

# Powerful Tips For Job Hunting Success

## ATTENTION: Non-Resume Writing Students!

The below report is part of AWAI's *Lazy Writer's Quick & Easy Money Program*. This program is designed to help you “create” what is without question the world’s easiest, most profitable and infinitely rewarding business you can find. Our students are making \$30,000, \$50,000, \$75,000...even more – in just a few hours per week with a system that’s as simple as turning on your computer. Plus, they're providing a good, honest service that over 50 million people need and want right now! For more information on how you can do the same, visit <http://www.myresumebiz.com/opportunity1>

## Introduction

Hello. My name is Michele Angello. I’ve been writing résumés as a home-based business for three years. I started right where you are – with the *Lazy Writer's Quick and Easy Money Program* materials and software in hand and a huge desire to get out of my dead-end job. I was tired of crazy bosses, lazy co-workers, and work that I considered to be beneath my intelligence. I wanted out!

So I eagerly started reading the materials, getting to know the software, and marketing my business. It was all very simple, and I was in business right away.

I’ll admit that I went into this to make money – fast. (I needed it.) But what I didn’t expect to find was that I get back something more. I am helping people. And they are grateful for my help. They respect my opinion about their job searches. My guidance makes a difference in their futures. By working with me, they begin to feel proud of everything they have accomplished. (Some things that they haven’t even realized they have done!) It feels good to be such a positive influence in their lives.

You see, it doesn’t matter what the economic climate is. Job hunting is always a difficult process. Psychologists say it’s almost as stressful as a death in your family!

You have made the choice to help people get better jobs – and improve their lives, too. I’m sure you’ll get a lot of satisfaction doing it.

What’s even better is how well you will be paid to make a difference in their lives. The best résumé writers collect \$100,000 to \$300,000 a year. And their clients are happy to pay them the hefty fees. They know they’ll get their money back many times over with their new salaries.

As you spend time in this career, you’ll start to notice that there are plenty of profit centers you can add to your résumé-writing business. These include interview coaching,

résumé distribution, Internet job marketing, and company research. You can easily charge \$100 or even a \$150 an hour for these services!

There are many possibilities. Keep yourself open to them and add them as your business and your expertise grows.

The tips contained in this report are designed to help your clients get a job. You may choose to give the report to them as a bonus for using you as their résumé writer. (Be sure to mention this in your advertising to increase your response rates.) Or you can offer the tips as a “value-added” service – a way to make your business stand out from your competitors. (This is what I do.)

You might also think about taking some of these tips and selling them in paper or disk form. You can add even more tips as you learn and add them to your own library. Just think, yet another profit center!

Or you may choose to keep these tips for yourself and put them to work to help you change your own career to that of a professional résumé writer. It’s up to you.

Good luck!

Sincerely,

Michele Angello

P.S. By the way, I have included **two Bonus Tips** in this report that will boost anyone’s job-hunting success. These two simple steps are overlooked by 95% of all job seekers – yet the potential for getting the job you want increases astronomically by using them.

## Powerful Tips For Job Hunting Success

### Why You Should Treat Getting A Better Job As A Sales Event

A guy I know just lost his job. He started his job search by sending out 50 résumés. He started to get nervous when he got zero responses. And with good reason. “I’m afraid I’ll end up bagging groceries,” he told me, “I’ve got two kids to put through college and a retirement fund that evaporated when the market crashed.”

Sending out a weak résumé in a blind, haphazard way is the worst possible way to find a job. For most people, finding a job is a series of fortunate accidents. Few have a goal in mind that they work toward.

If you have lost a job, fear losing a job, or simply want to get a better one, you have to change how you think about the process.

When you try to get a better job by sending out a blizzard of résumés to businesses you barely know, you are doing the equivalent of what salesmen do when they make “cold calls,” says Jeffery J. Fox in his book *Don’t Send a Résumé*.

“Cold calls have a low success rate. The customer may have absolutely no need for the product, may not even be in the office. ... The person who receives the résumé may have no need for an additional employee, may not even be the hiring person.”

Fox is right. Résumés don’t usually work, because most people design them wrong.

The person who is doing the hiring is not at all interested in “you,” yet the résumés most people write are about “you” (the job candidate). What he’s really interested in is his business – and the problems he faces every day. He needs to make sure that his business is going to grow and prosper. And he needs people who are going to help him make that happen.

Consider this common (and incredibly overused) objective:

*A challenging position with a dynamic, growth-oriented company that will lead to advancement opportunities.*

And look at the following examples.

**OBJECTIVE:** To live life to the fullest each and every day. To have a high standard of values and morals, bringing positive energy to the people I surround myself with.

**INTERESTS:** Spending time with my family, hunting, fishing, golfing, and cooking.

**PERSONAL BACKGROUND:** Married with three children. Excellent health.

How does this information prove that the job candidate is going to improve the company's bottom line? The answer is – it doesn't. The employer doesn't need to know – and doesn't have the time to consider – what you like to do in your spare time, what organizations you belong to, or what kind of pets you have.

Résumés are scanned in less than a minute. That one precious minute is all you have to communicate that you are the best candidate for the job, the answer to all his prayers, the next member of his dream team.

### **Let's Face It. When It Comes To Getting A Better Job – The Process Is A Sales Event.**

The product is you. The customer is the business you want to work for. And the process of selling yourself should resemble a sales call, not a celebrity interview.

Right now, you may be nervous about the idea of selling yourself. But believe me, if you can do basic research at the library, you can do this.

Start by thinking like the employer. What are his needs? What worries him? What are his problems, hopes, desires? You need to seriously ponder the answers to these questions. As you go on the job-search journey, you need to think about how you fit into the equation. What can you do to answer these questions ... solve these problems? How are you going to convince the employer that you are the solution? How are you going to increase his profits and make him more successful?

Take notes as you think about this. Write down everything you can think of, no matter how silly it might seem.

### **6 Things You Must Know About A Potential Employer Before Establishing Contact**

Start with a stack of six index cards or a fresh sheet of paper divided into six sections. Label each of them as:

- |                     |                        |
|---------------------|------------------------|
| 1. company business | 4. competition         |
| 2. finances         | 5. products / services |
| 3. news             | 6. customers           |

As you find the information you need, fill in that card or section.

1. **You need to know *exactly* what the company does.** Don't forget the details. For example, if the company is in the telecommunications business, does it sell the equipment, provide the dial tone, run the fiber optics, or provide the customer service?
2. **Find out where the company is financially.** Is it growing or shrinking? Is it making money?
3. **Look up recent news about the company.** (This information can be found in the business section of your local newspaper or in business journals. Websites for widely read newspapers can be useful too. These include [www.wsj.com](http://www.wsj.com) for the *Wall Street Journal* and [www.nytimes.com](http://www.nytimes.com) for *The New York Times*.) Write a brief synopsis of anything you find.
4. **Investigate the competition.** Are they saying anything about the company you are interested in? What do they have to offer that is better or worse than your potential employer? Is the pricing structure similar? Make a note of any information that you can use to help sell yourself and prove that they need you.
5. **Get to know the company's products and services.** (This part can be fun. Do a little corporate espionage. Call and ask for the company literature. Go to their showroom and take a look around.)
6. **Get a feel for who the company's customers are.** Are they businesses, governments, or individuals? Put yourself in their shoes. What is important to those corporate clients? Is it price, convenience, location? As individuals, what is their sex, age, income, work status, education? Try to imagine what their interests might be.

### **The Key To Finding This Information? Research, Research, Research**

Go the library and talk to the reference librarian. These people have Master's degrees in Library Science and know how to go about finding information. Use them. Get on the Internet. Look at the website of the company you're interested in.

Now take all the information you have put together and think about it as a whole. On another sheet of paper or on the back of each index card, determine how you fit into each part of the company picture. What have you done in your work history that will help the company? How could you improve its efficiency, sales, processes? This information will help you write a great cover letter and résumé, as well as help you look professional and prepared during an interview.

If you are just starting out or switching careers, think about any related experience you may have from jobs you've done in the past. Don't forget volunteer positions, school projects, and internships. (If you're a stay-at-home mom, think about the management and logistical skills it takes to run a household.) You can usually find an overlap with administrative, management, problem-solving, and communication skills, which are common to every industry.

## 8 Ways To Maximize The Time You Spend Job Hunting

Getting a better job is a job in itself. That means you must work just as hard at it as you would at anything that is worth doing. In other words, you need to put in at least 50 hours a week. If you intend to put in fewer hours than that, you need to rethink what's important to you.

Here are some tips (including some from Jeffrey Fox's book *Don't Send a Résumé*) on how to maximize the hours you spend getting a job.

1. **Work every day getting contacts, appointments, interviews, and commitments.** You might even have fun with this system by assigning each event a point value. For example, a lead (a solid job opportunity that fits your skills) would be worth one point, an appointment would be two points, an interview would merit three points, and a commitment (the company wants to hire you!) would give you four points. A good daily goal to aim for would be five points, made up of any combination of these events.
2. **Maintain a daily task list.** Most of the tasks on your daily "to-do" list should be aimed at getting a good job. The day before, plan your tasks for the next day. Look over the list, determine which tasks *must* get done, no matter what, and highlight them. For example, achieving a daily point goal (see above) would certainly be one of the tasks that would get highlighted. Then underline the *most important* task on your list – and make sure you get that one done *first* in the morning.
3. **Develop criteria for the job you want.** These should include location, company size, the type of work involved, flexibility, etc.
4. **Review the information you find each day** in newspapers, magazines, online sites, and trade journals. But pursue only the prospects that meet your criteria.
5. **Narrow down each day's possibilities to a handful of genuine opportunities.**
6. **Look further into each of these opportunities** by visiting the business, evaluating its products, speaking to current employees, going for "informational" interviews, etc.
7. **Write targeted letters to potential bosses** (bypassing their personnel departments).
8. **Send thank-you notes to all those who respond to you, even if negatively.** And send a thank-you letter after you have been interviewed. Few people do this, so you will certainly stand out. Your letter should:
  - a. Say "thank you" for the time they spent with you.
  - b. Point out any information brought out during the interview that you thought was particularly interesting or important.
  - c. Emphasize how you will add to their growth plans.

- d. Mention any points that you forgot to tell them about.
- e. Express your interest and enthusiasm for the job and the company.

You can even pre-address and stamp postcards or notecards before each interview. Then the minute you get out, write the note and drop it in the mail on the way home.

## **5 Secret Ingredients In A Résumé Cover Letter That Virtually Guarantee A Response**

Here's how to write a targeted, knock 'em dead cover letter to send with your résumé to a potential employer.

1. **Find out who is going to make the hiring decision and address your cover letter directly to that person.** Don't take the lazy way out and address it to the "Hiring Executive" or "Human Resources Manager." The information should be easy to find. If it's not in the company's advertisement, check their website.

A quick call to the Human Resources Department can be helpful as well. Just ask who will be responsible for making the hiring decision for the job opening you're interested in. The only exception to this is if they have specifically said "no calls" in their ad. *Always* respect this request.

Your salutation should follow this format:

*August 5, 2003*

*Covenant House*

*Attn: Ms. Beth Nixon, Human Resources Manager*

*325 Olathe St., Suite 1900*

*Fox Hill, CO 83525*

*Dear Ms. Nixon:*

*Note: Don't use the person's first name. It's always safer to be more formal – initially, at least.*

2. **Show that you know about the company and have done some research.** Subtly weave these facts into your explanation of what you can do for them. For example:

*"I was interested to learn about Lost Horizon's venture into navigation equipment for the outdoor recreation market. Just recently, I worked on a project for Colorado Adventures that researched and designed a palm-held GPS product. The development of this product was successful for Colorado Adventures, with \$2 million in sales in the first 6 months. I'm positive that my comprehensive experience with this product development project would be useful to Lost Horizon."*

3. **If you had to choose only one job-hunting technique to use, it would be this:** Write from the employer's point of view. Think about what they are looking for in an employee and show how you can fill that need. Then prove that you can do it with facts from your past employment or experience.

*"My background in business operations and degree in Communication has helped me in dealing with corporate officers on a daily basis. And as Marketing Director of XXX company for the past two years, I have shown that my skill in managing people is another strong suit. My ability to build and maintain client relationships and sales territories led to \$xxx in gross sales last year – making me the company's No. 1 sales rep. I'm certain that these experiences show that not only will I be a positive addition to your staff, but that I can also grow into positions with increased responsibility."*

4. **Open your cover letter with information that will make the screener want to read on.** Stay away from statements like this:

*"I am writing about your advertisement for a store manager. Please review my enclosed résumé for details of my qualifications."*

That kind of language will bring on the uncontrollable urge to yawn. Instead, consider peppering your opening with an intriguing statement, interesting fact, or inspirational quote, such as:

*"Little did I know that leaving my native Sweden for summer work at the Ramses Hotel in Cairo would lead to a career in archeology."*

Or ...

*"The most damaging phrase in the language is: It's always been done that way." - Rear Admiral Grace Hopper. This is my life's creed. Process innovation and development are paramount. And for an award-winning scientist dedicated to genome research, it is the only way to work."*

Good sources for quotes are at <http://www.bartleby.com> and at <http://www.sparkpeople.com>.

Note: Be careful about this. Don't get carried away or get too cutesy with the quotes you select. The quotes must be professional and say something that directly applies to you.

5. **Close your letter by asking for a meeting.** Include information about your availability or a time when you will call to follow up.



*“The accompanying résumé will provide you with additional details of my accomplishments and skills. I am certain that I can make a significant difference to your company’s bottom line. I would welcome the opportunity to meet with you and learn about your recent sales developments. I will call on Friday to inquire about the possibility of a meeting.”*

### **BONUS TIP #1:**

#### **When You Submit A Résumé And Cover Letter, Follow Up.**

This one simple technique can boost your possibilities of being hired by 300%! And it can be as easy as making a phone call. Simply ask if they received your information and if you can supply anything else.

Remember the one exception: Don’t call if the job posting requested “no calls.” If that is the case, use an e-mailed, faxed, or (as a last resort) a mailed follow-up.

The idea is to keep your name in their minds and your résumé on the top of the stack.

You might even consider throwing in an added benefit when you call. For instance:

*“I just wanted to follow up and make sure you received my résumé last week. I understand you probably have a hundred résumés on your desk right now, but having worked in this field for XX years makes me the perfect candidate for the position.”*

This is a possibility ... but may border on pushiness. The recruiter may not want to spend a lot of time on the phone with a potential employee so this might be kept to a minimum. It may work for some people and not for others.

## **14 Things You Must Do To Get A Better Job**

1. **Your résumé cover letter should be very specific.** It should indicate that you (a) know about and are interested in the company, (b) have useful skills, and (c) can prove how those skills will be indispensable to them. (Review “5 Secret Ingredients In A Résumé Cover Letter That Virtually Guarantee A Response,” above.)
2. **When sending a résumé, tailor it to what the employer is looking for.** For example, if one of the key skills in the posting includes “project management,” make sure that your summary of qualifications includes those words. You may even consider bolding them in the résumé.

3. **When talking about yourself, don't use self-serving cliches (such as "people person") that just about anybody can say.** Emphasize facts and figures. If you increased sales, say how much you increased them in numbers. Tell that you got an award and what that reward was for. Think accomplishments and successes. A résumé is not the place for modesty.
4. **When you are talking or writing about your accomplishments, focus on what you have done recently.** Try to stay within the last few years. Talk about an older accomplishment only if you haven't done anything similar recently and it is an important qualification for the job.
5. **If you have no relevant experience, don't try to pretend you do by making a job at Burger King look like rocket science.** And don't be tempted to make up your qualifications either. Make up for your lack of experience by showing that you have specific knowledge of the company and industry. If you've put serious effort into doing your homework, you will be seen as a blank canvas with great potential and enthusiasm (always a plus).
6. **Don't over summarize your career, experience, or skills.** Use facts and figures to clearly state (no flowery language) what you have done. Once. Don't harp on the same point over and over.
7. **Don't bother mentioning a career objective that states what you want from a job.** Save it for that list of personal goals that you're going to write on December 31st. Your job – as salesman and product – is to talk about the needs and desires of your prospective employer and how you can fulfill them.
8. **When you go for an interview, keep your career objective in mind.** Make sure the responsibilities of the job will lead to that goal. If you haven't been promised those duties by the end of the interview, ask for them (nicely).
9. **Going to a hiring interview is like making a sales call.** Don't jabber on endlessly like a telemarketer on too much coffee. Answer, ask, and listen. Don't be afraid to use a thoughtful pause when responding to a question. You'll be perceived as intelligent and insightful.
10. **Consider "showing" something – a customer survey, industry data, sales figures, etc. – as evidence of your past successes.** This builds the case that you can contribute to the company. Having something in hand to illustrate the points you are trying to make is a time-honored sales tactic.
11. **If you interview at a restaurant, don't drink alcohol.** And don't order something and then eat very little of it. And make sure that whatever you order, it's not excessively messy or drippy. And, of course, use proper table manners.
12. **As you do your research, find out the company's dress code.** Conform to these guidelines when you interview. Don't wear perfume, smelly lotions, or aftershave. What smells good to you might be offensive to others. Remember, if you look and

dress like the people who are already working there, the interviewer will be able to visualize *you* working there as well.

13. **Don't try to befriend your prospective employer.** Be friendly, respectful, but not too familiar.
14. **If you think you might not get the job you are seeking, suggest doing a special project on a freelance basis.** Or offer to work for a week for free. "That way, you can find out if I really can do what I've promised," you can say, "without any risk on your part." This works in selling vacuum cleaners. It should work for you.

### **BONUS TIP #2:**

#### **The Biggest Secret To Effective Job Searching Is To Network.**

"Networking" is simply an overused word that means a very simple thing: Tell people that you know and meet that you are looking for a job.

Don't forget vendors and former employers. Mention the companies you are interested in. Visit networking groups such as Business Network International (BNI) and your local Chamber of Commerce. Look for employment workshops in your area and attend as many as you can. You never know who you might run across that will lead to your next job. As Mark Mehler at CareerXRoads emphasizes, "Employee referrals are the number one source of how people are hired." The idea is that if their own employee recommends you, they can be almost certain that you'll be a good hire.

The information you now have will make a huge difference in any job search – your own or that of a client.

### **A Special Note From Michael Masterson On How To Achieve Your Goals – And Succeed As A Highly Paid Résumé Writer**

*[The following is an excerpt from Michael Masterson's daily e-service, Early to Rise. For a free two week trial visit: <http://www.earlytorise.com/awai>]*

You're ready to start your new career as a résumé writer.

Remember, all you need to start up this business is a computer and a phone. Things you don't need: (a) a fancy office, (b) a large business loan, (c) salaried employees, or (d) a stock of any kind of products. (Though a few reams of good-quality résumé paper might be a good idea.)

You're free to choose how many hours you'll spend, part-time or full-time. You can keep your old job or slowly wean yourself away from it.

You can run your business from anywhere. A downtown office, your spare room, an RV, a cabin in the woods, or under an umbrella at the beach.

You can take vacations whenever you like and be gone for as long as you like. No more applying for vacation time months in advance in hopes that you'll get the weekend you really want.

But, rest assured, no matter how you choose to run your business, you *can* make the \$75,000 income you have dreamed of (or more ... it's up to you!). I want to help you with that. So, I've put together a short list of some things I've learned through the years that will lead you down that road and help you achieve your goals.

1. First (and I am a very firm believer in this one), every time I've been frustrated by the progress I'm making toward achieving a goal, I do this. I get up earlier. Ben Franklin had it right – early to bed, early to rise, *does* make a man healthy, wealthy, and wise. Make it an hour earlier, and then spend that time working toward your main goal.

But to do this, you must have goals to begin with. And those goals must be:

- a. Specific. How much money will you make? How many clients will you serve?
- b. Measurable. When will your goal be accomplished?
- c. Achievable. Don't put an overwhelming amount of pressure on yourself.
- d. Written down. Dated, too, so you can check your progress.

2. Goals can be overwhelming. It can feel more manageable when you break your goals down into monthly, then weekly, then daily steps. For example, if you want to lose 20 pounds, that can seem close to impossible. Instead, commit to losing four pounds a month. Easy!

3. Create a daily "to-do" list and record what you actually do each day. If you have a priority that keeps getting put off, highlight it and do it first. Don't leave your office until everything that was on your list for that day is done.

4. Take a close look at how you spend your day. Take notes for a week or two. As you look at the things that swallow up your time, be on the lookout for these time wasters:

- \* Checking e-mail (Twice a day should be sufficient.)
- \* Commuting (If you are still working an outside job, move closer to it.)
- \* Watching television
- \* Playing computer games

5. Slowly cut out the things that are not helping you achieve your goals:

- \* Never stop learning. Read one book each month that will teach you about the résumé business, running your own business, career development, etc.

\* Find one new contact each month. Write a handwritten note and compliment them on something you admire about what they are doing. One of these people may become a mentor for you.

6. And, finally, be positive. Stop worrying. Stay confident. Never give up. Everything you dream of *is* in your reach.

Sincerely,

Michael Masterson

[Michael Masterson has been a partner in 2 businesses that grew beyond \$100 million, two more that exceeded \$50 million, and at least a dozen that surpassed the \$10-million mark. He has personally coached dozens of people to successful six-figure careers and continues to coach students of *Michael Masterson's Accelerated Program for Six-Figure Copywriting* as well as contribute to the program materials. For more information on Michael's copywriting program simply visit <http://www.thewriterslife.com/wj>]