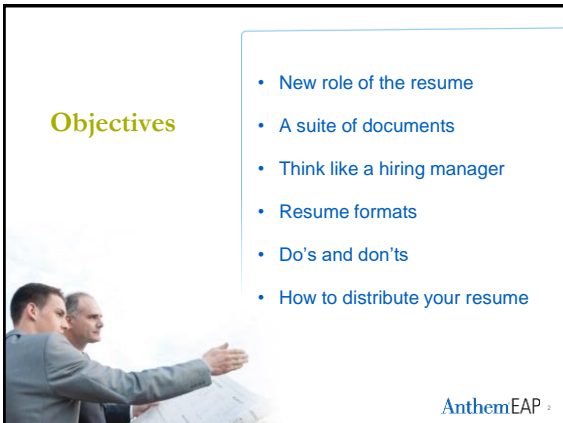
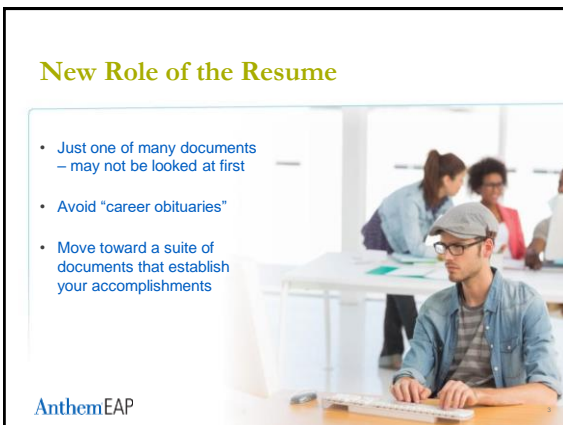




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The Suite of Documents

- Pay attention to everything on-line and in print about you that a potential employer could see
- Create a blog
- Comment on topics in your industry on association websites
- Create your own website
- Visual CV's
- Learn how to toot your own horn



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Think Like a Hiring Manager

- Who is this person and what is their objective?
- Do they have the skills I need?
- Do any of their past accomplishments impress me and are these accomplishments relevant to the job I need to fill?
- Does this person's work history show growth and increased responsibility?
- What can I find out about them on the internet?



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Resume Formats

Functional - not well received in general - outdated

- Focuses on your skills and abilities; often used when you have unique skills but not an exceptional job history
- Not preferred by hiring managers

Chronological – used frequently

- Most traditional – list most current work experience first
- Employer, location, position and dates with brief overview of job

Combination – impart information chronologically, but also break out the functions

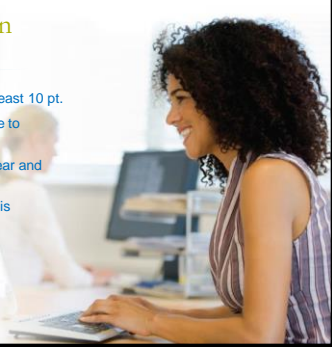
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Layout and Design

- Use an easy to read font; at least 10 pt.
- Use bullets where appropriate to highlight skills, etc.
- Do not be too "wordy" –be clear and crisp
- Don't "kitchen sink" it – more is not always better – highlights may get lost
- Be efficient with length

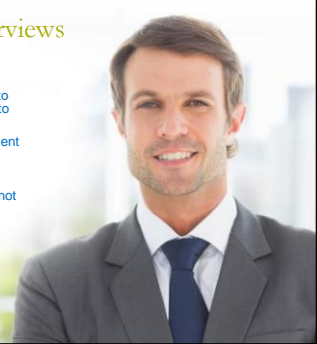


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Cover Letters/Interviews

- Don't depend on the cover letter to get your message across – hard to know if it will be read
- Show your passion and commitment
- Be specific – what makes you unique?
- Tells the reader if you can or cannot write
- Perseverance counts
- Show your curiosity with "why" questions
- Asking "how" shows you will be a drain on someone else



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Do's and Don'ts

Do's

- Include your accomplishments – be specific
- Tell the truth
- Put your strengths toward the top
- Check for spelling and grammatical errors
- E-mail address and cell number is the only contact information needed - avoid providing address, home phone

Don'ts

- List any personal information such as weight, height, marital status, race or religion
- List salary or pay information, that can be provided separately if requested
- Use quirky or funny photos unless the job warrants them



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How to Distribute Your Resume

Make sure that your resume is getting to a person who will be able to do something with it.

On-line resume posting services usually are for unemployed people – better to use reliable career-oriented social networking sites.

Connect to association or trade specific websites where an employer would look for a qualified person.

Always follow up with a phone call.

Don't send it to a head-hunter – they are looking for you. They don't want people to go to them unless you have had a head-hunter request your information or been referred.

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- Comprehensive website
 - Resources
 - Self assessments
 - Health/wellness library
 - Legal forms

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