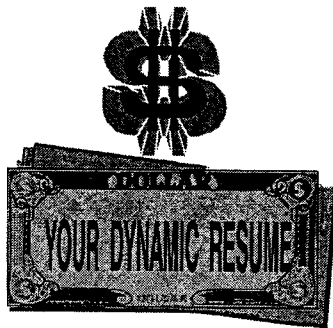


PLEASE NOTE

- This presentation is intended to assist you with the CREATION of your resume. The information contained in this presentation is based on RESEARCH and proven results . You do not have to use any of the information if you wish not to.
- Opinions and statements are solely those of the presenter.
- There are many opinions on how a resume should look. Here is another you may not have heard of

Thank You
L.J. Corbin, CPRW



LARRY CORBIN / C.P.R.W

GENERIC RESUME





OVERVIEW

This seminar is designed to assist you in
SUCCESSFULLY creating *



TIPS ON:

STYLE / FORMAT / PLACEMENT OF INFORMATION
SALARY NEGOTIATION / COVER LETTER PREPARATION

**design your career
proactive / self directed
INADEQUATE = ZERO INTERVIEWS
only way for employer
to initially evaluate YOU**

WHAT IS A RESUME ?

A FORMAL WRITTEN COMMUNICATION,
USED FOR EMPLOYMENT PURPOSES,
NOTIFYING A POTENTIAL EMPLOYER THAT
YOU HAVE SKILLS, APTITUDE,
QUALIFICATIONS AND CREDENTIALS TO
MEET SPECIFIC JOB REQUIREMENTS.....

SUCCESSFULLY DEMONSTRATES

**YOU:
CAN SOLVE THEIR VACANCY PROBLEM
BY MEETING SPECIFIC NEEDS
YOU
WARRANT AN INTERVIEW**



TAKING INVENTORY OF YOUR SKILLS

JOB SEARCH IS A SALES / MARKETING ENDEAVOR

YOU

ARE PROJECT AND SALES PERSON !

MUST DEFINE CUSTOMERS & PROMOTE YOURSELF



3 categories of skills

JOB RELATED TRANSFERABLE SELF - MANAGEMENT

KNOW YOUR PRODUCT



YOU

MATCH PRODUCT TO POTENTIAL CUSTOMERS

EMPLOYERS



FINDING JOB OPENINGS

NETWORKING
DIRECT CONTACT
CLASSIFIED ADS
RECRUITERS / AGENCIES
ONLINE SERVICES

THE IS TARGETED RESUME

YOU KNOW THE JOB CLASSIFICATION OR THE ENVIRONMENT IN WHICH YOU WANT TO WORK





ONE IRON-CLAD RULE

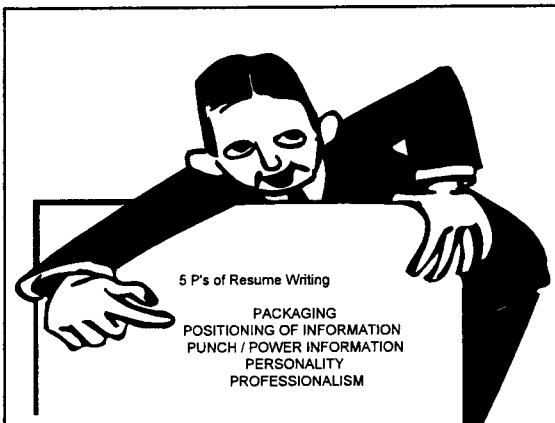
There can be NO SPELLING or TYPOGRAPHICAL ERRORS. The resume must be well organized and professionally presented, consistent with the industry you are pursuing ! one or two pages is acceptable....

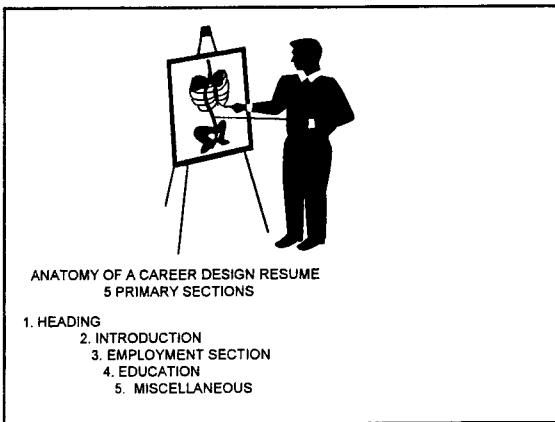
graphics? ok, but be careful! professionally presented only!

FORMAT YOUR RESUME, YOUR CHOICE



**CHRONOLOGICAL
FUNCTIONAL
COMBINATION**



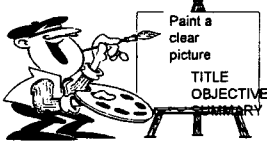


REMEMBER: TARGETED / FOCUSED

HEADING : YOUR PERSONAL DIRECTORY
NAME / ADDRESS / ZIP / PHONE # INCLUDING AREA CODE / EMAIL
CELL PHONE IS NOT RECOMMENDED

INTRODUCTION: MUST ANSWER THE INITIAL QUERY "WHAT DO YOU WANT TO DO?" & "WHAT VALUE CAN YOU PROVIDE MY COMPANY?"

YOU MAY DELIVER THE ANSWER IN ONE OF THE FOLLOWING THREE



Employment Section

your most important section

Most influence on employers decision to interview YOU

start with most recent employer - back 10 - 12 years

do not include : salary / reason for leaving / supervisor name

The major focus of the employment section should be : YOUR specific accomplishments, achievements and contributions



EDUCATION

POSITION HIGHEST LEVEL OF
EDUCATION OR DEGREE FIRST

THINK! THINK! THINK!

6 DIFFERENT COLLEGES / SCHOOLS -
NO DEGREE? DID NOT FINISH?

ARE YOU A LIFELONG LEARNER OR
PROJECT INCOMPLETION PERSON?



MISCELLANEOUS

MILITARY
INTERESTS
TEACHING / VOLUNTEERING
AWARDS / HONORS RECOGNITIONS
LICENSES / ACCREDITATION /
CERTIFICATIONS

NO PERSONAL INFORMATION
I.E. AGE / DOB / MARITAL STATUS



COVER LETTER A MUST

THE CLOSEST YOU CAN GET TO BUILDING RAPPORT WITHOUT MEETING IN PERSON

BRIEF
ENERGETIC
INTERESTING

WRITTEN USING INDUSTRY SPECIFIC LANGUAGE & TERMINOLOGY



Anatomy of a Cover Letter

YOUR HEADING AND DATE
PERSON'S NAME AND TITLE
COMPANY
ADDRESS
SALUTATION



1ST PARAGRAPH : POWER OPENING: TALK ABOUT THE ORGANIZATION...NOT YOU

2ND PARAGRAPH : PURPOSE OF THE CORRESPONDENCE AND BRIEF BACKGROUND

3RD PARAGRAPH: PUNCH THE "HOT BUTTONS"
DESCRIBE PRECISELY WHAT YOU CAN DO FOR THEM

4TH PARAGRAPH : CLOSING AND CALL TO ACTION



BROADCAST LETTER

BROADCASTS YOUR STRENGTHS AND ABILITIES IN MORE DEPTH THAN A COVER LETTER BUT IN LESS DETAIL THAN A RESUME

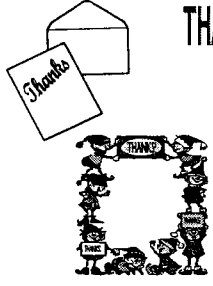
EFFECTIVE WAY TO INTRODUCE YOURSELF AND SPARK INTEREST IN YOUR CANDIDACY



BUSINESS CARDS

- EFFECTIVE TOOL TO USE
- Simply hand them out!
- NAME, ADDRESS, PHONE #, EMAIL
- OBJECTIVE / TITLE

THANK YOU NOTES



MAIL OR EMAIL.....
DO AHEAD OF TIME...CARRY WITH YOU...
HAND TO PERSON AFTER..

ALWAYS!

SALARY vs EXPERIENCE

- DEEP APPLICANT POOL = LOWER\$\$?
- COMPANIES HAVE SHIFTED
- MANY YEARS EXP IS NOT THE ANSWER NECESSARILY.....
- COUNTS ONLY WHEN IT HAS ADDED VALUE
- SOUNDS HARSH? WELL LETS LOOK!

SALARY vs EXPERIENCE

- VAST DIFFERENCE BETWEEN : YEARS OF EXPERIENCE AND YEARS OF SERVICE TODAY!

SALARY vs EXPERIENCE

- 27 YRS EXP AND 85K SALARY...too high in today's marketprobably
- Salary is more "service based" vs what the market pays now
- OVERQUALIFIED? NO!!!!
- OVERPAID?YES!!!!

SALARY vs EXPERIENCE EXAMPLE # 1

- A large tree falls in your back yard, you get two estimates for removal: Service "A" with 35 years in business quotes 3K, Service "B" in business 3 years quotes 2k
- Which company would you chose to cut up the fallen tree and haul off the debris?

Salary vs Experience Example #1 (cont)

- company "A" or "B"?
- OBVIOUSLY.....IT'S.....
- COMPANY.....
- "B"

SALARY vs EXPERIENCE

Example #1 (cont)

- You would say that "A"'s price was out of line (higher) for the SAME TASK
- Company "A"'s 35 years of experience DID NOT MAKE A DIFFERENCE because a firm with less experience could easily do that job.....

Salary vs Experience

Example #2

- Tree falls and is resting on your house
- "A" quotes 5k.... "B" quotes...3k
- SAME JOB REQUIREMENT....

SALARY vs EXPERIENCE

Example #2 (cont)

- NOW WHICH DO YOU DECIDE ON?
- Company "A" wins this one because:
- Same job HOWEVER, "A" with 35+ years EXPERIENCE (BEEN THERE AND DONE THAT KIND OF WORK A LOT!) adds VALUE for which you are willing to pay.





Occupational Information Network
O*NET OnLine

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Making occupational information interactive and accessible for all...

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Enter a code or title from the DOT, MOC, RAIS, or SOC to find matching O*NET-SOC occupations.

If your search identifies occupations that require skills or abilities that may be difficult to use because of a health problem or disability, please consider [job accommodations](#). Accommodations may involve a change in the work environment, the way a specific job is performed, or the use of special equipment.

For assistance in identifying accommodation options, contact the [Job Accommodation Network \(JAN\)](#), a service of the U.S. DOL Office of Disability Employment Policy, or go directly to [SOAR \(Searchable Online Accommodation Resource\)](#).

The Occupational Information Network (O*NET) and O*NET OnLine were developed for the US Department of Labor by the National O*NET Consortium. For more information about O*NET and the O*NET Consortium, please visit the [O*NET Consortium Website](#).



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