



The Job Hunter's *KwicList*[™]

A handy reference list to help you
find a job — *and keep it!*

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Success through Education[™]

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Introduction

Looking for a job? I know what it's like and how hard it can be. Economically displaced, downsized, laid off, let go, or just plain fired – let's face it, it's a brutal shock. Losing your job can be a gut-wrenching experience that leaves you feeling helpless, hopeless, and even panic stricken.

When it happened to me, I was totally unprepared and had no idea what to do next. It was a new and frightening experience about which I knew nothing. I had never been let-go before in my life. Quite frankly, it really sucked!

But I was lucky —my company spent the bucks to put me through a professional outplacement program and it turned out to be my salvation. Without the skills, training, and support that it provided, I have no idea where I might have ended up.

However, not everyone is fortunate enough to have access to professional outplacement counseling. So, I would like to share with you what I learned in the hope that it will also help you.

Before we get started, please take the time to read the ***Job Hunter's KwicList*** all the way through ***before*** you start doing ***anything***. Some of these tasks and activities should definitely be done ***before*** you make that first phone call or send that first e-mail, Facebook post, Twitter, etc.

One more piece of advice: consult other books and read as much as you can about doing a job search. Getting information from a variety of sources will give you a better sense of perspective, and hopefully, judgment. It will help you make sense out of what has happened to you ... and how you can fix it. Most of all, don't give up on yourself — you ***can*** do it if you stay with it.

Best of Luck!

“Whether you think you can or you think you can't do a thing, either way, you are right.” – Henry Ford

1. Develop Your Strategy

- 1.1. You must have a strategy detailing how you will structure your job search, yet simultaneously allowing you to deal with the day-to-day uncertainties that lie ahead.
- 1.2. Preliminary considerations — start with developing answers to the following:
 - 1.2.1. Job categories & types — which jobs or career paths best suit me, i.e., match my skills, credentials, and personality? What work would I *really* like to do? What work would I be willing to do if I can't find the job I really want? You should have answers to these questions before you go any further. Otherwise, you risk being able to develop an effective résumé and credible answers to the interview questions that you will eventually be asked.
 - 1.2.2. Plan — how you will get from “A to Z”, i.e., how you will get from “unemployed to employed”? ANSWER: You will need a “roadmap” to get yourself there, i.e., your plan. A simple Excel worksheet can be a big help in following up on all of the details, of which there will be many.

Whether it be by pen & pencil or electronically, your plan must be documented in writing and contain step-by-step action items that will cover your entire job search process. If you choose to use an Excel worksheet, or similar format, the following can be entered as column headings as you organize each task or action item:

- 1.2.2.1. Task description — The “What” part of your plan, i.e., a description of each required action that includes:
 - 1.2.2.2. Start Date
 - 1.2.2.3. Finish Date
 - 1.2.2.4. Costs, if any
 - 1.2.2.5. Notes & comments re contacts, phone numbers, etc., follow-up action, etc.
- 1.3. Mobility – are you willing to relocate? If the answer is “Yes”, your chances of finding a job will greatly increase.
- 1.4. How will I network and develop contacts?
- 1.5. What format will I use for my résumé?
- 1.6. What interview skills will I need and how will I develop them?
- 1.7. How do I conduct an effective interview follow-up?

2. Do Your Planning

- 2.1. A detailed plan of action is critical if you are to complete all of the activities necessary to bring you to a successful conclusion of your job search, i.e., A JOB! And it **MUST** be in writing.
- 2.2. Your plan is essentially an expanded [very] version of your strategy. Set dates and times to start and finish each task and activity.
- 2.3. Research specific industries — consider which industries best suit your experience, background, and interests.
- 2.4. Research specific companies — are there any ones in particular that interest you or that you have thought about working for?
 - 2.4.1. Make a list of them including address and phone numbers.
 - 2.4.2. Check their web page. Most companies have a process for visitors to check their employment opportunities on-line.
 - 2.4.3. **DO NOT** send or complete their on-line résumés. You must be well prepared before you introduce yourself, even via the web.
- 2.5. **DO NOT** post anything on your Facebook, Twitter, etc. yet.
- 2.6. Ditto above re being prepared before you “put yourself out there”, especially in-person.
- 2.7. Research specific fields of work — what type or kind of work interests you — **really** interests you? Is there something you would rather do than what you do now, even though you may not have a lot of experience in it or for which you are only partially qualified? Make a list of these possibilities.
- 2.8. Consider lateral moves into related fields of work that are not necessarily the same as what you were doing.
- 2.9. With a little training, study, effort, short course, webinar, etc., could you move into a related but different skill area?
- 2.10. Can you get your ex-employer to help with some of the related training and/or education expense? Don't be afraid to ask. Hopefully they can afford it. Anyway, you lose nothing by asking. Go see them in-person. It's harder to say “no” to someone face-to-face. Again, what have you got to lose? Before you go see them, make a list of all the things you will need their help for funding. You can remind them that it's only until you get your new job. Here is a partial list:
 - 2.10.1. Outplacement Training and Service for the duration of your unemployment. Look in the yellow pages or do a web search for ones near you. Call and ask what they charge so you can discuss it with your old employer.
 - 2.10.2. College or Tech School Courses or seminar tuition for additional training and education.

- 2.10.3. Publications and subscriptions to magazines with jobs and career information.
- 2.10.4. Use of their office space & equipment.
- 2.10.5. Use of their phone and messaging service.
- 2.10.6. Funding for a cell phone.
- 2.10.7. Wi-Fi access.
- 2.10.8. Access to office equipment – copier, etc.
- 2.10.9. Don't be bashful. You don't ask — you don't get!

- 2.11. Consider taking the Myers-Briggs® Assessment Online — check this out

<http://www.yourlifepath.com/?view=Assessments>

I took a similar test years ago when I was in college. It was well worth the time and effort. If you can afford it, it's worth the money. It might open your eyes to career paths that better suit your interests and personality; ones that you previously have not considered; even ones of which you may be unaware. Ask your former employer to pay or help pay for it.

- 2.12. If you are out of work, you should spend at least 30 hours a week on your job search activities. If you still have a job, you should be spending a minimum of 10 hours a week on your new job search.
- 2.13. Set dates and deadlines for completion of tasks and actions.
- 2.14. Look on-line for outside training or education opportunities; look for “freebies”; don't be afraid to ask your former employer to help with the cost. It's the least they can do.
- 2.15. Prepare your KEY DOCUMENTS
 - 2.15.1. Letter of Introduction – who you are, what you are looking for [type of job], brief qualification summary, contact info. See [Appendix A](#).
 - 2.15.2. Resume – see sample in [Appendix B](#)
 - 2.15.3. “Reason for Leaving” Statement — see [Appendix C](#). Keep this short – three to five sentences MAX! Memorize it. This question will come up early on in your interview process and you will need to be able to answer it briefly, completely, and then move on as though it is an opportunity and not a punishment or bad luck. And you must believe it yourself — otherwise, neither will will anyone else.
- 2.16. Interview questions – prepare YOUR OWN answers to as many potential interview questions that you can think of – see starter list in [Appendix D](#). Go to the library and check-out books or go on-line and research other lists of the same or similar questions. A varied perspective can only help.
- 2.17. Interview practice – rehearse your answers to the interview questions in front of

your spouse, friends, former job colleagues, et al; use a video camera so YOU can see what you look like. Do it more than once. Do one as a dress rehearsal so you can get the feel of what it will be like if you have to wear a suit and tie or pant suit, etc.

- 2.18. If you don't already use one, learn how to use a PC based calendar and task list. See [Appendix E](#) for a list of "Freeware".
- 2.19. If you don't know how to use a word processing program, get help from a friend who does. You will need it to prepare your résumé, letters of introduction, e-mail, etc.
- 2.20. Doing an effective job search today without a PC will be nearly impossible. If you don't have one, try to find a public library that has them for public use.
- 2.21. Personal finances
 - 2.21.1. Develop a detailed budget. An Excel worksheet is an excellent tool to use to get started.
 - 2.21.2. Determine where you are currently spending your money. You need to understand where and how your money is being spent and be able to project your cash flow for at least six months into the future.
 - 2.21.3. Cut whatever expenses you can.
 - 2.21.3.1. Contact your finance company and see if they will allow you to pay only the interest portion of your mortgage.
 - 2.21.3.2. Look for free financial consulting resources.
 - 2.21.3.3. Apply for unemployment compensation – usually handled by your State. Go on-line to find out where and how.
 - 2.21.3.4. If you own your home, and if necessary, consider moving in with relatives and renting your house or apartment, condo, etc. to a third party. It's only temporary until you get a job.
 - 2.21.3.5. Contact temp work agencies and see if they have any part-time work opportunities.
 - 2.21.3.6. Look at taking an entry level, temp, or part-time job in any of the following in order to augment your income: service person in a fast food restaurant; restaurant kitchen helper – especially if they offer benefits; lawn & garden service crew; superstores — temp sales clerk, cashier, etc.
 - 2.21.3.7. See what work is available at your state, city, county, or township office or operations for road work crew; office temp; animal shelter attendant; police or fire department desk job, dispatcher, etc.; garbage truck driver or crew or dump operations
 - 2.21.3.8. Check your local newspaper to see if they have any free deals for out-of-work people to advertise in their "Work Wanted" section.

- 2.21.3.9. Other day-labor jobs: carpentry; janitor; dishwasher; waiter/waitress, etc.; you name it.
- 2.21.3.10. Do you have a skill, hobby, side avocation, etc.: cabinet making in your spare time? Or pottery? Carpentry? Electrical? Painting? Can you write? Were you ever a Line Chef or food prep specialist?
- 2.21.3.11. Any EMR training? Can you reupholster furniture? The idea is to use any hobby or previous vocation as a temporary money maker.
- 2.21.3.12. Any other activity that may help you put some of your problems aside for a while or least gives you some recreation. Volunteer work can be a good outlet for the emotional stress you are or will be experiencing.

2.22. Psychological

- 2.22.1. This may well be one of the hardest periods of your life. Don't try to go it alone. Seek the help and counsel of your spouse, trusted friends, clergy, family, friends, etc.
- 2.22.2. Look for a support group(s) – people who are also out of work and out there job hunting. Unfortunately, there is more truth than not to the old adage “Misery Loves Company”; finding a support group who share the same problems that you do will be a tremendous help, let alone, a boost to your morale. Additionally, you can brainstorm ideas for your search strategy with them and check and compare résumés, etc. Plus it can be a tremendous resource for networking, which we will talk more about later.
- 2.22.3. Keep busy. Physical activity is especially good for you. If you don't already have one, start a daily exercise regimen if your doctor says it's “OK”. Just walking for half an hour would be good.
- 2.22.4. Also, try to maintain a regular eating schedule; five smaller meals a day are better than one or two big ones. Don't skip meals – low blood sugar levels can lead to depression in some people.
- 2.22.5. Companion animals. I have had dogs nearly all of my life. During the times when I was job hunting, they offered comfort and love that was invaluable. If you do not have a pet, but could afford one, and if you are an animal lover at heart, you may find them to be a source of strength and faith — as have I.

APPENDIX

A. Sample Letter of Introduction

Dear Mr. /Ms. /Sir/Madame/etc. _____.

I read your recent advertisement for the position of _____ in the _____. {OR: I saw your announcement for an opening in the _____ on your website.} I am very interested in the position you describe as it is an excellent match for my own background and experience. I have attached my résumé for your reference.

I would like to discuss this opportunity with you at your earliest convenience. Please contact me at your earliest convenience as follows:

Home:

Cell:

E-mail:

I look forward to hearing from you. Thank you for your time and consideration.

Sincerely,

B. Reason for Leaving Statement – Memorize it!

Here are two examples of how you can explain why you no longer have a job. You need to write one that matches your own situation and with which you are comfortable. Keep it short. Do NOT say you were fired, even if you were. Just say your job was eliminated. Practice it until you can say it in your sleep. And be sure you try it out on your immediate circle of family and friends before you use it.

a. Example I

“THE ECONOMIC CRASH, COUPLED WITH INCREASED COMPETITION, HAS FORCED MY COMPANY TO RETRENCH THROUGH A SERIES OF DIVESTITURES AND RESTRUCTURING. THIS HAS IMPACTED MY OWN EMPLOYMENT AT ABC COMPANY, AND AS A RESULT, MY POSITION, ALONG WITH THOSE OF OTHERS, WAS ELIMINATED.

THEREFORE, I AM NOW PURSUING OTHER CAREER OPPORTUNITIES THAT MATCH MY BACKGROUND AND EXPERIENCE. I AM VERY EXCITED ABOUT THE OPPORTUNITY HERE AT XYZ COMPANY.”

b. Example II

“INCREASED COMPETITION AND THE RECENT ECONOMIC RECESSION CAUSED MY COMPANY TO EXPERIENCE CONTINUAL PROFIT EROSION {or “LOSS OF PROFIT” — A SERIES OF EVENTS THAT ACTUALLY DATE BACK TO _____ OF 20XX.

AS A RESULT, THEY ARE *DIVESTING* ABOUT ONE-THIRD (1/3) OF THEIR BUSINESS:

- ACME PRODUCTS [HEALTH CARE]
- BPP AEROSOL PRODUCTS
- WWW TAG & LABEL
- XYZ GRAPHICS [PRINTING]

THIS TREND OF CONTINUED POOR EARNINGS HAS IMPACTED MY EMPLOYMENT. AS A RESULT, MY JOB WAS ELIMINATED — AS WELL THOSE OF OTHERS.

BUT I AM EXCITED ABOUT THE OPPORTUNITY HERE AT XYZ COMPANY AND I AM VERY INTERESTED IN DISCUSSING IT WITH YOU.”

You've Just Finished your Free Sample

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