressed.
 - a) Professional
 - b) Personal
 - c) Casual
 - d) Letter
7. If you are sending a mailed letter, include a handwritten and typed _____.



- a) Stamp
 - b) Email
 - c) Signature
 - d) Resume
8. Use _____ closings such as Respectfully Yours, Sincerely or Best.
- a) Informal
 - b) Formal
 - c) Casual
 - d) Friendly
9. Highlight two or three eye catching traits or _____ you possess.
- a) Jobs
 - b) Letters
 - c) Portfolios
 - d) Characteristics
10. Display confidence as a high quality _____ for the position.
- a) Personality
 - b) Friend
 - c) Recommendation
 - d) Candidate



The quality of your work, in the long run, is the deciding factor on how much your services are valued by the world.

Orison Swett Marden

Module Six: Creating a Portfolio



Having a collection of your best work available in a portfolio is a great way to not only tell the employer what you are able to do, but also to show them what you have done for others. This is your “greatest hits” collection of the work of which you have the greatest amount of pride. Quality is valued over quantity in most portfolios.

When Do I Need a Portfolio?



Portfolios are not only for artists. Writers, accountants, computer programmers, financial planners, web site designers, marketing and advertising agents and models can all benefit from a well-organized portfolio of their best efforts. Any time a visual presentation of what you have accomplished is possible, a portfolio is the vehicle to present yourself well. Online portfolios can be just as attractive and effective as physical portfolios.

Types of Portfolios

The three major types of portfolios are: Working, Display, and Assessment portfolio. The purpose for the portfolio will determine which is most effective.

1. **Working Portfolio:** Although a Working portfolio may contain completed samples of work, it is as its name implies one that consists of projects that are in the works. There are many occasions for which this type of portfolio may be best, but applying for a job may not be one of them. Your goal is to stand out from the crowd, not give a mediocre presentation of who you are.
2. **Display portfolio:** A Display portfolio is one that is used to put your best foot forward. It includes the best samples of work related to the position. Utilizing a Display portfolio may be the most



suitable for the task of showing the employer that you are confident in your ability to be a part of the success of the company and have previous work to back that up.

3. **Assessment portfolio:** Assessment portfolios are generally used as a way of documenting what one has learned. This is not only helpful for a student who is being judged on areas related to the success of a curriculum, but for professionals looking to advance their career. This is the least effective portfolio.

Essential Elements

Regardless of the type of portfolio you decide is best for you, there are several essentials that must always be included.

- If you are creating a physical portfolio, be sure to invest in a quality, conservative binder to house the portfolio contents. If you choose an electronic portfolio, be sure you use a neat, non-busy format
- The best samples of work that is specific to the position for which you are applying (text, diagrams, photos, etc.)
- Polished copy of your resume



Checklist for Success

A portfolio is a marketing tool that can go a long way if created in an effective manner. Does your portfolio meet the following?

- Include three to five samples of your best work related to the position?
- Have each sheet separated by a plastic sleeve?
- Spellchecked both through a computer program as well as manually?
- Give the interviewer an accurate picture of who you are and what you have to offer?
- Have an overall appearance of excellence?



Case Study

Nathan found himself in a pickle; he was unable to construct a portfolio of his best work. He needed to submit an updated portfolio to a potential client. Nathan paced around the office but the questions still lingered. Jill helped Nathan with the heavy lifting and poured all of Nathan's stunning achievements and



files into a portfolio that would make any happy. Jill made Nathan's portfolio stand out, and he felt like a champ sending it off to the new client. Greg, their manager, seen the teamwork and was quite pleased with the turnout, as they ended up landing the new client.



Module Six Review Questions

1. Having a collection of your best work available in a portfolio is a great way to not only tell the employer what you are able to do, but also to show them what you have done for others.
 - a) Notebook
 - b) Portfolio
 - c) Computer
 - d) Letter
2. Although a _____ portfolio may contain completed samples of work, it is as its name implies one that consists of projects that are in the works.
 - a) Display
 - b) Essential
 - c) Assessment
 - d) Working
3. Quality is valued over _____ in most portfolios.
 - a) Quantity
 - b) Presentation
 - c) Experience
 - d) Values
4. _____ portfolios are generally used as a way of documenting what one has learned.
 - a) Quality
 - b) Working
 - c) Assessment
 - d) Playing
5. _____ portfolios include the best samples of work related to the position.
 - a) Display
 - b) Working
 - c) Assessment
 - d) Art



6. If you are creating a physical portfolio, be sure to invest in a quality, conservative _____ to house the portfolio contents.
- a) Notebook
 - b) Journal
 - c) Handbag
 - d) Binder
7. Portfolios are not only for _____.
- a) Children
 - b) Artists
 - c) Professionals
 - d) Jobs
8. Any time a visual presentation of what you have accomplished is possible, a _____ is the vehicle to present yourself well.
- a) Vision board
 - b) Briefcase
 - c) Cover letter
 - d) Portfolio
9. _____ portfolios can be just as attractive and effective as physical portfolios.
- a) Briefcase
 - b) Letter
 - c) Online
 - d) Fictional
10. The three major types of portfolios are: _____, display, and assessment portfolio.
- a) Online
 - b) Working
 - c) Physical
 - d) Journal



The richest people in the world look for and build networks, everyone else looks for work. Marinate on that for a minute.

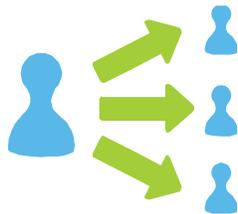
Robert Kiyosaki

Module Seven: Networking Skills



Many people consider networking to be a four letter word. But the fact is efficient networking can be the difference between applying for a job and applying and **getting** a job. You are not expected to have all the answers when it comes to networking, but knowing where to get those answers can be critical during your job search.

What is Networking?



Networking is the art of making social contacts in your spheres of influence. It begins when you make those closest to you aware of your interests and goals. As you enthusiastically communicate your job-related vision and goals, your social network of friends, family, and acquaintances become extra pairs of eyes and ears. They may know people interested in what you have to offer.



Getting a Conversation Started



Begin by talking to family members, make phone calls and catching up on family news. Ask them with genuine interest how they are and what they have been doing. Let them know your plans and how excited you are about the opportunities that are opening up to you. Ask them to keep an eye out for anyone who may need someone with your skills and abilities.

When you see neighbors in their yard, stop and say hi. After asking about their family and work life, let them know of your new career plans! Ask them to let you know of any relevant opportunities they become aware of.

Make a list of everyone you know. Use numbers in your cell phone. Consult rosters and directories of religious organizations and social clubs. Talk with other parents at local PTA meetings. Make a 'target goal' to network with at least 10 people per day.

But I'm So Nervous!



Fear is a natural emotion that we all face. Those who succeed are not people who do not have fear. They are ones who learn the trick of 'feeling the fear, and doing it anyway', according to motivational speaker and writer Jack Canfield. You cannot allow your fear to do the driving. Approach your fear as if it were a small child and acknowledge that what you are doing is a bit frightening. Then advise your fear that you intend to 'go for it' anyway.

The reality is that the worst thing that can happen is already true. You do not have a job now. If you get rejected you still do not have a job so little has changed. This means that life can only get better. This attitude will help calm fears and allow you to take charge of them.

Wrapping Up and Moving On



While you are doing the work of networking make sure you carry business cards wherever you go. Make exchanging business cards a normal part of your day. Say something such as "Here, let me leave you with my contact information. If you hear of any opportunities like the ones we have been talking about be sure to let me know." Be receptive if they wish to exchange cards with you as well.

Avoid talking about the reason for leaving your last position or how long you have been unemployed. Also it is not productive to talk about economic needs and stress you are going through while you are looking for a job. The focus needs to be on communicating your vision and your decision to do something about it.



Case Study

Victor generally shied away and hid in the shadows so he could avoid talking to his coworkers. Victor's manager, Craig, saw this and offered to help. Craig helped Victor realize that being nervous was normal and once you see that it was easier to move forward. He asked Victor "What's the worst that could happen?" Victor thought about it and soon realized that his nervousness was basically the worst part, and he soon gained a little confidence. The little bit of confidence helped Victor calm fears and allowed him to come out of the shadows. He used his new "Go for it" attitude and began to really blossom and become a strong member for the team.



Module Seven Review Questions

1. _____ is the art of making social contacts in your spheres of influence.
 - a) Networking
 - b) Marketing
 - c) Interviewing
 - d) Conversing
2. While you are doing the work of networking make sure you carry _____ wherever you go.
 - a) A briefcase
 - b) Your resume
 - c) A portfolio
 - d) Business cards
3. _____ is a natural emotion that we all face.
 - a) Fear
 - b) Care
 - c) Drive
 - d) Determination
4. Let them know your plans and how excited you are about the _____ that are opening up to you.
 - a) People
 - b) Opportunities
 - c) Resumes
 - d) Books
5. Make a target goal to share your vision and goal with at least ___ people per day.
 - a) 50
 - b) 100
 - c) 3
 - d) 10



6. Efficient _____ can be the difference between applying for a job and applying and getting a job.
- a) Skills
 - b) Punctuality
 - c) Networking
 - d) Cover letters
7. Having a strong network of people is a big part of a successful _____.
- a) Career
 - b) Portfolio
 - c) Interview
 - d) Cover letter
8. _____ Networking as a method of marketing oneself.
- a) Successful
 - b) Present
 - c) Individual
 - d) Career
9. Make exchanging _____ a normal part of your day.
- a) Applications
 - b) Letters
 - c) Binders
 - d) Business cards
10. Avoid talking about the reason for leaving your last position or how long you have been _____.
- a) Careful
 - b) Calm
 - c) Unemployed
 - d) Receptive



Module Eight: Skills for Success



Organization comes in several forms. Whether it is properly filing documentation or being on time for a task, this characteristic is a crucial skill to your success.

Keeping a positive attitude will help you with your skill development. It is also very important to keep your skills sharp, especially when they are not being utilized on a full-time basis.

Being Organized



Success in your quest to find the job of your dreams depends a great deal on your ability to be organized. You must know each day what it is you need to do in order to gain the next interview that could open the door to the opportunity you are seeking. Your time and resources are limited and you must maintain both motivation and organization in your effort to gain employment. Both a calendar and a list for each day can go a long way to keeping you on track toward your goal.

Becoming a Punctual Person

In the business world, being on time is a very important habit to practice! Delivery and transportation services, emergency response units and many other workers face serious, and even life-threatening consequences if they are not on time.



In an agricultural economy, the cow cares little if the farmer arrives 15 minutes late to milk it. A plane that does not arrive on time can cause hundreds of people to miss appointments and business opportunities. Punctuality, and the ability to meet deadlines are distinguishing characteristics of successful people.



I Can Do This!



One of the biggest obstacles in the way of your success, is discouragement; and, at the heart of discouragement lies self-doubt. The voice inside your head that whispers, “You'll never make it”, “You might as well give up” and “You'll never amount to anything” is self-defeating! The truth is, you can do this! And While it may not come easy in some cases, you need to take a chance, overcome your fears, and learn to accept "no" as an answer. If you keep searching, you will find the job your skills and abilities match. The only way you won't is if you quit looking!

Important Etiquette Points

Good manners go a long way in making a good impression on a potential employer. Make proper eye contact. Say please and thank you during the interview. Greet people with a friendly and firm handshake. Use good posture by sitting up properly in the chair during the interview. Write thank you notes to those who have been helpful and encouraging in the job search process. These habits can make you a much more desirable candidate during the job search process!



Case Study

John was up against the clock again. He always seemed to be running in circles; any thought of being on time flew out the window as soon as he'd been given a task. John needed help. Mary marched right into John's office with a plan in her hand. Mary laid down the plan and John sank in his chair at the thought of how painful the process would be. Mary assured him that time wasn't the enemy and, instead, punctuality could save him, as he usually dug a pretty big hole for himself. Mary loaned him a watch and coached him in setting up great agenda and calendar app she used. With these new tools John had the upper hand with his battle with punctuality and it allowed him plenty of wiggle room to get his tasks done before they were due.



Module Eight Review Questions

1. _____ is one of the distinguishing characteristics of successful people in business.
 - a) Charisma
 - b) Height
 - c) Punctuality
 - d) Determination

2. _____ comes in several forms.
 - a) Punctuality
 - b) Personality
 - c) Fear
 - d) Organization

3. One of the biggest obstacles in the way of your success is _____.
 - a) Discouragement
 - b) Time
 - c) Care
 - d) Personality

4. Good _____ go a long way in making a good impression on a potential employer.
 - a) Habits
 - b) Manners
 - c) Behavior
 - d) Time

5. Make proper eye _____.
 - a) Lenses
 - b) Glasses
 - c) Contact
 - d) Wear

6. Your time and resources are _____.
 - a) Limited
 - b) Funded
 - c) Sorted
 - d) Confronted



7. Both a calendar and a list for each day can go a long way to keeping you on _____ toward your goal.
- a) Way
 - b) Level
 - c) Track
 - d) Time
8. One of the biggest obstacles in the way of your success is _____.
- a) Discouragement
 - b) Contentment
 - c) Agreement
 - d) Absent
9. Every time you hear no, say _____!
- a) Yes
 - b) Next
 - c) Last
 - d) Goodbye
10. Who once worked at Baskin-Robbins ice cream parlor?
- a) Ted Kennedy
 - b) Abraham Lincoln
 - c) Barack Obama
 - d) Bill Clinton





A lot of people quit looking for work as soon as they find a job.

Zig Ziglar

Module Nine: Where to Look?



A good job means nothing if you don't know where to find it. This module will give insight into sources to consider when searching for employment opportunities. Some people say looking for a job will be the hardest job you will ever have.

The Obvious Places



While some employers still post positions and job openings through classified ads in local newspapers, many now rely on web sites such as www.indeed.com and www.careerbuilder.com to advertise openings. These easy access web sites are a great place to start.



Also, don't forget to utilize the services of your local Career One-Stop, and the job openings on their web site, <http://dol.georgia.gov/find-job>.



About Cold Calling

Some job seekers are impatient or become restless and resort to cold calling companies and ask if they are hiring. This practice is highly ineffective and discouraged altogether! Your time is much better spent networking with people in the industry and building social contacts that might lead to a more natural opening.

The Power of Networking



Networking is clearly better than cold calling when searching for a job.

Here are some advantages of networking.

- Increases your confidence
- Saves time and energy going to interviews with low potential
- Helps you find a job with the kind of people you already know and enjoy
- Helps you get more interviews in less time
- Multiplies your efforts by having a team of people looking out for your interests

Case Study

Maude searched and searched but was not seeing and great leads for a new job. With her thinking cap on, she scrolled through page after page of job openings. Eagle eyed Christine opened up her laptop and joined in on Maude's search and offered to help her in the job search. Maude agreed that two heads would be better than one. They both sat there for hours but still could not really find anything promising.

Christine then suggested Maude to just call businesses in her area. Maude thought about it and decided all she had to lose was the time, and she had lots of that. To her surprise, she ended up gaining three promising leads and was setup for three interviews next week.



Module Nine Review Questions

1. _____ is clearly better than cold calling when searching for a job.
 - a) Warm calling
 - b) Writing
 - c) Networking
 - d) Emailing
2. Which is not an advantage of networking?
 - a) Increases your confidence
 - b) Saves time
 - c) Lessens the likelihood of future interviews
 - d) Helps you find a job
3. Some job seekers in order to keep active in the job search resort to _____ .
 - a) Cold calling
 - b) Warm calling
 - c) Name dropping
 - d) Name calling
4. Many desirable positions aren't _____ advertised.
 - a) Openly
 - b) Publicly
 - c) Usually
 - d) Normally
5. Companies seeking highly skilled workers to fill specific areas of responsibility may employ_____.
 - a) Sales people
 - b) More people
 - c) Recruiters
 - d) Hairdressers
6. Employers make their positions and job openings known many times through _____ .
 - a) Fliers
 - b) Classified ads
 - c) Telemarketing
 - d) Cards



7. A good job means _____ if you don't know where to find it.
- a) Nothing
 - b) Everything
 - c) Something
 - d) Anything
8. Some people say looking for a job will be the _____ job you will ever have.
- a) Easiest
 - b) Worst
 - c) Hardest
 - d) Best
9. Employers also post openings on _____.
- a) Billboards
 - b) Websites
 - c) Letters
 - d) Envelopes
10. Because of their nature they also attract a lot of _____.
- a) Candidates
 - b) Competition
 - c) Spam
 - d) Jokes



I sometimes find that in interviews you learn more about yourself than the person learned about you.

William Shatner

Module Ten: Understanding the Interview



The interview is a very important part of the job search process that you should focus on. How you perform during the interview could make the difference between you getting the job and walking home empty-handed.

Types of Interviews

- **Direct Interview:** This interview generally just involves the candidate and the hiring manager. It is a relatively rigid format of which the hiring manager relies upon his or her straightforward questions to acquire all of the information he or she wants to know about you.
- **Behavioral Interview:** The behavioral interview is one that focuses more on the candidate's problem-solving skills, leadership, conflict resolution, stress management, etc. The questions are usually asked in the format that requires the candidate to think of specific examples to prove the point. The questions are many times phrased as *"Tell me about a time when..."* or *"What would you do if..."* This type of interview may be considered a bit more intense than a direct interview.
- **Group Interview:** Employers use group interviews to gauge how well candidates interact with each other. Although interviewing with other candidates may be overwhelming, if you keep track of the interviewer to make sure you don't miss out on any important signals, you may prove to be a viable candidate.
- **Panel Interview:** A panel interview consists of several representatives of the company. Their job is to judge what you say as well as your actions. The best way to master such an interview is to remain calm at all times and be mindful of your body language, the words you speak and the meaning those words give.



What to Expect



Going into the interview with confidence depends on knowing what to expect and being prepared to respond to the questions asked. Interviewees should expect to greet the employer, or hiring manager with a cordial handshake, and be invited to sit for the interview. You can also expect to answer questions about qualifications and experience.

When asked, do you have any questions for us, employers expect the candidate to have informed questions that reflect both interest and some prior knowledge of the company and the nature of the work.

After the interview, it is also reasonable to expect a delay in the decision to hire. Most interviews do not result in an immediate decision.

About Behavioral Questions



During a job interview, it is likely that you will be asked at least one or two behavioral interview questions. Unlike traditional job interview questions that ask you to describe what you did in a role or to share qualifications, behavioral-type questions seek concrete examples of how you have demonstrated certain skills and experiences.

Behavioral interview questions are generally formatted by presenting a situation, inquiring about what action you have taken to respond to something similar in the past, and what the result was. In asking how you handled the situation, the interviewer(s) is assuming that how you handled the situation in the past is a positive indicator of your success in the future. ([See Resource section at the end of this document for websites related to answering these questions](#))

About Knowledge Questions



Specific questions about knowledge related to the job and career may intimidate some candidates. It may be acceptable to reply that you do not know but are great at learning new information and resourceful enough to find the answer if given the opportunity. Both question of behavior and knowledge can either make or break your interview.



Case Study

Isabel was quickly losing steam in her search for a better job. She was able to get the initial interview, but was never call back. Isabel knows she has lots of experience, and a unique skill set, but always found the interview process a challenge. Her coworker Paul thought he held the solution to Isabel's long journey. Paul offered to coach her on some great interviewing tricks. Paul gave Isabel a break down on the general types of questions, and how they are graded. Together they practiced and Isabel was soon seeing the mistakes she made in the past, and now, able to avoid them with ease. With her new interview skills she landed a great position at a promising startup.



Module Ten Review Questions

1. Specific questions about knowledge related to the job and career may _____ some candidates.
 - a) Terrify
 - b) Intimidate
 - c) Ease
 - d) Inundate

2. Which is a tool used by many employers?
 - a) Educational
 - b) Knowledgeable
 - c) Behavioral
 - d) Corporal

3. Going into the interview with confidence depends on knowing what to expect and being _____.
 - a) Sleepy
 - b) Nervous
 - c) Prepared
 - d) Scared

4. Employers will expect the candidate to have _____ questions.
 - a) Informed
 - b) Many
 - c) No
 - d) Several

5. Interviewees can expect to greet the employer or hiring manager with a cordial _____.
 - a) Hello
 - b) Handshake
 - c) Goodbye
 - d) Smile



6. How many types of interviews are there?
- a) Six
 - b) Four
 - c) None
 - d) One
7. Which type of interview generally just involves the candidate and hiring manager?
- a) Direct
 - b) Group
 - c) Behavioral
 - d) Panel
8. Employers use group interviews to _____ how well candidates interact with each other.
- a) See
 - b) Count
 - c) Gauge
 - d) Try
9. A panel interview consists of several _____ of the company.
- a) Representatives
 - b) Candidates
 - c) Rooms
 - d) Floors
10. Which type of interview involves a relatively rigid format?
- a) Behavioral
 - b) Direct
 - c) Panel
 - d) Group



Talent will get you to the top, but it takes character to keep you there.

John Wooden

Module Eleven: Interview Skills



Going into an interview without preparation is never advisable. The goal is to do everything within your power to present yourself as the best candidate for the job. Dressing the part and practicing the way you will answer and ask questions, is vital to the success of the interview.

Dressing for Success



From the first handshake to final farewell you are going to be evaluated on your poise, appearance, posture, skills, abilities, and persuasiveness. Your ability to respond to pressure and even your own mistakes will tell the employer much about the kind of person you are.

Answering Questions



The ability to answer a question well, requires good listening skills and the ability to articulate the answer clearly. The most effective way to answer interview questions, however, is to prepare your answers **BEFORE** the interview! We discussed common "behavioral type questions" and how to answer them earlier. There are also many other questions that employers often use. Because questions such as, "Tell us about yourself," and "What is your greatest strength (or weakness)" are so common, the answers can, and should be developed and rehearsed before the interview. ([See Resource section at the end of this document for websites related to answering common interview questions](#))



Anticipating questions and answers should give you a competitive advantage! Before answering, however, make sure you understand the question completely. Quite often, multiple questions are grouped and asked as one. Feel free to ask for clarification of any part of the question you may not understand. If you do not know the answer to a question, be prepared to respond in a way that does not show a lack of confidence, or ability to obtain an answer. Finally, make your answers **brief and to the point**. **Do not** give far more information than the question itself requires!

Asking Questions



Asking pertinent questions is a great way to gain the respect of the employer and to demonstrate that you have an awareness of the nature of the company and the kind of work they do. Relevant questions demonstrate a curiosity and awareness that they are not only interviewing you but you are interviewing them. The employer-employee relationship is not one sided. Your comfort and happiness in the job is just as important as their satisfaction with you as a member of the team.

Following Up



Following up after an interview is one of the important, yet forgotten acts of the job search process. Not only is it courteous to thank the person you interviewed with for their time, but following up is a good way to reiterate your interest in the position without being a nuisance.

While explaining 'next steps', the interviewer will sometimes indicate how he or she wish to be communicated with. For example, if at some point during the conversation the interviewer says, "*The best way to reach me is _____*," then you want to adhere to the request. If the interviewer does not specify a method of contact and you have a business card with an email address and phone number, you may want to consider the least intrusive method, email. An 'old-fashioned' hand-written note indicating your appreciation for their time and consideration is also appropriate and, usually much appreciated!



Case Study

The final case study is a humorous clip taken from the movie ¹*Step Brothers*¹. Watch as the ‘brothers’ make a mockery of the interview process. See how many examples of bad etiquette, or misbehavior they commit during their interview.

¹ Apatow, J. & Miller, J. (Producers), & McKay, A. (Director). (2008). *Step Brothers [Motion picture]*. United States: Columbia Pictures



Module Eleven Review Questions

1. From the first handshake to final farewell you are going to be _____.
 - a) Evaluated
 - b) Investigated
 - c) Interrogated
 - d) Celebrated
2. Who wrote the quote "Good clothes open all doors."?
 - a) Thomas Fuller
 - b) Thomas Jefferson
 - c) Thomas Tune
 - d) Thomas Nomad
3. The ability to answer a question well requires which of these skills?
 - a) Good dance skills
 - b) Excellent cooking skills
 - c) Good listening skills
 - d) Good driving skills
4. _____ the kind of questions you will be asked helps prepare you for the interview.
 - a) Avoiding
 - b) Anticipating
 - c) Understanding
 - d) Underestimating
5. Before answering make sure you understand the question _____.
 - a) Asked
 - b) Clearly
 - c) Completely
 - d) Entirely
6. Feel free to ask for _____.
 - a) Clarification
 - b) More
 - c) Time
 - d) Jewelry



7. Asking _____ questions is a great way to gain the respect of the employer.
- a) Pertinent
 - b) Trivial
 - c) Residual
 - d) Residential
8. The employer-employee relationship is not _____.
- a) All yours
 - b) All theirs
 - c) One sided
 - d) Two faced
9. Relevant questions demonstrate a curiosity and _____.
- a) Fear
 - b) Awareness
 - c) Loathing
 - d) Comfortableness
10. Which is one of the most important, but forgotten acts of the job process?
- a) Arriving on time
 - b) Following up
 - c) Asking for pay
 - d) Shaking hands



Success seems to be connected to action. Successful people keep moving. They make mistakes, but they never quit.

J.W. Marriot



Module Twelve: Wrapping Up

Although this workshop is coming to a close, we hope that your journey to improve your Job Search Skills is just beginning. We wish you the best of luck on the rest of your travels!

Resources

Skill Assessment:

[O*Net Interest Profiler](#) (free)

[YouScience](#)

[CareerOneStop – Skills Matcher](#) (free)

[My Skills - My Future](#) (free)

[Truity - Personal Strengths Inventory](#)

Recommended reading:

The Job Search:

Ahrend, K. (2020). *Project Career Quest: Navigating the Journey to New Opportunities Waiting*. Author Academy Elite

Bolles, R. N. (2019). *What color is your parachute? 2020: a practical manual for job-hunters and career-changers*. Random House USA Inc.

Dalton, S. (2020). *The 2-Hour Job Search, Second Edition: Using Technology to Get the Right Job Faster*. Ten Speed Press.



Gehrke.S. (2020). *The Road to the Job Offer: If your not getting interviews, you are about to read the right book. If your getting interviews, but not getting job offers you are about to read the right book.* Independently Published.

Lindor, P. (2018). *Break the Rules: How to Get Hired for Any Job Without Even Applying: The New Approach to Your Career Search. Crush the Job Interview & Stand out from the Crowd with 50+ Bonus Job Interview Questions.* Independently Published.

Weiss, J.H. (2018). *Moving Forward in Mid-Career: A Guide to Rebuilding Your Career after Being Fired or Laid Off.* Skyhorse Publishing.

Wilson.P. (2020). *Good Luck On The New Job: Job Search Tracker & Journal.* Independently Published.

Zaouali, H. (2019). *The Job Seeker & The Coach: How to Rescue and Fast-Track Your Job Search in No Time!* United Arab Emirates Ministry of Culture and Knowledge Development.

Resume Writing:

Blazevich, R. (2019). *Start-to-Finish Resume Guide: A Beginner's Guide to Writing Winning Resumes.* Independently published.

Cenedella, M. (2019). *Ladders Resume Guide: Best Practices & Advice from the Leaders in \$100K+ Careers (Ladders Guides).* Ladders, Inc.

DeCarlo, L. (2019). *Resumes For Dummies, 8th Edition.* For Dummies Publishing.

Enelow, W.S. & Kursmark, L.M. (2020). *Expert Resumes & LinkedIn Profiles for Managers and Executives: Capture Attention... Capture Opportunities 4th ed.* Emerald Career Publishing.

Hanson, C.W. (2018). *Resume: Writing 2019 The Ultimate Guide to Writing a Resume that Lands YOU the Job! (Resume Writing, Cover Letter, CV, Jobs, Career, Interview).* Independently published.

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Web Sites:

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