

YOUR PERSONAL VOCATION PLANNING FIELD MANUAL



*"The secret of success is
making your vocation your vacation."*
- Mark Twain

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“Defeat is not the worst of failures. Not to have tried is the true failure.”

- George E. Woodberry

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“Success is going from one failure to another without loss of enthusiasm.”

- Sir Winston Churchill

YOUR VOCATION PLANNING FIELD MANUAL

YOUR VOCATION MENTOR

Are you among the three out of four people who don't enjoy their jobs? Need a career transition? Or want a great first career step or rewarding internship? This field manual will help relieve your stress. You can simplify decisions: career assessment, focused résumé and cover letter, making appointments, interview skills, and year-one success in your new position. We even offer insights in managing your budget.

No matter what ...

To achieve true-life success, you must balance your five life roles ... spiritual, personal, family, community, and vocation.

What is your need?

You may need help in a hurry. Having a delightfully effective résumé will help put your mind at ease. What's your immediate need?

- Could your company slash employment... downsizing, right sizing, or cutback in force? Whatever it will be called, qualified people lose jobs.
- Is the writing on the wall? The company may be losing sales and cannot afford to keep everyone. Could your position be vulnerable?
- Are you losing enthusiasm? Are all you are seeing just dead-ends? Could there be something better?

Or, are you considering exploring? Would you like to determine if our advice and counsel, mentoring, or coaching could help you consider your career direction? Our goal is to "make your vocation be your vacation." Insight can ...

- Help you judge your interests and skills and translate your results into career concepts.
- Target your networking. Capitalize on what your network of friends can do to help you reach decision-makers with authority to offer you the job.
- Assist you to position yourself at the top of your profession. We coach behind the scene to guide your course corrections on the job.

Your Vocation Planner Field Manual will coach you to find the best vocation opportunity and stay on track even when the road makes sharp turns – adverse turns or advantageous turns.

What are your vocation development questions?

1. Do you have vocation development questions?
 - Vocation assessment or consultation
 - How to assess your vocation abilities and interests
 - How to customize your vocation success strategy
2. Would you like hints to help you convert your résumé from your personal biography into your persuasive career advertisement?
 - Free resume critique
 - Type of résumé to fit your purpose: paper / scannable / fax-friendly
 - Customize for your specific opportunity and the employer's needs
3. Would you like ideas about how to target prospective employers?
 - Networking and targeting advice
 - Apply networking skills to customize targets
 - Targeted cover letter to secure appointment with decision-maker
4. Would you like to feel more relaxed, comfortable, and "in command" in your professional interviews?
 - How to achieve a friendly, yet professional interview style
 - Develop skills to score in any type of interview, such as *"Tell me about yourself"*
 - Professional *"Thank You"* Letter and follow-up
5. Would you like to understand the background and advantages of lifelong coaching to help you meet and even exceed your goals?
 - Insights will help achieve career and personal aspirations
 - Career counsel or just "second opinion" is only a phone call away
 - We will position and then coach you into the fast lane or lane you want

What do you really want to do?

15 minutes will go a long way in helping do to synthesize important goals in your life. This brief exercise will help you to prioritize important goals for your lifetime.

1. Purchase a package of 100 3" by 5" index cards at a business supplies store.
2. Take 15 minutes. Jot down brief statements of your life ambitions and goals separated on each card. Statements should be less than seven or eight words.
3. Do as many goals as possible in 15 minutes. You should be able to do between 40 and 50 cards, about three cards per minute.

4. Let the cards sit for two or three days. Then organize your cards by whatever criteria you choose to use. Finally ... prioritize them.
5. What have you learned about the issues that are most important to you? How does this understanding affect your potential career directions?

Self assessment planning questionnaire

“It is easier to go down a hill than up, but the view is better from the top.”

This questionnaire will help you define your vocation planning needs and interests.

1. When do you want to move your vocation forward? Urgent ____ Soon ____
2. Are you? Beginning Career ____ Switching Career ____
Seeking promotion ____ Re-entering Workforce ____ Switching Employer ____
3. Is your current position more rewarding than previous jobs? Yes ____ No ____
4. Are you pleased in your career accomplishments? Yes ____ No ____
5. What are your three most important career goals?
 - _____
 - _____
 - _____
6. Describe your perfect career:
 - What is your work? _____
 - What type of organization will you help? _____
 - Where (city, region, state) is the best? _____
7. What is your level and type of education? _____
8. What other special skills do you have? _____
9. What accomplishments make you most proud? _____
10. What vocation issue concerns you the most? _____

“I don’t want my tombstone to read, ‘he did tolerable stuff for tolerable people because they paid him.’” - David Maister

EXAMPLE RÉSUMÉ: RENÉE CHRISTINE CURRY

5433 Glen Hill Drive
Knoxville, TN 37919-8643

(865) 558-6122
ReneeCurry22@Hotmail.com

CAREER OBJECTIVE

Professional sales

EDUCATION

- **THE UNIVERSITY OF TENNESSEE** - Knoxville TN **BA, English Literature** **2001**
- **PEACE COLLEGE** - Raleigh NC **Associate of Arts** **1997**

PROFESSIONAL EXPERIENCE

SAS INTL. MARKETING GROUP - San Francisco CA **Sales representative** **2002**

- Advanced to campaign manager in charge of planning and evaluation meetings for up to 15 representatives and leaders in San Francisco, Los Angeles, and Seattle.
- Lead Seattle sales group of 5 staff members: assigned territories, set sales objectives, trained staff, secured supplies, and provided team travel logistics.
- Visited 60 to 80 cold call prospects per day as Quill Office Supplies and AT&T sales consultant. Closed 5% of contacts generating 15 to 20 new customers each week.

RUBY TUESDAY RESTAURANT - Knoxville TN **Bartender and bookkeeper** **2000 - 2002**

- Coordinate marketing promotions with staff, up selling high profit products and enhancing customer enjoyment, store profitability, and my tips. Increased average tips from 10% to 22%.
- Mentor, and assess new employees' performance. Assist recruitment, interviewing prospective employees to make sure they demonstrate social expertise and communication skills. Ensure protégés understand and appreciate values of costs and revenues.
- Manage restaurant books, coding and ledgering invoices, determine unit costs and margins. Categorize invoices by vendor, cash dealers, and inter-store exchanges.

HONEY BAKED HAM - Knoxville TN **Sales representative** **1999 - 2000**

- Called new customers to penetrate high potential interest consumer markets.
- Conceived and implemented promotion selling sororities' rush retreats.
- Made cold calls to prospective customer groups to secure orders during slow-moving sales periods. Followed-up with advertising materials to interested prospects.

OLD TOWN COUNTRY CLUB - Winston-Salem NC **Acting pool manager** **1996 - 1997**

- Supervised, mentored, and trained ten lifeguards representing absent pool manager.
- Served country club members, directing pool functions, providing customer service, responding to complaints, and correcting misbehaviors. Taught swimming lessons.
- Hosted member private pool parties.

YMCA BRANCHES - Clemmons NC and Knoxville TN **Lifeguard** **Summers 1993 - 1995 and 1998**

ALPHA DELTA PI SORORITY LEADERSHIP

- Served on executive committee; implemented Ronald McDonald House fund-raising effort, tripling donations versus previous year. Helped achieve International award.
- Directed standards and ethics, balancing members' enjoyment, vs. liability risk.

RÉSUMÉ HINTS

1. Brainstorm your accomplishments over your lifetime.
2. Develop 100 accomplishments from the mundane to the significant.
3. The more accomplishments the better.
4. Accomplishments must include verbs (actions) and quantities. Numbers (any numbers) are powerful, adding credibility to a statement. Examples:
 - - Weak: *A good hitter in baseball.*
 - - Strong: *Hit .389 with six home runs and 43 RBI's my senior year.*
5. Categorize your accomplishments into skill areas.
 - Organize the résumé around skills.
 - Especially valuable when you desire a career change.
6. Build accomplishments into statements beginning with verbs, using performance against goals or previous history.
 - Use your Thesaurus to have lots of different verbs.
 - Begin every new bullet with a different verb from any before.
 - Use as many different verbs as possible.
7. Do not over-capitalize words. If in doubt, use lower case.
8. Keep "paragraphs" short.
 - Maximum of three lines per bullet point.
 - Prefer one or two lines per bullet point.
9. Make your résumé have great visual appeal.
 - Use 25% cotton fiber bond. (I recommend ivory color.)
 - Weight words evenly left, center, and right for symmetrical appearance.
 - Have the watermark readable from the front, upright with your type.
 - Boring or disjoint appearance gets the "circular file", not an interview.
10. Get people you trust to be brutally ugly in critiquing your résumé. This typically is hard; newspaper editors don't have many friends.
11. Creatively use "Career Objective" individually as you contact prospective employers.
 - Put what they are likely to want in your résumé career objective.
 - Keep track of which résumés you send to which employers.
12. Show people skills: leadership, teamwork, and innovation in your accomplishments.
13. Use the Thesaurus in your word processing program to avoid using the same words over and over again.
14. Do not use non-specific adjectives or adverbs, and minimize prepositions!
15. Keep your résumé relatively short, especially for applications to industry.
 - Recommend one-page résumé for application to industry with experience of 10 years or less. One page works for longer careers too.
 - Short résumés, loaded with bullets, action verbs, numerical accomplishments, and contributions to team success are impressive.
 - Longer résumés are okay for: Curriculum Vitae (CV) for education purposes, computer programming, software, operating systems, web design and applications to non-profit organizations.
16. Proof read: Start with typos and accuracy.
17. Then read for excitement. Exciting résumés get interviews.
 - Every bullet should "sell." Recommend that each bullet tell a story.
 - Find the five most boring bullets in the résumé and make them "Exciting!" Repeat the process as needed.

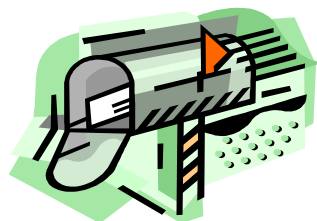
YOUR COVER LETTER

IS

YOUR SINGLE MOST IMPORTANT CREDENTIAL

Your cover letter encourages your reader to spend a few more seconds reviewing your great résumé:

1. The average résumé is initially scanned for 20 seconds or less! An inviting cover letter will increase reviewer time by as much as 50 percent or up to 30 seconds. Thus, your reader may read 7 or 8 bullets instead of 4 or 5 bullets for the average candidate.
 - Your cover letter goal: encourage the employer to read your résumé!
 - You want your reader to review or to spend a few more seconds on your résumé, because you have a great résumé. This small difference is often your break between earning an interview and getting no interview.
 - To use a baseball analogy, you cannot hit a home run unless you get a “trip to the plate.” The cover letter helps you pick up the bat.
2. Your cover letter is your opportunity to bring personality to your application.
 - Résumés are difficult to make very personable.
 - Your cover letter’s personality can make for a friendly impression in the decision-maker’s mind in scanning your great résumé.
3. Your cover letter has more opportunity to focus on people skills.
 - A résumé typically focuses on your actions that tend to be more technically oriented.
 - Note: companies make sure that résumés support the required “cost-of-entry technical skills.
 - Your cover letter is a superb opportunity for you to highlight people skills that are typically the criteria employers use to distinguish between “hot prospects” and “no prospects.”



EXAMPLE COVER LETTER:

BRIAN HENDERSON

5800 Central Avenue Pike, # 4802
Knoxville, TN 37912

(865) 689-6911
bhenderson728@Juno.com

September 9, 2002

*Mr. John Doe
Federal Bureau of Investigation
J. Edgar Hoover Building
935 Pennsylvania Avenue, NW
Washington, D.C. 20535-0001*

Dear Mr. Doe:

Please accept this application for Special Agent in the FBI. It would be a privilege to become a member of the finest law-enforcement organization on earth. My goal is to employ my knowledge from my recently completed college education, seven years of experience in the Knoxville TN police force, and FBI training to become the best peace officer I can be.

My attached résumé summarizes my commitment to effective law-enforcement, notably:

- Application of listening and comprehension skills to significantly enhance the organization's communication effectiveness and performance.*
- Empathy to learn from superiors, motivate colleagues, and mentor protégées, earning their respect for my leadership.*
- Disciplined work ethic and attention to detail to facilitate effective problem solving.*

It would be an honor to talk with you. Perhaps we could meet at your office. Please call (865) 689-6911 or email bhenderson728@Juno.com Thank you.

Sincerely,

Brian Henderson

Attachment: My résumé

COVER LETTER HINTS

The purpose of the cover letter is to interest the reader to spend some time reviewing your résumé.

The goals of your three cover letter paragraphs:

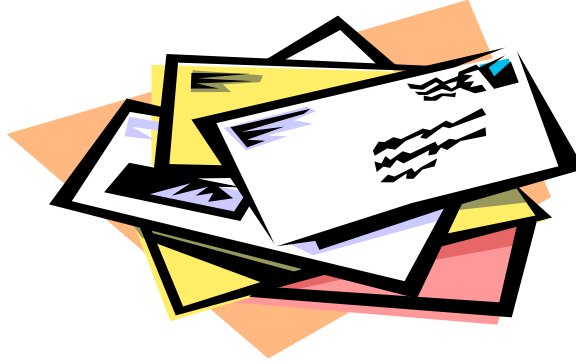
1. Tells 'em you love 'em,
2. You'll do good stuff, and ...
3. You're easy to reach!

Now is the time to ensure your employment search personality is accurately reflected in the organization of the letter and résumé. Begin with a generic cover letter.

1. Your first paragraph must be customized for each recipient. You should say why you have interest in the specific company. Use a referred lead whenever possible to add credibility of your excitement in the company.

Note: If the first paragraph is boring, your letter goes into the "NO" file.

2. Your middle paragraph should outline personal "soft" skills. Use three bullets. Prioritize and adjust bullet sequence depending on type of position you seek.
3. Your final paragraph helps your recipient know the easiest way to contact you. Would there ever be a best time of day to be reached? If so, we should say when. Provide your personal phone number and personal email address again.
4. Use secrets from an executive secretary to make your reader's job easy.
 - Make sure your name, return address, and contact information "letterhead" are similar for both the cover letter and your résumé. Consistency sells.
 - Cover letters should be 12-point type. 12-point type is friendly and easy to read. A primary purpose of the cover letter is to encourage your reader to spend a little more time looking at your résumé.
 - *Use italics from the date, through the addressee, the salutation, the body copy, the close, and attachments. Italics has a more friendly appearance than standard type style.*



COVER LETTER DISCUSSION

Many people believe that because they are highly successful, they should be able to write their own cover letters. However, this is difficult because our human nature is to think of our need more than employer's need. Therefore, writing a good cover letter for employment application is difficult for everyone; so don't get frustrated trying to write an exceptional one.

A cover letter should contain information that your résumé doesn't, such as your personality, creativity, and work style. You are writing a sales letter to put you in the best posture to meet the needs of today's employers. This powerful letter can be the deciding factor in whether or not you get an interview. Your letter is your most important document to advertise your strongest skills. Your letter must send a message to the reader, to make them think, "WOW this person is interesting, qualified, and could really help us save money and time."

When applying for a top position, everything you do must be exceptional, particularly written documents that leave a permanent record. Even when cover letters are not mentioned in job ads, employers expect to receive them. Companies value excellent written and verbal communication skills. Careless writing gives a poor impression of your abilities, and will virtually eliminate chances of getting interviews.

Your cover letters will harmonize your résumé, as the opening sentence is unique and grabs the reader's attention. Employers skim hundreds of cover letters. If your first paragraph is boring, your document goes in the "NO" pile.

Effective employment letters demonstrate to employers that you understand and can meet the company's needs. Convey how your professionalism, style, and personality will fit into the organization. Don't focus on your needs; focus on theirs. Use the words "you" and "your" often. Try to eliminate the words "I" and "me."

NETWORKING STRATEGIES

“If I had to name the single characteristic shared by all truly successful people that I have met over my lifetime, I’d say it is the ability to create and maintain a network of contacts.” – Harvey Mackay

1. What is career networking?
2. Why should I network?
3. What inhibits my networking?
4. When should I network?
5. How should I network?
6. What are networking dos & don’ts?
7. What tools may I use for networking?

What is Career Networking ?

“Court the society of a superior, and make much of the opportunity.” – Sa’di

1. Sharing favors (socializing with goals.)
 - Pay attention to what others want.
 - Do what others want (favors.)
 - Ask others for favors (reciprocity.)
2. Positioning yourself.
 - Determine what you do.
 - Then do it with Pizzazz!
3. Marketing Yourself.
 - Selling yourself.
 - Sell yourself at the highest price.

Why Should I Network?

“Ideas will only get you so far these days. Count on personal relationships to carry you farther.” - Pam Alexander

1. Career search tool.
 - 80 % of professional jobs. And
 - 100 % of senior positions.
2. Personal development.
 - Secure advice.
 - Promote self-image.
3. Preparation to win.
4. Do favors = soft sell = win-win.

What Inhibits My Networking?

“You must do one thing you think you cannot do.” - Eleanor Roosevelt

1. I am an introvert.
2. I hate begging.
3. I'm afraid of failure (or trying, or success.)
4. I can't bear hearing “No!”
5. I'm skeptical of others' motives.
6. I am too busy; don't have enough time.
7. I can't stand wasting someone else's time.
8. I feel more comfortable where I am.
9. This person can't be very valuable.
10. What's my stall excuse?

When Should I Network? *“Strangers are just friends waiting to happen.”*

1. Network like Chicago's voters vote: network early & network often!
2. Network when you see someone you know - or - you don't know.

3. Network when you need a favor - or - when you can offer a favor.
4. Network when you can offer advice - or - when you need advice.
5. Practice in low risk situations. Between services at church, standing in line, at a sporting event, at a party or event where there are several people you do not know.

How Should I Network? “Networking is like dating. Get the name first.”

1. Ask questions, then pay attention.
2. Be passionate about something.
3. Be friendly, yet humble.
4. Find opportunities to pay compliments.
5. Use warm body language.
6. Make cold calls at high-energy times.
7. Volunteer. Be on membership, fund-raising & program committees.
8. Position yourself in a memorable way.
9. Follow-up to stay in touch.

Networking Dos

“No matter how smart you are, no matter how talented, you can’t do it alone.” - Harvey Mackay

1. **Career networking:**
 - Determine the career you want.
 - Do it well.
 - Position yourself as the best.
 - Ask others to help your search to find who needs your specific skills and provides opportunities.

2. Personal networking:

- Develop your alumni network: friends, university, employers, church, your suppliers, volunteer work, and schools.
- Keep records and follow-up with delivering favors and making requests.

Networking Don'ts

1. Procrastinate.
2. Be half-hearted or mechanical:
3. Merely socialize or wander aimlessly.
4. Just trade business cards.
5. Cruise a function just to collect contacts. It's not a numbers game.
6. Be self-centered, thinking only about your interests or your needs.
7. Fail to keep records or keep records fresh and up-to-date.

What Tools May I Use for Networking?

1. Meet people and renew friendships:
 - Organizations: university, church,
 - United Way, chambers of commerce,
 - Fraternal groups, military, volunteer groups, youth groups.
 - Conferences, reunions, tailgating.
2. Keep track of people:
 - People lists, directories. Publications.
 - Have and exchange business cards.
 - Day-Timer, PDA.
3. Communicate, stay in close touch, and esp. phone calls and personal cards.
4. Sharpen the saw: "How – to" books and periodicals.

"Friends are God's way of taking care of us."

APPLIED NETWORKING STRATEGY



1. **Make a list of everyone you know.**
 - Record name, address, phone, email information.
 - Include neighbors, church members, school classmates, fellow employees from previous jobs, suppliers to your life – your hairdresser or auto repair center.
 - An average person should easily develop an initial list of contacts, associations, and clubs generating at least 1000 people.
2. **Categorize your list with categories meaningful to you.**
 - A contacts software program such as ACT! can really help.
 - Develop your own categories – categories that are meaningful to you. People can fit more than one category.
3. **Keep your list current.**
 - Update, correct, and add more and more people as you meet them.
 - Keep track of how, where, and when you met someone.
4. **Be a friend and do things for people.**
 - Send a card.
 - Make a phone call, ask how they are doing.
 - And send newspaper clippings you see.
5. **Use your network database in every aspect of your life.**
 - Finding a job.
 - Searching for a plumber or dentist
 - Getting a car repaired out of town.

NETWORKING RESOURCES

Are You Communicating? *You Can't Manage without It*

Donald Walton

ISBN 0-07-068052-3 and ISBN 0-07-068054-X

8 1989

McGraw-Hill, Inc., New York

*** **Dig Your Well Before You're Thirsty:** *The Only Networking Book You'll Ever Need*

Harvey Mackay

ISBN 03-8548-5468

8 1999 Paperback 1st current edition

Doubleday, New York

*** **FAST COMPANY** *What Are You Working On? (Magazine)*

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How to Say It

Choice Words, Phrases, Sentences & Paragraphs for Every Situation

Rosalie Maggio

ISBN 0-13-424375-7

8 1990

Prentice Hall Career & Personal Development, Englewood Cliffs, NJ 07632

Influence *The Psychology of Persuasion*

Robert B. Cialdini, Ph.D.

ISBN 0-688-12816-5

8 1984, 1993

Quill, New York

*** **Lifetime Conversation Guide** *The Key to Success with People*

James K. Van Fleet

ISBN 0-13-536400-0

8 1984

Prentice Hall, Paramus, NJ 07652

Successful Cold Call Selling Second Edition

Over 100 New Ideas, Scripts, and Examples from the Nation's Foremost Sales Trainer

Lee Boyan

ISBN 0-8144-7718-6

8 1983, 1989

AMACOM, division of the American Management Association, New York

*** Required reading for personal networking development

CAREER OUTREACH PLAN: TIME MANAGEMENT

“Failures are divided into two classes - those who never thought and those who never did” - John Charles Salak

Your best long-term career strategy is to be constantly and actively pursuing a better job while you are working effectively at your present job.

- Your new job may be that great position inside your own company.
- Or you receive better opportunity outside your own company or even your own industry.

Work continuously to prepare yourself for a better job by working harder and smarter. You'll probably secure that great new job in your own company. Therefore, You will not likely to have to go outside and get one.

If you're unemployed, you need to engage in a marketing-driven plan to secure a new position. Invest at least 50 hours per week in your career search.

Work every day to get contacts, appointments, interviews, and commitments. Keep track of your accomplishments using a point system often used by insurance or investment advisers. Set a goal to achieve at least 10 points everyday. Record:

- One point for a referred lead.
 - Two points for a telephone contact with an employment decision maker.
 - Three points for an appointment.
 - Five points for an interview.
 - 10 points for a job offer.
1. Make task lists for getting your great job. Achieving your daily point goal should be the first item.
 2. Establish criteria for the position you want. The criteria should include the specific job you want, the type of company, company location, and other career priorities.
 3. Focus your best work every day on the best opportunities among the possibilities on your contract list. Go after your best opportunities first.
 4. Research your best opportunities, using the Internet, speaking to employees, visiting the businesses, or obtaining information interviews.
 5. Telephone prospective employers. Focus on the secretary of the top person in company or the top person in your community. (See the telephone appointment script below.)
 6. Make appointments.
 7. Write “thank you” notes to everyone who communicates or responds to you, including those who respond negatively.

TELEPHONE APPOINTMENT SCRIPT



“They may forget what you said, but they will never forget how you made them feel.” - Carl W. Buechner

- I. The unsolicited telephone call:
 - A. Necessary, yet perhaps uncomfortable?
 - B. Infamous: telemarketer, political fundraiser, or insurance agent.
 - C. Which is worse, to give or to receive? Why? What are implications of receiver's concerns as you develop your plan?

- II. Preparation leads to confidence and success:

“This is the foundation of success, nine times out of ten ... having confidence in yourself and applying yourself with all your might to your work.” - - Thomas E. Wilson

- A. Preparation = a plan, a script, and practice.
- B. Treat the recipient as you would wish to be treated.

- III. The prepared telephone script covers the bases:

- A. Three steps of the telephone appointment.
- B. What if the recipient says No?”
- C. The Gatekeeper and the answering machine.

“You don't need to take a person's advice to make her feel good; just ask for it.” - Laurence J. Peter

- IV. Professionalism results in “Win-Win”

CAREER SEARCH TELEPHONE APPOINTMENT SCRIPT

Purpose: make an appointment not a sales pitch.

- Before Calling. BE: Prepared, Urgent, and Brief
- Before Dialing. GET: Energetic, Stand and Smile.
- While Talking. BE: Clearer, Louder, and Enunciate.

THREE STEPS TO MAKE YOUR TELEPHONE APPOINTMENT

1. First Step: Request permission to speak. (Virtually no one does this except you)
 - Very Important Words: **Hello (Mr./Ms. employer_____.) This is _____ Is this a convenient time FOR YOU to talk?**
 - If **YES** or **what's this about?** permission has been granted to continue.
 - If **NO** ... Respond: **Oh, I'm sorry. What would be a convenient time to call back? ... If I called back in an hour or would this time tomorrow be better? Which is better FOR YOU?**
2. Second Step: Position yourself as a benefit to the other party
 - **Following a letter:** I sent you a letter last week. You may recall that I told you about my career interest in _____ company.
My career goal is to _____
 - **Referred Leads:** **Mr. / Ms. _____ speaks highly of _____ company and encouraged me to contact you.**
 - **Cold call:** _____ company has a great reputation and your firm seems as to be a rewarding place to seek career employment.
My career goal is to _____
 - **Information interview** (Use letter, referred lead, or cold call from above.) Then I **would like the opportunity to meet with you for 20 minutes to gain your insights about career opportunities in the _____**
(Profession ... or Industry ... or Community ...) (Choose only one category.)
3. Third Step: Set the appointment Key: ... be specific, yet flexible.
 - **I plan to be (or) could be in _____ (City) on _____ and _____**
Or ...
 - **How does your schedule look on _____ and _____.**

HANDLE RESISTANCE IN CLOSING Relax and be encouraging

Note: Adjust your script and response to reflect your personality

1. First "No" or first objection. Understand a quick "No" is often a "programmed" human nature to say "No" at first. The excuse is typically, "Sorry, we don't have any openings right now." However, many companies "make new positions" for candidates they really like. In fact 44% of upper middle management positions are "created " for great applicants. The position did not exist before the interview.

Choose a tone that suits your comfort zone. Your possible response might be:

That's exactly why I'm calling. We can meet for 20 minutes. Then, when the economy improves, a great candidate will be on your re-call list. When would be a good time to meet?

-or-

I can understand why you would say that, (Mr./Ms. _____). We can talk about that when we get together. When would be a good time to meet?

2. Second "No" or second objection. (Mr./Ms. _____) **May I ask you a question? ...**

When was the last time you met a prospective employee who has these traits

(Give three (3) traits, because 3 items are inherently persuasive)

True excitement for _____ Company

Has exceptional _____
technical skills/education (from your résumé)

And great _____
soft / people skills (from your cover letter)

So, when would be a good time to meet for just 20 minutes?

3. Third "No" or third objection:

(Mr./Ms. _____?) Would you grant me the courtesy of 20 minutes of your time to show you the kind of work I could do for you?

If "Yes": Set the appointment.

If "No": **Thank you very much for your time. It has been a pleasure to talk with you, (then)**

(Mr./Ms. _____,) May I ask one last question? If you were in my position, whom would you contact for career advice in the _____ field?

WHEN YOU REACH THE GATEKEEPER (often an executive assistant)

Treat the gatekeeper as your most important ally in any organization ... so make friends. As the gatekeeper becomes your friend and ally, this is your optimal road to an appointment.

- **Hello, Ms./ Mr. _____.) This is _____ . Is this a convenient time FOR YOU to talk?**

Pause ... encourage the gatekeeper to talk.

1. If put through to suspect, use *TELEPHONE APPOINTMENT SCRIPT*
2. If put through to suspect's voice mail, use *TELEPHONE ANSWERING MACHINE MESSAGE (reach the suspect's phone)* See below.
3. **If gatekeeper wants to take a message:** Important - build rapport with her/him.

(Ms. / Mr. _____ (gatekeeper), **I know you and (Mr./Ms suspect) are very busy.**

My special reason for calling is because (person who made referral) suggested I call your office. (He/she) said I should try to see (Mr./Ms. _____.) Perhaps (he/she) and I may have the opportunity to meet for 20 minutes. I would appreciate your advice. What would be the best way to set an appointment? (Note: try to negotiate one or two 20-minute alternatives on a given day or days.)

4. **If gatekeeper asks, What's this about?** She has given you permission to continue.

Ms./ Mr. _____ (gatekeeper,) **my special reason for calling is because (person who made referral) suggested I call your office. (He/she) said I should try to see (Mr./Ms. _____.) _____ company as a great reputation and your firm seems to be a rewarding place to seek career employment.**

My career goal is to _____ Perhaps

Mr./ Ms. _____ may have interest. May I ask your advice on the best way to set an appointment?

My telephone number is (_____) _____ - _____ Again, this is

_____ (Spell your name if there is any possible confusion)

Thank you so much, Ms./ Mr. _____ (gatekeeper.) When do you think I may hear from you? If I haven't heard from you by a certain time, when would you suggest I call to follow-up?

YOUR TELEPHONE ANSWERING MACHINE MESSAGE
(reach the prospect's phone)

Hello (Mr./Ms. _____.) **This is** _____. (Spell your name).

My special reason for calling is because (Person who made referral) **encouraged me to contact you.**

May we get together for 20 minutes to discuss career opportunities with
_____ ? (Employers' business)

My career goal is to _____

My telephone number is (_____) _____ - _____

Give your phone number s-l-o-w-l-y. Hand-write the phone number in the air as you give it.

Thank you, (Mr./Ms _____.) **I look forward to hearing from you.**



"Just don't give up what you are trying to do." - Ella Fitzgerald

INTERVIEW HINTS

Be prepared for your interview. Companies will typically interview several people for even an entry-level position. A company may interview 20 or many people for a senior position. Simply, the best interview will secure the opportunity. Therefore, you must develop exceptional interview skills.

Nearly every candidate who is selected for interview offers sufficient credentials to do the job through the cover letter and résumé. The person whose communications talents demonstrate the greatest interest in the company and enthusiasm for the position nearly always earns the job offer.

1. Research the company. Access to Internet web sites makes this much easier than it ever was in the past. To be competitive in interviewing you must have access to Internet delivered information. Otherwise your competition will have an insurmountable advantage.
2. Bring three copies of your professionally prepared resume, and list of four to six references on letterhead matching your resume and cover letter.
3. You are being interviewed as soon as you walk in the reception area of the office. The receptionist and other office staff are making judgments about your suitability for the job. Their opinions count.

“There are two types of people - those who come into a room and say, ‘well, here I am,’ and those who say, ‘Ah, there you are.’ ” - Frederic Collins

4. Dress for success. Project a professional and conservative impression. Now is not the time to demonstrate your maverick nature. Get a haircut; trim your fingernails; shine your shoes!
5. Use body language to make an impression. Be impressive to others. Walk into the room with deliberation and a pleasant demeanor.

“Nothing great was ever achieved without enthusiasm.” - Ralph Waldo Emerson

6. Look every person in the eye when you shake his hand. Smile and shake hands firmly.
7. Maintain continuous eye contact with the interviewer. Note: if you find it personally difficult to look at someone directly into the eye, then focus on the bridge of his or her nose.
8. Speak in a firm, confident voice and always present a positive attitude.

“To please people is a great step towards persuading them.” - Lord Chesterfield

9. Relax and be yourself. Do not pretend to be someone you are not.
10. Prepare, memorize, and use your sixty-second sales pitch.
11. Ask the interviewer to describe the position and its responsibilities early in the interview. Then you can apply your accomplishments specifically to that position.
12. Ask a relevant question whenever the opportunity presents itself. The candidate who asks the most relevant questions will typically get an offer. You demonstrate interest and you encourage the interviewer to talk. Question and answer give-and-take resembles a conversation rather than an interrogation.
13. The meeting should be a two-way communication - it's important to develop a rapport with the interviewer.

“Warm fuzzies win over words every time.” - Ingrid Bergman

14. Understand that nervousness is normal, so prepare for it and maintain a calm appearance. You typically appear less nervous than you feel.
15. Don't badmouth your present or former employers or co-workers.
16. Let the interviewer bring up salary first. A candidate who talks about salary first will lose.
17. Send a thank-you follow-up letter.

YOUR 60-SECOND SALES PITCH

Develop your 60-second summary of your professional development.

- Make sure the first sentence and the last sentence are powerful and convincing.
- Start with your education, early positions, and work toward your current position.
- Say why you made choices, including your excitement about meeting with this company. Explain why you have chosen your career path and the benefit it offers to your future employer.
- Make sure you include two or three people skills and two or three technical skills that relate to the position you are seeking.
- Show examples that demonstrate your strengths and people skills.
- Remember to have a dynamite-closing sentence.

- **The maximum time for the sales pitch is 60 seconds.** Read your sales pitch, memorize it, and time yourself. 50 to 60 seconds is perfect.

How and when to use your 60-second sales pitch:

1. Use your 60-second sales pitch at the beginning of your interview. Use at the beginning of the interview whets the interviewer's appetite.
2. Use at the end of the interview ensures that the interviewer remembers your strongest capabilities. At the close of the interview say, "Thank you for this opportunity to meet with you, let me summarize for you the skills I bring to this position" and use your 60-second sales pitch.
3. The interviewer says, " tell me about yourself ."
4. Use when the interviewer asks,
 - "Why should I hire you?"
 - "What are your strengths?"
 - "Why do you want this job?"
 - "What are your qualifications?"
 - "Why do you think you will succeed in this position?"
 - "How would you describe yourself?"



INTERVIEW OPENING AND CLOSING SENTENCES

Memorize your first and last sentences. This guarantees that your two most-noticed moments will be memorable.

Take the time to think of the perfect way to begin the conversation and the strongest way to end it. Consider your purpose and the interests and tactics of the interviewer. You will leave an impression as a strong, smart, and articulate candidate.

50 QUESTIONS YOU ARE LIKELY TO BE ASKED

Source: Exxon-Mobil corporate professional recruiting

1. What are your goals or objectives? Why did you establish these goals or objectives and how are you preparing to achieve them?
2. What do you see yourself doing over the next 10 years?
3. What specific goals have you established other than your occupation?
4. What do you really want in life?
5. What are your long-range career objectives?
6. How have you planned to achieve your career goals?
7. What are the most important rewards you expect in your business career?
8. What you expect to be earning in the next five years?
9. Why did you choose the career for which you are preparing?
10. What is more important to you, the money or the type of job?
11. What do you consider to be your greatest strengths and weaknesses?
12. How would you describe yourself?
13. How would a professor or friend who knows you well describe you?
14. What motivates you to do your best?
15. How has your education prepared you for your chosen career?
16. Why should I hire you?
17. What qualifications do you have to be successful in business?
18. How will you determine success?
19. What do you think it takes to be successful in a company like ours?
20. How do you think you can make a contribution to our company?
21. What qualities should a successful leader possess?
22. Describe the relationship that should exist between supervisors and subordinates.
23. What two or three accomplishments have given you the most satisfaction?
24. Describe your most rewarding education experience.

25. If you were hiring a candidate for this position, what qualities would you look for?
26. Why did you select your college or university?
27. What led you to choose your field or major study?
28. What college courses did you like the best? Why?
29. What college courses did you like the least? Why?
30. How would you change your academic study? Why?
31. What changes would you make in your college or university? Why?
32. Have you have planned for continued study? An advanced degree?
33. Are your grades a good indication of your academic achievement?
34. What have you learned from your participation in extra curricular activities?
35. What type of work environment makes you most comfortable?
36. How do you work under pressure?
37. What part-time or summer jobs have been the most interesting?
38. How would you describe your ideal job?
39. Why are you interested in the position with this company?
40. What do you know about our company?
41. What two or three things are most important to you in your job?
42. Are you seeking employment in a company of a certain size? Why?
43. What criteria are you using to evaluate potential employers?
44. Do you have a geographical preference? Why?
45. Will you relocate? Does relocation bother you?
46. Are you willing to travel?
47. Are you willing to spend at least six months as a trainee?
48. Do you think you would like living in the community where our company is located?
49. How did you deal with a major problem you have encountered?
50. What have you learned from your mistakes?

How should you answer the interviewer's questions?

- Prepare short, to-the-point answers to the tough questions. A four or five sentence answer for each question is impressive!
- Lengthy, rambling, or vague answers raise caution flags.
- If your short answer creates uncertain body language, ask the interviewer if your answer addressed the question or does the interviewer want a little more detail. If so, add a three or four appropriate sentence answer.

Use the “STAR” method to provide answers to situational or work experience questions:

- **S = Situation** Why you needed to do the task. What was the problem or opportunity?
- **T = Task** What was the task or assignment?
- **A = Action** What specific action or work did you do?
- **R = Result** What happened due to your work or your contribution to the team?

CANDIDATE INTERVIEW QUESTIONS

“You can tell whether a man is clever by his answers. You can tell whether the man is wise by his questions.” - Naguib Mahfouz

If you do not ask questions, the interviewer presumes that you do not want the job. There are two reasons to ask questions:

1. To get answers in helping you to make your career decision ...
... And ...
2. To demonstrate to the interviewer that you are interested in the position.

Questions You Should Ask – Try to ask questions during the course of the interview. Do not wait until the end of the interview.

1. May I see a copy of the job description?
2. What is the corporate culture?

3. What are the responsibilities for this position?
4. Why has the job become available?
5. When will you make your selection?
6. How do you measure performance?
7. Do you see anything lacking in my experience for the position?
8. Do you believe I am the best candidate for the position?
9. What is our next step?

Do not ask these questions

1. Do not ask questions about benefits: vacation, tuition reimbursement, vacation, healthcare, expense allowance, travel accommodations, daycare, or a 401(k) plan. You can ask these questions after you have the job offer.
2. Promotion potential should also be asked only after you have a job offer.
3. Do not ask proprietary questions, such as how much money the company spends on anything.
4. Do not ask a personally sensitive question of the interviewer.

TOASTMASTERS WILL IMPROVE YOUR ORAL COMMUNICATION SKILLS

Toastmasters District 63 Knoxville Tennessee area clubs are open to all parties

Charter Date	Meeting Time and Day	Meeting Place	Club Name and Contact Information
May 1979	Monday 11:45 AM	TVA Headquarters 400 Summit Hill Drive West 17 Knoxville, TN	Downtown Speakers (865) 632-8154
April 1953	1 st & 3 rd Tue 7:00 PM	Wallace Memorial Baptist Church Room S-242 701 Merchants Dr Knoxville, TN	Fountainhead (865) 632-4275 http://www.letssurf.org stonecottage@earthlink.net
June 1977	Monday 6:30 PM	Central Baptist Church Room 200 6300 Deane Hill Drive Knoxville, TN	Money Changers (865) 688-6839 flash423@aol.com
March 1965	Thursday 12:00 Noon	Denny's Restaurant 251 Harry Lane Blvd. Knoxville, TN	Pellissippi (865) 691-3289
June 1979	1 st Wed 6:00 PM	Ryan's Family Steakhouse 9645 Kingston Pike Knoxville, TN	SpeechMasters (865) 693-5729
June 1993	Tuesday 12:00 Noon	International Technology (IT) Corporation 312 Directors Drive Knoxville, TN	Toast It (865) 690-3211 Ext 2377
Sept 1989	Tuesday 12:05 PM	UT Conference Center Room 220 600 Henley Street Knoxville, TN	The University of Tennessee (865) 632-8910 http://utk.edu/toastmasters/
March 1960	Thursday 7:00 PM	Middlebrook Methodist Church 7234 Middlebrook Pike Knoxville, TN	West Knoxville (865) 588-5005 http://www.thebarony.com/wkt.html jmailen@bellsouth.net

	Thursday 6:50 PM	The Mandarin House 314-J Merchants Drive Knoxville, TN	Fountain City (865) 577-7244
	Monday 6:00 PM	National Guard Armory Oak Ridge Turnpike IN Oak Ridge TN	Oak Ridge (865) 574-5769
	Tuesday 4:30 PM	Lockheed Martin Energy 1060 Commerce Park Oak Ridge, TN	Energy Valley (865) 574-7531
	Thursday 7:30 AM	Coors Ceramics Corporation Oak Ridge	Energy Capital (865) 873-9093
	Wednesday 11:50 AM	Bette Environmental 131 Lafayette Drive Oak Ridge, TN	Bechtel (865) 220-2433
	Alternate Thursdays 11:00 AM	990 Oak Ridge Turnpike Oak Ridge, TN	Methodist Medical (865) 481-1658
	Wednesday 11:30 AM	Department of Energy Federal Office 200 Administration Road Oak Ridge, TN	Clinch River (865) 576-0891
	Thursday 5:30 PM	YWCA 1660 Oak Ridge Turnpike Oak Ridge, TN	YWCA
	2 nd & 4 th Thursdays 12:00 Noon	Scientific & Tech Info 175 Oak Ridge Turnpike Oak Ridge, TN	Tic Talk (865) 576-7844
	1 st & 3 rd Tuesdays 6:30 PM	202 W. Lamar Alexander Parkway Oak Ridge, TN	Blount County Communicators (865) 681-3078

TWO POWERFUL SKILLS TO MAKE NEARLY ALL PEOPLE:

WANT TO TALK TO YOU ... AND ... WANT TO BE YOUR FRIEND

1. People like to talk, talk about themselves, and talk about things they know a lot about.
2. Your key is to identify people you want to meet and ask them questions about them and their talents.
3. You can do it in person, by phone, or by mail.
4. Do it with a smile to show you mean well, giving you a few extra seconds to ask the right question. If you ask a great question, you are on the winning track.
5. How to practice: Recognize a stranger; smile and ask a flattering question. Do this at Church, standing in line, at a sports event, an open house function, or whatever.

“Friendship is one mind in two bodies.” - Mencius



USE THE 13 MOST PERSUASIVE WORDS IN THE ENGLISH LANGUAGE

You ... Money ... Guarantee ... Love ... Results ... Proven ...
Safety ... Free ... Save ... Easy ... New ... Health ... Discovery

INTERVIEW PERSUASION SKILL: Hone your “Likeability.”

1. Discover your similarities with interviewers and prospective employers. Position yourself to “be one of them.” But do not pretend to be someone you are not.
2. People relate better to people they like. Make an effort to smile, nod approvingly, and ask complimentary questions. Make a friend with every employer contacts you meet.

3. People tend to treat you the way you treat them. Think positive feelings about every interviewer.
4. People are more likely to keep promises they make voluntarily and explicitly. If you are pretty certain you want the job, tell the employer at the end of the interview. Ask for some sort of specific action or result, such as tell you when you will hear from the interviewer. Then follow up the day following the deadline.
5. People are willing to defer to experts. Make sure you tell and re-tell your expertise that will help your prospective employer.

Source: Robert Cialdini, writing in the Harvard Business Review



PERSUASION IN SIX MINUTES

Your oral presentation will be more powerful, persuasive, and memorable if you do it in six minutes or less. Reference: Say It In Six by Ron Hoff.

1. Get to your salient sales point in 30 seconds or less.
2. Offer your solution in the next minute.
3. Provide a tangible support for the solution in the next two minutes. Use a prop, a sample, model, drawing, or an example.
4. Prove how the idea will work in the next two minutes. Be specific – use numbers, facts, and figures of successes. KISS – Keep It Simple, Stupid. Show how your promise will come true (based on previous track record.)
5. Use an "interactive close for the last 30 seconds. Tell your prospect "You'll need to make up you own mind. But what's your opinion?"
6. Then encourage interaction, keep mood upbeat - take a break or take a stretch opening up windows, etc. Ask your prospect make a decision and take action.

Other persuasion techniques: talk a little faster; make constant eye contact; stand up if practical; eliminate small talk at persuasion time; nearly "script" your six-minute sales pitch ahead of time.

START CAREER ADVICE

1. "Pay Yourself First." Save money and plan for the future right now: buying a home, educating your children and enjoying an early retirement. Save at least 10% of your income beginning immediately. Then save a higher percentage of every pay raise you ever receive.
2. Have a mentor or mentors, inside your company and elsewhere. Your boss and his or her recommendation of other company executives are very valuable. Ultimately secure at least three mentors.
3. Give your time and perhaps a little money to a cause you believe in. Early on, time is a more available resource. Later, money may be more available.
4. Mentor someone else, a student, a young person, a disadvantaged person, and a subordinate at your work or whatever. Give back some of your blessings, experience and morale-building capacity.
5. Stay out of debt, especially monthly credit card bills. Also beware of spending too much for luxuries: cars, boats, vacations, stereo equipment, etc. Big homes also consume a lot more upkeep.
6. Keep your résumé current. You'll have it just in case you need it someday. However, never offer or give a copy of your resume unless someone asks for it or nearly demands it. Resumes kill job prospects more than they help.
7. Keep a day-timer and record notes, visits, phone calls, new people introductions, etc. Never discard your previous year day-timer calendars.
8. Exchange and keep business cards. Jot a note on every card you receive, at least designating the time & place you met someone. Record a personal note if possible re: school, family, hobby.
9. Only work at a career you enjoy. Work with people you like and at a job you like to do. If you don't enjoy getting up early Monday morning to go to work, then find another job.
10. As a rule, go to work at least as early as your boss and his or her boss. Stay at work as late as your management. Use early morning and late afternoon time to catch up on reading and correspondence.
11. Get organized and stay organized. Throw away as much stuff as you keep. This includes stuff on computers as well, especially e-mail messages. Then, throw away more stuff so drawers are half-empty.
12. Take care of the underlings at work, home and every organization (customers, suppliers, school, church.) You will need them someday.
13. Treat secretaries or administrative assistants as being more important than their bosses, because it is true.

14. Practice, practice, practice to command fabulous telephone and e-mail skills. Use correct grammar, spelling, and punctuation. Too many people are sloppy in these areas.
15. Make sure everything you write is picture-perfect, especially if you do not have much time. People will notice your writing.
16. Care about people and be nice to everyone. Send hand-written thank-you notes when people do a favor.

MINIMIZE SAYING “I” TOO MUCH IN WRITTEN AND ORAL COMMUNICATION

1. You will be more persuasive if you focus your observations, recommendations, or comments on the people you are speaking to.
2. Less confident people often begin sentences with “I.” This demonstrates weakness.
3. Confident leaders write and speak in the second - or third - person.

THE RIGHT “YES” PERSON

Do not be a “nay-sayer”

***“A critic is one who knows the way,
but can’t drive the car.” – Kenneth Tynan***

When you deal with a new way of thinking or a new idea, consider this approach when receiving a recommendation, or observing the idea presentation in a meeting:

1. Be an empathetic listener to fully understand the business purpose.
2. Jot down, but withhold your observations of possible problems.

***“Roadblocks aren’t barriers – they open
your eyes to other routes.” - Joyce Retsaino***

3. If you believe the idea addresses its stated purpose, then agree to it.

Keep your mind on the objective, not the obstacle.”

4. If you do not believe it meets the purpose, ask meaningful, but not critical question to show its strength or weakness.

BUSINESS MEETING IMPRESSIONS TO ADVANCE YOUR CAREER

Think of each meeting you attend is your best opportunity to show how good you are. This is the most underrated opportunity to advance your career. The key is preparation. So prepare by:

1. Keeping a business meetings notebook. Take complete notes at each meeting.
2. Reviewing your notes from the last meeting. Check the resolutions that are still open. What good concepts have been set aside? Do something on your own to advance some of those ideas and secure team interest.
3. Getting support materials to make your case. If you are planning to argue a point, support your argument and demonstrate your research discipline by finding some documented support your position.
4. Outlining (script) your comments beforehand so you can keep your cool demeanor and make a persuasive presentation.



CONSTRUCTIVE CRITICISM TECHNIQUE

Try this tactic to demonstrate appreciation for a subordinate's accomplishment, yet show opportunity for improvement. A difficult task becomes win-win. Offer a compliment followed by a question:

- "You did a great job organizing the luncheon presentation for the prospect customers group. I appreciate your attention to detail. Had you planned for greater participation among ...?"
- "Your division met its sales and profit goals over the last two years. You've had several resignations among key experienced reps over the past quarter. Do you think this trend will impact next year's goals?"

YOUR ENGAGED, PERSONAL, AND FOCUSED PLAN FOR CAREER SUCCESS

1. Once upon a time you decide and commit to become the best.
2. You choose to be proactive, to take charge, and quit procrastination: You start and achieve the best ... you will not wait to get lost in the herd.
3. Your career mission: Get the job ... in the place ... with the people you want.
4. You create a powerful resume that gets the interview for the job you want.
5. You write the perfect (and brief) cover letter ... Tells 'em You love 'em ... You'll do great stuff ... and you can't wait for their call.
6. You know the 50 key interview questions you may be asked. And ... prepare the optimum strategy to answer them.
7. You anticipate and prepare for the perfect interview: make a friend ... get an offer.
8. You steer your interview. You answer questions to show how smart you are. But, more vitally ... you ask questions to prove how wise you are.
9. You understand and apply effective networking ... your invaluable lifelong career skill.
10. You position yourself in the top 1% of your current or any vocation.
11. You know and use the foolproof way to develop a friendship with the single essential person in every organization.
12. You easily make the appointment with the decision-maker.
13. You know and practice one or more of the critical skills that move your career forward, even during recession: communication, persuasion, accounting/finance, or IT.
14. You put your best foot forward with "do's" and "don'ts" for the first year on the job.
15. You practice the discipline to employ the financial strategy to meet your three key life goals: buy your home, educate your children, and retire comfortably.
16. You achieve balance for success in your five-life roles ... spiritual, personal, family, community, and vocation.
17. You watch you career every moment, knowing no one else will, except your opposition.
18. You live happily ever after.

ADVANCE YOUR VOCATION WITH THE INTERNET

Vocation Search Websites

1. FlipDog www.flipdog.com
2. Monster.com www.monster.com
3. HotJobs www.hotjobs.com
4. CareerPath www.careerpath.com
5. Headhunter.net www.headhunter.net

Internet or email Cover letter and resume delivery

1. Put your cover letter in the body of the message
2. Use the job title and/or reference number as the subject of your e-mail
3. Save a file as plain text, sometimes called ASCII, text only, or dos text.

Know the Costs of Living Between Cities:

Homefair.com www.homefair.com

Internet Employer Websites:

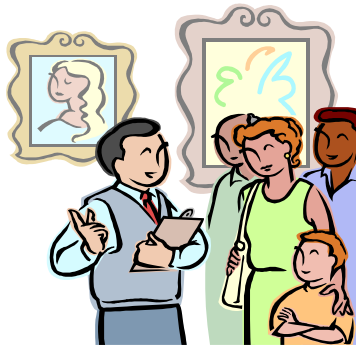
1. Do you look forward to the opportunity for working in a major U.S. corporation?
2. Top companies post employment opportunities on their websites.
3. Web sites provide:
 - Address and telephone numbers.
 - Company mission.
 - Links to annual reports and business results
 - Public relations articles about recent issues.
4. Company Web sites are usually easy to find.
 - Insert the name of the company in the box for search engine.
 - The company will usually appear at the top of list of search results.

5. Internet hint:

- Use company Web sites to gather information.
- Use personalized means such as telephone calls and direct mail to make employment applications.
- Avoid sending your application via impersonal e-mail to a Website location.

6. Note: The impersonal internet is a superb information source, but a terrible way to get a new vocation start:

- More than half the U.S. population with Internet access has explored career opportunities on the Web.
- Only about 1 in 112 people have secured a position through direct response to an Internet job listing.
- The reason success is so low is because millions of people are replying to thousands of jobs via the Internet. Individual applicants get lost in the mass of response to a promising position.



Your Personal Money – Saving Coupon

SAVE \$25 ON YOUR *PERSONALIZED* VOCATION DEVELOPMENT PLAN

YOUR SATISFACTION IS GUARANTEED OR YOU OWE NOTHING!

Call (865) 389-0488

Michael Curry, Head Coach
The Career Coach Online
5433 Glen Hill Road, Suite 406
Knoxville, TN 37919-8643

Michael@TheCareerCoachOnline.com
www.TheCareerCoachOnline.com

Today's date		Date available for New employment	
Name Address		Phone, fax, e-mail contacts for employers to reach you	
What position are you seeking? Please be as specific as possible.			
Are you ... Switching careers? Yes _____ No _____ Perhaps _____ Re-entering workforce? Yes _____ No _____			
Is your current job more rewarding than your previous jobs?			
Which would you say are stronger for the position you seek ... Your skills and accomplishments? _____ or ... Your life and networking experiences? _____			
		Education	
School/Location	Diploma? GPA?	Major	Graduation year
Academic awards, honors:			
Master's thesis or doctoral dissertation title:			
Professional licenses you hold:			
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Employer _____	City _____	Position _____
Dates (month , year) Begin _____ End _____		
Specific tasks accomplished: For each task, describe the work with a verb:		
1. _____ 2. _____ 3. _____		

Employer _____	City _____	Position _____
Dates (month , year) Begin _____ End _____		
Specific tasks accomplished: For each task, describe the work with a verb:		
1. _____ 2. _____ 3. _____		

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3.		

Employer _____	City _____	Position _____
Dates (month , year) Begin _____ End _____		
Specific tasks accomplished: For each task, describe the work with a verb:		
1.		
2.		
3.		

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SPECIAL SKILLS THAT APPLY TO THE POSITION YOU SEEK

Computer languages, programs, and certifications

Internet experience and capabilities

Foreign languages and proficiencies

Artistic and creative talent

Licenses and other skills

OUTSIDE ACTIVITIES THAT APPLY TO THE POSITION YOU SEEK

Professional associations and offices

Significant volunteer work and community service

School organizations and positions

WHY MUST THE EMPLOYER HIRE YOU?

Why are you the very best candidate for this position?

Why should you be hired over all the other applicants?

The Career Coach Online People Skills

Note: Use 8 to 10 of your strongest people skills to formulate your cover letter. See Cover Letter section in *Your Vocation Planning Field Manual* pp. 8 – 11.

1. Communication

- A. Communication acumen
- B. Oral Communications
- C. Written Communications
- D. Writing Skills
- E. Persuasive
- F. Collaborates
- G. Empathy
- H. Negotiating
- I. Influencing
- J. Building relationships
- K. Won't accept excuses

2. Organization

- A. Teamwork
- B. Leadership
- C. Fairness to subordinates
- D. Mentoring
- E. Follower – Protégé
- F. Planner

3. Work Ethic

- A. Positive attitude
- B. Drive
- C. Stamina
- D. Effort
- E. Self-Motivation
- F. Diligence
- G. Energy
- H. Ambition
- I. Reliability
- J. Meets deadlines
- K. Thrives under pressure
- L. Achieves goals
- M. Adaptability
- N. Enthusiastic
- O. Self-reliant
- P. Works hard

4. High Demand Technical Skills

- A. Accounting
- B. Financial Management
- C. Information Technology
- D. Persuasion - sales, negotiation, influencing
- E. Communication - PR, Media Relations, Corporate

5. Intellectual

- A. Logic
- B. Intelligence
- C. Technical Proficiency in Field of Expertise
- D. Analytical Thinking
- E. Life-long learner
- F. Continuous learner

6. Executive Leadership

- A. Has a dream
- B. Vision
- C. Gets things done
- D. Creativity
- E. Innovator
- F. Sets goals
- G. Searches for solutions
- H. Planning
- I. Organizing
- J. Mentoring
- K. Multitasking
- L. Multidisciplinary
- M. Make an impact
- N. Decisive judgment
- O. Strategic thinking
- P. Decision maker
- Q. Street smarts
- R. Executive savvy
- S. Problem solver

7. Character, Ethics, and Values

- A. Integrity
- B. Honesty
- C. Faith
- D. Duty
- E. Honor
- F. Commitment
- G. Takes responsibility