

Applications

Employment applications are an important part of the hiring process. Many employers require an application as the first step to employment. Other employers may not require an application until later in the employment process. Still other employers may never require an application. No matter when an application is requested, it is an important job search tool. It is used to judge you as a prospective employee and is an opportunity to sell your qualifications.

Employers use the application to collect information about your qualifications and to compare you to other applicants. Most employers receive hundreds and even thousands of applications a year. The reality is that employers screen out most applications and read only those that catch their attention. Therefore, you need to do everything possible to create the perfect application. Listed below are some suggestions.

Visual Impact

The application should be neat, with no errors in grammar or spelling. Be sure to print neatly, avoid abbreviations, use black ink and respond to all questions. Use N/A (not applicable) if the section does not apply to you. If you are seeking professional or office jobs, then you may want to type the application.

Follow Directions

Read the entire application before you begin. Pay close attention to what is being asked and how you are expected to respond. Pay attention to and honor those sections that say "Do Not Write Below This Line" or "Office Use Only." You should read these sections carefully.

They may give you insight into the evaluation process.

Be Positive

During your job search you want to present a positive yet honest picture of yourself. Avoid any negative information, especially personal, legal or financial problems. Look for ways to show that you are the right person for the job. Expound on your positive character traits and think about what you would look for in an employee.

Be Honest

It is important to be truthful on an application. The information you provide will become a permanent part of your employment record when hired. False information can be a basis for dismissal. However, do not volunteer more information than the employer is seeking or is necessary to sell your qualifications.

Target Your Qualifications

You will need to do a little research and look for ways to target your qualifications to the specific requirements of the job. It is also useful to target the work philosophy and culture of the organization.

Personal Data Sheet

Preparation for completing a job-winning application begins at home. Take the time to gather and organize all of the information you need including education, employment history, clear and concise descriptions of previous job duties, a list of significant skills, and reference information. Keep this data sheet with you whenever you contact an employer. You never know when you will need this



Application Tips

Do:

- Be accurate
- Be informative
- Be complete
- Be honest
- Print neatly
- Sign the application

Don't:

- Misspell words
- Cross out writing
- Leave unanswered questions
- Wrinkle or fold the application
- Turn the application in late
- Mention health, personal, legal or financial problems

information. (Ask your Employment Counselor for a copy of “Checklist for Job Interviews” DWS 07-02.)

Salary Requirements

When asked about salary requirements, it is best to respond with “Open” or “Negotiable.” This is often a knockout question used to screen applicants. Use this response even when the wage is posted. You never know what the future holds, and you may be able to negotiate a higher wage.

Reasons for Leaving

When stating why you left a job, avoid terms like “Fired, Quit, Illness or Personal Reasons.” Such terms may screen you out for the job. Indicate that it was time to move on. If you respond with, “I would like to explain at the interview,” you very likely will be called upon to do so. Look for positive statements about why you left a job such as “Looking for More Responsibility,” or “Seeking a More Challenging Position.”

Position Desired

Never leave this question blank or reply “Any” or “Open.” The employer will not try to figure out where you fit in their organization. If the job is an advertised job or you are looking for a specific position, enter the job title. If you do not know the job title, state the department in which you want to work. If you are interested in more than one job, fill out more than one application.

Illegal Questions

Some applications may contain questions that are tricky or even illegal. These may include questions about age, sex, disabilities, health, marital status, children, race and criminal convictions. It is up to you how you respond to these questions. Generally, if the question does not raise a problem, answer it. If it does, you may want to use N/A or a dash. But beware, you may be screened out by too many non-responses.

References

References are an important part of your job search so choose them carefully. Do not just look for someone who is influential in the community but someone who can honestly talk about your qualifications. Before you use someone as a reference, be sure to talk to them about your job search and get their permission.

There are four kinds of references. Employment references are former employers or direct supervisors. Professional references are people who worked with you or know you in your work environment. Academic references are teachers and others who can talk about your school accomplishments. Personal references are people who only know you socially. The employment or professional references are the most valuable because they can discuss your qualifications.

Additional Application Tips

If possible, take the application home so you won't be rushed while completing it. This is especially helpful if you have trouble with spelling and grammar (it gives you the opportunity to seek help).

Use an erasable pen, or keep handy a bottle of correction fluid for fixing errors.

Write out responses on a separate sheet of paper or on a second copy of the application before writing it on the final application. Double check grammar, spelling and content.

OUR MISSION

We provide employment and support services for our customers to improve their economic opportunities

“A proud member of America's Workforce Network”

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling (801) 526-9240. Individuals with speech and/or hearing impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162



Cover Letters & Thank-you Notes

Anytime a résumé is sent by mail it must be accompanied by a cover letter. The résumé is an impersonal description of your qualifications, much like a product brochure. The cover letter is your opportunity to personalize your résumé and target your skills to that specific employer.

The effective job seeker will not send the same résumé for each new job opportunity, but will tailor it for each situation. Likewise, the same cover letter cannot be used in every situation. It also must be customized for each opportunity. There are a variety of cover letter formats, some of which are described below.

Invited Letter - This format is used whenever an employer has asked for a résumé. This is often in response to a want-ad or publicized job listing. This style focuses on matching your qualifications to the advertised requirements of the position.

Uninvited or Cold Contact Letter - This letter is used to contact employers who have not advertised job openings. The focus is on matching your qualifications to the perceived needs of the employer based on labor market research. This strategy requires that a phone or personal contact with the employer either precede or follow the sending of the résumé and cover letter.

Referral Letter - Use this format to contact employers to whom you have been referred through networking and informational interviews. The referral may be to a specific job opening (advertised or unadvertised) or to an employer who may not be hiring. In a referral let-

ter the individual who provided the referral is mentioned in the letter.

The Executive Briefing Letter -

This is a variation on the traditional cover letter. This letter gets right to the point and makes life easier for the recruiter. This letter is often the weapon of choice because:

1. The initial résumé screener might have little understanding of the job or its requirements.
2. Your general résumé invariably needs customizing for any specific job. Overly broad résumés are like “one-size-fits-all” clothes; one size usually fits none.
3. Your résumé is somewhat out of date and you have to send something out immediately to take advantage of the opportunity of a lifetime.

Résumé screeners like people who make life a little easier for them. Using this letter format increases the odds of your résumé getting through to the right people since there is usually no question whether or not you qualify for the job. If you are not sure what the job requirements are, do not forget the employment advertisements, position descriptions, phone conversations with the employer, and informational interviews.

Cover Letter Reminders -

Whenever possible, address the cover letter to a specific person by name and title. This requires a minimum of research that will ultimately pay off in more interviews. The only time this may not be possible is when responding to a “

continued on back



Cover Letter “Do’s”

- DO sign the letter in blue ink. It implies the letter is original. The only other color ink to use is black. Never use any other color on the cover letter.
- DO structure the letter to reflect your personality, but avoid being overbearing, humorous, or cute.
- DO keep it brief, about three to five paragraphs.
- DO use the same paper stock for both your cover letter and résumé.

RACHEL JONES

2233 Main Street
Anytown, VA 23505
(804) 550-3342

(Date)

Mr. John Doe
Human Resource Manager
Box 8776
Anytown, NY 01223

Dear Mr. Doe:

I was very pleased to learn of the need for an Administrative Assistant in your company from your recent advertisement in the *Anytown Times*. I believe I have the qualities you are seeking:

Your needs:

Independent Self-Starter

Computer Experience

5 Years Office Experience

Good oral and written communication skills

I believe this background provides the skills you require for this position. I have enclosed my resume for your review. I would welcome the opportunity for a personal interview to further discuss my qualifications and will call on (date) to follow-up.

Yours truly,

Rachel Jones
Enclosure

My Qualifications:

Developed tracking system for legislative issues; served as liaison between legislators and department personnel.

Utilized Word Perfect and Office Suite 8 in preparing reports, tables, correspondence, flyers and other documents.

Over 6 years office experience; two years experience as Office Manager.

Trained four new receptionists on answering phones professionally and on drafting correspondence.

From "Cover Letters that Knock 'Em Dead," by Martin Yate.

Sample Cover Letter

First Paragraph: State the reason for writing. Name the specific position or type of work for which you are applying.

Second Paragraph: Explain why you are perfect for this position. Include something unique about yourself that would benefit the employer.

Third Paragraph: Mention that your resume is enclosed. Indicate your desire to meet with the employer and that you will follow-up. Thank the employer for their time.

continued from front

blind ad" where there is no way to know the name of the company to research. In this case, send the letter to the title of the appropriate hiring manager, (e.g. "Production Manager," "Maintenance Supervisor," "Office Manager," etc.) Never use the term, "To Whom it May Concern."

Thank-You Letters and Notes -

"Thank you" is a powerful statement that is heard too seldom. Every thank you is an opportunity to restate your qualifications and to leave a fresh impression in the mind of the reader. Send a thank-you letter or note to employers and employment contacts whenever they have extended themselves in any way on behalf of your job search. At the minimum, a written thank you should be sent after all interviews.

Date

Dear Mr. Jones:

Sample Thank-You Letter

Thank you for the interview for the accountant position today. I appreciate the information you shared with me and enjoyed meeting Ms. Smith from the Accounting Department.

My interest in working for Lord's Industries is stronger than ever, and based on your description of the position, I know I can do a good job for you.

I will contact you by Tuesday of next week to learn of your decision.

Sincerely,

Your name (add your signature above this line)
Your address

Thank-you letters and notes should be standard tools in your job search. The thank-you letter should follow a standard business letter format while the note may be a simple hand-written note or card. Which to send depends upon the situation and your personal style.

Thank-You Letter Reminders - When thanking a potential employer, restate your interest in the position and/or company, be brief, and always plan your follow-up. Tell the person when and how they can expect to hear from you in the future. If there are multiple people involved, such as with a panel interview, be sure to thank each person. Send one letter to each person or send a single letter to a key person for distribution. When sending more than one thank you, it is very effective to vary each one. Always send a written thank you to a person by name.

OUR MISSION

We provide employment and support services for our customers to improve their economic opportunities

"A proud member of America's Workforce Network"

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling (801) 526-9240. Individuals with speech and/or hearing impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162



Dress and Grooming

Many of us object to being judged for employment based on how we look. We prefer to be hired because of our skills and abilities, not because of our dress and grooming. But like it or not, appearance is important.

Employers hire people they believe will “fit” into their organization. Skills, experience, and qualifications are important, but so are dress and grooming. Your appearance expresses motivation and professionalism. Dress as though you want the job, as though you already have the job. A visit to the company may help you decide the appropriate clothing to select for your interview. A good standard is to dress a step above how the best-dressed person dresses for a similar job. When in doubt, err on the conservative side.

Your appearance is a statement of who you are. Your clothing and grooming should create the image that will help you get the job offer.

First Impressions

Most of us have heard the expression, “A picture is worth a thousand words.” Remember this when preparing to meet with a prospective employer.



The picture you create will greatly influence your chances of being hired. Most employers form a first impression during the first seven seconds of a meeting. Not much is said in this short time; early judgment is based strictly on appearance. Furthermore, studies reveal that employers consistently ask the question, “Does the individual look right for the job?”

Your attitude and confidence level are all affected by the clothes you wear. When people take the time to dress for success, they tend to feel good about themselves. Image alone will not win the job offer, but it will go a long way in building respect.

Clothing

There are no absolute rules regarding dress. Your selection will vary based on your occupation, location and preference. A business suit for a construction job or overalls for an office job would not be appropriate dress. The goal is to look the part, to have your appearance be consistent with your occupation. Neat, clean work clothes would be suitable for assembly, production or warehouse positions. Sales and office positions require business clothes. A conservative suit would be the recommended style for professional and managerial positions.

Common sense and good taste are the best guides in selecting clothing for the interview. Avoid faddish styles and loud colors. Jewelry should be



Grooming Tips

- Keep hair clean, trimmed, and combed.
- Men should be clean shaven and/or keep mustache or beard neatly trimmed.
- Women should use make-up sparingly.
- Keep fingernails neat, clean and trimmed.
- Keep teeth brushed and breath fresh.
- Beware of food odors. Use a breath mint if needed.
- Be freshly bathed and use deodorant.
- Use perfumes/ colognes sparingly or none at all.

conservative and kept to a minimum. Clothing should be pressed and shoes should be shined. Clothes should fit comfortably. A basic rule is to dress one step above what you would wear on the job. You want the employer to focus on your skills, not your clothes.

Grooming

Personal grooming is just as important as what you wear. You may select the right clothes, but neglecting personal hygiene can ruin the image you wish to present. Review the grooming tips on the reverse side before meeting with an employer.

Body Language Tips

Body language consists of gestures and movements that give others clues about things such as whether or not you are confident. Your posture can also convey self-confidence or uncertainty. Always keep your body upright to convey competence, pride and confidence. Don't come across as uncertain or vulnerable by slacking your shoulders.

Tapping a pen or pencil, wrapping hair around a finger, playing with a bracelet, ring or earring can send a message of nervousness, uncertainty, or uneasiness. You can easily use a pen or pencil to release nervous energy — used with a pad of paper, this signals that you are making notes and are keeping up-to-date on things.

Nodding your head during conversations or interviews is actually quite important and indicates agreement or understanding, which in turn elicits a positive response from you.

Do not put your hands in your pockets while speaking to an employer or during an interview. Worse yet, do not jingle your keys or spare change as you talk. Sitting with your hands clasped in front of you won't do either; it comes across as an appeal.

What should you do with your hands? Your hands can all of a sudden seem large and awkward. Hand movements should be natural, but this is easier said than done. Practice in front of a mirror; or ask a friend, a group of friends, or family members to evaluate your appearance as you rehearse for a job interview. Others might notice movements or gestures you alone might not notice in the mirror. Video taping the practice session could prove useful; as you watch the videotape over and over again, you will be able to perfect your presentation. You may be surprised at the improvement you will achieve.

Goals of Appropriate Dress and Grooming

The primary goal is to “feel good” about the way you look and project a positive image. When you feel good about yourself, you naturally convey confidence and a positive attitude. These nonverbal messages are as important in the interview as the verbal skills you use in selling your qualifications. Persistence and follow-up are the keys to a successful job search. If you are serious about employment, plan your follow-up. There is no such thing as a wasted effort, and the only dead lead is the one you chose to kill. Situations change and the employer who is not hiring today may be looking for someone with your qualifications in the future.

OUR MISSION

We provide employment and support services for our customers to improve their economic opportunities



“A proud member of America's Workforce Network”

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling (801) 526-9240. Individuals with speech and/or hearing impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162

Internet Search



The Internet is a global electronic community—a network of networks. Nearly everything found in a real community can be found in cyberspace. There are businesses, social organizations, government agencies, educational institutions, and individual residences. Every idea, ideology and interest is represented. For every major job search strategy there is a cyberspace counterpart. The Internet is a virtual gold mine of employment resources that will only get better in the future.

The Internet is a tool, and like all tools it is only as good as the skill of the user. Learning to use the Internet productively takes time and effort. Many new users become overwhelmed. One frustration is that the Internet is huge and there is no single manual or help desk. Another is that it is constantly changing. What's there today may be gone, moved or changed tomorrow.

It is said that patience is a virtue—on the Internet it is a necessity! A dedication to continuous learning is a must. For those who master this tool, the rewards are great. The Internet will open up a whole new world of opportunities.

Cyber Résumés

Once you have mastered the paper résumé, you can add plain text and hypertext résumés to your resources. There are numerous opportunities to present your résumé to potential employers. You can post your résumé on news groups or in résumé databases. You can send your résumé direct through e-mail. You can even set up a professional Web site using your résumé information.

Plain Text Résumés: E-mail, news groups and most résumé databases require your résumé to be in a basic text format. Plain text résumés have the advantage of being read by most computer programs. The major disadvantage is the loss of fancy formatting. The content of the résumé should follow the same standards as a paper résumé. Many plain text résumés will be managed in a database so special attention should be given to keywords.

Hypertext Résumés: Hypertext résumés take advantage of the features of the World Wide Web. They may include graphics, video, sound, hypertext links and direct e-mail. Some sites that post résumés require them to be formatted in Hypertext Markup Language (HTML).

Many progressive job seekers are creating professional Web sites which include their résumé information. A good professional Web site should follow the publishing standards of the World Wide Web and most of the standards of good résumé writing. However, a Web site should be more than just an online résumé. There are numerous resources on the Internet, in bookstores and in libraries to help in this effort.

Electronic Networking

Would you like to network with professionals in your industry, from all over the world without traveling great distances to attend expensive conferences? Would you like to make direct contact with potential employers? In cyberspace you can! The Internet is a networker's paradise.

Electronic networking uses three basic Internet tools—news groups, e-mail

Getting Started... it's Easy!

Our Web site at **jobs.utah.gov** allows you to conduct job searches online, and view current job openings and employer contact information all at no cost to you!

Top three reasons to use our new online job search system:

- **Convenient & Fast:** Finding the right job with a great company has never been easier than this. And, it's available 24/7.
- **No Fee:** There is no cost to access the most complete listing of jobs and employers in Utah.
- **New Jobs Daily:** There are plenty of new job listings every day.

continued on back

Visit us at <http://jobs.utah.gov>

and live chat. To master these tools requires specialized communication skills. To be successful in this media requires preparation and practice. Many of the standards that apply to good telephone communication apply to the Internet.

Labor Market and Employer Research

The Internet originated as a research tool, so there should be no surprise that it offers incredible resources for employment research. There are volumes of labor market and employer information. Many employers post information about themselves on the Internet. Our Web site at jobs.utah.gov offers invaluable labor market information.

Advertised Jobs

There are too many advertised jobs on the Internet to even begin to count. More and more employers are listing job openings on their web pages, in news groups and with Internet employment service providers.

Employment Services

There are hundreds of businesses specializing in providing employment services. Some are merely advertisements, but many provide services directly online. These services include career counseling, résumé writing, placement assistance and job matching. Some sites match job seekers with employers directly online.

America's Job Bank

America's Job Bank (AJB) is the largest national database of job openings along with an electronic résumé system. This system allows you to search for jobs from pre-selected job titles, keywords or special codes. Hundreds of new jobs are posted every day, so be sure to check back often.

Employers and private employment agencies can access résumés and view your qualifications in relationship to their job openings. If interested, employers will contact you directly. This service will expose your qualifications to a large audience of potential employers.

There are step-by-step instructions for easy use of the system. You have the personal control of updating or removing your résumé. Your résumé will be done in an attractive and standardized format. There will also be other links to job-related Web sites for career and job search information, and other local services and information. There is no charge for this service. If you do not have Internet access, you can visit your local public library, school, university, or local Workforce Services Employment Center.

Getting Started...continued

How to get started on your job search at ***jobs.utah.gov***:

1. Log in to: <http://jobs.utah.gov>
2. From the Home Page, select Find a Job. From the Job Seeker Services page, select Find a Job.
3. If this is your first time using the system, select Sign Up Here! Create an account by completing ALL of the required fields such as Name, SSN and other related information. If you have registered with us before, enter your Username and Password.
4. Follow the steps from here to search for job openings, post your online resume or to access a variety of services.
5. If you have any questions, click on "Online Help" from the left hand navigation menu.

Thank you for using ***jobs.utah.gov***!

OUR MISSION

We provide employment and support services for our customers to improve their economic opportunities

"A proud member of America's Workforce Network"

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling (801) 526-9240. Individuals with speech and/or hearing impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162



Interviews



Looking for a job is a full-time job. Many hours of work go into a successful job search campaign. The interview is a critical step toward the goal of employment. It is at the interview that the job is won or lost; it is where you “sell” your qualifications. The best test of any job search is the number of interviews you are offered. If you are consistently being interviewed, you should expect job offers. If you are not getting interviews, you need to reevaluate your job search strategy.

An employment interview is simply a meeting between you and a potential employer to discuss your qualifications and see if there is a “fit.” The employer wants to verify what they know about you and talk about your qualifications. If you have been called for an interview, you can assume that the employer is interested in you. The employer has a need that you may be able to meet. It is your goal to identify that need and convince the employer that you are the one for the job and that you can add value to their bottom line.

Interviews can be stressful, but when you are well prepared there is no reason to panic. An interview generally lasts from 30 to 60 minutes and most questions fall into standard categories.

Preparation

Preparation is the key to success in a calculated job search campaign. Preparation will help win the interview and will improve interview success. Begin by gathering all the information and documents you may need for the interview. Bring extra copies of your resume, a typed list of references and letter(s) of recommendation. You may also want

to bring school transcripts, licenses and certifications. Work samples are also powerful tools (e.g., designs, drawings, writings). Finally, bring a pen and pad of paper for taking notes.

The more you know about the job, the employer, and the industry, the better prepared you will be to target your qualifications. Up to this point you should have been gathering some of this information. Now is the time to intensify your research and expand your knowledge. There are many sources of information. Ask the employer for a position description. Research employer profiles at any Chamber of Commerce or local library. Network with anyone you know who works for the company or for a related company.

The next step is to match your qualifications to the requirements of the job. A good approach is to write out your qualifications along with the job requirements. Think about some standard interview questions and how you might respond. Most questions are designed to find out more about you, your qualifications, or to test your reactions in a given situation. If you lack experience or skills in a required area, think about how you might make up for those deficiencies.

The Interview

The purpose of an interview is to become acquainted and to learn about one another. The employer wants to learn how you “fit into the organization”,

Interview Tips

- Maintain good eye contact throughout the interview.
- Do not be a clock watcher.
- Do not discuss illegal or discriminatory subjects such as race, religion, age, national origin, equal rights or gender.
- Dress a step above what you would wear on the job.
- Be aware of nonverbal body language; do not:
 - put your hands in your pockets
 - chew a pencil or other object
 - clench or wring your hands
 - tap a pen or pencil
 - fiddle with jewelry
 - jingle keys or coins in your pocket

but it is also an opportunity for you to evaluate the company. Employers use a variety of interview formats. There are series of interviews, panel interviews, phone interviews, or the traditional one-on-one interviews. Sometimes staff from the personnel or human resource departments will conduct an initial screening and the hiring authority will conduct the actual interview.

During an interview it is important that you be yourself. It is advised that you get a good night's sleep and plan your travel to arrive in plenty of time. However, you should present yourself for the interview no more than 15 minutes early. While you are waiting for your interview, try getting to know the office staff through small talk. Any connections made here could be a plus when the final hiring decision is being made.

Interview Questions

The interview is a sales meeting and you are both the salesperson and the product. The basic question in every interview, whether it is asked or not, is "Why should I hire you?" All other questions center on this one issue. Basic interview questions can take a variety of forms. Generally, questions will ask about you, your qualifications, experience, skills and motivation. If you have prepared for the interview and are confident about your qualifications, none of these questions should be difficult.

Listen carefully to each question asked in the interview. Take your time in responding and make sure your answers are positive. Express a good attitude and show that you are willing to work, eager to learn, and are flexible. If you are unsure of a question, do not be afraid to ask for clarification. Sometimes a good strategy is to close a response with a question for the interviewer. If you have researched the company beforehand, you will be better informed and able to ask more in-depth questions.

Focus on your qualifications but also look for opportunities to personalize the interview. There is nothing wrong with injecting some personal insight into your life. However, do not get too personal or dwell too long on non-job related topics. Show your potential to the company. Support your answers with examples from your experience. Avoid "yes" or "no" responses to questions.

Use caution if you are questioned about your salary requirements. Try to avoid the question until you have been offered a job. If that isn't possible, turn the question back to the interviewer and ask what salary range the position falls in, or what others in similar positions are being paid.

The interview is not over when you are asked if you have any questions. Come prepared to ask a couple of specific questions that again show your knowledge and interest in the job. This is not the time to ask about pay or benefits.

Closing the Interview

Close the interview in the same friendly, positive manner in which you started. If you want the job—say so. Summarize your qualifications again before leaving. When the interview is over, leave promptly. Do not overstay your time.

After the Interview

You will learn from each interview and become more confident from the experience. Evaluate the success and failures by asking yourself these questions:

- What points did I make that seemed to interest the employer?
- Did I present my qualifications well? Did I overlook qualifications that were important for the job?
- Did I learn all I needed to know about the job?
- Did I talk too much? Too little?
- Was I too assertive? Not assertive enough?
- Was I dressed appropriately?
- Did I effectively close the interview?

Finally, write a "thank-you" note or letter to each person who took part in the interview. Thank the employer for their time, restate your interest and qualifications for the job, and remind them of your intent to follow-up. Mail the letter the day of the interview.

Always continue to follow-up on the original position, or others that might be available. Being invited to be interviewed means you are high on the potential list. If you tweak your resume, streamline your job search and strengthen your interviewing skills, you could be #1 on the list next time.

OUR MISSION

We provide employment and support services for our customers to improve their economic opportunities

"A proud member of America's Workforce Network"

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling (801) 526-9240. Individuals with speech and/or hearing impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162



Job Search

Searching for a job may be the hardest work a person may ever do! A serious job search requires spending as much as 40 hours per week.

Employers' Expectations -

Conveying how you can contribute to the employer's business needs when filling out a job application, résumé and during an interview is very important. Keep the basic needs of employers in mind:

- Employers need to make money
- Employers need to save money
- Employers need a problem-free work environment
- Employers need people who get along well with others

Having clearly defined occupational goals and objectives are required for an effective job search. No one is really looking for "anything." Every job seeker has requirements for employment and limitations on their current qualifications. Without clear job search goals, the search will become aimless and ineffective.

Gather and Organize - Begin your job search by gathering and organizing all the information you need to sell your qualifications and satisfy the needs of a prospective employer.

Identify Skills - Next, complete a thorough identification and analysis of your skills. Employers not only want to know where you have worked, they want to know what you can do. If you were looking to purchase a product that would cost you thousands of dollars a year for many years, you also would want to know what it could do.

Personal Data Sheet - Prepare a personal data sheet with all your employ-

ment-related information. This will make employment applications easier to complete. Second, write one or more résumés that advertise your skills to an employer.

Now you are ready to begin seeking that new job. The job market is constantly changing. During one period of time job opportunities may be scarce, during another period they may be plentiful. Regardless of job market conditions, there is always strong competition for the better jobs. Successful candidates are those who use up-to-date job search techniques.

The Hidden Job Market - Experts agree that today 80 percent or more of job openings are not advertised. Most employment opportunities are hidden. A primary reason is simply that most employers do not need to advertise; they have enough applicants without it. Another reason is that employers prefer to hire on a referral from someone they trust.

There are a variety of strategies that increase your chances of identifying job openings and breaking into the "hidden job market." These techniques include: networking, informational interviewing, direct employer contact, employment services, and utilizing Internet technology.

Networking - Job search networking is a targeted effort to talk to people about your job search. It should not be limited to casual conversations with people you meet. It should be a calculated campaign to contact people for ideas, suggestions and information. Networking is not new, it is simply the sharing of information and resources with others. Everyone carries with them a wealth of information and insight. When we share information,



What^{do} Employers Want

Employers want to hire people who are:

- Honest
- Enthusiastic
- Dependable
- Punctual (be on time!)
- Able to demonstrate their experience/skills
- Clean and neat in appearance
- Loyal
- Professional
- Prepared

Visit us at <http://jobs.utah.gov>

we tap into this wealth of knowledge and open the doors of opportunity. This exchange is often informal and not planned. Networking, as a job search strategy, is more formal and calculated.

Informational Interviewing - The informational interview is a networking effort targeted toward potential employers and professionals within a specific industry. This technique is used to gather information regarding skills, training and experience needed for an occupation. It is also a method to learn about a specific company or about an industry. It is inappropriate to ask for a job during an informational interview. It is easier than ever to find this type of information on the Internet. From our home page at <http://jobs.utah.gov>, click on "Labor Market Information."

Direct Employer Contact - Direct contact is essential for the serious job seeker and requires planning and preparation. It is not enough to just walk in and ask "Are you hiring?" A successful job search is a sales campaign and your challenge is to sell your qualifications.

The first step is to list potential employers. As your job search progresses, you will continually add to this list. The local public library is an excellent place to identify potential employers and prepare your job search strategy. Specific publications to review include the phone book, Chamber of Commerce listings, employer profiles, industry guides and newspapers. Additional sources for information include your local Workforce Services Employment Center, schools, community agencies, and our Web site.

Once you have your list, plan a strategy to approach each employer. There are many approaches available and you will want to vary them depending upon the circumstances and your preferences. You can fill out an application, send a résumé, call the employer directly, or arrange for an informational interview.

Persistence and follow-up are the keys to a successful job search. If you are serious about employment, plan your follow-up. There is no such thing as a wasted effort and the only dead lead is the one you chose to kill. Situations change and the employer who is not hiring

today may be looking for someone with your qualifications in the future.

Employment Services - Employment agencies come in all shapes, sizes and prices. Some specialize in very specific occupational areas. Many employers have exclusive arrangements with employment agencies and they can be an excellent resource for job leads. If you are interested in the services of an agency, investigate them carefully. Determine what they will do for you and how much it will cost. By contrast, the Department of Workforce Services offers you these services at **no charge**.

Temporary agencies and contract houses are another source of employment. Increasingly, employers are turning to them for help in managing their human resources. Many people have worked their way into excellent employment by first working as a temporary. Once they prove themselves, the employer is eager to hire them as permanent employees. Even if this does not happen, temporary jobs are an excellent way to build skills, gain experience, and minimize the cost of reemployment.

If you are receiving any wage subsidy, such as Unemployment Insurance, be sure to check for any adverse consequences temporary employment may have on these benefits. If you choose to use an agency, check them out very carefully and be sure you understand all the conditions of the contract.

Internet Technologies - Our new Web site at jobs.utah.gov allows you to conduct job searches on-line, and view current job openings and employer contact information. It's convenient and fast; available 24 hours per day. There is no cost to access this listing of jobs and employers in Utah, and there are plenty of new job listings every day. You can also post your résumé and access helpful links. Our employment centers offer Job Connection Areas where computers are available during business hours for job search purposes. If you need assistance developing a scannable resume, ask an employment counselor or pick up our flyer entitled "Résumés."

OUR MISSION

We provide employment and support services for our customers to improve their economic opportunities

"A proud member of America's Workforce Network"

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling (801) 526-9240. Individuals with speech and/or hearing impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162



Résumés



In today's job market, the résumé is an important tool for anyone looking for work. Everyone, from the new entrant into the workforce to the experienced professional, will benefit from a well-written résumé. Many employers require a résumé be sent as the first method of contact. It can be used to capture an employer's attention, even when no job is advertised. Just as a job search is a sales campaign, your résumé is your sales brochure. More than a summary of your skills, experience, and education, it is an advertisement of your best. Your résumé should make you stand out from the competition.

The use of electronic technology to manage the overwhelming number of résumés employers receive is increasing rapidly. Today many companies and employment agencies are using scanners to enter résumés into a computer. These résumé scanning systems use varying degrees of artificial intelligence to screen the résumé for desired skills.

Take the time to organize your job search information, including education, employment, and references. Focus on your skills and accomplishments and look for ways to sell your qualifications. A prospective employer does not just want to know where you worked, but also wants to know what you can do.

Résumé Formats

Chronological - The emphasis on this type of résumé is on a chronological listing of employment and employment-related experiences. The chronological résumé is a good format for those with a consistent employment history, no gaps in employment, and whose past employment experiences are related to their

current employment goals. It effectively showcases a steady work record with increasing upward responsibilities. This may not be the best for new graduates, individuals with job gaps, or persons changing careers.

Functional - The functional résumé highlights skills, experience and accomplishments without identifying specific dates, names and places. This format is organized by functions or skills, advertising the specific qualifications needed for the occupation. This résumé works well for people changing careers. It is also effective for those re-entering the workforce, first-time job seekers and when highlighting experiences that occurred in the distant past. There is no chronological listing of employment. Consequently, many employers do not like this format; it creates suspicion that the person may be trying to hide something.

Combination - The combination résumé brings together the best of both the chronological and functional résumés. It features a functional section that highlights skills, accomplishments and experiences. It also includes a chronological listing of employment, education and employment-related experiences. This is a very effective format for many job seekers. The best chronological résumé is enhanced with a section highlighting skills, accomplishments and experience. The best functional résumé is strengthened with a chronological listing of employment experiences.

Résumé Variations

Keyword - The keyword résumé is a variation that adds a listing of skills to the beginning of any standard résumé format. Placing critical occupational

Make it Scannable...

Most résumés are scanned and filed in electronic databases. Be sure to:

- Put your name at the top of each page
- Keep it brief (1 to 2 pages)
- Use only 8 1/2" x 11" paper
- Use keywords common in your chosen field emphasizing your skills
- Avoid using abbreviations
- Avoid fancy or large fonts, photos, graphics or colored paper
- Follow the simple instructions and post it at jobs.utah.gov

skills as keywords at the beginning adds impact to the résumé and helps to capture the reader's attention. This variation is effective for all career fields and levels of skills. It is a very effective strategy for creating scannable résumés.

Targeted - More of a strategy than a style, the targeted résumé directs skills and experience to the specific needs of an employer. All résumés at least need to target a specific occupation. This approach targets it further to the employer and the job. It is a very powerful résumé method that can set you apart from the competition and capture an employer's interest. For executive positions and specialized technical jobs, this strategy is almost a necessity. However, this requires writing a separate résumé for each employment opportunity.

Résumé Layout

The résumé created by the job seeker needs to be unique. There is no one layout that fits everyone. However, there are some standard résumé categories.

Personal Data - Your name, complete mailing address, and telephone number(s) with area code are all the personal data required. List this information in a "block" format instead of placing the information on one line.

Employment or Career Objective - Include an objective if you have a specific career goal in mind, or you know the title of the job for which you are applying. If you omit the objective on the résumé, be sure to communicate it elsewhere, such as in the cover letter.

Summary or Highlights of Qualification -

Generally employers will spend less than 10 seconds screening your résumé the first time. Their goal is to eliminate as many candidates as possible and concentrate on the best. Therefore, highlighting your qualifications early in the résumé is an effective way to improve your chances for consideration.

Body of Résumé - The résumé format you choose will determine the sequence of information. For a chronological résumé, employment history comes next. In a functional résumé, the summary sections would follow. The combination format would include both summary sections and chronological listings.

Education - Unless you are a recent graduate, your education should be placed toward the end of the résumé. If you are a recent graduate, then it may be listed earlier in the body. List only education that is significant to your job search. There is no need to list high school education if you have a college degree. If you have a GED, list yourself as a high school graduate.

Other Activities - List only those activities that relate to your occupational goal and show skill or experience. It is best not to mention specific religious or political organizations unless they directly relate to your goal. Military experience may be listed as a separate section or as a part of the work history.

References - References should be listed on sheet of paper separately from your résumé. Send the references with the résumé only when requested. There is no need to state "References available upon request."

LUKE BROWN
675 Fairfax Lane
Anaheim, CA 94321
(202) 314-5662

OBJECTIVE: Entry level position in an auto body shop or hardware store, with an opportunity for full-time work in the future.

QUALIFICATIONS:

- Awarded "Carrier of the Month" from Newspaper Agency Corporation
- Ability to manage budgets
- Knowledge of electronics
- Ability to diagnose mechanical problems

EXPERIENCE:

Paper Route/Customer Service

- Accurately delivered 200 newspapers daily in half the usual time required each day.
- Kept accurate accounts receivable records:
 - computed and collected monthly totals for each customer
 - collections and reports always submitted in a timely manner
- Provided excellent customer service by solving customer complaints, and re-delivering papers within 30 minutes when necessary.
- Balanced family checkbook and helped pay bills.

Janitorial/Groundskeeper

- Performed basic janitorial duties without supervision:
 - trained new employees on necessary duties
- Handled machinery such as mowers, snow blowers, and rush hour
- Volunteered to work overtime.
- Utilized mechanical skills to troubleshoot and diagnose problems with machinery; in some cases was able to fix problem without expert help.

WORK HISTORY:

1995 - Present	Full-time student
Dec. 94 - Present	Carrier
Summer 1994	Groundskeeper

EDUCATION AND TRAINING:

Senior, Cedar High School
Courses in accounting, word processing, mathematics, english and journalism

Cedar High School
Newspaper Agency Corp.
Cedar Recreation Center

OUR MISSION

We provide employment and support services for our customers to improve their economic opportunities

"A proud member of America's Workforce Network"

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling (801) 526-9240. Individuals with speech and/or hearing impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162



Job Success Skills

Once you have made the big transition through job searching and landed the job, the next goal is job success. There are specific skills you need to know and use to be successful at your job. It is important to practice these skills prior to starting the job. First impressions show from day one. You only get one first impression.

It is a good idea to check with your supervisor about what is most important. Employers say more people lose their jobs because they do not use good work habits; rather than because they are not able to do the job. The following list of suggestions is based on feedback from a majority of surveyed employers.

Employer Expectations

- A positive attitude is one of the most important factors in achieving job success. Do not carry negative feelings into your new workplace. Resolve them elsewhere.
- Always be on time. How long will it take to get to work? Allow a few extra minutes for traffic problems and getting children to day care. Set an alarm clock to help you get up. Being reliable and dependable gains the trust and respect of your new employer.
- Good attendance and promptness are always important. If you are going to be unavoidably late or out sick, ask your supervisor the proper method of informing them.
- Know and follow all office rules, policies, and procedures. Read the employee

manuals. Be sure to ask any questions you might have about these policies.

- Listen and learn. Be open to new ways of doing things, even if you were taught differently in school or on a different job. Do not be quick to find fault, criticize, or complain until you can prove you can do something a better way.

- Meet and exceed your employer's expectations.

- Learn all you can about the job you were hired to do before thinking about moving up.

Communication

- When you need to talk with your supervisor, ask when a convenient time would be to meet.

- Take advantage of your performance reviews. Stay calm. Learn from them. Ask how you can improve. Show results or job-related classes you have taken. Most supervisors appreciate employees who are concerned about performance and in finding ways to improve. Your job success is also their success.

- Be a team player. Be willing to help. Know the goals of your job and how your job fits into the overall organization. Avoid a "know-it-all attitude." Try to fit in with the team. Keep your sense of humor.



Tips

- Skill is only half of doing your job; getting along well with co-workers is the other
- Do not express political, religious or other controversial opinions
- Be a little bit early each day; but never leave early
- Communicate with your supervisor; always let him/her know where you are

- Ask for help when you need it. If you make a mistake, let your supervisor know immediately. Find out how you can fix it.

- Follow the proper chain of command. Discuss items with your supervisor first.

Personal

- Prior to starting the job, have all of your appointments with doctors, dentists, etc. out of the way. Have your transportation and day care lined up so you do not immediately have to take time off. Have an emergency plan for day care and transportation.

- Be willing to learn new skills. Keep a record of classes you are taking that relate to the job. Review this with your supervisor at an appropriate time.

- Take time to make new friends. Find positive and upbeat co-workers. Avoid negative, critical and gossiping people.

- Be clean and well groomed. Wear clean and job-appropriate clothes. Pay attention to how your co-workers are dressed. Avoid wearing strong perfumes or colognes. Bring mints if needed to keep your breath fresh.

- Keep your personal life and problems at home. Do not use the employer's equipment and time to do personal things like making personal phone calls, using the copy machine, or resolving your personal problems on the job. If you are having trouble resolving personal problems, counseling, support groups or employee assistance programs may be useful.

- Create the image. Dress for the job you want next.

- Be patient with yourself and your employer. It takes time to get used to, learn and like a new job.

- Volunteer for projects and committees if your work is completed and your supervisor approves.

Getting Along With Others

- Do not express your opinions, biases or prejudices about others while you are at work. Diversity is a priority in the workplace.

- Accept criticism as constructive. Do not become defensive or take criticism personally. Thank the person for their input. Consider changing if it is warranted. If you are unsure how to handle the situation, check with your supervisor.

- Always be friendly to everyone. Be willing to go the extra mile. This creates goodwill with employers, co-workers and customers.

- Notice who your boss relies on and model yourself after them.

- Find a mentor, someone who knows the company and the job well enough to coach you or show you the ropes.

- Realize playing politics or power games could be dangerous and backfire on you.

- Treat everyone with courtesy and respect. Remember, as you climb the career ladder, you may meet the same people on your way up the ladder.

- Keep your emotions under control. The job is not the place to express or show your opinions or feelings.

- Show appreciation. Let your supervisor know you appreciate their training, support, input, feedback, etc.

- Strive to be positively recognized. Be friendly and helpful to everyone at all levels.

OUR MISSION

We provide employment and support services for our customers to improve their economic opportunities

"A proud member of America's Workforce Network"

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling (801) 526-9240. Individuals with speech and/or hearing impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162



Skills Identification

Employment experts agree that skills identification is essential to a successful job search. Employers want to know what you can do for them—not just what you have done for someone else. A knowledge of your unique skills is needed to successfully complete an application, write a resume, or answer interview questions. Skills identification is the first step toward new employment.

Webster's New World Dictionary defines a skill as "a great ability or proficiency, expertness that comes from training, practice, etc." A more simple definition would be to say that a skill is something you can do right now.

Everyone has skills, hundreds of skills, many of which employers are looking for in an employee. Yet most people can only identify a few skills and are generally unable to describe them to an employer. Employers need to hear what you can do. If you were looking to purchase a product that would cost you thousands of dollars a year for many years, you would also want to know what it could do. You are not ready to even begin approaching employers for employment until you can clearly tell them what you can accomplish. The more skills you have identified, the easier it will be to convince a potential employer that you have what it takes to be successful.

Skills may be broken into three categories: Job Content Skills, Self-Management Skills, and Transferable Skills.

Job Content Skills

Job content skills are those skills specific to a job or occupation. A secretary is skilled in typing, word processing, answering telephones, company correspondence, and filing. An accountant would list accounts receivable, performing accounts payable, payroll, figuring taxes, using a 10-key adding machine, and computer accounting programs. A salesperson would include customer service, record keeping, order processing, inventory management, billing, and product displays.

Job content skills are important to employers for obvious reasons. These are the specific skills they are looking for in a candidate to accomplish the duties of the job. Job skills do not always come from employment. Along with the skills you used in previous jobs, you may have developed job skills through education, hobbies, community activities, and life experiences. Common activities such as shopping, managing finances, balancing a bank account, hosting a party, and teaching a child all contain potential job skills.

Self-Management Skills

Sometimes called "personality traits," these self-management skills are the skills you use day-by-day to get along with others and to survive. They are the skills that make you unique. Sincerity, reliability, tactfulness, patience, flexibility, timeliness, or tolerance are exam-



What are Your Skills?

Job skills do not always come from employment. You may have developed job skills through common activities such as:

- balancing a bank account
- shopping
- budgeting and/or managing finances
- hosting a party
- teaching or caring for a child
- hobbies
- interacting with others ("people skills")
- organizational skills

ples of self-management skills. Employers look for these skills in candidates as evidence of how they will “fit” into the organization. How a person will “fit in” is an important consideration for employers.

Transferable Skills

These are skills that can transfer from one job or occupation to another. They may be either self-management or job content skills, and may or may not have been developed through previous employment. For most job seekers it is very unlikely that they will find a job that is identical to their previous employment. For many today, that new job will be totally different from their past experience. Therefore, it is critical for successful job seekers to carefully evaluate how their skills transfer into other opportunities. It is also important to look for ways to express this transferability to a prospective employer.

Duties

Many people have trouble distinguishing between their skills and duties. Duties are the basic functions of an activity. Skills are the tools used to accomplish these functions. Duties or functions are a part of any organized activity, whether it is employment, volunteer work, or hobbies. A simple example is the management of a lemonade stand. The basic duties of a lemonade stand owner might be to manage lemonade operations including production, marketing, distribution and finances. There are many skills needed to accomplish these functions including: mixing, measuring, planning, sales, customer service, writing, cash handling, record keeping, maintenance, timeliness, dependability, accuracy and motivation. A complete list of skills would be very long. Writing out the duties or functions of an activity first can be a useful way to begin identifying skills. When presenting your skills to

an employer, it is best to tie them to specific activities in which they were used. It is not enough to tell the employer your skills; you need to be prepared to tell where, when, and how you used those skills.

Writing Your Skills

Identifying, listing and describing your skills is not an easy task. However, it is critical to job search success and you should plan to invest the time needed. Listed below is an outline for skill identification that has been successfully used by many job seekers.

- 1.** List by title any jobs you have held. Start with your most recent employment and work backwards.
- 2.** Write a detailed description of four to five major duties.
- 3.** Think of all the skills needed to accomplish each duty you have listed. Write those skills down on a piece of paper. Remember to look for both job content and self-management skills. Be sure to include tools used, machines operated, knowledge applied, etc.
- 4.** Repeat the above steps for each activity you anticipate describing to an employer either on an application, resume or in an interview. Use this same process for other work-related activities including hobbies, volunteer work, and community experience.
- 5.** Once you have completed this process, you should have a long list of skills - a list too long to tell an employer. Go through the list and select those skills that match your job goal(s). These are the skills you will use in your job search effort.



OUR MISSION

***We provide employment and support services for our customers to
improve their economic opportunities***

“A proud member of America’s Workforce Network”

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling (801) 526-9240. Individuals with speech and/or hearing impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162