

# The Jaazle Glossary of Job Navigation and Discovery© \*

## A Resource Guide for taking Control of your Job Search

### ***Why job seekers fail and what you can do about it.***

***“What!*** You say you are ready to begin your job search because your resume is ready!

***No way!*** You are not ready to begin your job search until all the steps below are completed”

Follow these milestones to job search success. They will lead you to an effective job search regardless of your occupation, education or skill level. These tips will guide you on how to conduct a quality search whether you possess limited experience or are very accomplished and have broad talents.

START HERE	MILESTONE	THE PRE-JOB SEARCH STAGE
1.	<b>Negative Issues and Barriers</b>	An Employer senses when you have personal issues. Do not call on an employer when your ‘pain’ is visible. Get help on how to set aside your issues before you start your job search.
2.	<b>A Career Plan</b>	Career planning is a method of exploration and discovery that leads to making informed choices in choosing a career. Make career planning an integral part of your job search. Seek positions that match your interests. Identify work-related activities which utilize your skills. Find jobs which connect your values to occupations with concepts and things in life that are important to you. Gain a better understanding of how your personality preferences influence your personal and professional life. Find a career direction and write a plan which will lead you to your dream.
3.	<b>Labor Market Information (LMI)</b>	LMI is used to make informed decision on careers. Examples of labor market information include: developing key resume phrases, identifying growth industries as well as declining industries, researching unknown occupational titles and determining answers to such difficult interview questions as, “How much money are you looking for.” Bringing LMI resources into your search process will give you a real heads-up advantage.
4.	<b>A Career Portfolio</b>	The term portfolio has replaced the old shoe box. (In this example, a portfolio is a collection of your employment information stored in an electronic folder.) Regardless of how you save information, store essential career facts and data that you will need at some time in your search. Examples are: letters of references, list of job titles, start and end dates of employment, rates of pays, old addresses and more. Nothing is more frustrating than to be in the middle of completing an online application and you do not have the requested information available. Has this ever happened to you? Bingo! You are timed out.
5.	<b>Homework Assignments</b>	Distributing your resume, calling HR to secure an interview, attending a networking event, or going to a job fair each require their own sets of distinct skills. Your resources must be in place before you begin your job search. Make sure your

		<p>resume, cover letter, thank you letter, networking business card, elevator speech, telephone presentation and more are rated A+ documents. Do not begin your job search without these tools (#5 - #16) being developed and ready to use.</p>
6.	<b>Resume</b>	<p>A resume is a written summary of your employment history. Employers use resumes to determine if you should be invited to an interview. Your resume gives an account of where you have worked, what type of work did you do, who did you work for and how long did you work for that employer. Your resume should describe too what contributions you made during your employment, how you were successful including results. The purpose of your resume is to be invited to an interview.</p> <p>You can get by with one resume if you are applying for the same occupational title. However even in this example your resume should be 'tweaked' to match your skills against each position you are applying. However if you are applying for a variety of different occupational titled positions you will need more than one resume.</p> <p>You should always submit a resume with an application. Your resume allows you to present yourself in the best light.</p> <p>There are two primary resume styles for most non-education job seekers; the reverse chronological and the combination functional/combination resume. Be sure to pick the style that fits your needs the best.</p> <p>Tip: The best time to write your resume is when you do not need it.</p>
7.	<b>Cover Letter</b>	<p>First and primary, the cover or transmittal letter assures your resume go to the right individual. A resume without a cover letter can easily be lost or misdirected in a large organization. A well written cover letter can assume the role of a resume too. You can state things in a cover letter that normally would not go in a resume. The cover letter allows you to promote your skills in a way you are unable to in the resume. You can tell a story. You can brag a little.</p> <p>A finely tune cover letter gives the reader an idea of your written communication skills. It allows you to follow up a verbal conversation and it provides you a record of what you written to that employer. A cover letter also reflects good manners and an understanding of proper protocol and etiquette.</p> <p>Tip: Always include a cover letter with your resume unless told otherwise. You might have read a high percentage of employers never read the cover letter. However if you make it to the final selection group, your cover letter will be read. At that stage normally every document is read. Your cover letter might be just what you needed to give you the edge.</p>

8.	<b>Thank You Letter</b>	Always send a thank you letter after the interview. It reflects good manners. Sending a thank you note is a way to make up for an interview error. You are able correct a misstatement or add emphasis to an important interview item.
9.	<b>30 – 45 seconds Selling (Elevator) Speech</b>	<p>An “elevator speech” is a prepared attention-getting statement (presentation) that can be vocalized in a matter of seconds. Imagine standing in an elevator. Low and behold, but who walks into the elevator? The employer you’ve been trying to make contact for the past couple of weeks. You have maximum no more than 20 or 30 seconds to speak up before the door reopens and off the elevator, there goes a once in a lifetime opportunity. What do you say?</p> <p>The key is to have a perfectly good presentation speech memorized that you can draw up quickly. Success depends on your ability to utter a statement that generates an interest in meeting again with you. Research the term, “Elevator speech” on the Internet. You will find hundreds of examples that will help you develop your own elevator speech skill statement.</p>
10.	<b>Networking Business Card</b>	<p>Don’t be caught without a network business card. You will not always have your resume with you. However it is easy to carry a few networking cards in your wallet or purse. The card looks very much like a normal business card minus a company name. Your name becomes the focal point of the card. Keep it simple. Include your name, email address and telephone number. Be security conscious. Do not include your personal mailing address. An occupational title is optional. Include a title if that title is the only position you seek. Do not include a title if you are seeking a variety of positions.</p> <p>You can design and print the card yourself. There are also a number of free card sources on the internet. Only print a few cards at a time if you are printing your own. Purchase a quality card stock. Card stocks that feel flimsy or look cheap will not make a good impression.</p>
11.	<b>Answering Machine/Service or Voice Mail</b>	<p>It is essential you have an answering machines or voice mail if you are conducting a job search. Choose what is most comfortable for you. This equipment will give you flexibility to come and go. It will allow you to maintain a connection with a potential employer even though you are not available.</p> <p>Tip: This is not the time for cutesy. Don’t have a blue joke, your child singing a nursery rhyme or a message with a religious theme. You are looking for a job. Employers will be calling. Your message should be straight forth and to the point.</p>
12.	<b>Personal/Professional Networking Lists</b>	A networking list is a directory of personal and professional contacts. It is one of the best resources when seeking new employment. A networking list will lead you to many open positions not posted. Prepare a list of people you know. They may be friends, professional acquaintances, Doctors, Lawyers, accountants, former employers and referrals from other contacts. Call each person. Tell them you are seeking another

		position. Give them an idea of your skills and talents. Offer them the names of one or occupational titles you are seeking. Ask these contacts for two names of someone they think might be interested in your skills or possibly someone they know or work with that would be interested in your talents. This is a very powerful way of job hunting.
13.	<b>Telephone Sales Script</b>	Work from a telephone script to achieve maximum interview success. Don't call any employer without a script in front of you. Making telephone calls to secure an interview is an uncomfortable experience for most people, job seekers included. Very few people enjoy this part of the job search. Fewer even attempt it. Yet making use of the telephone can be one of the quickest and most rewarding ways to secure an interview. Embrace the telephone and make it your partner in your job search. The telephone is cost effective, makes good use of your time and is convenient.
14.	<b>Employers' Objections</b>	<p>An employer objection is something in your background, possibly an issue which will probably raise a red flag or concern with an employer, particularly at the interview. We all have objections. They vary in degree. An objection might be a long list of former jobs you've held. An objection might be a history of continual turnover in positions prior positions or possibly you have not worked in a long time. Other examples of objections could be 20 years in one position, over qualified or no experience. Objections are red flags and part of the process.</p> <p>The real problem with employer objections is you waited till you are sitting in the interview chair to figure out what is your best response. At that time it is too late. You are in trouble. Plan ahead. Practice. <i>The only difficult interview question is the one you have not figure out a good response to until you are sitting in the hot chair.</i></p> <p>Make a list of those questions or issues you believe will give you a problem. Write out your responses. Share your answers with someone in the business of knowing the correction response. Then practice your responses until they sound natural and you are comfortable. Be truthful.</p>
15.	<b>Resignation letter</b>	It appropriate to give your employer a resignation letter if you are leaving. Keep it brief. Two or three sentences will work. Basically state you are resigning. Give a date when you are leaving. Thank the employer for the opportunity. This is not the time to complain or make a particular point or statement. You will need the employer for a reference. Give at least two weeks notice, more if you are in a key position. Resign in writing.
16.	<b>Daily To-Do Planner</b>	Maintain a day-to-day journal just as if you are on a diet and tracking what you eat. This is a crucial instrument to stay focus on your target. Nothing works better than rethinking your process and methods of the day. Type or write out you experiences for that day. Ask yourself what if I did this or say this? Should you have done anything else today? Ask yourself

		the question, "Is there additional follow-up I could undertake to improve my performance this day?"
17.	<b>References</b>	References are names of individuals employers contact to obtain information on your employment history, workplace skills and values. A reference is an individual that can corroborate your skills or verify your qualifications. Employers use references in order to make informed decisions on whether or not you are the correct candidate for their organization and if you should be offered the position. The best references in a job search are those people that supervised you. A personal referral from a friend or a family member does not carry the value as much as a workplace reference.
18.	<b>MILESTONE</b>	<b>THE JOB SEARCH BEGINS</b>
19.	<b>Research</b>	Research is an essential resource to be applied throughout your job search. You use research to select the industry you want to work. You do research to identify specific job titles which you are interested. You research companies before you go to an interview. Not having researched the company is one of the biggest complaints employers have about job candidates. Employers always complain the job seeker knew nothing about us. They did not take the time to research our company is heard throughout the industry. They knew nothing of our product lines, our services, our mission statement and our goals is a familiar phrase. Do not ever go to an interview without having researched the company.
20.	<b>The Job Search</b>	<p>It is essential you understand that there is no universal approach to a job search. The Internet, newspapers, hidden jobs, professional associations, networking, informational interviews or asking for a promotion each represent a potential opportunity for employment. There are thousands of jobs out there waiting for your talents. Learn how to utilize all of the various means in order to direct your focus towards great potential job opportunities. <i>[For a listing of more than 70 ways to find a job, click free workforce posters and download the "Hidden Jobs" poster].</i></p> <p>Most job seekers focus only on job openings. You might ask, "Where else would you focus?" Successful job seekers take an opposing view. These individuals direct their attention to companies and organizations which employ people with skills similar to theirs. Improve your odds. Don't look only at job postings. Go to companies and organizations that employ people with your skill sets. There are many more jobs out there than job openings. While many position openings are posted and advertised; many more are not. Employers are everywhere. They always are on the lookout for talent.</p>
21.	<b>Email Communications</b>	Receipt of a resume by email is probably the number one means of delivering a resume. Human resources offices, recruiters and employers daily receive thousands of emails with resumes attached. You want to destroy your chances for an

		<p>interview opportunity quickly. Send your resume as an attachment with just the word "resume" in the subject line is a bad, bad practice. Stating your name in the subject line or subject bar of your email is essential.</p> <p>A thank you is a must. An email thank you note is acceptable but might still be consider tacky by a few employers. If time allows send a hand written note by regular mail. It will hang around a lot longer. It can't be deleted. If the position is being filled quickly, use email.</p>
22.	<b>Voice message to a potential employer</b>	<p>Leaving a voice mail for a potential employer is simple if you are responding to a want ad. State why you are calling and leave your contact information. Speak clearly stating <i>each</i> number slowly when you are repeating your telephone number.</p> <p>However what if you are making a cold call? What response will you receive if you leave a message that you are calling to discuss employment options? Will the individual call you back? Do not call without preparing this message in advance. <i>Write out your response before you pick up the telephone.</i></p>
23.	<b>The Interview</b>	<p>There is only one hard interview question. It is the question you did not solve prior to the interview. Never go to an interview without knowing the answer to all your issues.</p> <p>Do you know there are only a few actual interview questions? Most interview questions are disguised within these basic questions. Underlining all interview questions lay these basic or root questions. What do you do? What are you? How well do you do it? How good are you? How long will it take you to learn? How do you get along with the public, colleagues, supervisors and others? And what do you want from me? Learn how to respond correctly to these questions and you will be able to answer the most difficult questions.</p> <p>Tip: Focus your responses on the employer's needs. You wants in a job search are not important unless you are offered the position. Give examples when responding to question.</p>
24.	<b>Questions to ask at the Interviewer</b>	<p>It is essential you ask questions at the interview. Bring 4 or 5 questions with you to the interview. Questions give you insight in how to frame a correct response, to show what you know and what you can do. Not asking questions also might be construed as a lack of interest. Not asking questions takes away your opportunity to develop rapport, find essential information about the job and what is expected of you.</p>
25.	<b>Interview Follow-up</b>	<p>Interview follow-up is a task which generates lots of pressure. How soon and how often do you get back to an employer? Begin by asking at the interview, "What is their timetable"? Ask "Do you mind if I stay in touch?" Stay visible. Be sure you call a few days or a week after they told you it is okay to check-in. Keep yourself in their sights whenever you can.</p>

	<b><i>Sidebar: Tomorrow's job search begins right now. Don't let losing your job teach you how to do your job search.</i></b>	However there comes point when they no longer take your call. They haven't made a decision or you are not going to receive that offer. This is the part where it is best when you "Just move on". [Actually you should have moved on sooner. In fact you should have never stopped your job search. Never stop you search until you actual receive a job offer – never stop looking even though you finally got that great interview opportunity that you always wanted.]
26.	<b>Enthusiasm and Passion</b>	Don't go to an in interview with these two companions.

***\*Footnote: The Jaazle Glossary of Job Navigation and Discovery© is updated regularly. Check the document version number in the footer below for the most current version. This glossary does not have an ending. The Jaazle Glossary© is always in a state of development.***