

**“Essentials for Mounting an
Effective Employment
Campaign”
or
“What Skills I Learned and
Tools I Used to Get a Job this
Summer”**

Topics

- Introduction
- Networking Tools
- “30 Second Intro” - “Elevator Ride Intro”
- Business Profile
- Resume
- Cover Letter
- Interview

Introduction

What do you want to do?



Introduction

"70 / 30 Rule"

- 70% of Jobs come from Networking
Proactive
- 30% of Jobs Agencies & Direct Contacts
Passive or Reactive

Networking Tools

- Printed Name Tag
- Personal "Business Card"
- " 30 Second Commercial"
- Business Profile
- Resume ?

"30 Second Intro"
or
"Elevator Ride Intro"

- Amateur vs. Professional ?
- "Value Proposition"
- "Personal Brand or Personal Branding"
- E- Feature
 - A- Advantage
 - B- Benefit

**“30 Second Intro”
OR
“Elevator Ride Intro”**

- Why needed- verbal introduction
- What are its respective parts
 - **Name**
 - **What do you do**
 - **Level of Expertise**
 - **3 Skill Areas**
 - **Illustrative Example of Achievement**
 - **Your “Next” Career Move**

Business Profile

- What is it?
- Length - *One Page*
- Components:
 - **Contact Information**
 - **Profile – Bullet Point Format**
 - **Accomplishments**
 - **Target Position**
 - **Target Companies**
 - **Representative List of Companies**
- Who Gets it?
- How and When to follow-up?

Resume

- Format – Revise Chronology-Last Job First
- What format should you use:
 - A/ **Contact information**
 - B/ **Professional Summary**
 - C/ **Professional Experience**
 - 1/ last 10 years detail- bullets
 - 2/ next 10 years- 1 or 2 lines
 - D/ **Education**
 - E/ **Languages**
 - F/ **Courses & Certificates**
 - G/ **Awards**
- Length
- Tailoring to fit a job description
- Who gets it

Cover Letter

- Format
 - 1/ Contact Information
 - 2/ Interest in position
 - 3/ Why you're "in transition"
 - 4/ Skills Set or Core Competencies
 - 5/ Example
 - 6/ Action Step
- Why necessary
- Tailoring cover letter
- Who gets it

Interview

7 P's of a Interview or the "WOW" Factor

- Preparation
- Punctuality
- Position
- Posture
- Presence
- Politeness
- Persistence

Interview

- What to say
- What not to say
- Brag Book
- "PAR" stories - Problem Action Result
- Alex's "3 Questions"
- "Always ask for the job!"
- Follow-up

Questions



Contact Information

Join: LinkedIn & LinkedIn Groups

Fred Gottesman

Email: fredpgott@gmail.com

Cell: 973-820-3662
