



Starting Guide
TO GETTING YOU
A JOB

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Introduction

Anyone who has attempted to search for a job in today's society will tell you that it is not an easy task. For every open position, there are hundreds of job seekers applying. In the ocean of job hunting, it is easy to become discouraged by trying to obtain a job. To be able to make it to the top of the applicant pile, and get the perfect job, you need to know the keys to landing a job.

The keys are the tools that set you apart from other people seeking the same position. To most job hunters, you see a job opening, apply, and expect to receive the position. Unfortunately, in today's society, that plan will not work.

Many steps are needed to be taken by anyone interested in landing a job. The steps are simple, and when applied to the job application process, you have a better chance of landing the perfect job. These steps are known as the keys to the job hunt.

From the moment you decide you want a new job, to the moment you accept the job offer, you will be working the steps that will make you successful. It is important to follow these steps for every job search you take. The sections of this book are laid out so that they follow the process, helping you land your next job.

You can also use this book as a reference tool along the way. Refer back to the sections of the book that you need to work on as often as you desire. There is no right or wrong way to use the information in this book. The only mistake that you can make is by going on the job hunt process without the steps necessary for success.

The biggest thing you need to know as you work to land the perfect job is that you are the only thing that can hinder your success. People who choose not to take the appropriate steps will not see the success they want. You are holding the keys to the successful job hunt journey.

It is now up to you to utilize these steps to land your dream job successfully.

Resumes

Types of Resumes

When it comes to the application process, your resume will be the first impression you make on a company. This document can single-handedly get your foot into the door for you to take the next step.

A great resume will get you to the top of the applicant pile, while the rest will find themselves somewhere in the stack. The first step you need to take is to decide what type of resume you want to compose.

The template you select for your resume can, and will, affect your probabilities of moving to the next part of the job hunt. There are four main types of resumes to choose from, chronological, functional, combination, and targeted.

Chronological

A chronological resume is the most common type of resume that people use. This resume lists your work history first.

The list of your jobs start at your most recent and work back through the rest of your jobs. It gives employers a glimpse of your work history and is best for those who have minimal work experience. The potential employer can get a quick glance at the type of experience you have had, and skills you have obtained.

Functional

Another resume type that is ideal for those with limited work experience is a functional resume. This resume focuses heavily on your skills and talents that set you apart from other applicants. In addition to limited work history, this is a great resume type for those who are changing careers or have gaps in your employment history.

Combination

The combination resume combines the functional and chronological resume, listing your skills and experiences first. Next, list your work history in reverse order. This resume is designed to highlight the skills you have that will best promote who you are. This resume is not usually seen in entry-level positions.

Targeted

The final resume type is the targeted resume. While this type is more complex, it is the best one to be considered for a specific job. The resume is altered every time you apply for a job. You want to highlight skills and experiences that are directly relevant to the position you are applying for. You want to have the objective be specific to the job position and why you are the best candidate.

References

No matter what job you are applying for, the prospective employer wants to see professional references. You want to have at least three references available to give when you are applying for a job. While having character references are nice, employers want to talk to those who know you professionally to see if you are worth the time investment of an interview.

Professional references can be previous coworkers, employers, and staff at an intern position. It can be difficult to obtain professional references because some jobs will not act as a reference. However, there are ways to get the names that you need. For example, ask your coworkers discreetly if they are willing to act as one of your references.

If you are unable to secure coworkers, or you do not have a previous job, then you can talk to teachers and counselors for permission. Many times your guidance counselor at high school or college will serve as a character reference that will be viewed as a professional reference, especially if you do not have a previous place of employment.

The most important thing to remember when you are making your list of references is to talk to the person before listing them. You want to make sure they are expecting the calls, and you



want to make sure that you are comfortable with what they will say about you. When you get the job of your dreams, do not forget to drop a thank you note to your references, even if you do not know if they were contacted.

Printing and Presentation

Just because you have your resume written and submitted to several online sites, you will also need to take them with you to interviews. Printing your resume and references is important because you will be presenting them when you apply to a job, as well as attending an interview. You want to make sure they look professional, which can be done easiest through an office supply store.

However, if you have a printer and professional paper at home, you can find several sites online that are reputable and offer a way to have the same work done at home.

This will allow you to print as many copies that you require. When you are applying for jobs, take at least four copies of each document so you have plenty when you arrive. It is better to have too many copies with you than to not have enough.

Make sure you use high-quality paper that is either cream or ivory-colored. It is best if it is not heavy paper, but thicker than copy paper. You want your document to be on paper that will not crease and damage the print, but will not be flimsy either. Consider placing the documents into presentation sleeves to give it a formal appearance.

Job Hunt

The real challenge begins after you have completed the resume. Finding the perfect job is difficult and a long process. It will take dedication and you must be willing to put forth the effort each day to be successful. This includes searching for jobs and applying for them.

The best practice in a successful job hunt is to dedicate a specific amount of time each week for your job hunt. The ideal way to do this is to look during the hours you would like to be working. Therefore, a typical workday is from eight in the morning to five in the evening. This would be eight hours each day that you could put towards the job hunt.

If you already have a job, then setting aside eight to ten hours a week is sufficient. You want to make sure you schedule it into your day so you take the time to find your job. It takes time to find the job you desire, it is not going to find you. Do not expect to find your ideal job without investing the time and effort into locating it.

Where to Look

When you are look at where to go and what to do to find a job, you will be presented with many options. You no longer have to walk door to door to find out if they are taking applications. Many will have signs in their windows, but you can even find jobs from the comfort of your home. You can find some jobs in the classified section of the newspaper, or you can let the Internet help you out further. Whatever search style you select, know that there are pros and cons that are specific to that search type.

Online Job Search Sites

The world has turned to the Internet for most forms of communication, including posting jobs. There are now many online job search sites because it is a very popular option for job seekers. You can search for jobs that are local or around the world if you do not mind moving. While the options are extensive, Monster and Career Builder are the two most popular sites.

One of the biggest perks of using an online job search site is the ability to find numerous jobs in one location. You can cut your time searching by looking for keywords. Hundreds of jobs will be displayed, allowing you to apply filters to narrow down which jobs you want to apply to. If you are not sure what you want to apply to just yet, you can upload your resume and create a profile that will entice employers to find you.

Something to keep in mind about an online job search is that you will have a lot more competition. The online job search sites have millions of hits each month from job seekers looking for a job just as well. You will also find that you can upload only one resume and one cover letter, so you cannot customize your application to tailor the job you are applying for.

Some of the top online job search sites are:

- Monster.com
- LinkedIn.com
- Careerbuilder.com
- Hotjobs.yahoo.com
- Craigslist
- Indeed.com
- Simplyhired.com

Newspapers

Classifieds posted in your local newspaper is still an ideal way to find jobs. There is nothing preventing you from grabbing a paper and circling want ads with a highlighter. It can also help if you are a visual person and need to see a list in front of you. Many business owners only feel comfortable posting a want ad in the newspaper. They may be trying to avoid taking risks with the applicants they may get online, or they may want to limit the number of applicants. Taking advantage of newspaper want ads will offer a way to access jobs that may have no other competition.

The application process is slower, as you will have to go to the building and get an application. They may also require you to fax a resume in or drop it off, which is a slower process than attaching it to an email. You might also find that the jobs in the newspapers are still posted online so the applicants are still greater in number.

Networking

Networking is one of the best ways to find great jobs, but one of the least used resources. Networking is talking with other people in the industry you wish to get a job in. You want to get to know them and find out about job leads they may know about. You will often hear about jobs before they are advertised to others. Some of the best jobs are not posted on job boards; instead, they are posted within a business so the only people who are aware of them are those in the know.

If the public never knows about the position, you will have a smaller group of applicants to compete against. On the other hand, if you do not know anyone in the industry, networking will be difficult. It will be important to follow news in the industry to see what groups are forming that you can work your way into. It will take a great deal more patience, but the payoff is often greater.

Job Hunting By the Numbers

Just as sales are a number game, job hunting can be done the same way. When it comes to looking for a job and applying, play by the numbers. You will not land every job you have applied for, so think of what you do as an investment into your future.

Most people who are searching for a job will only hear back from less than 30-percent of the jobs they have applied for. While this number seems low, it is an accurate view on the rate of return when it comes to job hunting. After hearing back from 30-percent, you will go to the interview. Only 10-percent of those jobs will then offer you a position.

Let us look at the numbers:

Resumes sent – 100

Interviews – 30

Job Offers – 3

If you use this process when looking for the ideal job, you will have a greater chance in landing that job than any other method.

Cover Letters

The cover letter is a very important part of your communication with a prospective employer. It is what will introduce you and highlight your skills briefly. Too often, employers will completely skip over the resume and application because of the cover letter (or lack of one).

No matter what type of job you are applying for, you need a well-written cover letter. The cover letter is a short introduction that is going to convince the prospective employer to look over your resume. This means you want a different cover letter for every job you are applying for.

Hiring managers do not want to see a generic letter that could be used for any job. They want effort and creativeness that shows them that you are energetic for that specific position that is open. You can use a template; just make sure you customize each letter so you can be set apart from the rest of the applicants.

The best way to write a great cover letter is by keeping the help wanted ad in front of you while you are writing the letter. You can then refer back to it as you write and apply. Make sure you note where you saw the ad since they have to pay to post their positions. They will want to make sure they know what methods are working and what are not.

In the job posting, you will usually see a list of qualifications that they are looking for. Highlight one or two of the qualifications that you meet in your cover letter. This will immediately show the hiring manager that you have read the job posting and you meet the qualifications. It will give you something to talk about during the interview. This will also be the time to mention which position you are applying for.

If there is a contact name in the ad, address your letter to that specific person. This will help individualize your cover letter. Near the end of the cover letter, ask for an interview. Make sure that you include your contact information and times you are available for a phone call. When you do this, you are informing the employer that you are very interested in the position.

Application Process

As you begin the application process, it is common to become overwhelmed. The number of applications you need to fill out will be large, so you must remain organized to be successful. One of the easiest ways to stay organized is by following the same process each time you apply for a job. View the process as a routine, and you will be able to get the job you desire. However, make sure that you follow the instructions that are given by future employers. If you cannot follow the directions before you get a job, it can prevent you from being hired.

Do whatever the company asks when applying for jobs. Some companies wish for you to email them your resume as a word attachment, while others prefer to have the resume embedded in the email. You will find other companies require everything be sent through their forms on online job search sites.

After you have applied, make sure you follow up with the employer. This gives you the ability to check up on the status of your application and ensure they received it, but it also tells them that you are interested in the position. Follow-ups should take place roughly five to seven days after submitting it. Phone calls are more personable, but a well-written email is a great tool for follow up correspondence.

When you are organizing your application information, create a sheet so you know whom you have followed up with and what the status currently is. You do not want to receive a phone call from a possible employer for an interview and not remember applying.

Interviews

You have created a stunning resume and your cover letter caught the attention of the hiring manager. You have been placed into a selection pile of possible candidates and you are now ready for the interview. Many people view the interview as the final leg in obtaining a job, but if your effort is not there, it can be where you will fail. Many people will make it to the interview process, but only one is hired (or the specified number). The interview is when you will need to make yourself shine and put yourself above the rest of the applicants to get the position.

Hiring managers place their decision to hire someone almost entirely on the interview, which makes it a make or break part of the job process. If you fail at this process, you will be back to the starting point and have to begin again. Thankfully, there is a way to ensure success in the interview. When you follow the interview process, you will have an easier job soaring through the interview.

Preparation

Before any interview, you want to make sure you are fully prepared. The steps you take in advance will reflect on your ability to shine during the interview. Start your preparations at least two days prior to the appointment date. Research questions that are commonly asked in that industry, and think of questions you have about the job.

One of the things you will want to do before the day of the interview is to take a drive past the place of your appointment. This is important, especially if you have never been to the company that you are interviewing with. Simply drive past the building at the same time as your interview, so you will be able to get a feel of what the traffic will be like. You will also feel more comfortable and at ease the day of your interview by already knowing the lay of the land around the company, including the best places to park.

When you are preparing for the questions, you will want to make it so that you can answer them in such a way that you show yourself off. You want to have some answers already planned out so that you are not as nervous while answering them.

The following are some questions that you will be asked and how you want to answer them:

- Tell me about yourself – This is not an open question to go into every facet of your life. Keep your answer professional and give a one to two minute summary of your professional life.
- Describe a typical workday for you – This is where you will highlight the skills you currently use that will be beneficial to the job you are applying for. You want to make your day sound interesting and challenging.
- Why are you leaving your job – Tread carefully when answering this question. Highlight the reasons you are changing industries and that you are looking for a company that you can grow with. Do not mention pay or disagreements in the answer you give.
- What is your best and worst attribute – The first part of the question is the easy one, but the second part is where people are tripped up. You want to make sure that the attribute you select is one that many see as a negative, but when the context is changed, it is a strength.

- What interests you about the job – This is the question that catches people off guard if they have not done enough research. However, if you have done your research, then point out some responsibilities that the employer listed in their want ad. Make sure you select ones that you have wanted to work with. You can point out that the company is at the cutting edge of your profession and you want to grow with an industry leader, but make sure that it is true.

Attire

There is a dress code when it comes to a job interview. There are dos and don'ts when it comes to what you should wear. Your clothing and appearance is the first impression you make on the hiring manager. That first impression is lasting and you will never get a second chance to make that first impression. It is better to overdress than underdress.

If you are unsure of what is expected, then wear a suit or dress. Business attire is going to make you look put together and prepared for the new position. The most important thing to remember when it comes to selecting an outfit is to make sure you err on the conservative side. Women should not wear low cut and the colors should be muted.

Make sure the outfit fits you properly, as this will show that you care about how things look. This will reflect on your work ethic, even if you do not originally think that. Make sure your look is complete from top to bottom, including your hair, makeup, and perfume. It is a good idea to have two or three outfits that you consider interview outfits. Have the outfit set aside, including the accessories.

What not to wear:

- Sweatpants
- Jeans
- Sneakers
- Open toe sandals
- Flip flops
- Sleeveless tops
- Low cut tops
- Clothing with stains and holes
- T-Shirts
- Baseball hats
- Sunglasses
- Workout clothing
- Shorts
- Skirts shorter than the knee
- Lots of jewelry
- Perfume/cologne that is strong
- Bright makeup

Day of Interview

On the day of your interview, you will want to have three copies of your resume and two copies of your references. Having a couple of pens and a pad of paper to write information on would also be ideal to place in your portfolio.

Make sure you leave before you think you need to. You do not want to be late for a job interview, as punctuality is one of the most important qualities that the potential employer is going to look for. Arriving to an interview 15 to 20 minutes early is ideal.

Walk into the company and ask for the person that you will be having the interview with. It is common for the interviewer to talk to the person you first approached and you want to leave a good first impression. Always look people in the eye, smile, and offer a firm handshake.

Follow the interviewer to the room where you will be answering questions and take the seat that is offered to you. If you are wearing a coat, drape it over the back of the chair so it does not get in the way during the interview. Place your briefcase on the floor at your feet and then sit up straight in the chair. You do not want to slouch or recline, as you do not want to appear bored with the process.

Smile as you answer the questions and always maintain eye contact. Interviewers will be reading your body language, as well as listening to your answers. Do not delay too long before answering, because you want to appear prepared. After the interview is complete, shake your interviewer's hand again and thank him or her for giving you his or her attention. Ask for his or her business card, and then plan to send a thank you note after the interview.

Follow Up

After your interview, you will want to follow up with the interviewer. This is another step that may make or break your ability to secure the open position. Interviewers see many applicants that are looking to fill the position, and when you follow up, you will be reminding them who you are.

When you get home from the interview, write a thank you letter directed to the person who held the interview. It is important to thank him or her for time and consideration that was put into the interview. Mail the letter out the next morning.

Shortly after you mail the letter, look at your notes to see when the interviewer said a decision would be made concerning the open position. If there was not a time line set, make a follow-up call roughly two weeks from the day of the interview.

It is important that you ask to talk with the same person you interviewed with when you are making the follow up call. Introduce yourself, and remind him/her when you had an interview to help refresh his/her memory. You will then want to ask about the status of the position. They will tell you that either the position has been filled or they are still interviewing.

If they are still interviewing, you can ask the interviewer when they hope to make their decision. While you wait for the job offer, continue to go through the job hunt process. Never count on getting a job until you have received a call extending an offer of employment.

Conclusion

Landing the perfect job is not an impossible task, but it will require patience and commitment. If you put in your best effort and you are persistent in your search for a high-paying, flexible job that you would enjoy waking up to, you will succeed.

Remember that it is important to prepare for each interview ahead of time. Never leave this until the last minute. Spend a few days having friends and family members brief you by literally sitting down and conducting a 'mock' interview. This experience will help calm you and give you a boost of confidence for when it is time for the real interview.

Make sure you stay organized, take a deep breath, and plan out your schedule. The more you plan and always look forward, the better you will be at achieving great things.

Good Luck!

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