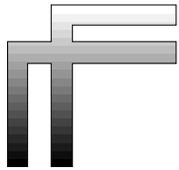
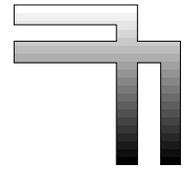




# THE **QUICK** JOB SEARCH



**GET A GOOD JOB IN LESS TIME**



**J. MICHAEL FARR**

IN JUST 32 PAGES, **THE QUICK JOB SEARCH** PROVIDES SOLID ADVICE AND PROVEN TECHNIQUES ON HOW TO:

- ✓ Identify your key skills
- ✓ Define your ideal job
- ✓ Determine a specific job objective
- ✓ Use the two best job search methods to find the 85% of all jobs that are not advertised
- ✓ Use the phone to find hidden job leads
- ✓ Get two interviews a day, every day
- ✓ Write superior resumes, JIST Cards, cover letters, and thank-you notes
- ✓ Organize your job search as if it were a job
- ✓ Answer tough interview questions
- ✓ Document your accomplishments and experience
- ✓ Cope with job loss
- ✓ Manage your finances while out of work
- ✓ Find sources of additional information
- ✓ Get a good job in less time!

**jist** the job search people

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## **THE QUICK JOB SEARCH**

*Get a Good Job in Less Time*

Copyright © 1996  
JIST Works, Inc.  
720 North Park Avenue  
Indianapolis, IN 46202  
Phone 317-264-3720 Fax 317-264-3709  
E-mail JIST Works@AOL.com

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We have been careful to provide accurate information throughout this book but it is possible that errors and omissions have been introduced. Please consider this in making any career plans or other important decisions. Trust your own judgment above all else and in all things.

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# THE QUICK JOB SEARCH—TIPS TO MAKE GOOD CAREER DECISIONS AND GET A JOB IN LESS TIME

## Changing Jobs and Careers Is Often Healthy

Most of us were told from an early age that each career move must be up— involving more money, responsibility, and prestige. Yet research indicates people change careers for many other reasons as well.

In a survey conducted by the Gallup Organization for the National Occupational Information Coordinating Committee, 44 percent of the working adults surveyed expected to be in a different job within three years. This is a very high turnover rate, yet only 41 percent had a definite plan to follow in mapping out their careers.

Logical, ordered careers are found more often with increasing levels of education. For example, while 25 percent of the high school dropouts took the only job available, this was true for only 8 percent of those with at least some college. But you should not assume this means that such occupational stability is healthy. Many adult developmental psychologists believe occupational change is not only normal but may even be necessary for sound adult growth and development. It is common, even normal, to reconsider occupational roles during your twenties, thirties,

### INTRODUCTION

*While this book will teach you techniques to find a better job in less time, job seeking requires you to act, not just learn. So, in going through this book, consider what you can do to put the techniques to work for you. Do the activities.*

*Create a daily plan. Get more interviews. Today, not tomorrow. You see, the sooner and harder you get to work on your job search, the shorter it is likely to be.*

and forties—even in the absence of economic pressure to do so.

One viewpoint is that a healthy occupational change is one that allows some previously undeveloped aspect of yourself to emerge. The change may be as natural as from clerk to supervisor; or as drastic as from professional musician to airline pilot. Although risk is always a factor when change is involved, reasonable risks are healthy and can raise self-esteem.

## BUT NOT JUST ANY JOB SHOULD DO—NOR ANY JOB SEARCH

Whether you are seeking similar work in another setting or changing careers, you need a workable plan to find the right job. This small book will give you the information you need to help you find a good job quickly.

While the techniques are presented here briefly, they are based on my years of experience in helping people find good jobs (not just any job) and to find jobs in less time. The career decision-making section will help you consider the major issues you need to make a good decision about the job you want. The job-seeking skills are ones that have been proven to reduce the amount of time required to find a good job.

Of course, more thorough books have been written on job-seeking techniques and you may want to look into buying one or more of the better ones to obtain additional information. (A list of such books is included in the last few pages of this book.) But, short as this book is, it DOES present the basic skills to find a good job in less time. The techniques work.

## THE SIX STEPS FOR A QUICK AND SUCCESSFUL JOB SEARCH

You can't just read about getting a job. The best way to get a job is to go out and get interviews! And the best way to get interviews is to make a job out of getting a job.

After many years of experience, I have identified just six basic things you need to do that make a big difference in your job search. Each will be covered in this book.

### THE SIX STEPS FOR A QUICK JOB SEARCH

1. *Know your skills.*
2. *Have a clear job objective.*
3. *Know where and how to look for job leads.*
4. *Spend at least 25 hours a week looking.*
5. *Get two interviews a day.*
6. *Follow up on all contacts.*

## Identify Your Key Skills

One survey of employers found that 90 percent of the people they interviewed did not present the skills they had to do the job they sought. They could not answer the basic question, "Why should I hire you?"

Knowing your skills is essential to do well in an interview. This same knowledge is important in deciding what type of job you will enjoy and do well. For these reasons, I consider identifying your skills an essential part of a successful career plan or job search.

## THE THREE TYPES OF SKILLS

Most people think of "skills" as job-related skills such as using a computer. But we all have other types of skills that are also important for success on a job—and that are very important to employers. The triangle below presents skills in three groups, and I think that this is a very useful way to consider skills for our purposes.

### THE SKILLS TRIAD



Let's review these three types of skills and identify those that are most important to you.

### SELF-MANAGEMENT SKILLS

Write down three things about yourself that you think make you a good worker.

**YOUR "GOOD WORKER" TRAITS**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

The things you just wrote down are among the most important things for an employer to know about you! They have to do with your basic personality—your ability to adapt to a new environment. They are some of the most important things to emphasize in an interview, yet most job seekers don't realize their importance—and don't mention them.

Review the Self-Management Skills Checklist and put a checkmark beside any skills you have. The Key Self-Management Skills are skills that employers find particularly important. If one or more of the Key Self-Management Skills apply to you, mentioning them in an interview can help you greatly.

### SELF-MANAGEMENT SKILLS CHECKLIST

#### KEY SELF-MANAGEMENT SKILLS

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> accept supervision       | <input type="checkbox"/> hard worker |
| <input type="checkbox"/> get along with coworkers | <input type="checkbox"/> honest      |
| <input type="checkbox"/> get things done on time  | <input type="checkbox"/> productive  |
| <input type="checkbox"/> good attendance          | <input type="checkbox"/> punctual    |

#### OTHER SELF-MANAGEMENT SKILLS

- |   |  |
|---|--|
| <input type="checkbox"/> able to coordinate   | <input type="checkbox"/> friendly      |
| <input type="checkbox"/> ambitious            | <input type="checkbox"/> good-natured  |
| <input type="checkbox"/> assertive            | <input type="checkbox"/> helpful       |
| <input type="checkbox"/> capable              | <input type="checkbox"/> humble        |
| <input type="checkbox"/> cheerful             | <input type="checkbox"/> imaginative   |
| <input type="checkbox"/> competent            | <input type="checkbox"/> independent   |
| <input type="checkbox"/> complete assignments | <input type="checkbox"/> industrious   |
| <input type="checkbox"/> conscientious        | <input type="checkbox"/> informal      |
| <input type="checkbox"/> creative             | <input type="checkbox"/> intelligent   |
| <input type="checkbox"/> dependable           | <input type="checkbox"/> intuitive     |
| <input type="checkbox"/> discreet             | <input type="checkbox"/> learn quickly |
| <input type="checkbox"/> eager                | <input type="checkbox"/> loyal         |
| <input type="checkbox"/> efficient            | <input type="checkbox"/> mature        |
| <input type="checkbox"/> energetic            | <input type="checkbox"/> methodical    |
| <input type="checkbox"/> enthusiastic         | <input type="checkbox"/> modest        |
| <input type="checkbox"/> expressive           | <input type="checkbox"/> motivated     |
| <input type="checkbox"/> flexible             | <input type="checkbox"/> natural       |

<input type="checkbox"/> formal	<input type="checkbox"/> sense of humor
<input type="checkbox"/> open-minded	<input type="checkbox"/> sincere
<input type="checkbox"/> optimistic	<input type="checkbox"/> solve problems
<input type="checkbox"/> original	<input type="checkbox"/> spontaneous
<input type="checkbox"/> patient	<input type="checkbox"/> steady
<input type="checkbox"/> persistent	<input type="checkbox"/> tactful
<input type="checkbox"/> physically strong	<input type="checkbox"/> take pride in work
<input type="checkbox"/> practice new skills	<input type="checkbox"/> tenacious
<input type="checkbox"/> reliable	<input type="checkbox"/> thrifty
<input type="checkbox"/> resourceful	<input type="checkbox"/> trustworthy
<input type="checkbox"/> responsible	<input type="checkbox"/> versatile
<input type="checkbox"/> self-confident	<input type="checkbox"/> well-organized

**OTHER SELF-MANAGEMENT SKILLS YOU HAVE:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

After you are done with the list, circle the five skills you feel are most important and list them in the box below.

**Note:** Some people find it helpful to now complete the "Essential Job Search Data Worksheet" provided later in this book. It organizes skills and accomplishments from previous jobs and other life experiences.

**YOUR TOP 5 SELF-MANAGEMENT SKILLS**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**TRANSFERABLE SKILLS**

We all have skills that can transfer from one job or career to another. For example, the ability to organize events could be used in a variety of jobs and may be essential for success in certain occupations. Your mission should be to find a job that requires the skills you have and enjoy using.

In the following list, put a checkmark beside the skills you have. You may have used them in a previous job or in some nonwork setting.

**TRANSFERABLE SKILLS CHECKLIST**

**KEY TRANSFERABLE SKILLS**

<input type="checkbox"/> instruct others	<input type="checkbox"/> negotiate
<input type="checkbox"/> manage money, budget	<input type="checkbox"/> organize/manage projects
<input type="checkbox"/> manage people	<input type="checkbox"/> public speaking
<input type="checkbox"/> meet deadlines	<input type="checkbox"/> written communication skills
<input type="checkbox"/> meet the public	

**SKILLS WORKING WITH THINGS**

<input type="checkbox"/> assemble things	<input type="checkbox"/> observe/inspect
<input type="checkbox"/> build things	<input type="checkbox"/> operate tools, machines
<input type="checkbox"/> construct/repair	<input type="checkbox"/> repair things
<input type="checkbox"/> drive, operate vehicles	<input type="checkbox"/> use complex equipment
<input type="checkbox"/> good with hands	

**SKILLS WORKING WITH DATA**

<input type="checkbox"/> analyze data	<input type="checkbox"/> evaluate
<input type="checkbox"/> audit records	<input type="checkbox"/> investigate
<input type="checkbox"/> budget	<input type="checkbox"/> keep financial records
<input type="checkbox"/> calculate/compute	<input type="checkbox"/> locate information
<input type="checkbox"/> check for accuracy	<input type="checkbox"/> manage money
<input type="checkbox"/> classify things	<input type="checkbox"/> observe/inspect
<input type="checkbox"/> compare	<input type="checkbox"/> record facts
<input type="checkbox"/> compile	<input type="checkbox"/> research
<input type="checkbox"/> count	<input type="checkbox"/> synthesize
<input type="checkbox"/> detail-oriented	<input type="checkbox"/> take inventory

**SKILLS WORKING WITH PEOPLE**

<input type="checkbox"/> administer	<input type="checkbox"/> outgoing
<input type="checkbox"/> advise	<input type="checkbox"/> patient
<input type="checkbox"/> care for	<input type="checkbox"/> perceptive
<input type="checkbox"/> coach	<input type="checkbox"/> persuade
<input type="checkbox"/> confront others	<input type="checkbox"/> pleasant
<input type="checkbox"/> counsel people	<input type="checkbox"/> sensitive
<input type="checkbox"/> demonstrate	<input type="checkbox"/> sociable
<input type="checkbox"/> diplomatic	<input type="checkbox"/> supervise
<input type="checkbox"/> help others	<input type="checkbox"/> tactful
<input type="checkbox"/> instruct	<input type="checkbox"/> tolerant
<input type="checkbox"/> interview people	<input type="checkbox"/> tough
<input type="checkbox"/> kind	<input type="checkbox"/> trusting
<input type="checkbox"/> listen	<input type="checkbox"/> understanding
<input type="checkbox"/> negotiate	

**SKILLS WORKING WITH WORDS, IDEAS**

<input type="checkbox"/> articulate	<input type="checkbox"/> inventive
<input type="checkbox"/> communicate verbally	<input type="checkbox"/> library research
<input type="checkbox"/> correspond with others	<input type="checkbox"/> logical
<input type="checkbox"/> create new ideas	<input type="checkbox"/> public speaking
<input type="checkbox"/> design	<input type="checkbox"/> remember information
<input type="checkbox"/> edit	<input type="checkbox"/> write clearly
<input type="checkbox"/> ingenious	

### LEADERSHIP SKILLS

- |   |   |
|---|---|
| <input type="checkbox"/> arrange social functions | <input type="checkbox"/> mediate problems     |
| <input type="checkbox"/> competitive              | <input type="checkbox"/> motivate people      |
| <input type="checkbox"/> decisive                 | <input type="checkbox"/> negotiate agreements |
| <input type="checkbox"/> delegate                 | <input type="checkbox"/> plan events          |
| <input type="checkbox"/> direct others            | <input type="checkbox"/> results-oriented     |
| <input type="checkbox"/> explain things to others | <input type="checkbox"/> risk-taker           |
| <input type="checkbox"/> influence others         | <input type="checkbox"/> run meetings         |
| <input type="checkbox"/> initiate new tasks       | <input type="checkbox"/> self-confident       |
| <input type="checkbox"/> make decisions           | <input type="checkbox"/> self-motivate        |
| <input type="checkbox"/> manage or direct others  | <input type="checkbox"/> solve problems       |

### CREATIVE/ARTISTIC SKILLS

- |   |   |
|---|---|
| <input type="checkbox"/> artistic             | <input type="checkbox"/> expressive             |
| <input type="checkbox"/> dance, body movement | <input type="checkbox"/> perform, act           |
| <input type="checkbox"/> drawing, art         | <input type="checkbox"/> present artistic ideas |

### OTHER SIMILAR SKILLS YOU HAVE:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

When you are finished, identify the five transferable skills you feel are most important for you to use in your next job and list them in the box below.

### YOUR TOP 5 TRANSFERABLE SKILLS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### JOB-RELATED SKILLS

Job content or job-related skills are those you need to do a particular job. A carpenter, for example, needs to know how to use various tools and be familiar with a variety of tasks related to that job.

You may already have a good idea of the type of job that you want. If so, it may be fairly simple for you to identify your job-related skills to emphasize in an interview. But I recommend that you complete at least two other things in this book first:

1. Complete the material that helps you define your job objective more clearly. Doing so will help you clarify just what sort of a job you want and allow you to better select those skills that best support it.

2. Complete the Essential Job Search Data Worksheet that appears later in this book (page 22). It will give you lots of specific skills and accomplishments to consider.

Once you have done these two things, come back and complete the box below. Include the job-related skills you have that you would most like to use in your next job.

### YOUR TOP 5 JOB-RELATED SKILLS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## BEGIN BY DEFINING YOUR IDEAL JOB (YOU CAN COMPROMISE LATER . . . )

Too many people look for a job without having a good idea of exactly what they are looking for. Before you go out looking for “a” job, I suggest that you first define exactly what it is you really want—“the” job. Most people think a job objective is the same as a job title, but it isn’t. You need to consider other elements of what makes a job satisfying for you. Then, later, you can decide what that job is called and what industry it might be in.

### THE EIGHT FACTORS TO CONSIDER IN DEFINING THE IDEAL JOB FOR YOU

Following are eight factors to consider when defining your ideal job. Once you know what you want, your task then becomes finding a job that is as close to your ideal job as you can find.

#### 1. WHAT SKILLS DO YOU WANT TO USE?

From the previous skills lists, select the top five skills that you enjoy using and most want to use in your next job.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**2. WHAT TYPE OF SPECIAL KNOWLEDGE DO YOU HAVE?**

Perhaps you know how to fix radios, keep accounting records, or cook food. Write down the things you know about from schooling, training, hobbies, family experiences, and other sources. One or more of them could make you a very special applicant in the right setting.

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**3. WITH WHAT TYPE OF PEOPLE DO YOU PREFER TO WORK?**

Do you like to work with aggressive hardworking folks, creative types, or what?

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**4. WHAT TYPE OF WORK ENVIRONMENT DO YOU PREFER?**

Do you want to work inside, outside, in a quiet place, a busy place, a clean place, have a window with a nice view, or what? List those things that are important to you.

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**5. WHERE DO YOU WANT YOUR NEXT JOB TO BE LOCATED—IN WHAT CITY OR REGION?**

Near a bus line? Close to a child care center? If you are open to live or work anywhere, what would your ideal community be like?

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**6. HOW MUCH MONEY DO YOU HOPE TO MAKE IN YOUR NEXT JOB?**

Many people will take less money if the job is great in other ways—or to survive. Think about the minimum you would take as well as what you would eventually like to earn. Your next job will probably be somewhere between.

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**7. HOW MUCH RESPONSIBILITY ARE YOU WILLING TO ACCEPT?**

Usually, the more money you want to make, the more responsibility you must accept. Do you want to work by yourself, be part of a group, or be in charge? If so, at what level?

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**8. WHAT THINGS ARE IMPORTANT OR HAVE MEANING TO YOU?**

Do you have values that you would prefer to include as a basis of the work you do? For example, some people want to work to help others, clean up our environment, build things, make machines work, gain power or prestige, or care for animals or plants. Think about what is important to you and how you might include this in your next job.

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**YOUR IDEAL JOB**

Use the points above and on previous pages to help you define your ideal job. Think about each one and select the points that are most important to you. Don't worry about a job title yet, just focus on the most important things to include from the previous questions to define your ideal job.

**MY IDEAL JOB OBJECTIVE:**




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## SETTING A SPECIFIC JOB OBJECTIVE

Whether or not you have a good idea of the type of job you want, it is important to know more about various job options. About 85 percent of all workers work in one of the 250 jobs in the list that follows.

A very simple but effective way for exploring job alternatives is to simply go through this list and check those about which you want to learn more. Descriptions for all of them can be found in books titled the *Occupational Outlook Handbook* and *America's Top 300 Jobs*. I encourage you to learn more about the jobs that interest you.

If you need help figuring out what type of job to look for, remember that most areas have free or low-cost career counseling and testing services. Contact local government agencies and schools for referrals.

## THE TOP 250 JOBS IN OUR WORKFORCE

<b>EXECUTIVE, ADMINISTRATIVE, AND MANAGERIAL OCCUPATIONS</b>
Accountants and auditors
Administrative services managers
Budget analysts
Construction and building inspectors
Construction contractors and managers
Cost estimators
Education administrators
Employment interviewers
Engineering, science, and data processing managers
Financial managers
Funeral directors
General managers and top executives
Government chief executives and legislators
Health services managers
Hotel managers and assistants
Industrial production managers
Inspectors and compliance officers, except construction
Loan officers and counselors
Management analysts and consultants
Marketing, advertising, and public relations managers
Personnel, training, and labor relations specialists and managers
Property and real estate managers
Purchasers and buyers
Restaurant and food service managers
Retail managers
Underwriters
<b>PROFESSIONAL SPECIALTY OCCUPATIONS</b>
<b>ENGINEERS</b>
Aerospace engineers
Chemical engineers
Civil engineers
Electrical and electronics engineers
Industrial engineers
Mechanical engineers

Metallurgical, ceramic, and materials engineers
Mining engineers
Nuclear engineers
Petroleum engineers
<b>ARCHITECTS AND SURVEYORS</b>
Architects
Landscape architects
Surveyors
<b>COMPUTER, MATHEMATICAL, AND OPERATIONS RESEARCH OCCUPATIONS</b>
Actuaries
Computer scientists and systems analysts
Mathematicians
Operations research analysts
Statisticians
<b>LIFE SCIENTISTS</b>
Agricultural scientists
Biological scientists
Foresters and conservation scientists
<b>PHYSICAL SCIENTISTS</b>
Chemists
Geologists and geophysicists
Meteorologists
Physicists and astronomers
<b>LAWYERS AND JUDGES</b>
<b>SOCIAL SCIENTISTS AND URBAN PLANNERS</b>
Economists and marketing research analysts
Psychologists
Sociologists
Urban and regional planners
<b>SOCIAL AND RECREATION WORKERS</b>
Human services workers
Recreation workers
Social workers
<b>RELIGIOUS WORKERS</b>
Protestant ministers
Rabbis
Roman Catholic priests
<b>TEACHERS, LIBRARIANS, AND COUNSELORS</b>
Adult education teachers
Archivists and curators
College and university faculty
Counselors
Librarians
School teachers - kindergarten, elementary, and secondary
<b>HEALTH DIAGNOSING PRACTITIONERS</b>
Chiropractors
Dentists
Optometrists
Physicians
Podiatrists
Veterinarians
<b>HEALTH ASSESSMENT AND TREATING OCCUPATIONS</b>
Dietitians and nutritionists
Occupational therapists

Pharmacists
Physical therapists
Physician assistants
Recreational therapists
Registered nurses
Respiratory therapists
Speech-language pathologists and audiologists
<b>COMMUNICATIONS OCCUPATIONS</b>
Public relations specialists
Radio and television announcers and newscasters
Reporters and correspondents
Writers and editors
<b>VISUAL ARTS OCCUPATIONS</b>
Designers
Photographers and camera operators
Visual artists
<b>PERFORMING ARTS OCCUPATIONS</b>
Actors, directors, and producers
Dancers and choreographers
Musicians
<b>TECHNICIANS AND RELATED SUPPORT OCCUPATIONS</b>
<b>HEALTH TECHNOLOGISTS AND TECHNICIANS</b>
Cardiovascular technologists and technicians
Clinical laboratory technologists and technicians
Dental hygienists
Dispensing opticians
EEG technologists
Emergency medical technicians
Licensed practical nurses
Medical record technicians
Nuclear medicine technologists
Radiologic technologists
Surgical technicians
<b>TECHNOLOGISTS, EXCEPT HEALTH</b>
Aircraft pilots
Air traffic controllers
Broadcast technicians
Computer programmers
Drafters
Engineering technicians
Library technicians
Paralegals
Science technicians
<b>MARKETING AND SALES OCCUPATIONS</b>
Cashiers
Counter and rental clerks
Insurance agents and brokers
Manufacturers' and wholesale sales representatives
Real estate agents, brokers, and appraisers
Retail sales workers
Securities and financial services sales representatives
Services sales representatives
Travel agents

<b>ADMINISTRATIVE SUPPORT OCCUPATIONS, INCLUDING CLERICAL</b>
Adjusters, investigators, and collectors
Bank tellers
Billing clerks
Bookkeeping, accounting, and auditing clerks
Brokerage clerks and statement clerks
Clerical supervisors and managers
Computer and peripheral equipment operators
Credit clerks and authorizers
Dispatchers
File clerks
General office clerks
Hotel and motel clerks
Information clerks
Interviewing and new accounts clerks
Library assistants and bookmobile drivers
Mail clerks and messengers
Material recording, scheduling, dispatching, and distributing workers
Order clerks
Payroll and timekeeping clerks
Personnel clerks
Postal clerks and mail carriers
Receptionists
Record clerks
Reservation and transportation ticket agents and travel clerks
Secretaries
Stenographers and court reporters
Stock clerks
Teacher aides
Telephone operators
Traffic, shipping, and receiving clerks
Typists, word processors, and data entry keyers
<b>SERVICE OCCUPATIONS</b>
<b>PROTECTIVE SERVICE OCCUPATIONS</b>
Correction officers
Firefighters
Guards
Police, detectives, and special agents
<b>FOOD AND BEVERAGE PREPARATION AND SERVICE OCCUPATIONS</b>
Chefs, cooks, and other kitchen workers
Food and beverage service workers
<b>HEALTH SERVICE OCCUPATIONS</b>
Dental assistants
Medical assistants
Nursing aides and psychiatric aides
<b>PERSONAL SERVICE AND BUILDING AND GROUNDS SERVICE OCCUPATIONS</b>
Animal caretakers, except farm
Barbers and cosmetologists
Flight attendants
Gardeners and groundskeepers
Homemaker-home health aides
Janitors and cleaners

Preschool workers
Private household workers
<b>AGRICULTURE, FORESTRY, FISHING, AND RELATED OCCUPATIONS</b>
Farm operators and managers
Fishers, hunters, and trappers
Forestry and logging workers
<b>MECHANICS, INSTALLERS, AND REPAIRERS</b>
Aircraft mechanics and engine specialists
Automotive body repairers
Automotive mechanics
Commercial and industrial electronic equipment repairers
Communications equipment mechanics
Computer and office machine repairers
Diesel mechanics
Electronic equipment repairers
Electronic home entertainment equipment repairers
Elevator installers and repairers
Farm equipment mechanics
General maintenance mechanics
Heating, air-conditioning, and refrigeration mechanics
Home appliance and power tool repairers
Industrial machinery repairers
Line installers and cable splicers
Millwrights
Mobile heavy equipment mechanics
Motorcycle, boat, and small-engine mechanics
Musical instrument repairers and tuners
Telephone installers and repairers
Vending machine servicers and repairers
<b>CONSTRUCTION TRADES AND EXTRACTIVE OCCUPATIONS</b>
Bricklayers and stonemasons
Carpenters
Carpet installers
Concrete masons and terrazzo workers
Drywall workers and lathers
Electricians
Glaziers
Insulation workers
Painters and paperhangers
Plasterers
Plumbers and pipefitters
Roofers
Roustabouts
Sheetmetal workers
Structural and reinforcing ironworkers
Tilesetters
<b>PRODUCTION OCCUPATIONS</b>
<b>ASSEMBLERS</b>
Precision assemblers
<b>BLUE-COLLAR WORKER SUPERVISORS</b>
<b>FOOD PROCESSING OCCUPATIONS</b>
Butchers and meat, poultry, and fish cutters
<b>INSPECTORS, TESTERS, AND GRADERS</b>

<b>METALWORKING AND PLASTICS-WORKING OCCUPATIONS</b>
Boilermakers
Jewelers
Machinists and tool programmers
Metalworking and plastics-working machine operators
Tool and die makers
Welders, cutters, and welding machine operators
<b>PLANT AND SYSTEMS OPERATORS</b>
Electric power generating plant operators and power distributors and dispatchers
Stationary engineers
Water and wastewater treatment plant operators
<b>PRINTING OCCUPATIONS</b>
Bindery workers
Prepress workers
Printing press operators
<b>TEXTILE, APPAREL, AND FURNISHINGS OCCUPATIONS</b>
Apparel workers
Shoe and leather workers and repairers
Textile machinery operators
Upholsterers
<b>WOODWORKING OCCUPATIONS</b>
<b>MISCELLANEOUS PRODUCTION OCCUPATIONS</b>
Dental laboratory technicians
Ophthalmic laboratory technicians
Painting and coating machine operators
Photographic process workers
<b>TRANSPORTATION AND MATERIAL MOVING OCCUPATIONS</b>
Bus drivers
Material moving equipment operators
Rail transportation workers
Taxi drivers and chauffeurs
Truck drivers
Water transportation workers
<b>HANDLERS, EQUIPMENT CLEANERS, HELPERS, AND LABORERS</b>
<b>JOB OPPORTUNITIES IN THE ARMED FORCES</b>

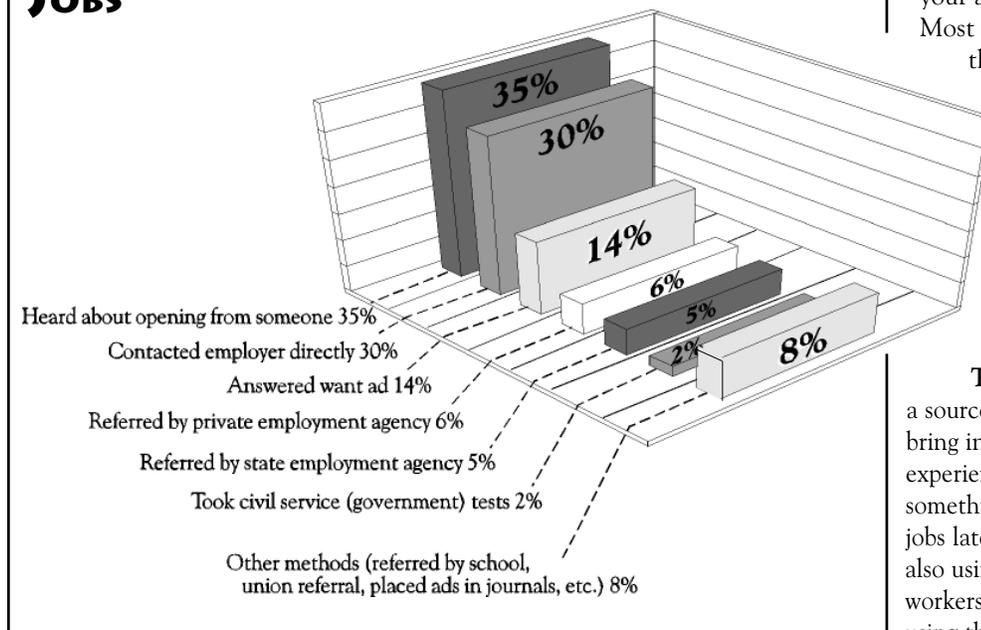
# Job Search Methods That Help You Get a Better Job in Less Time

One survey found that 85 percent of all employers don't advertise at all. They hire people they already know, people who find out about the jobs through word of mouth, or people who simply happen to be in the right place at the right time. This is sometimes just luck, but this book will teach you ways to increase your "luck" in finding job openings.

## TRADITIONAL JOB SEARCH METHODS ARE NOT VERY EFFECTIVE

Most job seekers don't know how ineffective some traditional job hunting techniques tend to be.

### How PEOPLE FIND JOBS



The chart above shows that fewer than 15 percent of all job seekers get jobs from reading the want ads. Let's take a quick look at want ads and other traditional job search methods.

**Help Wanted Ads:** As you should remember, only about 15 percent of all people get their jobs through the want ads. Everyone who reads the paper knows about these job openings so competition for advertised jobs is fierce. Still, some people do get jobs this way, so go ahead and apply. Just be sure to spend most of your time using more effective methods.

**The State Employment Service:** Each state has a network of local offices to administer unemployment compensation and provide job leads and other services. These services are provided without charge to you or employers. Names vary by state, so it may be called "Job Service," "Department of Labor," "Unemployment Office," or another name.

Nationally, only about 5 percent of all job seekers get their jobs here and these organizations typically know of only one-tenth (or fewer) of the actual job openings in a region. Still, it is worth a weekly visit. If you ask for the same counselor, you might impress the person enough to remember you and refer you for the better openings.

You should also realize that some of the state employment services provide substantial help in the form of job search workshops and other resources. Look into it, the price is right.

**Private Employment Agencies:** Recent studies have found that private agencies work reasonably well for those who use them. But there are cautions to consider. For one thing, these agencies work best for entry-level positions or for those with specialized skills that are in demand. Most people who use a private agency usually find their jobs using some other source and their success record is quite modest.

Private agencies also charge a fee either to you (as high as 20 percent of your annual salary!) or to the employer. Most of them call employers asking if they have any openings, something you could do yourself.

Unless you have skills that are in high demand, you may do better on your own—and save money. At the least, you should rely on a private agency as only one of the techniques you use and not depend on them too heavily.

**Temporary Agencies:** These can be a source of quick but temporary jobs to bring in some income as well as give you experience in a variety of settings—something that can help you land full-time jobs later. More and more employers are also using them as a way to evaluate workers for permanent jobs. So consider using these agencies if it makes sense to do so but make certain that you continue an active search for a full-time job as you do.

**Sending Out Resumes:** One survey found that you would have to mail more than 500 unsolicited resumes to get one interview! A much better approach is to contact the person who might hire you by phone to set up an interview directly, then send a resume. If you insist on sending out unsolicited resumes, do this on weekends—save your "prime time" for more effective job search techniques.

**Filling Out Applications:** Most applications are used to screen you out. Larger organizations may require them, but remember that your task is to get an interview, not fill out an application. If you do complete them, make them neat, error-free, and do not include anything that could get you screened out. If necessary, leave a problematic section blank. It can always be explained after you get an interview.

**Personnel Departments:** Hardly anyone gets hired by interviewers in a personnel department. Their job is to screen you and refer the "best" applicants to the person who would actually supervise you. You may need to cooperate with them, but it is often better to go directly to the person who is most likely to supervise you—even if no job opening exists at the moment. And remember that most organizations don't even have a personnel office, only the larger ones!

## THE TWO JOB SEARCH METHODS THAT WORK BEST

Two-thirds of all people get their jobs using informal methods. These jobs are often not advertised and are part of the “hidden” job market. How do you find them?

There are two basic informal job search methods: networking with people you know (which I call warm contacts), and making direct contacts with an employer (which I call cold contacts). They are both based on the most important job search rule of all.

### THE MOST IMPORTANT JOB SEARCH RULE: DON'T WAIT UNTIL THE JOB IS OPEN BEFORE CONTACTING THE EMPLOYER!

*Most jobs are filled by someone the employer meets before the job is formally “open.” So the trick is to meet people who can hire you before a job is available! Instead of saying, “Do you have any jobs open?” say, “I realize you may not have any openings now, but I would still like to talk to you about the possibility of future openings.”*

## DEVELOP A NETWORK OF CONTACTS IN FIVE EASY STEPS

One study found that 40 percent of all people found their jobs through a lead provided by a friend, a relative, or an acquaintance. Developing new contacts is called “networking” and here’s how it works:

**1. Make lists of people you know.** Develop a list of anyone with whom you are friendly, then make a separate list of all your relatives. These two lists alone often add up to 25-100 people or more. Next, think of other groups of people with whom you have something in common, such as former coworkers or classmates; members of your social or sports groups; members of your professional association; former employers; and members of your religious group. You may not know many of these people personally, but most will help you if you ask them.

**2. Contact them in a systematic way.** Each of these people is a contact for you. Obviously, some lists and some people on those lists will be more helpful than others, but almost any one of them could help you find a job lead.

**3. Present yourself well.** Begin with your friends and relatives. Call them and tell them you are looking for a job and need their help. Be as clear as possible about what you are looking for and what skills and qualifications you have. Look at the sample JIST Card and phone script later in this book for presentation ideas.

**4. Ask them for leads.** It is possible that they will know of a job opening just right for you. If so, get the details and get right on it! More likely, however, they will not, so here are three questions you should ask.

## THE THREE MAGIC NETWORKING QUESTIONS

1. *Do you know of any openings for a person with my skills?* If the answer is no (which it usually is), then ask:
2. *Do you know of someone else who might know of such an opening?* If your contact does, get that name and ask for another one. If he or she doesn’t, ask:
3. *Do you know of anyone who might know of someone else who might?* Another good way to ask this is, “Do you know someone who knows lots of people?” If all else fails, this will usually get you a name.

5. **Contact these referrals and ask them the same questions.** For each original contact, you can extend your network of acquaintances by hundreds of people. Eventually, one of these people will hire you or refer you to someone who will! This process is called networking and it does work if you are persistent.

## CONTACT EMPLOYERS DIRECTLY

It takes more courage, but contacting an employer directly is a very effective job search technique. I call these cold contacts because you don’t have an existing connection with these contacts. Following are two basic techniques for making cold contacts.

## USE THE “YELLOW PAGES” TO FIND POTENTIAL EMPLOYERS

One effective cold contact technique uses the *Yellow Pages*. You can begin by looking at the index and asking for each entry, “Would an organization of this kind need a person with my skills?” If the answer is “yes” then that type of organization or business is a possible target. You can also rate “yes” entries based on your interest, giving an A to those that seem very interesting, a B to those you are not sure of, and a C to those that don’t seem interesting at all.

Next, select a type of organization that got a “yes” response (such as “hotels”) and turn to the section of the *Yellow Pages* where they are listed. Then call the organizations listed and ask to speak to the person who is most likely to hire or supervise you. A sample telephone script is included later in this book to give you ideas about what to say.

## DROP IN WITHOUT AN APPOINTMENT

You can also simply walk in to many potential employers’ organizations and ask to speak to the person in charge. This is particularly effective in small businesses, but it works surprisingly well in larger ones, too. Remember, you want an interview even if there are no openings now. If your timing is inconvenient, ask for a better time to come back for an interview.

## MOST JOBS ARE WITH SMALL EMPLOYERS

About 70 percent of all people now work in small businesses—those with 250 or fewer employees. While the largest corporations have reduced the number of employees, small businesses have been creating as many as 80 percent of the new jobs. There are many opportunities to obtain training and promotions in smaller organizations, too. Many do not even have a personnel department, so nontraditional job search techniques are particularly effective with them.

## JIST CARDS—AN EFFECTIVE “MINI RESUME”

JIST Cards are a job search tool that get results. Typed, printed, or even neatly written on a 3-by-5-inch card, a JIST Card contains the essential information most employers want to know. Look at the sample cards that follow:

### Sandy Zaremba

**Home:** (219) 232-7608

**Message:** (219) 234-7465

**Position:** General Office/Clerical

Over two years work experience plus one year of training in office practices. Type 55 wpm, trained in word processing operations, post general ledger, handle payables, receivables, and most accounting tasks. Responsible for daily deposits averaging \$5,000. Good interpersonal skills. Can meet strict deadlines and handle pressure well.

Willing to work any hours

Organized, honest, reliable, and hardworking

### Chris Vorhees

**Home:** (602) 253-9678

**Leave Message:** (602) 257-6643

**OBJECTIVE:** Electronics—installation, maintenance, and sales

**SKILLS:** Four years work experience plus two years advanced training in electronics. A.S. degree in Electronics Engineering Technology. Managed a \$300,000/yr. business while going to school full time, with grades in the top 25%. Familiar with all major electronic diagnostic and repair equipment. Hands-on experience with medical, consumer, communications, and industrial electronics equipment and applications. Good problem-solving and communication skills. Customer service oriented.

Willing to do what it takes to get the job done.

JIST Cards are an effective job search tool! Give them to friends and to each of your network contacts. Attach one to your resume. Enclose one in your thank-you notes before or after an interview. Leave one with employers as a “business card.” Use them in many creative ways. Even though they can be typed or even handwritten, it is best to have 100 or more printed so you can put lots of them in circulation. Thousands of job seekers have used them, and they get results!

## USE THE PHONE TO GET JOB LEADS

Once you have created your JIST Card, it is easy to create a telephone contact “script” based on it. Adapt the basic script to call people you know or your *Yellow Pages* leads. Select *Yellow Pages* index categories that might use a person with your skills and get the numbers of specific organizations in that category. Then ask for the person who is most likely to supervise you and present your phone script.

While it doesn’t work every time, most people, with practice, can get one or more interviews in an hour by making these “cold” calls. Here is a phone script based on a JIST card:

*“Hello, my name is Pam Nykanen. I am interested in a position in hotel management. I have four years experience in sales, catering, and accounting with a 300-room hotel. I also have an associate degree in Hotel Management plus one year of experience with the Bradley Culinary Institute. During my employment, I helped double revenues from meetings and conferences and increased bar revenues by 46 percent. I have good problem-solving skills and am good with people. I am also well-organized, hardworking, and detail-oriented. When can I come in for an interview?”*

While this example assumes you are calling someone you don’t know, the script can be easily modified for presentation to warm contacts, including referrals. Using the script for making cold calls takes courage, but it does work for most people.

# Make Your Job Search a Full-Time Job

On the average, job seekers spend fewer than 15 hours a week actually looking for work. The average length of unemployment varies from three or more months, with some being out of work far longer (older workers and higher earners are two groups who take longer). I believe there is a connection.

Based on many years of experience, I can say that the more time you spend on your job search each week, the less time you are likely to remain unemployed. Of course, using more effective job search methods also helps. Those who follow my advice have proven, over and over, that they get jobs in less than half the average time and they often get better jobs too. Time management is the key.

## SPEND AT LEAST 25 HOURS A WEEK LOOKING FOR A JOB

If you are unemployed and looking for a full-time job, you should look for a job on a full-time basis. It just makes sense to do so, although many do not due to discouragement, lack of good techniques, and lack of structure. Most job seekers have no idea what they are going to do next Thursday—they don't have a plan. The most important thing is to decide how many hours you can commit to your job search and stay with it. You should spend a minimum of 25 hours a week on hard-core job search activities with no goofing around. Let me walk you through a simple but effective process to help you organize your job search schedule.

Write here how many hours you are willing to spend each week looking for a job: \_\_\_\_\_

## DECIDE ON WHICH DAYS YOU WILL LOOK FOR WORK

Answering the questions below requires you to have a schedule and a plan, just like you had when you were working, right?

Which days of the week will you spend looking for a job? \_\_\_\_\_

How many hours will you look each day? \_\_\_\_\_

At what time will you begin and end your job search on each of these days? \_\_\_\_\_

\_\_\_\_\_

## CREATE A SPECIFIC DAILY SCHEDULE

Having a specific daily job search schedule is very important because most job seekers find it hard to stay productive each day. You already know which job search methods are most effective and you should plan on spending most of your time using those methods. The sample daily schedule that follows has been very effective for people who have used it and it will give you ideas for your own. Although you are welcome to create your own daily schedule, I urge you to consider one similar to this one. Why? Because it works.

### A DAILY SCHEDULE THAT WORKS

7:00 - 8:00 a.m.	Get up, shower, dress, eat breakfast.
8:00 - 8:15 a.m.	Organize work space; review schedule for interviews or follow-ups; update schedule.
8:15 - 9:00 a.m.	Review old leads for follow-up; develop new leads (want ads, <i>Yellow Pages</i> , networking lists, etc.).
9:00 - 10:00 a.m.	Make phone calls, set up interviews.
10:00 - 10:15 a.m.	Take a break!
10:15 - 11:00 a.m.	Make more calls.
11:00 - 12:00 p.m.	Make follow-up calls as needed.
12:00 - 1:00 p.m.	Lunch break.
1:00 - 5:00 p.m.	Go on interviews; call cold contacts in the field; research for upcoming interviews at the library.

## DO IT NOW: GET A SCHEDULE BOOK AND WRITE DOWN YOUR JOB SEARCH SCHEDULE

*A good daily planner is a cheap investment because cutting your unemployment time by just a few hours will pay for it. I like and use the "Two Page Per Day Original" provided by Day-Timers, Inc. (215-266-9000) because it provides lots of room for notes. It costs about \$25 but most stationery stores have others at various prices, although getting an inferior system is unwise.*

This is important: If you are not accustomed to using a daily schedule book or planner, promise yourself that you will get a good one tomorrow. Choose one that allows plenty of space for each day's plan on an hourly basis plus room for daily "to do" listings. Write in your daily schedule in advance, then add interviews as they come. Get used to carrying it with you and use it!

## Redefine What “Counts” as an Interview, Then Get Two a Day

The average job seeker gets about five interviews a month—fewer than two interviews a week. Yet many job seekers using the techniques I suggest routinely get two interviews a day. But to accomplish this, you must redefine what an interview is.

**THE NEW DEFINITION OF AN INTERVIEW:** An interview is any face-to-face contact with someone who has the authority to hire or supervise a person with your skills—even if they don’t have an opening at the time you interview.

With this definition, it is *much* easier to get interviews. You can now interview with all kinds of potential employers, not only those who have a job opening. Many job seekers use the *Yellow Pages* to get two interviews with just one hour of calls by using the telephone contact script discussed earlier. Others simply drop in on potential employers and ask for an unscheduled interview—and they get them. And getting names of others to contact from those you know—networking—is quite effective if you persist.

Getting two interviews a day equals 10 a week and 40 a month. That’s 800 percent more interviews than the average job seeker gets. Who do you think will get a job offer quicker? So set out each day to get at least two interviews. It’s quite possible to do now that you know how.

## How to Answer Tough Interview Questions

Interviews are where the job search action happens. You have to get them, then you have to do well in them. If you have done your homework, you are getting interviews for jobs that will maximize your skills. That is a good start, but your ability to communicate your skills in the interview makes an enormous difference. This is where, according to employer surveys, most job seekers have problems. They don’t effectively communicate the skills they have to do the job and they answer one or more problem questions poorly.

While thousands of problem interview questions are possible, I have listed just 10 that, if you can answer them well, will prepare you for most interviews.

### THE TOP 10 PROBLEM QUESTIONS

1. Why don’t you tell me about yourself?
2. Why should I hire you?
3. What are your major strengths?
4. What are your major weaknesses?
5. What sort of pay do you expect to receive?
6. How does your previous experience relate to the jobs we have here?
7. What are your plans for the future?
8. What will your former employer (or references) say about you?
9. Why are you looking for this type of position and why here?
10. Why don’t you tell me about your personal situation?

I don’t have the space here to give thorough answers to all of these questions and there are potentially hundreds more. Instead, let me suggest several techniques that I have developed which you can use to answer almost any interview question.

### A TRADITIONAL INTERVIEW IS NOT A FRIENDLY EXCHANGE

Before I present the techniques for answering interview questions, it is important to understand what is going on. In a traditional interview situation, there is a job opening and you are one of several (or one of a hundred) applicants. In this setting, the employer’s task is to eliminate all but one applicant.

Assuming that you got as far as an interview, the interviewer’s questions are designed to elicit information that can be used to screen you out. If you are wise, you know that your task is to avoid getting screened out. It’s not an open and honest interaction, is it?

This illustrates yet another advantage of nontraditional job search techniques: the ability to talk to an employer before an opening exists. This eliminates the stress of a traditional interview. Employers are not trying to screen you out and you are not trying to keep them from finding out stuff about you.

Having said that, knowing a technique for answering questions that might be asked in a traditional interview is good preparation for whatever you might run into during your job search . . .

### THE THREE-STEP PROCESS FOR ANSWERING INTERVIEW QUESTIONS

I know this might seem too simple, but the Three-Step Process is easy to remember. Its simplicity allows you to evaluate a question and create a good answer. The technique is based on sound principles and has worked for thousands of people, so consider trying it.

**STEP 1. UNDERSTAND WHAT IS REALLY BEING ASKED.**

Most questions are really designed to find out about your self-management skills and personality. While they are rarely this blunt, the employer's *real* question is often:

- ✓ Can I depend on you?
- ✓ Are you easy to get along with?
- ✓ Are you a good worker?
- ✓ Do you have the experience and training to do the job if we hire you?
- ✓ Are you likely to stay on the job for a reasonable period of time and be productive?

Ultimately, if the employer is not convinced that you will stay and be a good worker, it won't matter if you have the best credentials—her or she won't hire you.

**STEP 2. ANSWER THE QUESTION BRIEFLY.**

Acknowledge the facts, but . . .

- ✓ Present them as an advantage, not a disadvantage.

There are lots of examples in which a specific interview question will encourage you to provide negative information. The classic is the "What are your major weaknesses?" question that I included in my top 10 problem questions list. Obviously, this is a trick question and many people are just not prepared for it. A good response might be to mention something that is not all that damaging such as "I have been told that I am a perfectionist, sometimes not delegating as effectively as I might." But your answer is not complete until you continue.

**STEP 3. ANSWER THE REAL CONCERN BY PRESENTING YOUR RELATED SKILLS.**

- ✓ Base your answer on the key skills that you have identified and that are needed in this job.
- ✓ Give examples to support your skills statements.

For example, an employer might say to a recent graduate, "We were looking for someone with more experience in this field. Why should we consider you?" Here is one possible answer: "I'm sure there are people who have more experience, but I *do* have more than six years of work experience including three years of advanced training and hands-on experience using the latest methods and techniques. Because my training is recent, I am open to new ideas and am used to working hard and learning quickly."

In the example I presented in Step 2 (about your need to delegate), a good skills statement might be, "I have been working on this problem and have learned to be more willing to let my staff do things, making sure that they have good training and supervision. I've found that their performance improves and it frees me up to do other things."

Whatever your situation, learn to use it to your advantage. It is essential to communicate your skills during

an interview and The Three-Step Process gives you a technique that can dramatically improve your responses. It works!

**INTERVIEW DRESS AND GROOMING RULE**

If you make a negative first impression, you won't get a second chance to make a good one. So do everything possible to make a good impression.

▼

**A GOOD RULE FOR DRESSING  
FOR AN INTERVIEW IS:**

Dress like you think  
the boss will dress—*only neater.*

Dress for success! If necessary, get help selecting an interview outfit from someone who dresses well. Pay close attention to your grooming, too. Written things like correspondence and resumes must be neat and errorless because they create an impression as well.

**Follow Up on All Contacts**

People who follow up with potential employers and with others in their network get jobs faster than those who do not.

▼

**FOUR RULES FOR EFFECTIVE FOLLOW-UP**

1. Send a thank-you note to every person who helps you in your job search.
2. Send the thank-you note within 24 hours after you speak with the person.
3. Enclose JIST Cards with thank-you notes and all other correspondence.
4. Develop a system to keep following up with "good" contacts.

**THANK-YOU NOTES MAKE A DIFFERENCE**

Thank-you notes can be handwritten or typed on quality paper and matching envelopes. Keep them simple, neat, and errorless. Following is a sample:

April 16, 19XX

2234 Riverwood Ave.  
Philadelphia, PA 17963

Ms. Sandra Kijek  
Henderson & Associates, Inc.  
1801 Washington Blvd., Suite 1201  
Philadelphia, PA 17963

Dear Ms. Kijek:

Thank you for sharing your time with me so generously today. I really appreciated seeing your state-of-the-art computer equipment.

Your advice has already proved helpful. I have an appointment to meet with Mr. Robert Hopper on Friday as you anticipated.

Please consider referring me to others if you think of someone else who might need a person with my skills.

Sincerely,



William Richardson

## Resumes: Write a Simple One Now, and a “Better” One Later

You have already learned that sending out resumes and waiting for responses is not an effective job seeking technique. However, many employers *will* ask you for them, and they are a useful tool in your job search. If you feel that you need a resume, I suggest that you begin with a simple one that you can complete quickly. I’ve seen too many people spend weeks working on their resume while they could have been out getting interviews instead. If you want a “better” resume, you can work on it on weekends and evenings. So let’s begin with the basics.

### BASIC TIPS TO CREATE A SUPERIOR RESUME

The following tips make sense for any resume format.

**Write it yourself.** It’s OK to look at other resumes for ideas, but write yours yourself. It will force you to organize your thoughts and background.

**Make it errorless.** One spelling or grammar error will create a negative impressionist (see what I mean?). Get someone else to review your final draft for any errors. Then review it again because these rascals have a way of slipping in.

**Make it look good.** Poor copy quality, cheap paper, bad type quality, or anything else that creates a poor physical appearance will turn off employers to even the best resume content. Get professional help with design and printing if necessary. Many resume writers and print shops have desktop publishing services and can do it all for you.

**Be brief, be relevant.** Many good resumes fit on one page and few justify more than two. Include only the most important points. Use short sentences and action words. If it doesn’t relate to and support the job objective, cut it!

**Be honest.** Don’t overstate your qualifications. If you

end up getting a job you can’t handle, it will not be to your advantage. Most employers will see right through it and not hire you.

**Be positive.** Emphasize your accomplishments and results. This is no place to be too humble or to display your faults.

**Be specific.** Rather than saying “I am good with people,” say “I supervised four people in the warehouse and increased productivity by 30 percent.” Use numbers whenever possible, such as the number of people served, percent of sales increase, or dollars saved.

## USE JOB LEAD CARDS TO ORGANIZE YOUR CONTACTS

Use a simple 3-by-5-inch card to keep essential information on each person in your network. Buy a 3-by-5-inch card file box and tabs for each day of the month. File the cards under the date you want to contact the person, and the rest is easy. I’ve found that staying in touch with a good contact every other week can pay off big. Here’s a sample card to give you ideas to create your own:

ORGANIZATION: Mutual Health Insurance

CONTACT PERSON: Anna Tomey PHONE: 317-355-0216

SOURCE OF LEAD: Aunt Ruth

NOTES: 4/10 Called. Anna on vacation. Call back 4/15. 4/15 Interview set 4/20 at 1:30. 4/20 Anna showed me around. They use the same computers we used in school! (Friendly people) Sent thank-you note and JIST Card. call back 5/1. 5/1 Second interview 5/8 at 9 a.m.!

You should also know that everyone feels he or she is a resume expert. Whatever you do, someone will tell you it is wrong. For this reason, it is important to understand that a resume is a job search tool. You should never delay or slow down your job search because your resume is not “good enough.” The best approach is to create a simple and acceptable resume as soon as possible, then use it. As time permits, create a better one if you feel you must.

## CHRONOLOGICAL RESUMES

Most resumes use the chronological format. It is a simple format where the most recent experience is listed first, followed by each previous job. This arrangement works fine for someone with work experience in several similar jobs, but not as well for those with limited experience or for career changers.

Look at the two Judith Jones’ resumes. Both use the chronological approach, but notice that the second one includes some improvements over her first. The improved resume is clearly better, but either would be acceptable to most employers.

### TIPS FOR WRITING A SIMPLE CHRONOLOGICAL RESUME

Here are some tips for writing a basic chronological resume.

**Name.** Use your formal name rather than a nickname if it sounds more professional.

**Address.** Be complete. Include your zip code and avoid abbreviations. If moving is a possibility, use the address of a friend or relative or be certain to include a forwarding address.

**Telephone Number.** Employers are most likely to try to reach you by phone, so having a reliable way to be reached is very important. Always include your area code because you never know where your resume might travel. If you don’t have an answering machine get one, and make sure you leave it on whenever you are not home. Listen to your message to be sure it presents you in a professional way. Also available are a

variety of communication systems: voice mail, professional answering services, beepers, mobile phones, online e-mail programs, etc. If you do provide an alternative phone number or other way to reach you, just make it clear to the caller what to expect.

**Job Objective.** This is optional for a very basic resume but is still important to include. Notice that Judy is keeping her options open with her objective. Writing “Secretary” or “Clerical” might limit her to lower paying jobs or even prevent her from being considered for jobs she might take.

**Education and Training.** Include any formal training you’ve had plus any training that supports the job you seek. If you did not finish a formal degree or program, list what you did complete. Include any special accomplishments.

#### [Sample of a simple chronological resume.]

### Judith J. Jones

115 South Hawthorne Avenue  
Chicago, Illinois 46204  
(312) 653-9217 (home)  
(312) 272-7608 (message)

#### JOB OBJECTIVE

Desire a position in the office management, secretarial, or clerical area. Prefer a position requiring responsibility and a variety of tasks.

#### EDUCATION AND TRAINING

Acme Business College, Chicago, Illinois  
Graduate of a one-year business/secretarial program, 1996

John Adams High School, South Bend, Indiana  
Diploma: Business Education

#### U.S. Army

Financial procedures, accounting functions. Other: Continuing education classes and workshops in Business Communication, Scheduling Systems, and Customer Relations.

#### EXPERIENCE

1995-1996 — Returned to school to complete and update my business skills. Learned word processing and other new office techniques.

1992-1995 — Claims Processor, Blue Spear Insurance Co., Chicago, Illinois. Handled customer medical claims, filed, miscellaneous clerical duties.

1990-1992 — Sales Clerk, Judy’s Boutique, Chicago, Illinois. Responsible for counter sales, display design, and selected tasks.

1988-1990 — Specialist, U.S. Army. Assigned to various stations as a specialist in finance operations. Promoted prior to honorable discharge.

Previous Jobs — Held part-time and summer jobs throughout high school.

#### PERSONAL

I am reliable, hardworking, and good with people.

**Previous Experience.** The standard approach is to list employer, job title, dates employed, and responsibilities. But there are better ways of presenting your experience. Look over the “Improved Chronological Resume” for ideas. The improved version emphasizes results, accomplishments, and performance.

**Personal Data.** Neither of the sample resumes have the standard height, weight, or marital status included on so many resumes. That information is simply not relevant! If you do include some personal information, put it at the bottom and keep it related to the job you want.

**References.** There is no need to list references. If employers want them, they will ask. If your references are particularly good, it’s okay to say so.

## TIPS FOR AN IMPROVED CHRONOLOGICAL RESUME

Once you have a simple, errorless, and eye-pleasing resume, get on with your job search. There is no reason to delay! But you may want to create a better one in your spare time (evenings or weekends). If you do, here are some additional tips.

**Job Objective.** Job objectives often limit the type of jobs for which you will be considered. Instead, think of the type of work you want to do and can do well and describe it in more general terms. Instead of writing “Restaurant Manager,” write “Managing a small to mid-sized business” if that is what you are qualified to do.

**Education and Training.** New graduates should emphasize their recent training and education more than those with five years or so of recent and related work experience. Think about any special accomplishments while in school and include these if they relate to the job. Did you work full time while in school? Did you do particularly well in work-related classes, get an award, or participate in sports?

### Skills and

**Accomplishments.** Employers are interested in what you accomplished and did well.

Include those things that relate to doing well in the job you seek now. Even “small” things count. Maybe your attendance was perfect, you met a tight deadline, did the work of others during vacations, etc. Be specific and include numbers—even if you have to estimate them.

**Job Titles.** Many job titles don’t accurately reflect the job you did. For example, your job title may have been “Cashier” but you also opened the store, trained new staff, and covered for the boss on vacations. Perhaps “Head Cashier and Assistant Manager” would be more accurate. Check with your previous employer if you are not sure.

**Promotions.** If you were promoted or got good evaluations, say so. A promotion to a more responsible job can be handled as a separate job if this makes sense.

### [Sample of an improved chronological resume.]

## Judith J. Jones

115 South Hawthorne Avenue  
Chicago, Illinois 46204  
(312) 653-9217 (home)  
(312) 272-7608 (message)

### JOB OBJECTIVE

Seeking position requiring excellent management and secretarial skills in an office environment. Position should require a variety of tasks including typing, word processing, accounting/bookkeeping functions, and customer contact.

### EDUCATION AND TRAINING

Acme Business College, Chicago, Illinois.

Completed one-year program in Professional Secretarial and Office Management. Grades in top 30 percent of my class. Courses: word processing, accounting theory and systems, time management, basic supervision, and others.

John Adams High School, South Bend, Indiana.

Graduated with emphasis on business and secretarial courses. Won shorthand contest.

Other: Continuing education at my own expense (Business Communications, Customer Relations, Computer Applications, other courses).

### EXPERIENCE

1995-1996 — Returned to business school to update skills. Advanced course work in accounting and office management. Learned to operate word processing and PC-based accounting and spreadsheet software. Gained operating knowledge of computers.

1992-1995 — Claims Processor, Blue Spear Insurance Company, Chicago, Illinois. Handled 50 complex medical insurance claims per day — 18 percent above department average. Received two merit raises for performance.

1990-1992 — Assistant Manager, Judy’s Boutique, Chicago, Illinois. Managed sales, financial records, inventory, purchasing, correspondence, and related tasks during owner’s absence. Supervised four employees. Sales increased 15 percent during my tenure.

1988-1990 — Finance Specialist (E4), U.S. Army. Responsible for the systematic processing of 500 invoices per day from commercial vendors. Trained and supervised eight employees. Devised internal system allowing 15 percent increase in invoices processed with a decrease in personnel.

1984-1988 — Various part-time and summer jobs through high school. Learned to deal with customers, meet deadlines, work hard, and other skills.

### SPECIAL SKILLS AND ABILITIES

Type 80 words per minute and can operate most office equipment. Good communication and math skills. Accept supervision, able to supervise others. Excellent attendance record.

**Problem Areas.** Employers look for any sign of instability or lack of reliability. It is very expensive to hire and train someone who won't stay or who won't work out. Gaps in employment, jobs held for short periods of time, or a lack of direction in the jobs you've held are all things that employers are concerned about. If you have any legitimate explanation, use it. For example:

"1994—Continued my education at . . ."

"1995—Traveled extensively throughout the United States."

"1995 to present—Self-employed barn painter and widget maker."

"1995—Had first child, took year off before returning to work."

Use entire years or even seasons of years to avoid displaying a shorter gap you can't explain easily: "Spring 1994—Fall 1995" will not show you as unemployed from October to November, 1995, for example.

Remember that a resume can get you screened out, but it is up to you to get the interview and the job. So, cut out *anything* that is negative in your resume!

## SKILLS AND COMBINATION RESUMES

The functional or "skills" resume emphasizes your most important *skills*, supported by specific examples of how you have used them. This approach allows you to use any part of your life history to support your ability to do the job you seek.

While the skills resume can be very effective, it does require more work to create. And some employers don't like them because they can hide a job seeker's faults (such as job gaps, lack of formal education, or no related work experience) better than a chronological resume.

Still, a skills resume may make sense for you. Look over the sample resumes for ideas. Notice that one resume includes elements of a skills *and* a chronological resume. This is called a "combination" resume—an approach that makes sense if your previous job history or education and training is positive.

### [Sample of a simple skills resume.]

#### ALAN ATWOOD

3231 East Harbor Road

Woodland Hills, California 91367

Home: (818) 447-2111

Message (818) 547-8201

**Objective:** A responsible position in retail sales

#### Areas of Accomplishment:

##### Customer Service

- Communicate well with all age groups.
- Able to interpret customer concerns to help them find the items they want.
- Received 6 Employee of the Month awards in 3 years.

##### Merchandise Display

- Developed display skills via in-house training and experience.
- Received Outstanding Trainee Award for Christmas toy display.
- Dress mannequins, arrange table displays, and organize sale merchandise.

##### Stock Control and Marketing

- Maintained and marked stock during department manager's 6-week illness.
- Developed more efficient record-keeping procedures.

##### Additional Skills

- Operate cash register, IBM compatible hardware, calculators, and electronic typewriters.
- Punctual, honest, reliable, and a hard-working self-starter.

#### Experience:

Harper's Department Store  
Woodland Hills, California  
1995 to Present

#### Education:

Central High School  
Woodland Hills, California  
3.6/4.0 Grade Point Average  
Honor Graduate in Distributive Education

Two years retail sales training in Distributive Education. Also courses in Business Writing, Accounting, Typing, and Word Processing.

[Sample skills resume for someone with substantial experience—but using only one page. Note that no dates are included.]

## Ann McLaughlin

<b>Career Objective</b>	Challenging position in programming or related areas which would best utilize expertise in the business environment. This position should have many opportunities for an aggressive, dedicated individual with leadership abilities to advance.
<b>Programming Skills</b>	Include functional program design relating to business issues including payroll, inventory and database management, sales, marketing, accounting, and loan amortization reports. In conjunction with design would be coding, implementation, debugging, and file maintenance. Familiar with distributed network systems including PC's and Mac's and working knowledge of DOS, UNIX, COBOL, BASIC, RPG, and FORTRAN. Also familiar with mainframe environments including DEC, Prime, and IBM, including tape and disk file access, organization, and maintenance.
<b>Areas of Expertise</b>	Interpersonal communication strengths, public relations capabilities, innovative problem-solving and analytical talents.
<b>Sales</b>	A total of nine years experience in sales and sales management. Sold security products to distributors and burglar alarm dealers. Increased company's sales from \$16,000 to over \$70,000 per month. Creatively organized sales programs and marketing concepts. Trained sales personnel in prospecting techniques while also training service personnel in proper installation of burglar alarms. Result: 90% of all new business was generated through referrals from existing customers.
<b>Management</b>	Managed burglar alarm company for four years while increasing profits yearly. Supervised office, sales, and installation personnel. Supervised and delegated work to assistants in accounting functions and inventory control. Worked as assistant credit manager, responsible for over \$2 million per month in sales. Handled semiannual inventory of five branch stores totaling millions of dollars and supervised 120 people.
<b>Accounting</b>	Balanced all books and prepared tax forms for burglar alarm company. Eight years experience in credit and collections, with emphasis on collections. Collection rates were over 98% each year, and was able to collect a bad debt in excess of \$250,000 deemed "uncollectible" by company.
<b>Education</b>	School of Computer Technology, Pittsburgh, PA Business Applications Programming/TECH EXEC- 3.97 GPA  Robert Morris College, Pittsburgh, PA Associate degree in Accounting, Minor in Management

**2306 Cincinnati Street, Kingsford, PA 15171 (412) 437-6217**

**Message: (412) 464-1273**

[Sample combination resume emphasizing skills and accomplishments within jobs. Note that each position within a company is listed.]

**THOMAS P. MARRIN**

80 Harrison Avenue  
Baldwin L.I., New York 11563  
Answering Service: (716) 223-4705

**OBJECTIVE:**

A middle/upper-level management position with responsibilities including problem solving, planning, organizing, and budget management.

**EDUCATION:**

University of Notre Dame, B.S. in Business Administration. Course emphasis on accounting, supervision, and marketing. Upper 25% of class. Additional training: Advanced training in time management, organization behavior, and cost control.

**MILITARY:**

U.S. Army — 2nd Infantry Division, 1985 to 1989, 1st Lieutenant and platoon leader — stationed in Korea and Ft. Knox, Kentucky. Supervised an annual budget of nearly \$4 million and equipment valued at over \$40 million. Responsible for training, scheduling, and activities of as many as 40 people. Received several commendations. Honorable discharge.

**BUSINESS EXPERIENCE:**

**Wills Express Transit Co., Inc.** — Mineola, New York

*Promoted to Vice President, Corporate Equipment* — 1994 to Present

Controlled purchase, maintenance, and disposal of 1100 trailers and 65 company cars with \$6.7 million operating and \$8.0 million capital expense responsibilities.

- Scheduled trailer purchases, six divisions.
- Operated 2.3% under planned maintenance budget in company's second best profit year while operating revenues declined 2.5%.
- Originated schedule to correlate drivers' needs with available trailers.
- Developed systematic Purchase and Disposal Plan for company car fleet.
- Restructured Company Car Policy, saving 15% on per car cost.

*Promoted to Asst. Vice President, Corporate Operations* — 1993 to 1994

Coordinated activities of six sections of Corporate Operations with an operating budget over \$10 million.

- Directed implementation of zero-base budgeting.
- Developed and prepared Executive Officer Analyses detailing achievable cost reduction measures. Resulted in cost reduction of over \$600,000 in first two years.
- Designed policy and procedure for special equipment leasing program during peak seasons. Cut capital purchases by over \$1 million.

*Manager of Communications* — 1991 to 1993

Directed and managed \$1.4 million communication network involving 650 phones, 150 WATS lines, 3 switchboards, 1 teletype machine, 5 employees.

- Installed computerized WATS Control System. Optimized utilization of WATS lines and pinpointed personal abuse. Achieved payback earlier than originally projected.
- Devised procedures that allowed simultaneous 20% increase in WATS calls and a \$75,000/year savings.

**Hayfield Publishing Company, Hempstead, New York**

*Communications Administrator* — 1989 to 1991

Managed daily operations of a large Communications Center. Reduced costs and improved services.

# THE QUICK JOB SEARCH REVIEW

There are a few thoughts I want to emphasize in closing my brief review of job seeking skills:

- 1. Approach your job search as if it were a job itself.
- 2. Get organized and spend at least 25 hours per week actively looking.
- 3. Follow up on all the leads you generate and send out lots of thank-you notes and JIST Cards.
- 4. If you want to get a good job quickly, you must get lots of interviews!

- 5. Pay attention to all the details, then be yourself in the interview. Remember that employers are people, too. They will hire someone who they feel will do the job well, be reliable, and fit easily into the work environment.
- 6. When you want the job, tell the employer that you want the job and why. You need to have a good answer to the question "Why should I hire you?" It's that simple.



## ESSENTIAL JOB SEARCH DATA WORKSHEET

Completing this worksheet will help you create your resume, fill out applications, and answer interview questions. Take it with you as a reference as you look for a job. Use an erasable pen or pencil so you can make changes. In all sections, emphasize skills and accomplishments that best support your ability to do the job you want. Use extra sheets as needed.

### KEY ACCOMPLISHMENTS

List three accomplishments that best prove your ability to do well in the kind of job you want.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

### EDUCATION/TRAINING

Name of high school(s)/years attended: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Subjects related to job objective: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Extracurricular activities/Hobbies/Leisure activities: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishments/Things you did well: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Schools you attended after high school, years attended, degrees/certificates earned: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Courses related to job objective: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Extracurricular activities/Hobbies/Leisure activities: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishments/Things you did well: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Military training, on-the-job, or informal training, such as from a hobby; dates of training; type of certificate earned: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Specific things you can do as a result: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### WORK AND VOLUNTEER HISTORY

List your most recent job first, followed by each previous job. Include military experience and unpaid work here too, if it makes sense to do so. Use additional sheets to cover *all* your significant jobs or unpaid experiences.

Whenever possible, provide numbers to support what you did: number of people served over one or more years, number of transactions processed, percentage of sales increase, total inventory value you were responsible for, payroll of the staff you supervised, total budget you were responsible for, etc. As much as possible, mention results using numbers because they can be impressive when mentioned in an interview or resume.

**Job #1** \_\_\_\_\_

Name of Organization: \_\_\_\_\_  
 \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Phone Number: \_\_\_\_\_  
 \_\_\_\_\_

Dates Employed: \_\_\_\_\_

Job Title(s): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_  
 \_\_\_\_\_

Details of any raises or promotions: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Machinery or equipment you handled: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Special skills this job required: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

List what you accomplished or did well: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Job #2** \_\_\_\_\_

Name of Organization: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Phone Number: \_\_\_\_\_  
 \_\_\_\_\_

Dates Employed: \_\_\_\_\_

Job Title(s): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_  
 \_\_\_\_\_

Details of any raises or promotions: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Machinery or equipment you handled: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Special skills this job required: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

List what you accomplished or did well: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Job #3** \_\_\_\_\_

Name of Organization: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Phone Number: \_\_\_\_\_  
 \_\_\_\_\_

Dates Employed: \_\_\_\_\_

Job Title(s): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_  
 \_\_\_\_\_

Details of any raises or promotions: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Machinery or equipment you handled: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Special skills this job required: \_\_\_\_\_

List what you accomplished or did well: \_\_\_\_\_

## REFERENCES

Contact your references and let them know what type of job you want and why you are qualified. Be sure to review what they will say about you. Because some employers will not give out references by phone or in person, have previous employers write a letter of reference for you in advance. If you worry about a bad reference from a previous employer, negotiate what they will say about you or get written references from other people you worked with there. When creating your list of references, be sure to include your reference's name and job title, where he or she works, a business address and phone number, how that person knows you, and what your reference will say about you.

The following material is based on content from a book titled *Job Strategies for Professionals* written by a team of authors from the U.S. Employment Service for use by the unemployed. (published by JIST)

## Some Tips for Coping with Job Loss

Being out of work is not fun for most people and is devastating to some. It may help you to know that you are not alone in this experience and I've included some information here on what to expect and some suggestions for getting through it.

### SOME PROBLEMS YOU MAY EXPERIENCE

Here are some feelings and experiences that you may have after losing your job.

**Loss of professional identity:** Most of us identify strongly with our careers and unemployment can often lead to a loss of self-esteem. Being employed garners respect in the community and in the family. When a job is lost, part of your sense of self may be lost as well.

**Loss of a network:** The loss may be worse when your social life has been strongly linked to the job. Many ongoing "work friendships" are suddenly halted. Old friends and colleagues often don't call because they feel awkward or don't know what to say. Many don't want to be reminded of what could happen to them.

**Emotional unpreparedness:** If you have never before been unemployed you may not be emotionally prepared for it and devastated when it happens. It is natural and appropriate to feel this way. You might notice that some people you know don't take their job loss as hard as you have taken it. Studies show that those who change jobs frequently, or who are in occupations prone to cyclic unemployment, suffer far less emotional impact after job loss than those who have been steadily employed and who are unprepared for cutbacks.

## ADJUSTING

You can often adjust to job loss by understanding its psychology. There have been a lot of studies done on how to deal with loss. Psychologists have found that people often have an easier time dealing with loss if they know what feelings they might experience during the "grieving process." Grief doesn't usually overwhelm us all at once; it usually is experienced in stages. The stages of loss or grief may include:

*Shock* - you may not be fully aware of what has happened.

*Denial* - usually comes next; you cannot believe that the loss is true.

*Relief* - you may feel a burden has lifted and opportunity awaits.

*Anger* - often follows; you blame (often without cause) those you think might be responsible, including yourself.

*Depression* - may set in some time later, when you realize the reality of the loss.

*Acceptance* - the final stage of the process; you come to terms with the loss and get the energy and desire to move beyond it. The "acceptance" stage is the best place to be when starting a job search, but you might not have the luxury of waiting until this point to begin your search.

Knowing that a normal person will experience some predictable "grieving" reactions can help you deal with your loss in a constructive way. The faster you can begin an active search for a new job, the better off you will be.

## KEEP HEALTHY

Unemployment is a stressful time for most people and it is important to keep healthy and fit. Try to:

✓ **Eat properly.** How you look and your sense of self-esteem can be affected by your eating habits. It is very easy to snack on junk food when you're home all day. Take time to plan your meals and snacks so they are well-balanced and nutritious. Eating properly will help you maintain the good attitude you need during your job search.

- ✓ **Exercise.** Include some form of exercise as part of your daily activities. Regular exercise reduces stress and depression and can help you get through those tough days.
- ✓ **Allow time for fun.** When you're planning your time, be sure to build fun and relaxation into your plans. You are allowed to enjoy life even if you are unemployed. Keep a list of activities or tasks that you want to accomplish such as volunteer work, repairs around the house, or hobbies. When free time occurs, you can refer to the list and have lots of things to do.

## FAMILY ISSUES

Unemployment is a stressful time for the entire family. For them, your unemployment means the loss of income and the fear of an uncertain future, and they are also worried about your happiness. Here are some ways you can interact with your family to get through this tough time.

- ✓ **Do not attempt to “shoulder” your problems alone.** Be open with family members even though it may be hard. Discussions about your job search and the feelings you have allow your family to work as a group and support one another.
- ✓ **Talk to your family.** Let them know your plans and activities. Share with them how you will be spending your time.
- ✓ **Listen to your family.** Find out their concerns and suggestions. Maybe there are ways they can assist you.
- ✓ **Build family spirit.** You will need a great deal of support from your family in the months ahead, but they will also need yours.
- ✓ **Seek outside help.** Join a family support group. Many community centers, mental health agencies, and colleges have support groups for the unemployed and their families. These groups can provide a place to let off steam and share frustrations. They can also be a place to get ideas on how to survive this difficult period. More information about support groups is presented later in this chapter.

## HELPING CHILDREN

If you have children, realize that they can be deeply affected by a parent's unemployment. It is important for them to know what has happened and how it will affect the family. However, try not to overburden them with the responsibility of too many emotional or financial details.

- ✓ **Keep an open dialogue with your children.** Letting them know what is really going on is vital. Children have a way of imagining the worst so the facts can actually be far less devastating than what they envision.
- ✓ **Make sure your children know it's not anyone's fault.** Children may not understand about job loss and may think that *you* did something wrong to cause it. Or they may feel that somehow *they* are responsible or financially burdensome. They need reassurance in these matters, regardless of their age.

- ✓ **Children need to feel they are helping.** They want to help and having them do something like taking a cut in allowance, deferring expensive purchases, or getting an after-school job can make them feel as if they are part of the team.

Some experts suggest that it can be useful to alert the school counselor to your unemployment so that they can watch the children for problems at school before the problems become serious.

## COPING WITH STRESS

Here are some coping mechanisms that can help you deal with the stress of being unemployed.

- ✓ **Write down what seems to be causing the stress.** Identify the “stressors,” then think of possible ways to handle each one. Can some demands be altered, lessened, or postponed? Can you live with any of them just as they are? Are there some that you might be able to deal with more effectively?
- ✓ **Set priorities.** Deal with the most pressing needs or changes first. You cannot handle everything at once.
- ✓ **Establish a workable schedule.** When you set a schedule for yourself, make sure it is one that can be achieved. As you perform your tasks, you will feel a sense of control and accomplishment.
- ✓ **Reduce stress.** Learn relaxation techniques or other stress-reduction techniques. This can be as simple as sitting in a chair, closing your eyes, taking a deep breath and breathing out slowly while imagining all the tension going out with your breath. There are a number of other methods, including listening to relaxation tapes, which may help you cope with stress more effectively. Check the additional source material books that offer instruction on these techniques—many of these are available at your public library.
- ✓ **Avoid isolation.** Keep in touch with your friends, even former coworkers, if you can do that comfortably. Unemployed people often feel a sense of isolation and loneliness. See your friends, talk with them, socialize with them. You are the same person you were before unemployment. The same goes for the activities that you have enjoyed in the past. Evaluate them. Which can you afford to continue? If you find that your old hobbies or activities can't be part of your new budget, maybe you can substitute new activities that are less costly.
- ✓ **Join a support group.** No matter how understanding or caring your family or friends might be, they may not be able to understand all that you're going through, and you might be able to find help and understanding at a job seeking support group.

These groups consist of people who are going through the same experiences and emotions as you. Many groups also share tips on job opportunities, as well as feedback on ways to deal more effectively in the job search process. *The National Business Employment Weekly*, available at major

newsstands, lists support groups throughout the country. Local churches, YMCAs, YWCAs, and libraries often list or facilitate support groups. A list of self-help organizations—some of which cover the unemployed—is available from the National Self-Help Clearinghouse, 25 West 43rd St., Room 620, New York, NY 10036. The cost is \$3, plus a self-addressed, stamped envelope.

Forty Plus is a national nonprofit organization and an excellent source of information about clubs around the country and on issues concerning older employees and the job search process. The address is 15 Park Row, New York, NY 10038. Their telephone number is (212) 233-6086.

## KEEPING YOUR SPIRITS UP

Here are some ways you can build your self-esteem and avoid depression.

- ✓ **List your positives.** Make a list of your positive qualities and your successes. This list is always easier to make when you are feeling good about yourself. Perhaps you can enlist the assistance of a close friend or caring relative, or wait for a sunnier moment.
- ✓ **Replay your positives.** Once you have made this list, replay the positives in your mind frequently. Associate the replay with an activity you do often; for example, you might review the list in your mind every time you go to the refrigerator!
- ✓ **Use the list before performing difficult tasks.** Review the list when you are feeling down or to give you energy before you attempt some difficult task.
- ✓ **Recall successes.** Take time every day to recall a success.
- ✓ **Use realistic standards.** Avoid the trap of evaluating yourself using impossible standards that come from others. You are in a particular phase of your life; don't dwell on what you think society regards as success. Remind yourself that success will again be yours.
- ✓ **Know your strengths and weaknesses.** What things do you do well? What skills do you have? Do you need to learn new skills? Everyone has limitations. What are yours? Are there certain job duties that are just not right for you and that you might want to avoid? Balance your limitations against your strong skills so that you don't let the negatives eat at your self-esteem. Incorporate this knowledge into your planning.
- ✓ **Picture success.** Practice visualizing positive results or outcomes and view them in your mind before the event. Play out the scene in your imagination and picture yourself as successful in whatever you're about to attempt.
- ✓ **Build success.** Make a "to do" list. Include small, achievable tasks. Divide the tasks on your list and make a list for every day so you will have some "successes" daily.
- ✓ **Surround yourself with positive people.** Socialize with family and friends who are supportive. You want to be around people who will "pick you up," not "knock you down." You know who your fans are. Try to find time to be around them. It can really make you feel good.

- ✓ **Volunteer.** Give something of yourself to others through volunteer work. Volunteering will help you feel more worthwhile and may actually give you new skills.

## OVERCOMING DEPRESSION

Are you depressed? As hard as it is to be out of work, it also can be a new beginning. A new direction may emerge that will change your life in positive ways. This may be a good time to reevaluate your attitudes and outlook.

- ✓ **Live in the present.** The past is over and you cannot change it. Learn from your mistakes and use that knowledge to plan for the future; then let the past go. Don't dwell on it or relive it over and over. Don't be overpowered by guilt.
- ✓ **Take responsibility for yourself.** Try not to complain or blame others. Save your energy for activities that result in positive experiences.
- ✓ **Learn to accept what you cannot change.** However, realize that in most situations, you do have some control. Your reactions and your behavior are in your control and will often influence the outcome of events.
- ✓ **Keep the job search under your own command.** This will give you a sense of control and prevent you from giving up and waiting for something to happen. Enlist everyone's aid in your job search, but make sure you do most of the work.
- ✓ **Talk things out with people you trust.** Admit how you feel. For example, if you realize you're angry, find a positive way to vent it, perhaps through exercise.
- ✓ **Face your fears.** Try to pinpoint them. "Naming the enemy" is the best strategy for relieving the vague feeling of anxiety. By facing what you actually fear you can see if your fears are realistic or not.
- ✓ **Think creatively.** Stay flexible, take risks, and don't be afraid of failure. Try not to take rejection personally. Think of it as information that will help you later in your search. Take criticism as a way to learn more about yourself. Keep plugging away at the job search despite those inevitable setbacks. Most importantly, forget magic. What lies ahead is hard work!

## SOURCES OF PROFESSIONAL HELP

If your depression won't go away, or leads you to self-destructive behaviors such as abuse of alcohol or drugs, you may consider asking a professional for help. Many people who have never sought professional assistance before find that in a time of crisis it really helps to have someone listen and give needed aid. Consult your local mental health clinics, social services agencies, religious organizations, or professional counselors for help for yourself and family members who are affected by your unemployment. Your health insurance may cover some assistance or, if you do not have insurance, counseling is often available on a "sliding scale" fee based on income.

## MANAGING YOUR FINANCES WHILE OUT OF WORK

As you already know, being unemployed has financial consequences. While the best solution to this is to get a good job in as short a time as possible, you do need to manage your money differently during the time between jobs. Following are some things to think about.

### APPLY FOR BENEFITS WITHOUT DELAY

Don't be embarrassed to apply for unemployment benefits as soon as possible, even if you're not sure you are eligible. This program is to help you make a transition between jobs and you helped pay for it by your previous employment. Depending on how long you have worked, you can collect benefits for up to 26 weeks and sometimes even longer. Contact your state labor department or employment security agency for further information. Their addresses and telephone numbers are listed in your phone book.

### PREPARE NOW TO STRETCH YOUR MONEY

Being out of work means lower income and the need to control your expenses. Don't avoid doing this because the more you plan, the better you can control your finances.

## EXAMINE YOUR INCOME AND EXPENSES

Create a budget and look for ways to cut expenses. The Monthly Income and Expense Worksheet can help you isolate income and expense categories, but your own budget may be considerably more detailed. I've included two columns for each expense category. Enter in the "Normal" column what you have been spending in that category during the time you were employed. Enter in the "Could Reduce To" column a lower number that you will spend by cutting expenses in that category.

### TIPS ON CONSERVING YOUR CASH

While unemployed, it is likely that your expenses will exceed your income and it is essential that you be aggressive in managing your money. Your objective here is very clear: you want to conserve as much cash as possible early on so you can have some for essentials later. Here are some suggestions.

- ✓ **Begin cutting all nonessential expenses right away.** Don't put this off! There is no way to know how long you will be out of work and the faster you deal with the financial issues, the better.
- ✓ **Discuss the situation with other family members.** Ask them to get involved by helping you identify expenses they can cut.

### MONTHLY INCOME AND EXPENSE WORKSHEET

INCOME					
Unemployment benefits	_____	Interest/Dividends	_____		
Spouse's income	_____	Other income	_____		
Severance pay	_____	<b>TOTALS</b>	_____		

EXPENSES					
	NORMAL	COULD REDUCE TO		NORMAL	COULD REDUCE TO
<b>Mortgage/rent:</b>	_____	_____		_____	_____
maintenance/	_____	_____		_____	_____
repairs	_____	_____	<b>Health insurance:</b>	_____	_____
<b>Utilities:</b>			Other medical/	_____	_____
electric	_____	_____	dental expenses	_____	_____
gas/oil heat	_____	_____	<b>Tuition:</b>	_____	_____
water/sewer	_____	_____	other school costs	_____	_____
telephone	_____	_____	<b>Clothing:</b>	_____	_____
<b>Food:</b>			<b>Entertainment:</b>	_____	_____
restaurants	_____	_____	Taxes:	_____	_____
<b>Car payment:</b>			<b>Job hunting costs:</b>	_____	_____
fuel	_____	_____	Other expenses:	_____	_____
maintenance/	_____	_____		_____	_____
repairs	_____	_____		_____	_____
insurance	_____	_____		_____	_____
<b>Other loan payments:</b>				_____	_____
_____	_____	_____	<b>TOTALS</b>	_____	_____

- ✓ **Look for sources of additional income.** Can you paint houses on weekends? Pick up a temporary job or consulting assignment? Deliver newspapers in the early morning? Can a family member get a job to help out? Any new income will help and the sooner the better.
- ✓ **Contact your creditors.** Even if you can make full payments for awhile, work out interest-only or reduced amount payments as soon as possible. When I was unemployed, I went to my creditors right away and asked them to help. They were very cooperative and most are, if you are reasonable with them.
- ✓ **Register with your local consumer credit counseling organization.** Many areas have free consumer credit counseling organizations that can help you get a handle on your finances and encourage your creditors to cooperate.
- ✓ **Review your assets.** Make a list of all your assets and their current value. Money in checking, savings, and other

accounts is the most available, but you may have additional assets in pension programs, life insurance, and stocks that could be converted to cash if needed. You may also have an extra car that could be sold, equity in your home that could be borrowed against, and other assets that could be sold or used if needed.

- ✓ **Reduce credit card purchases.** Try to pay for things in cash to save on interest charges and prevent overspending. Be disciplined, you can always use your credit cards later if you are getting desperate for food and other basics.
- ✓ **Consider cashing in some “luxury” assets.** For example, sell a car or boat you rarely use to generate cash and to save on insurance and maintenance costs.
- ✓ **Comparison shop** for home/auto/life insurance and other expenses to lower costs.
- ✓ **Deduct job hunting expenses from your taxes.** Some job hunting expenses may be tax deductible as a “miscellaneous deduction” on your federal income tax return. Keep receipts for employment agency fees, resume expenses, and transportation expenses. If you find work in another city and you must relocate, some moving expenses are tax deductible. Contact an accountant or the IRS for more information.

## REVIEW YOUR HEALTH COVERAGE

You already know that it is dangerous to go without health insurance, so there is no need to lecture you on this, but here are some tips.

- ✓ **You can probably maintain coverage at your own expense.** Under the COBRA law, if you worked for an employer that provided medical coverage and had 20 or more employees you may continue your health coverage. However, you must tell your former employer within 60 days of leaving the job.
- ✓ **Contact professional organizations to which you belong.** They may provide group coverage for their members at low rates.
- ✓ **Speak to an insurance broker.** If necessary, arrange for health coverage on your own or join a local health maintenance organization (HMO).
- ✓ **Practice preventive medicine.** The best way to save money on medical bills is to stay healthy. Try not to ignore minor ills. If they persist, phone or visit your doctor.
- ✓ **Investigate local clinics.** Many local clinics provide services based on a sliding scale. These clinics often provide quality health care at affordable prices. In an emergency, most hospitals will provide you with services on a sliding scale and most areas usually have one or more hospitals funded locally to provide services to those who can't afford them.

## Researching Sources of Job Leads and Other Information

If you have been to a large bookstore lately, you may have noticed that there are many, many books in the “career” section. Each year, there are more and more books published on this topic and, unfortunately, most of them are not very good. From among all the books and other sources of information available, I have selected resources that I believe are of particular importance to you in your job search. Of course, I have included many of the books I have written and/or that are published by JIST—it seemed only fair. Most are available through a bookstore or good library.

### INFORMATION ON OCCUPATIONS AND INDUSTRIES

*Occupational Outlook Handbook (OOH).* Published every two years by the U.S. Department of Labor’s Bureau of Labor Statistics. Provides excellent descriptions of 250 of the most popular jobs, covering about 85 percent of the workforce. Well-written descriptions provide information on skills required, working conditions, duties, qualifications, pay, and advancement potential. Very helpful for preparing for interviews by identifying key skills to emphasize. (U.S. Department of Labor, JIST publishes a reprint)

*America’s Top 300 Jobs.* This is a version of the OOH that is available from bookstores or in the circulation department of your library. Because the OOH itself is typically in the reference section of a library, this version, which can often be checked out, can allow you to access the same information at your leisure. (JIST)

*Career Guide to America’s Top Industries.* Provides trends and other information on more than 40 major industries and summary data on many others. Excellent for getting information on an industry prior to an interview. Includes details on employment projections, advancement opportunities, major trends, and a complete narrative description of each industry. (JIST)

*Complete Guide for Occupational Exploration (CGOE).* This book lists more than 12,000 job titles in a format that makes it easy to use as a tool for exploring career alternatives or other jobs you may seek based on current skills. Jobs with similar characteristics are grouped together. Each group’s description includes details on skills required, nature of work, and other information. The CGOE also cross-references to other standard reference sources for additional information on the jobs it lists. (JIST)

*Enhanced Guide for Occupational Exploration (EGOE).* Uses the same organizational structure as the CGOE but includes brief descriptions of about 2,800 jobs. Useful for career exploration, identifying skills used in previous jobs, researching new job targets, and preparing for interviews. (JIST)

*Dictionary of Occupational Titles (DOT)*. Provides descriptions for more than 12,000 jobs, covering virtually all jobs in our economy. This is the only book of its kind and can be used to identify jobs in different fields that use skills similar to those you have acquired in your past jobs, identify key skills to emphasize in interviews, and much more. It provides brief descriptions for each job and additional coded information. (U.S. Department of Labor, JIST publishes a reprint)

*The Top Job Series*. Each book in the *America's Top Jobs* series, has a specific emphasis. Each provides thorough descriptions for the top jobs in a specific area, career planning and job search tips, plus details on growth projections, education required, and other data on 500 additional jobs. (JIST)

*America's 50 Fastest Growing Jobs*

*America's Federal Jobs*

*America's Top Office, Management, and Sales Jobs*

*America's Top Medical and Human Services Jobs*

*America's Top Military Careers*

*America's Top Technical and Trade Jobs*

*America's Top Jobs for College Graduates*

*Dictionary of Occupational Terms—A Guide to the Special Language and Jargon of Hundreds of Careers* by Nancy Shields. An interesting reference book that will answer most of your questions on more than 3,000 terms. (JIST)

## **SOURCES OF INFORMATION ON SPECIFIC ORGANIZATIONS**

After you have a good idea of the industries, fields of work, and geographical areas in which you want to concentrate your job search, the next step is to locate companies that might employ people in your field. A large number of publications are available that contain lists of companies by industry, location, size, and other defining characteristics. A few of them are discussed below.

*The Job Hunter's Guide to 100 Great American Cities* (Brattle Communications). Rather than concentrating on a particular locale, this guide gives the principal-area employers for 100 of America's largest cities.

*Macrae's State Industrial Directories*. Published for 15 Northeastern states. Similar volumes are produced for other parts of the country by other publishers. Each book lists thousands of companies, concentrating almost exclusively on those that produce products, rather than services.

*National Business Telephone Directory* (Gale Research). An alphabetical listing of companies across the United States with their addresses and phone numbers. It includes many smaller firms (20 employees minimum).

*Thomas Register*. Lists more than 100,000 companies across the country. Contains listings by company name, type of product made, and brand name of product produced. Catalogs provided by many of the companies also are included.

*America's Fastest Growing Employers* (Bob Adams Inc., Holbrook, MA). Lists more than 700 of the fastest growing companies in the country.

*The Hidden Job Market: A Guide to America's 2000 Little-Known Fastest Growing High-Tech Companies* (Peterson's Guides). Concentrates on high-tech companies with good growth potential.

*Dun & Bradstreet Million Dollar Directory*. Provides information on 180,000 of the largest companies in the country. Gives the type of business, number of employees, and sales volume for each. It also lists the company's top executives.

*Standard & Poor's Register of Corporations, Directors and Executives*. Information similar to that in Dun & Bradstreet's directory. Also contains a listing of the parent companies of subsidiaries and the interlocking affiliations of directors.

*The Career Guide—Dun's Employment Opportunities Directory*. Aimed specifically at the professional job seeker. Lists more than 5,000 major U.S. companies which plan to recruit in the coming year. Lists personnel directors and gives information about firms' career opportunities and benefits packages.

There are many directories that give information about firms in a particular industry. A few samples are listed below:

*The Blue Book of Building and Construction*

*Directory of Advertising Agencies*

*Directory of Computer Dealers*

*McFadden American Bank Directory*

The Chamber of Commerce and local business associations may also publish directories listing companies within a specific geographic area. These are available in libraries or by writing to the individual associations. And, of course, the *Yellow Pages* provide local listings of governmental and business organizations for every section of the country.

## **PROFESSIONAL AND TRADE ASSOCIATIONS**

These associations offer another excellent avenue for getting information about where the type of work you want to do might be found. These associations:

- ✓ Help you identify areas where growth is occurring.
- ✓ Provide the names of firms that might employ people in a specific type of work.
- ✓ Can identify the best information sources for developments within the field.
- ✓ Can provide more information on leads in small firms than directories.
- ✓ Publish newsletters or journals that provide information on companies needing increased staff in the near future.

Some publications that list trade and professional associations are:

*Encyclopedia of Associations* (Gale Research). A listing of more than 22,000 professional, trade, and other nonprofit organizations in the United States.

*Career Guide to Professional Associations* (Garrett Park Press). Describes more than 2,500 professional associations. The information is more specifically oriented to the job seeker than is the *Encyclopedia of Associations*. A word of caution, this guide has not been updated since 1980 and some of the information may not be current.

## NEWSPAPERS

Newspapers not only contain want ads but lots of other useful employment information. Articles about new or expanding companies can be valuable leads for new job possibilities.

If relocating is a possibility, look at newspapers from other areas. They can serve as a source of job leads as well as indicate some idea of the job market. The major out-of-town newspapers are sold in most large cities and are also available in many public libraries.

Some newspapers such as *The New York Times*, *The Chicago Tribune*, and *The Financial Times* are national in scope. *The National Business Employment Weekly*, published by *The Wall Street Journal*, contains much information of interest to professional job seekers.

## NETWORKING

Networking is another excellent way of gathering information about a particular field. It is one of the best ways of discovering the existence of smaller companies which often are not listed in directories.

## SOURCES OF ADDITIONAL INFORMATION ON CAREER PLANNING, JOB SEEKING, RESUMES, AND CAREER SUCCESS

### JOB SEEKING AND INTERVIEW TECHNIQUES

*The Very Quick Job Search: Get a Good Job in Less Time* by J. Michael Farr (Revised 1996). This is my most thorough job search book and it includes lots of information on career planning and, of course, job seeking. This is the book I would recommend to a friend who was out of work if I had to recommend just one book. (JIST)

*The Quick Interview & Salary Negotiation Book—Dramatically Improve Your Interviewing Skills and Pay in a Matter of Hours* by J. Michael Farr. While this is a substantial book with lots of information, I've arranged it so that you can read the first section and go out and do better in interviews later that day. (JIST)

*Getting the Job You Really Want* by J. Michael Farr. This one provides career planning and job search methods in a workbook format that includes lots of worksheets as well as the needed narrative. It has sold more than 150,000 copies and counting. (JIST)

*Career Satisfaction and Success—A Guide to Job and Personal Freedom* by Bernard Haldane. This is a complete revision of a "classic" by an author many consider to be one of the founders of the modern career planning movement. It's not a job search book as much as a job success book. Contains solid information. (JIST)

*Using the Internet in Your Job Search* by Fred Jandt and Mary Nemnich. For new or more experienced users of online computer services, this book gives you lots of good information on finding job opportunities on the "net." (JIST)

*The PIE Method for Career Success—A Unique Way to Find Your Ideal Job* by Daniel Porot. The author is one of Europe's major career consultants and this book presents his powerful career planning and job seeking concepts in a visual and memorable way. (JIST)

*Job Strategies for Professionals* by U.S. Employment Service. Job search advice for the millions of professionals and managers who have lost their jobs. (JIST)

*What Color Is Your Parachute?* by Richard N. Bolles. It is the bestselling career planning book of all time and the author continues to improve it. (Ten Speed Press)

*The Complete Job Search Handbook: All the Skills You Need to Get Any Job, and Have a Good Time Doing It* by Howard Figler. A very good book. (Henry Holt)

*Who's Hiring Who?* by Richard Lathrop. Another good book. (Ten Speed Press)

*Job Hunters Sourcebook: Where to Find Employment Leads and Other Job Search Sources* by Michelle LeCompte. (Gale Research)

*Sweaty Palms Revised: The Neglected Art of Being Interviewed* by Anthony Medley. (Ten Speed Press)

*Dare to Change Your Job and Your Life* by Carole Kanchier. Practical and motivating guidance on achieving career and personal growth and satisfaction. (JIST)

### RESUMES AND COVER LETTERS

*The Quick Resume & Cover Letter Book—Write and Use an Effective Resume in Only One Day* by J. Michael Farr. Starting with an "instant" resume worksheet and basic formats that you can complete in an hour or so, this book then takes you on a tour of everything you ever wanted to know about resumes and, more importantly, how to use them in your job search. (JIST)

*The Resume Solution—How to Write (and Use) a Resume That Gets Results* by David Swanson. Lots of good advice and examples for creating superior resumes. Very strong on resume design and layout and provides a step-by-step approach that is very easy to follow. (JIST)

*Gallery of Best Resumes* by David F. Noble. Advice and over 200 examples from professional resume writers. Lots of variety in content and design, an excellent resource. I consider it to be the best resume "library" since all the resumes are organized into useful categories. (JIST)

*Using WordPerfect in Your Job Search* by David F. Noble. A unique and thorough book that reviews how to use

WordPerfect to create effective resumes, correspondence, and other job search documents. (JIST)

*The Perfect Resume* by Tom Jackson. (Doubleday)

*Dynamite Cover Letters* by Ron and Caryl Krannich. (Impact Publications)

*Dynamite Resumes* by Ron and Caryl Krannich. A good book. (Impact Publications)

*The Damn Good Resume Guide* by Yana Parker. Lots of good examples and advice. (Ten Speed Press)

## EDUCATION, SELF-EMPLOYMENT, AND STARTING A BUSINESS

*Mind Your Own Business—Getting Started as an Entrepreneur* by LaVerne Ludden and Bonnie Maitlen. A good book for those considering their own business, with lots of good advice. (JIST)

*Directory of Franchise Opportunities* by U.S. Department of Commerce and LaVerne Ludden. Lists 1,500 franchise opportunities and information on selecting and financing a start-up. (JIST)

*The Career Connection for College Education—A Guide to College Education and Related Career Opportunities* by Fred Rowe. Covers about 100 college majors and their related careers. (JIST)

*The Career Connection for Technical Education—A Guide to Technical Training and Related Career Opportunities* by Fred Rowe. Describes more than 60 technical education majors and the careers to which they lead. (JIST)

## COMPUTER SOFTWARE

Any good software store will carry programs to help you write a resume, organize your job leads and contacts, and create your correspondence. Some packages are also designed to provide “career counseling,” occupational information, or advice on your job search. Some of these programs are good and some are not. If such programs interest you, consider them—but remember that few people get job offers while playing with their computers. You **do** have to get interviews ...

## IN CLOSING

Few people will get a job offer because someone knocks on their door and offers one. The craft of job seeking does involve some luck, but you are far more likely to get lucky if you are out getting interviews. Structure your job search as if it were a full-time job and try not to get discouraged. There are lots of jobs out there and someone needs what you can do—your job is to find them.

I hope this little book helps, though you should consider learning more. Career planning and job seeking skills are, I believe, adult survival skills for our new economy. Good luck!

*Mike Farr*