

AMERICAN JOB CENTERS

ULTIMATE

EMPLOYMENT GUIDE

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ULTIMATEEmployment Guide







ULTIMATE Employment Guide

The **ULTIMATE Employment Guide** is for entry-level jobseekers, seasoned jobseekers between jobs, those who have been away from the workforce for a period of time, and individuals making a career change. It provides job seekers the basics for finding employment and helps them do the following:

- Pinpoint their employability skills
- Explore job searching tools most used to find work
- Uncover the skills needed to obtain employment
- Identify ways to remain positive throughout the process
- Thrive in a new work environment
- Connect with additional resources and information

This guide also provides information on identifying skills, using the Internet for job search, résumé development, and information on preparing for an interview. Also, registering with the Maryland Workforce Exchange Virtual One Stop (MWE-VOS), the state's jobs database at www.mwejobs.maryland.gov, is strongly encouraged. Useful information may be found here covering topics such as portfolios, résumés and cover letters, job application forms, interview preparation, and much more.

For more information contact:

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This publication is available to view or for download at www.dllr.maryland.gov.

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CRUNCH THE NUMBERS

Evaluating the Offer Accepting the Job Starting Your New Gig

he **ULTIMATE Employment Guide** is a basic step-by-step guide to help you secure employment regardless of your level of experience. It will answer your questions about the complete job search process. If you are looking for your first job, are between jobs, looking for your first job in a long time, or simply making a career change – this guide will show you how to assess your skills, target your job search, develop an effective résumé, and fine-tune your interviewing skills. The best way to use this Guide is to read it once over. Then, review each section more carefully and as many times as necessary to master the techniques. And finally, put these job search strategies into practice.

DO YOUR DUE DILIGENCE More and more employers are hiring temporary, parttime, and contractual workers, and they are using computers to screen applicants. You'll have greater success finding work if you remain current and flexible. Using up-to-date, effective job search methods will initially require time, supreme organizational skills, and a good dose of hard work.

Gone are the days of "answer-a-few-ads-and-see-what-happens" as this is a "hands-off" approach to finding work. Rather, your goal should be to approach your job search with the same vigor and diligence as when you are already on the job. Successful job acquisition that actually results in securing employment means you will have to be willing to spend a minimum of 40 hours per week on your job search – particularly if you are currently unemployed. Successfully finding work is a full-time job!

HIRING PITFALLS | The following tips may go a long way in preventing you from making some of the most common mistakes jobseekers often make when navigating through the job search and hiring process:

Poor First Impression. Greet the interviewer with a firm handshake. Be positive, polite, and professional.

Vague Job Goals. Have specific job goals and state them clearly. Show what you can bring to the company and not what it can do for you.

Ineffective Communication Skills. Use proper grammar and good diction. Maintain steady eye contact. Never say anything negative about a former employer or co-worker. Focus instead on the positives in your prior work experience.

Distracted Interviewing. Be enthusiastic, cooperative, and responsive to interview questions.

Unkempt Appearance. Be well-groomed and professionally dressed.

Incomplete and/or Sloppy Application. Read the application, follow instructions, and complete fully (write neatly if using a paper application). Take a written copy of your work history and references to use as a guide.

Lack of Preparation. Do your homework by researching the company. Have a specific job or jobs in mind and be prepared to answer interview questions about your work history, education, interests, and talents.

Employment Gaps. Be honest, but prepared to explain any employment gaps (i.e., selfemployment, volunteer work, internships, etc.)

No Personal References. Be prepared to provide references upon request. Do get permission from those former employers and supervisors to include them in your references.

Inappropriate Phone Greeting. Be sure to record a professional greeting on your phone in the event an employer is unable to reach you personally. Remember, this impression may be the employer's first (or last) impression depending upon what s/he hears. When you are actively seeking work, refrain from using recorded music, slang, profanity or any other "catchy" phrases you might be inclined to use in your personal life.

Unreliable Transportation. Plan your work commute (i.e. private car, public transportation, etc.).

Personal Credential Challenges. Find out the minimum requirements (i.e., good driving record, strong credit rating, etc.) for the job to ensure you are qualified. Any area in which you are challenged may warrant a change in job search plans.

Insufficient Job Qualifications. Apply for jobs in which you have adequate education, training, and knowledge. Highlight your ability to learn quickly if additional skills are required. However, if you are not qualified for your dream job, develop a plan for acquiring the necessary skills to do so.

Excessive Talking. Allow the interviewer to direct the conversation. However, ask pertinent questions freely.

Late Arrival. Demonstrate interest in the job by arriving on time for your interview. If being late is unavoidable, be sure to have called the interviewer. Once the interview begins, first acknowledge your tardiness and apologize. Then, ace your interview!

SPREAD THE WEALTH | Consider accepting temporary, part-time, or project work on a contract basis, as an employer will be able to witness your capabilities first-hand. If your employer creates a permanent position down-the-road, undoubtedly you will have a big advantage over the other applicants because the employer will be familiar with your work habits, style, and ethic. Additionally, accepting work on a project basis will provide variety as well as the challenge of working for several employers simultaneously and changing projects frequently. Build a strong job search foundation by doing the following:

- ✓ Getting organized
- ✓ Identifying your skills
- ✓ Narrowing your job search
- ✓ Determining the best job search methods for you
- ✓ Marketing your skills
- ✓ Maintaining a positive attitude
- ✓ Developing realistic expectations
- ✓ Planning ahead

For ENTRY-LEVEL JOBSEEKERS...

- ✓ Sharpen your interview skills.
- ✓ Research the company.
- Craft a strong résumé carefully considering your coursework, volunteer work, any real-life experience as well as extra-curricular and/or sports activities that may relate to a real job.
- ✓ Land an internship and use it as a stepping stone if you're having difficulty finding work.
- ✓ Find a mentor in the field in which you are interested.
- ✓ Pursue more education to increase your marketability.

For EXECUTIVES...

- ✓ Seek and utilize professional support to start your career search.
- ✓ Be clear about your unique capabilities so that you can identify the value you could bring to a company.
- ✓ Enlarge your network by being open to meeting new people outside of your targeted field or industry.
- ✓ Increase your visibility by creating an effective LinkedIn profile, authoring articles, op-ed pieces and/or blogs.
- ✓ Be sure to present the same caliber of person in the interview as the one portrayed on paper, and vice-versa.
- Emphasize any initiatives you have spearheaded, implemented, and actually executed which have increased the company's bottom-line, savedmoney, or positioned the company to do something never done before. In other words, demonstrate the positive impact your leadership had on the company, your staff, and its stakeholders.

2 KNUCKLE DOWN

GET ORGANIZED Treat your job search like any other search for an item you can't find. Look hard and leave no stones unturned! Think about it — if your job search is well-organized, your chances of finding employment are even better. Getting organized means carving out dedicated space to keep all of your tools and supplies needed for your job search. **Start by getting the following:**

- ✓ A desk or table with good lighting
- ✓ Office supplies (i.e. pens, paper, envelopes, paper clips, sticky notes, and a stapler)
- ✓ A telephone with voicemail service
- ✓ A computer with a printer and Internet access

MANAGE YOUR TIME If you don't have Internet or computer access, go to your nearest Maryland American Job Center (found online at www.dllr.maryland.gov/county) and utilize the job search resources. If you are unemployed, work your job search like you would a job — at least eight (8) hours per day. However, if you are currently working, bear in mind your job search may take longer because job search time may be limited. In either event, creating a job search schedule and log will maximize your time and efforts as well as keep you motivated and on track. The following tips may help you stay on course and organized:

- ✓ Schedule routine breaks similar to that of a regular workday (i.e. 15-minute AM break, 30-minute lunch, 15-minute PM break)
- ✓ Create lists and check off tasks as you complete them
- ✓ Compartmentalize tasks to maximize your time such that similar things are done at the same time
- ✓ Switch activities at regular intervals to avoid boredom

SHARE THE VISION | Share the vision of your job search with your family and friends — basically, anyone within earshot of you. They may actually be your best advertisement as well as your "eyes and ears" in finding a suitable position as well as be a big help in identifying your skills, targeting your job search, and locating employment opportunities. Those closest to you will respect your search and work hard to assist if they see that you are diligently seeking viable work. Whether you possess little or great work experience, be confident you already have some of the skills employers need. **Businesses seek employees who possess the following traits:**

- ✓ Adjustable
- ✓ Conscientious
- ✓ Reliable
- ✓ Problem-Solver
- ✓ Teachable
- ✓ Team-oriented

"Do one thing every day that scares you."

~ Eleanor Roosevelt, Longest-Serving First Lady of the United States

"Whenever you are asked if you can do a job, tell 'em, 'Certainly I can!' Then, get busy and find out how to do it."

~ Theodore Roosevelt, 26th President of the United States

"Find out what you like doing best and get someone to pay you for doing it."

- Katherine Whitehorn, British Journalist

MARKET YOUR SKILLS | Aside from soliciting the help of your family and friends to get a job, be willing to sell yourself and market your skills.

Keep in mind that both content and "packaging" are important. If your marketing tools (i.e. email, cover letter, and résumé) are well-organized and interesting, employers will likely read and ultimately consider you as a potential hire. However, it is the quality of the content that will give you "the edge" over your competition and result in the interview.

Your marketing tools should reflect not only the type of work for which you are applying, but your personality. For example, if your goal is to work in a conservative industry like banking, your résumé should follow all the standard guidelines and be relatively traditional in style. On the other hand, you are applying for work in a creative industry such as advertising; your marketing tools will be much more effective if the format illustrates your creative talents.

Spend the time necessary to craft your own résumé as it will reflect your personality better than one written by a friend or résumé service. Remember that most employers review hundreds (maybe even thousands) of "basic-looking" résumés. The name of the game is to develop a unique résumé that is informative, interesting and highlights your strengths. This way, your résumé will surely stand out above the rest.

EFFECTIVE RÉSUMÉS | Your résumé has one primary purpose — to land you an interview! Creating an effective résumé can greatly improve your chances of standing "head and shoulders above the rest" and landing that next job. So, improve your cover letter and résumé using the following tips:

- Now Introducing... Your cover letter should be the first introduction to an employer. It should be a marketing tool highlighting your skills and employment history at a glance — not a vehicle for explaining gaps in employment or detailing any sort of negativity about prior employers or bosses. Keep it simple using the same font and style as in your résumé and limit your cover letter to less than one full page showing your best attributes.
- Decisions...Decisions. Decide which format is best to draw attention to your experience. Depending upon your circumstances, choose either a Chronological, Functional, Hybrid (a combination of the Chronological and Functional résumés), or the Targeted résumé. Then, select a basic, easy-to-read font such as Arial, Calibri, or Times New Roman in nothing smaller than an 11-point font. Include your full name, street address, city, state, zip code, home and/or cell phone, and email address on each page of your résumé so that businesses can easily identify and contact you. If you include a Career Profile Statement on your résumé, tailor it to match the job requirements for which you are applying.
- To Be Or Not To Be. Use proper English on your résumé, as it is not the place for improper language, jargon, or slang. Fight the temptation to write the same way you speak by increasing the level of formality in your choice of wording. The idea is to not only present yourself in as professional a manner as possible, but to demonstrate your ability to craft a solid, cohesive document. Think of your résumé as a "writing sample."
- First Impressions Count. How your résumé looks at first glance is important. Is it easy to follow? Is the format consistent throughout? Use headings, titles, bullets, white space, and wording that emphasize and accurately communicate your related work experience. An attractive, well-crafted résumé should be clear, concise, attention-grabbing, and easy-to-read.
- Less is More. Limit your résumé to the last 10 15 years of work experience. Provide enough information for your prospective employer to gain a sense of who you are and what you can contribute to the organization – without going overboard. Leave something to discuss in the interview and don't cram in too much information. The length of your résumé will depend upon how much experience you have and the level of candidate you are. Remember, the Hiring Manager may be reviewing hundreds of résumés, try not to bore with unnecessary details.

- Back-to-School. Detail your educational background and include any degrees, certifications, or licenses you have earned in reverse chronological order (most recent listed first). Be sure to include the name of each institution, its location, and your date of graduation – or expected date of graduation. When applicable, include your major and/or minor fields, as well as your GPA (Grade Point Average) and any honors, publications, and/or special projects in which you may have participated or excelled.
- The Daily Grind. List and prioritize the content of your résumé so that your most important and relevant work experience is listed first, with key accomplishments listed at the top of each position. No need to list all of your experience – just what relates to the position for which you are applying or that which you feel will attract the Hiring Manager the most.
- Stacking the Deck. Stack your cover letter and résumé with the same keywords that appear in the job posting. Doing this will likely increase the chances of your résumé matching the positions available and consequently of you being selected for an interview.
- Sell the Sizzle. Write active statements to highlight your achievements and more importantly – your results! Showcase relevant skills and accomplishments by using actions verbs such as "managed, analyzed, or drafted" that effectively convey your contribution to an organization. Remember...the focus should be on your skills and what you have proven/will be able to "bring to the table" rather than on your employment history alone.
- Movin' On Up. If you have worked at the same company for many years and have been promoted several times, be sure to cite each position held. You will show your progression, your value added to the company, your ability to "move up the ladder," and the fact that you were recognized for directly or indirectly improving the company's bottom-line.
- Making a List...Checking It Twice. Nothing will land your résumé in the "Don't" pile faster than one that is poorly written and chock full of spelling mistakes, typos, and grammatical errors. Never underestimate the power of proofreading what you have written. Enlist the help of your support system to review your résumé in hopes of catching any errors you may have missed. A fresh pair of eyes will likely see what vou don't see.
- The Finished Product. Print your résumé on good quality white or neutral résumé paper. Store your supply in a safe place where they will remain intact as submitting wrinkled or smudged documents will not exhibit a proper level of professionalism. If sending your résumé electronically, be sure to follow the potential employer's instructions "to the letter" thus avoiding any unnecessary errors or incorrect submissions. When possible, send your résumé in PDF format to avoid distortion.

Job Search Tips

For VETERANS...

- ✓ Start with a good self-assessment. Determine what has changed about you as a result of your military career; where you desire to live; whether or not the pre-military careers you considered still have any appeal; and if there are any civilian careers directly relate to your military career. If so, ask yourself if you'd like to continue pursuing your military-related career or if you're ready for a change. Honestly assess your skills and decide if they require some updating. Then, position yourself to take any necessary classes or training to "brush up" on those skills to make you more marketable and competitive.
- ✓ Take stock of any injuries sustained. Confer with medical personnel to determine your capabilities in the workplace as well as any special accommodations that may help you succeed. Fight the temptation to focus on what you can't do as opposed to what you can do. In an interview situation, put the interviewer(s) at ease by discussing upfront any visible disabilities in particular. Be sure to inform the employer how effective your rehabilitation process has been in building your stamina and perseverance. Keep the conversation about your disability positive and don't allow it to become an excuse or a plea for sympathy. Remember, the more comfortable YOU are, the more comfortable the interviewer(s) – and ultimately the interview - will be. Whatever you do...just don't let your injury be the proverbial "pink elephant in the room" no one talks about.
- ✓ Develop a résumé that will appeal to a civilian employer. This task will undoubtedly be the single greatest challenge in your transition from the military to the civilian world. First, you must determine the skills, experience, and education the civilian employer wants in a potential hire. Consider removing any jargon, military acronyms, or phrases that don't "translate" to a civilian employer from your résumé and related work documents. Test yourself by describing your military experience to your civilian friends and family. If they understand your terminology, then that language may be fine to keep. If not, then make the appropriate changes and ask them to help you "translate" those duties into language that civilian employers will likely understand.



FULL NAME

Mailing Address . City, State Zip . (555) 555.5555 . Email Address

CAREER OBJECTIVE / SUMMARY | Create a plain text résumé by saving a copy of your chronological or combination résumé as a text (.txt) file. This will remove any formatting (e.g. bold, font sizes, bullets, indenting) you have used to make your résumé look professional.

EDUCATION

Most Recent School | City, State

Course of Study, Degree, or Certificate Earned, Dates (Years Only)

Previous School | City, State

Course of Study, Degree or Certificate Earned, Dates (Years Only)

WORK HISTORY

Most Recent Job | City, State

Position Title, Month Year - Month Year

- Use MWE-VOS (<u>www.mwejobs.maryland.gov</u>) to research occupational titles and position descriptions
- Select a standard font with fixed-widths to facilitate better scanning
- Bullet each duty listed for an easier read and leave without end punctuation

Previous Job | City, State

Position Title, Month Year – Month Year

- Hit the ENTER key for a hard return after each bullet
- Highlight and separate titles and subtitles by using the Enter key and Space Bar to create white space. Do not use the Tab key.
- Copy your résumé in plain text to the body of an email and send it to several people to check the formatting. It will likely shift, so ask them to send it back so you may view how other systems display your résumé.

SKILLS, HONORS, MILITARY EXPERIENCE, PROFESSIONAL AFFILIATIONS

Any employer requesting applicants to apply by email may use electronic résumé tracking systems, so include relevant keywords to increase your chances of being offered an interview.

POCKET RÉSUMÉ

he information below is often requested on a job application. Complete the Pocket Résumé ahead of time and be sure to carry it with you as a quick reference. Always report to interviews prepared with the following documents: Picture Identification, Social Security Card, Driver's License, and/or Special Certifications.

Education List most recent school first		
School	Years Attended	
Address		
City	State Zi	p
Major/Concentration		
Degree/Certificate		
School	Years Attended	
Address		
City		.p
Major/Concentration		
Degree/Certificate		
Degree/Certificate Work History List most recent job first		
Degree/Certificate	Dates Worke	
Degree/Certificate Work History List most recent job first Company Address	Dates Worke	ed
Degree/Certificate Work History List most recent job first Company Address City	Dates Worke State	ed _Zip_
Work History List most recent job first Company Address City fob Title	Dates Worke State Ending Sa	ed Zip dary_
Work History List most recent job first Company	Dates Worke State Ending Sa Contact Info	ed Zip llary_
Degree/Certificate Work History List most recent job first Company Address City Job Title Supervisor	Dates Worke State Ending Sa Contact Info	ed Zip llary_
Degree/Certificate Work History List most recent job first Company Address City Job Title Supervisor Duties	Dates Worke State Ending Sa Contact Info	ed Zip llary_
Work History List most recent job first Company	Dates Worke State Ending Sa Contact Info Dates Worke	ed Zip llary_
Work History List most recent job first Company	Dates Worke State Ending Sa Contact Info	Zip.
Oegree/Certificate	Dates Worke State Ending Sa Contact Info Dates Worke State	Zip, Zip,
Degree/Certificate Work History List most recent job first Company Address City Job Title Supervisor	Dates Worke State Ending Sa Contact Info Dates Worke State Ending Sa	Zip, Zip, Zip, Lilary_

Company	Dates Worked		
Address			
	State Zip		
Job Title	Ending Salary		
Supervisor	Contact Info		
Duties			
Company	Dates Worked		
Address			
City	State Zip		
Job Title			
	Contact Info		
-			
Skills List computer interfaces and Honors List awards, certifications Military Experience List brance	etc.		
Professional Affiliations List p	rofessional/civic organizations		
References Ask permission for use	prior to inclusion.		
Name	Title		
Company			
	Title		
Company	Phone		
Name	Title		
Company			
Company	1 HORE		

DIVIDE AND CONQUER

CONQUERING JOB FAIRS In an age of automation and technology, you might be inclined to think that job fairs are essentially obsolete. NOT so...more often than not, the process has simply changed from that of going from booth to booth and just doling out your résumé to one of completing your application online and waiting for that all-important call for an interview.

That begs the question...

SHOULD YOU EVEN BOTHER GOING TO A JOB FAIR?

The answer is a resounding, "YES!" Employers are not just limited to companies; they may also include government agencies, non-profits, and other non-traditional businesses. Your job is to find out which employers are attending where there may be a mutual match — one that matches your career interests and their needs. Even if you only find one employer attending that fits this criteria...that's reason enough to go!

Bear in mind that nowadays, *much* of the job search process is no longer done in person. It routinely involves employers screening hundreds (and sometimes) thousands of résumés and you researching employers on their websites. So, take advantage of opportunities to meet employers face-to-face when the opportunity arises. Do keep in mind that every company in attendance may not necessarily be hiring; some may simply be on a mission to promote their company with hopes of attracting the most qualified applicants for when positions *do* become available. Nevertheless...

Pre-Register. If pre-registration is required, take the necessary precautions to do so before the fair to avoid possibly being turned away at the door. The fees to attend may be minimal if you pre-register online or via mail, but considerably higher onsite – IF onsite registration is even available. Do your homework to avoid any surprises!

Know the Logistics. Where will you park? Is the Fair accessible to public transportation? If you plan to make a day of it, are there any places to grab coffee, a snack, or lunch nearby? Be sure to know the answers to these types of questions ahead of time to ensure that you have a smooth, stress-free day.

Identify the Players. Find out what companies will be participating in the Job Fair ahead of time. Then, research the participating companies in which you are interested.

Dress for Success. Dress well and be neatly groomed. Even if the companies you are seeking have rather casual work environments, you should still wear your best conservative, professional attire (No denim, t-shirts, midriffs, cutoffs, sneakers, flip-flops...you get the idea.) In other words, save the club, date, and/or casual attire for another time. Remember... it is always better to be overdressed, than underdressed any day!

Eat Before You Go. It may be a long day, so fuel your body with sufficient food and drink *before* going to the job fair. Under no circumstances should you ever bring food or drinks to the recruiting tables. Doing so may give the impression that you are not serious about your employment pursuits.

Make a Great Impression. This should be your primary objective as unfortunately, it simply cannot be accomplished thru your résumé in and of itself — *particularly if your résumé doesn't necessarily have the WOW factor yet.* By going to the job fair, you'll learn more about the employers face-to-face than you could ever learn from their websites as the organization's culture will become a bit more evident as you engage with their staff by asking questions. Remember, NOTHING replaces connecting with someone face-to-face — *even if for a few minutes*.

Maximize Your Face Time. Prepare a 20-30 second introduction or "elevator pitch" to greet employers with in attendance to convey who you are, what you're ultimately looking for, and to sum up your qualifications. You don't want to sound completely scripted, but rather natural, well-thought and prepared. Conduct yourself professionally by avoiding casual behavior and conversation with the recruiters. Be prepared instead to speak knowledgeably about their industry. Keep in mind that although some employer representatives may take control of the conversation quickly, you may do more listening than speaking. Nevertheless, be prepared to be proactive rather than passive — jump in where it is appropriate!

Do a Dry Run. Arrive early. Get the lay-of-the-land. Then, plot your course for the job fair using the map provided of employer booths. A "dry run" on an employer in which you are moderately interested will give you ample time to work out some of your jitters *before* approaching your dream employers.

Use Your Time Wisely. After your "dry run," make it a point to visit those dream employers in which you have the most interest *first.* Then, explore opportunities with as many additional companies as possible.

Job Search Tips _

Using SOCIAL MEDIA | Part I

Instead of simply looking for positions, use Social Media to find key people who can be instrumental in your job search. Becoming savvy at using Social Media sites as a networking tool may very well give you an edge in finding job postings prior to being advertised. Additionally, your online friends and their respective network of friends can become an invaluable resource in your job search. Most importantly, employers will likely view you as a different caliber of candidate because your use of social networking will do the following:

- ✓ Demonstrate your social media adeptness
- ✓ Showcase your personal brand (Profile)
- ✓ Broaden your professional networking contacts
- ✓ Increase your knowledge base of various businesses and positions of interest
- ✓ Heighten your visibility to hiring managers, recruiters, and decision-makers

Bring Résumés. Keep a generous supply of résumés to distribute on the off-chance that you run across some employers willing to accept them. Be advised thought that try as you might...some employers simply will not accept your hard copy résumé and ask you to subsequently apply online. Try not to take this personally as they are likely complying with federal regulations regarding how employers keep data on applicants. The use of online applications helps employers streamline and manage the sheer volume of applicant data a lot more efficiently and effectively. That said...don't get miffed, cop an attitude, or storm off assuming that this is the employer's way of giving you the "brush-off" or wasting your time by not accepting your résumé. This refusal is in no way tied to the employer's level of interest in you as a potential hire. As a matter of fact, the employer representatives may very well be notating comments about the candidates in whom they find interest. So, be on your best behavior despite your disappointment. There's still hope yet!

Attend FREE Seminars. Oftentimes, job fairs offer seminars and programs in addition to the employer booths and resource tables. Take full advantage by participating in as many as you can that may be relevant to your ultimate employment goals.

Don't Be An Octopus. Resist the temptation to grab giveaways from every booth you pass. Remember, this expedition is about finding a job — *not how many cute little doodads you can collect.* Certainly if after having spoken with an employer rep, you are *offered* a giveaway... by all means accept it! Otherwise, maintain your focus and keep the main thing...the main thing!

Network. Capitalize on any networking opportunities that may reveal themselves at the job fair. *Anyone* can be a viable contact with proper follow-up and an angle for how that contact might become viable factor in your job search.

Follow-Up. Always obtain the correct spelling and pronunciation of any employer representatives with whom you are requested to contact. Follow-up within 48 hours at the most...otherwise the reps you've met may forget you.

Show Gratitude. Send "thank you" notes/letters to the employer representatives for any job leads or interviews. While online follow-up may certainly be more immediate, nothing beats a good "old-fashioned" note sent via

U.S. mail. This act alone will likely set you apart from your competition as most applicants simply "drop the ball" on this follow-thru.

WHATEVER YOU DO, DON'T ASK ABOUT...

The Purpose/Mission of the Company. This is a major annoyance to employers; you should know this in advance. Also, not all employers are "companies." Some are government agencies or non-profits. Know the difference.

Information Posted on the Employer Website. Take the initiative to research any employers in which you may be interested prior to the job fair. Asking this question may give employers the sense that you are not serious about seeking employment with them.

Salary and Benefits. Allow employers to initiate discussion of those topics. Certainly a job fair is typically not the time nor place to discuss something of such a sensitive nature. If an employer is interested in you, this subject will be broached after you've been called in for an interview.

Vacation Days. This is yet another red flag. Don't give the wrong impression that you're more interested in getting time off from the job than being on the job – *before you even get the job*!

HOWEVER, DO ASK ABOUT...

Information Not Posted on the Employer Website.

- ✓ What kind of qualities are you seeking for this position?
- ✓ What particular skills do you value most in a potential hire?
- ✓ What do you like most about working for your organization? Be mindful that some employers have employee testimonials on their website. Check those out in advance.
- What are some of the current issues your organization is facing that may have a marked impact on new hires?

Job Search Tips

Using SOCIAL MEDIA | Part II

Regardless of which networking site(s) you frequent, don't be shy about letting your friends and/or followers know that you're "in the market" for a job. Be specific about the kind of position you're seeking as you never know which of them may have a contact who is actually "in the market" for a new hire. The key is to develop and maintain comprehensive profiles on at least one of the three most commonly used Social Media networking sites:

Facebook | Although most people use Facebook to catch up with old friends, remember that you have a huge, untapped network there. Believe it or not, Facebook may be as useful for job hunting purposes as LinkedIn because your personal network may make a concerted effort in helping you succeed. Capitalize on those connections made over time to help push you over the proverbial unemployment hump!

LinkedIn | You will want to manage your professional identity, build and engage with your professional network, as well as access knowledge, insights and opportunities in which you may find interest. Like Facebook, LinkedIn allows you to connect with friends, but more importantly — a network of people already in your targeted field or profession.

Twitter | Use this interface to send short messages (called "Tweets") to industry leaders or businesses and institutions for which you'd like to work. Build rapport by creating field-related content and/or by forwarding or "retweeting" intriguing, relevant content. Once you have a following, send private messages to possible mentors expressing your admiration and desire to someday work with them.

The Hiring Process. Gaining an opportunity for first-hand knowledge about how the company or organization operates from a Human Resources (HR) standpoint is important. Be sure you know who in HR to contact for follow-up information and approximately and how long the process should take after submitting your online application.

Training Opportunities. Asking about training may give the impression that you are eager to learn even more than what you currently bring to the table. Be careful though to not to come across as someone looking for a "free school ride" on the company's tab. Instead, share a positive training experience you had with one of your previous employers that ultimately led to a significant increase in your productivity and/or the company's bottom-line. Another alternative might be to express the desire to improve in a particular skill area and how that new knowledge might directly benefit the company.

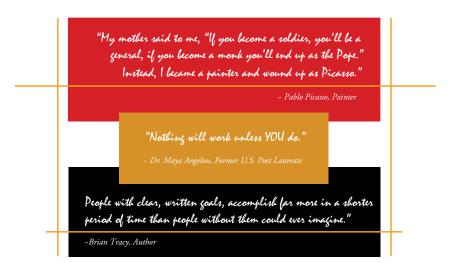
Preferred Credentials. After having done your research, you should have an idea of the educational background your target companies seek in candidates. Having said that, if it appears that your own degree is a good match, ask the recruiter to elaborate on the educational background of the ideal candidate. Use this opportunity to then creatively segue into your own educational experience. Be prepared to share a memorable story detailing how interest in your chosen field was initially sparked.

The Biggest Challenges. Asking about this will subtlety suggest (without hitting the employer representative over the head) that you aren't afraid of a little hard work. Use this question to lead into how your specific skillsets are so strong that you can readily adapt and address any challenges you may face in the position.

Opportunities for Advancement. You will show your excitement and enthusiasm in possibly growing with the company. Be sure also to inquire whether the company has a policy of hiring from within and what the typical three to five year trajectory looks like for a new employee. You'll surely make an impression as this line of questioning may suggest that you're eager to make a long-term investment in the company's success.

What's Most Enjoyable About the Company. The employer representative will have a chance to demonstrate excitement and enthusiasm for the company in his/her own words. You'll wind up putting the recruiter "on the spot," but it will be quite telling if there is a struggle in responding. If you sense some difficulty in answering, you might do well to probe a bit to maybe determine if the issue was truly the employer OR if this is just a case of "sour grapes." If on the other hand the recruiter is genuinely excited about his/her work experiences, then take that as a good sign that the company may have a positive climate and culture in which to work. Use this opportunity to share in the excitement with your own stories of *your* most enjoyable work experiences.

The Best Way to Follow-Up. Unless you have an "in" to the particular company or business, the representative may become your sole point of contact. So, don't forget to ask for a business card if you were fortunate enough to have a productive conversation with the recruiter. Politely ask whether it would be okay to make contact to follow up on your online application or talk to discuss any other positions which may have become available since the job fair. At best, maintaining contact with this company employee may get your foot in the door.



THROW YOUR HAT IN THE RING

COMPLETING APPLICATIONS | Some employers require applicants to complete an application form instead of submitting a résumé. Employers may find comparing applicant qualifications easier if they are doing so from the same form. **The following tips may assist in completing applications:**

- ✓ **Use Your Pocket Résumé.** When completing an application, copy the information required from this guide rather than relying on your memory.
- ✓ Ask for Two (2) Copies. If possible, take the applications home to complete. This way, you'll have as much time as you need to be neat and accurate. Be prepared to answer questions if the Hiring Manager happens to be available to talk when you deliver the application.
- ✓ Bring Erasable Pens. In the event that the form must be completed onsite, using erasable pens makes correcting errors cleaner and easier.
- ✓ Read the Instructions. If a particular question does not apply, insert NA for "Not Applicable."



PERSONAL DATA					
Name (Last)	(First)		(Middle)		
Home Phone		Mobile Phone			
Address		•			
Desired Position		Desired	Desired Salary		
WORK HISTORY (3)					
Present or Last Employer		From To			
Address		Telephone			
Position Held		Supervis	Supervisor's Name		
Duties		Supervisor's Title			
Reason for Leaving		•			
EDUCATION					
School Type	Name / Locatio	n	Course / Program	Diploma / Degree	
Secondary					
Vocational / Trade					
College / University					
Post Graduate /Other					
SKILLS					
Do you have a valid driver's license? Yes / No Class					
Other Information					
REFERENCES (3)					
Name	Title / Business		Address	Phone	
I hereby declare that the foregoing information is true and complete to my knowledge. I understand that a false statement may disqualify me from employment, or cause dismissal.					
Signature Date Print Name					

- ✓ Tell the Truth. Your application is a representation of who you are so be honest as it is nearly impossible to repair the damage if caught in a lie. Be sure to counterbalance any negative aspects of your responses with more positive information. If necessary, attach a sheet of paper for any overflow.
- ✓ **Do Your Homework.** On the application, make it a point to cite the exact title of the position for which you are applying. Verify the position title with the person who gave you the application or double-check the position description.
- ✓ Be Positive. In the "Reason For Leaving Past Employment" section, write "left to pursue other opportunities" as opposed to "personal reasons" to avoid the suggestion that you left on bad terms.
- Don't List Expected Salary. Instead, state that you are open by listing "negotiable" when asked about salary.
- ✓ Bring Work Samples. Develop a portfolio sampling your work. This might consist of technical and creative writings; if the position for which you are applying is of a creative nature – then artwork. Don't attach copies of your performance appraisals or letters of recommendation unless asked to do so. Your primary qualifications should already be outlined on the application.

Reach bigh, for stars lie bidden in your soul. Dream deep, for every dream precedes the goal.

- Mother Teresa, Roman Catholic Religious Sister and Missionary It always seems impossible until it's done.

- Nelson Mandela, First Black South African President, Anti-Apartheid Revolutionary, Politician and Philanthropist Out of your vulnerabilities, will come your strength.

 Sigmund Freud, Austrian Neurologist and Founding Father of Psychoanalysis

Job Search Tips

- Expand Your Network. As a military spouse, you have a unique advantage that most are not afforded an opportunity to create and expand your personal and professional networks at lightning speed. Because you see people come and go on a regular basis due to installation expansion or change and you because tend to travel extensively stateside and overseas, you really have the potential to grow a phenomenal network. So, networking prior to your arrival at your final retirement location will set the tone for job search success. Popular social media interfaces like Linkedin.com and Facebook can help broaden your reach in notifying family, friends, and colleagues of your availability for work. They also each have a platform that essentially supports posting your résumé which will refresh or expose them to your particular skill sets.
- ✓ Go to a Résumé Doctor. Your résumé may be in dire need of resuscitation since it will likely be wrought with a bevy of jobs, volunteer positions, and experiences stateside and abroad. The Résumé Doctor can breathe new life into your résumé by making recommendations for change that may increase your chances of getting noticed. Make an appointment at your local American Job Center today.
- ✓ Think Outside the Box. Look for positions that offer the flexibility to work from virtually anywhere. Target those companies that hire people to work from home and on schedules often conducive to military spousal needs. This way, should you have to relocate suddenly your work and ability to perform on the job won't be severely affected.
- ✓ Become a Student. Consider completing your degree or obtaining that last credential before your military spouse retires. Check out MyCAA*, a career development and employment assistance program housed under the Department of Defense's (DoD) Spouse Education and Career Opportunities (SECO) program.

Job Search Tips

- ✓ Be Your Own Boss. Becoming an entrepreneur is always a great option for military spouses as it will accommodate your fluid schedule. You set the hours, the tone, and the entire direction of the business. Whether you elect to open a traditional "brick and mortar" business or you decide to enter the world of e-commerce — owning the business yourself will give you not only the flexibility you often need, but the control.
- ✓ Master the Art of Explanation. Practice being able to address questions in the interview about your employment gaps and/or frequent employment changes. It may not be obvious to the interviewer that you are a military spouse based upon your résumé. So, be prepared to draw the connection between those gaps and your spouse's transfers. If you were unemployed, but volunteered regularly in any capacity be sure to stress anyvolunteer work that may translate beautifully into solid workforce skills and development. Likewise, if you were employed but moved frequently emphasize your strengths and ability to adapt quickly in any given situation.

PLEASE NOTE | For MyCAA as well as additional resources for military families, visit http://www.militaryonesource.mil/seco.

Success is almost totally dependent upon drive and persistence.

The extra energy required to make another effort or try

another approach is the secret of winning.

~ Denis Waitley, American Motivational Speaker and Writer

WINNING APPLICATIONS | The job application may be your only opportunity to convince an employer you are indeed a good match for the company's job opening, as you may be competing with many other job seekers. Create winning applications that will stand head and shoulders above the rest. **Keep the following tips in mind:**

WHAT IS PROPER DRESS FOR COMPLETING AN APPLICATION?

The trend now is to complete an application online. However, on the off-chance that you'll complete one in person, it will likely happen when you go in for the interview. That said, dress professionally. Remember that you are making a first impression — and it should be a good one.

WHAT IS THE EMPLOYER FOCUS?

Neatness and completeness is the name-of-the-game; blanks, incomplete, or unreadable answers may disqualify your application. Be sure to answer every question to the best of your ability. Have a copy of your résumé on hand to assist in citing accurate information regarding dates, company names, supervisors, and references. Print neatly in ink if a paper application; if online, be sure to work swiftly as you may be timed.

WHAT IF I'M UNCLEAR ABOUT THE POSITIONS AVAILABLE?

Know the position for which you are applying when completing the application. In the event you are unsure of the exact openings, do your homework online first by researching the company. Your last resort is to list general positions (i.e. warehouse or clerical) if you are unable to locate specific job titles.

WHAT IF MY WORK HISTORY IS SPOTTY?

Gaps in employment and job-hopping left unexplained tend to be red flags for employers. Explain your reasons for leaving short-term jobs. Craft your résumé and interview responses to relate to the job for which you are applying. Be sure to have a solid explanation for any employment gaps.

WHAT IF I HAVE NO WORK EXPERIENCE AT ALL?

Certainly, if this experience is your first, employers understand. If you are a mature person who is expected to have some work experience at this stage in life — then by all means, explain what you have learned from life's experiences and how that knowledge can ultimately benefit the employer. Be prepared to discuss or list extra-curricular and volunteer activities, highlighting skills that can be transferred to the desired position.

WHAT IF MY SKILLS ARE LIMITED?

Be honest with the employer (and most of all — yourself) about any personal limitations. If you have difficulty completing the application — better to realize upfront as this could ultimately impact your chances of not only getting hired, but maintaining employment. Enroll in classes (i.e. Adult Basic Education or GED) to upgrade your skills and increase your marketability.

SHOULD SALARY REQUIREMENTS BE DISCLOSED?

It is best to indicate "negotiable" on the application or during the interview **if asked**, keeping in mind that you should be realistic about the minimum salary acceptable. You may also provide a salary range, but be sure to research the "going salary" for the desired position so as not to price yourself out of the running.

HOW SHOULD RESIGNING OR BEING TERMINATED FROM A POSITION BE HANDLED?

Whatever you do – **don't lie**! It's better to volunteer reasons for termination as opposed to being found out later. As best you can, cast those reasons in a positive light that demonstrate that a plan is now in place (i.e. reliable transportation and childcare) to combat those issues should they arise again. In your explanation, fight the temptation to make negative comments about your former employer.

WHAT IF I HAVE A CRIMINAL HISTORY?

Be truthful about your brushes with the law on your application as employers can legally ask if you have been convicted of a felony. Because background checks are so common, it is in your best interest to "volunteer" this information. You may wish to rethink applying for any positions that may challenge your criminal history to avoid any embarrassing situations. However, when asked — be prepared to explain how you have learned from your mistake and the plan you have in place to avoid that situation again.

WHAT IF I DON'T HAVE A TELEPHONE OR INTERNET ACCESS?

Most employers will need to contact you at some point if you are being considered for a position. That said, you will need a reliable telephone with a professional greeting and a secure email address where messages/emails can be received. Either way, initiate and maintain contact with the business to check the status of your application regularly until a hiring decision has been reached.

WHO SHOULD MY REFERENCES BE?

Be prepared to provide personal and/or business references that are NOT blood relatives. References would include former supervisors, colleagues, and/or those who can vouch for your work ethic. Do ask permission for inclusion as a reference **prior** to doing so. You wouldn't want your references surprised by a phone call from a potential employer. When asked, be able to provide complete contact information (i.e. reference name, title, name of company/organization, address, and current telephone numbers).

SHOULD I PROVIDE ADDITIONAL INFORMATION?

If submitting a paper application, you may also include a résumé. If completing an online application, simply bring the résumé and any additional documents you'd like to share with the employer if called for an interview.

"How long should you try? Until."	"Pleasure in the job puts perfection in the work."
- Jim Rohn Motivational Speaker	- Aristotle Greek Philosopher

ACE YOUR OPPONENTS

ACING THE INTERVIEW | When you apply for a job, be sure to prepare yourself before the interview. Remember that the interview is one of the most important steps toward getting the job you want. **The following information may give the edge you need to succeed in a job interview:**

BEFORE THE INTERVIEW

- ✓ Target specific positions and develop a list of your skills that match the job requirements.
- ✓ Learn about the company and its products and services. Doing your research can help you answer interview questions effectively and how your particular skills and background would be an asset to the company.
- ✓ Review your résumé to ensure you are well-versed enough to "walk" the employer through your work experience. In other words, be comfortable enough with your own experience to discuss at length and at ease some of your greatest accomplishments, challenges, and ways you were instrumental in improving the processes or bottom line of the company.
- ✓ Anticipate being asked both broad as well as more specific questions about yourself and your experience as it relates to the position in question. Conduct mock interviews with family and friends using a list of possible interview questions based on the type of position you are seeking.
- ✓ Prepare a list of questions on topics that may not be covered by the employer in the interview. Start with the following to incite the conversation:
 - 1) What is the essence of this position?
 - 2) What are the key qualities of the potential hire?
 - 3) What tools and for resources will I be given to be successful in this position?
- ✓ Jot the following information down and be sure to take it to your interview to help answer questions accurately:
 - 1) Social security number and driver's license number
 - 2) Previous employment dates
 - 3) Former employers' names and contact information
 - 4) References names and contact information

✓ Visit the company website and complete the application online to be considered for the position. If you meet the criteria, you will be contacted to schedule an interview.

DURING THE INTERVIEW

- ✓ Report to the interview alone and on time. Arriving independently demonstrates confidence and self-reliance. Remember...to be early is to be on time; to be on time is to be late.
- ✓ Greet the interviewer in a friendly, business-like manner with a firm handshake. Then, introduce yourself and clearly state your reason for being there.
- ✓ Use proper grammar as now is not the time for slang or bad diction. Conduct yourself as professionally as possible with the most formal language you can muster.
- ✓ Maintain steady eye contact, lean forward slightly (especially when responding) and listen intently to what the interviewer is saying as well as the questions being asked. Being mindful of your body language will come across as interest in what the interviewer is saying and ultimately the position.
- ✓ Take notes and question matters that may not be clear to you. It's okay to gain clarification to ensure that you are responding to the interview questions thoroughly.
- ✓ Fight the temptation to discuss personal problems or issues had with former employers.

 Doing so may cast you in a negative light and label you as weak or uncooperative
- ✓ Ask your prepared questions paying close attention to how your skills will translate as a perfect match for the ideal candidate.

CLOSING THE INTERVIEW

- Restate what the employer just shared was the ideal for the potential hire by stressing that YOU are that person. Remind the employer of your skills and "toot your own horn" about how you would ultimately add value to the company.
- ✓ Ask for the business card of your interviewer if none have been supplied at the beginning of the interview. If a card is not available, be sure to minimally obtain the correct company/contact name, mailing address, email address, and phone number for follow-up.
- ✓ Thank the interviewer for granting the interview. Give the interviewer a firm handshake and acknowledge the greeter once again upon your exit.

AFTER THE INTERVIEW

- ✓ Follow up the interview with a handwritten "thank you" note expressing your interest in the position and that you are looking forward to joining the team part of your "assumptive close."
- Follow up with a phone call no later than ten days from the date of the interview to ascertain if the position has been filled if you've not been notified otherwise.

For EX-OFFENDERS...

- ✓ Be honest about your criminal record.
- ✓ Rehearse what you will share with the employer about how you've managed to turned your life around.
- ✓ Develop a portfolio of school enrollment or graduation documents, training certificates, proof of any professional accomplishments, work/volunteer reference letters, honorable / general discharge letters, pre and post incarceration recommendation letters from employers, and a clean driving record, if applicable.
- ✓ Stay confident and hopeful.

CRUNCH THE NUMBERS

EVALUATING THE OFFER | When you have been job searching for some time and finally receive a job offer, it is certainly tempting to stop there — but, hold on. It's important to take the time necessary to carefully evaluate the offer properly. You will want to make an educated decision to accept or reject the offer because the very last thing you want to do is to make a hasty decision either way. That said, know that it is perfectly acceptable to ask the employer for a little extra time to "weigh the pros and cons" and consider the offer.

Salary isn't the only consideration, but indeed an important one. In addition to that proposed salary, consider the entire compensation package offered — salary, benefits, perks, work environment. Is the offer what you expected? If not, is it a salary you can accept without feeling insulted? Will you be able to pay your bills? If your reality is "no," then don't accept the offer — at least right away. Now is the time to ensure that you are getting paid what you're worth and that you are ultimately happy with the compensation. Nobody wants to be in a position where they realize that the salary isn't enough - after they have accepted the job offer.

After having taken the time to consider the advantages and disadvantages of accepting the job, negotiate the best possible terms of employment (i.e. hours, salary, benefits, etc.). If you have questions or concerns about the terms of employment, be sure to discuss them with the employer *before* accepting the position as you may have limited bargaining power if you have already accepted the position.

ACCEPTING THE JOB | First, make it clear that you are interested in the job. Then, ask whether there is any room for negotiation. For example, if the salary offer is lower than expected, try negotiating an increase, better health and/or dental insurance coverage, an additional week of holiday leave, parking, or whatever else you think you'll require in order to be successful in the position — *within reason, of course!*

Should you elect to turn the offer down, be tactful and express your appreciation. If on the other hand, you decide to accept, show your enthusiasm. Whatever the special terms of employment are that you managed to negotiate, make sure they are reflected in the written job offer. Additionally, confirm them in your letter of acceptance.

STARTING YOUR NEW GIG After you've signed the acceptance letter and settled on your start date, expect to remain in contact with your new employer during this transition period. There may be a laundry list of things to do immediately in preparation for your new position (i.e. drug screening, background check, physical examinations, etc. You'll likely receive a ton of paperwork from Human Resources, so fill them out and return them right away. **In the meantime, be sure to do the following:**

Tell Your Current Boss. It's natural to feel a bit nervous about telling your boss you're leaving. Hopefully though, your boss will simply want the best for your professional growth and will be happy for you despite the change and impact your leaving may have on the company.

Inasmuch as you'll want to share your good news with your work buddies first, give your boss the professional courtesy of telling him/her first. Find out how your boss wants to handle the announcement. Depending on your situation, the boss may want to tell your team in order to stop the rumor mill and to explain the handover of your duties until your replacement is hired. Ensure that you have an understanding of how your departure will be officially announced before you "spill the beans." Then, develop a proper exit strategy that will work best for all involved.

Complete Paperwork. If you haven't already done so, submit your official letter of resignation to your former employer. Once you give notice, there may be a lot of paperwork to complete — even before completing your new W-4 forms. If you're going to retain your former employer's health insurance plan through COBRA, be sure you have an understanding of the laws surrounding your policy. Read those notices you'll get in the mail carefully and gain understanding of the steps needed to roll over your 401(k) or other retirement fund(s) to your new employer.

Develop Your Exit Strategy. Save your boss the agony of having to figure out how your duties will be taken care of once you're gone. So, be proactive and outline specifics on how the "passing of the baton" for your day-to-day responsibilities will be carried out. If asked, be prepared with recommendations on who might be best suited to assume your duties in the interim. Your boss will certainly be left with the best lasting impression of you for taking the responsibility on of ensuring that your predecessor is well informed and trained to fulfill the company mission in your stead.

Now that you've taken care of all the hard stuff...sit back, relax, and get ready to start this new chapter in your professional life. Take the time to not only get organized from a work standpoint, but also personally as soon enough — you'll be exhausted from long hours and information overload. Congratulatory emails from former and new colleagues may start pouring in so be sure to respond with gratitude for having worked with such a great team and show enthusiasm for joining your new team. Contact with new colleagues may help alleviate some of your first day of work jitters and "new kid on the block" awkwardness.

Now breathe...take it all in, and start this new adventure knowing that you are indeed prepared!



Famous Marylander

QUOTES

People might not get all they work for in this world, but they must certainly work for all they get.

~ Frederick Douglass, Social Reformer and Statesman Talbot County, Maryland

Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.

 Harriet Tubman, Abolitionist and Conductor of the Underground Railroad Dorchester County, Maryland

I think that everything is possible as long as you put your mind to it and you put the work and time into it. I think your mind really controls everything.

- Michael F. Phelps II, Swimmer and Most Decorated Olympian of All Time Baltimore, Maryland

It's hard to beat a man who never gives up

 George "Babe" Ruth, Legendary Baseball Player Pigtown in Baltimore, Maryland



Maryland's American Job Center system, a proud partner of the American Job Center network, is an equal opportunity employer/program committed to diversity in the workplace. We do not discriminate on the basis of race, religion, color, sex, age, sexual orientation, national origin, or disability. Please contact a local Job Center to make arrangements for auxiliary aids, interpreter services, and reasonable accommodations.

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