



*Business & Technology Expertise
...without the jargon*

WELCOME TO OUR WORKSHOP!

Presented by Don Daub

1. Resume tips
 2. Cover letter tips
 3. Reference checks
 4. Interviewing tips
- What do you wish to accomplish with your resume?
 - Update biography
 - Update portfolio
 - Looking for a promotion
 - Looking for a new job
 - Showcase your skills, experience & education

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- Obtain a job *interview!*
- SELL YOURSELF!

- What are employers looking for in a resume?
 - Skills and education that are applicable to the position
 - Consistent promotions and/or career challenges & transitions
 - Specific accomplishments that are measurable
 - Honesty, loyalty, credibility
 - They will typically spend less than 30 seconds looking at your resume the first time they see it.

YES:

- Your Name (on each page)
- Your Contact Information (on each page)
- Summary
- Objective
- Experience
- Education
- Professional Development
- Professional Organizations

- Qualifications
- Skills
- Certifications
- Plenty of “white space,” but not more than 1” borders
- Electronic-friendly layout
- Not more than two pages long!
- Be honest, yet provide cogent information.
- Customize “Summary” for each job application.
 - Or, customize each resume to the job.
- Use “Spell Check” and proof for grammatical errors; does your message make sense?
- Make your resume “stand out” for the right reason!

NO:

- “References available upon request”
- Hobbies
- Social Security Number
- L-o-n-g sentences
- MIXING Font Types
- Font too small (not less than 10)
- Inconsistent date formatting (March 7, 2009 7/7/09)
- Inconsistent past/present tense (Supervised -- Supervise)

- Street addresses & zip codes for employers and schools
- Listing your personal website can be dangerous! (Social Media)
- "Holes" in dates between jobs
- "Some college"

AN ELECTRONIC RESUME

Paraphrased from: <http://www.smartpros.com/>

Employers today may request your resume in an ASCII or plain-text format, so it's a good idea to keep one saved on your computer. Here are some tips for creating and submitting an electronic resume:

- An ASCII resume is plain text with no formatting. No bullets, underlines, bold or italics in your copy. Acceptable ASCII characters are: dashes, asterisks and arrows.
- Line lengths in excess of 80 characters will probably wrap the line prematurely, creating an annoying double-spaced window. You can avoid this problem when using Word for Windows by selecting 10-point Courier font and adjusting the page width to 4-3/4 inches. Then save the file as a "Text with Line Breaks" to put a hard return at the end of each line.
- To maintain vertical alignment, use an equal number of spaces from the left-hand margin. Convert all text to 10-point Courier or another suitable fixed-width font. Proportional fonts such as **Helvetica or Arial have different widths for different characters and should be avoided.**
- Sending your resume as text within an e-mail message will guarantee that the resume **can be scanned**. In addition, many companies prefer receiving resumes this way as opposed to an attachment due to concerns about computer viruses.

ACTION WORDS

achieved
actively
administered
advanced
approved
articulated
assembled
attained
authorized
balanced
began
broadened
built
clarified
collaborated
composed
conceived
conducted
connected
constructed
completed
consulted
coordinated
created
demonstrated
designed
developed
directed
enforced
engineered
enhanced
enlarged
ensured
evaluated
examined
executed

extended
facilitated
finished
founded
generated
grew
held
identified
implemented
improved
increased
initiated
instructed
interpreted
launched
lead
led
maintained
managed
maximized
motivated
nurtured
opened
operated
organized
partnered
participated
perfected
piloted
planned
prepared
produced
programmed
promoted
proposed
provided
qualified

reduced
refined
reinforced
revamped
reviewed
revised
scheduled
set
simplified
solved
started
streamlined
submitted
supervised
taught
trained

Self-Descriptive Words

accomplished
active
adaptable
adept
analytical
articulate
artistic
assertive
attentive
broad-minded
committed
conscientious
consistent
constructive
creative
credentialed
customer-oriented

dependable
direct
down-to-earth
effective
efficient
energetic
enterprising
enthusiastic
facilitator
flexible
focused
genuine
honest
incredible
independent
integrity
intelligent
intense
intuitive
inventive
knowledgeable
leader
literate
logical
loyal
mature

methodical
motivated
objective
open-minded
optimistic
organized
original
outgoing
particular
patient
perceptive
personable
pleasant
polite
positive
powerful
practical
proactive
productive
professional
quality
quick
realistic
reliable
resourceful
respectful

responsible
results-driven
results-oriented
self-reliant
sense of humor
sensible
sincere
skilled
solid
sophisticated
stable
strong
successful
tactful
talented
team player
thoughtful
traditional
trustworthy
unconventional
understanding
unique
upbeat
vibrant

From CNN.com – the 25 worst words to put on a resume

- Aggressive
- Ambitious
- Competent
- Creative
- Detail-oriented
- Determined
- Efficient
- Experienced
- Flexible
- Goal-oriented
- Hard-working
- Independent
- Innovative
- Knowledgeable
- Logical
- Motivated
- Meticulous
- People person
- Professional
- Reliable
- Resourceful
- Self-motivated
- Successful
- Team player
- Well-organized

COVER LETTER TIPS

EXAMPLE:

*Ms. Ozimek, HR Dept.
LawnCare Experts 4U
1234 Oak Street
Anytown, KY 12345-1234*

To Whom It May Concern,

I read your ad and think I might be interested in the job. I am a real people-person. I desperately need the money, so please call me ASAP.

*Thx,
Don Nickelgrabber*

Don Nickelgrabber
1234 Maple Lane – Louisville, KY 40241

March 27, 2009

Ms. Ozimek, HR ~~Dept.~~ Manager
LawnCare Experts 4U
1234 Oak Street
Anytown, KY 12345-1234

~~To Whom It May Concern,~~
Dear Ms. Ozimek,

I read with great interest your ad describing the lawn maintenance technician position. ~~and think I might be interested in the job. I am a real people person. I desperately need the money, so please call me ASAP.~~ My background and education make me an ideal candidate for this position. Please contact me at your earliest convenience to schedule an interview.

Thank you for your time.

~~Thx,~~
Sincerely,

(leave enough space to sign your name!)

Don Nickelgrabber

Enclosure

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 **Xpertise**
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1. Send to an individual, not "HR Manager"
2. Use the "executive Summary" approach
 - a. Your Requirements -- My Skills
3. Indicate "Enclosure" and include your resume.
4. Do not use industry jargon or acronyms.
5. Keep the letter brief and to the point.
6. Enough room for a signature in blue ink.
7. If sending an email, place the cover letter in the body of the email, not as an attachment. Place the job title in the Subject Heading.

REFERENCE CHECKS

1. Use 3 to 5 people that have clout and are very articulate on the telephone.
2. Call your references before you give their contact information to a perspective employer.
3. Send your references a list of possible questions they may be asked by the employer.
4. Tell your references exactly what you'd like for them to say when called. In addition, if there's anything you DON'T want them to say, let them know.
5. Thank the reference.

INTERVIEWING TIPS

1. Research the company so you will have total comprehension of their business and how you can contribute to their continued success.
2. TOTALLY understand the job description and research similar positions. Define all acronyms.
3. Practice interviewing at home.
4. Take your portfolio with you to the interview.
5. Arrive early, but don't enter the office until ten minutes before the interview time.
6. Go to the restroom and check your appearance. Dry your hands thoroughly. Do not chew gum. Easy on the perfume/cologne. Instill confidence as you tell yourself you are the best person for the job. Relax.
7. After the interview, handwrite a short personalized "thank you" note to each person that interviewed you.

How to answer tough questions:

1. No college degree
2. Some college classes
3. No experience in position for which you applied.
4. Bad relationship with past employer

5. Criminal record (don't volunteer)
6. "Holes" in employment history
7. Short time at a job, but relevant to the position
 - a. List under: "additional experience"
8. Explain: "Please do not contact present employer"

NETWORKING EVENTS

- Personal business card
- Resume
- Summary letter
- Professional appearance
- Shiny shoes, clean clothes
- Well-groomed
- Smile with confidence