



Resume Writing Tips

- Must convince employers that you are better than 90% of other candidates
- Highlight your major accountabilities and bottom-line results
- Include any professional memberships, community service, teaching experience, certifications, presentations and recognitions
- Resume must work as a professionally designed strategic marketing tool
- Specify company and position details for each step in your career (Company size/sales, industry, specialties, etc.)
- Begin with a clear objective tailored to the specific job for which you are applying.
- Start sentences with action verbs.
- Quantify your experience whenever possible, citing figures that demonstrate progress due directly to your work.
- Organize education and employment in reverse chronological order. Include the months and years for each position.
- Include your entire career history on the resume so to avoid confusion. Make sure to emphasize details about the last 15 years of your career with each company and position. Sell your experience.
- Do not include salary information or personal information (age, weight, marital status, etc.)
- Main parts of the resume:
 - The Profile (or resume objective): a short and hard-hitting opening statement packed with your skills, abilities, personal attributes and accomplishments. It should be considered as an ad for the rest of your resume.
 - The Achievements: This is the most important section of a senior executive resume. Nothing will be more impressive than how and how much you contributed to your previous employer's success. On a senior executive resume, focus on achievements.

Networking Tips

- Only 5 to 25 percent of jobs are advertised, so you can find out about all the unadvertised openings only through talking to as many people as possible and telling them you are looking for a job.
- Think creatively about where to find network contacts. You can find people to add to your network almost anywhere--colleagues, friends, recruiters, online networking sites.
- Join a professional organization related to your field.
- Take advantage of online professional networking sites, like www.linkedin.com. Consider joining industry and career specific groups for a richer networking experience.
- Come up with a system for organizing your network contacts, whether a spreadsheet on your computer, a file box of index cards, a three-ring binder, or whatever works for you.
- Find a mentor. A mentor -- that one person who can guide you, help you, take you under his or her wing and nurture your career quest -- can be the most valuable kind of network contact.
- Volunteer work is a great way to make network contacts.
- Keep networking even after you've found a job. You never know when you might need your network contacts again.

Interview Do's and Don'ts

- **Do** take a practice run to the location where you are having the interview -- or be sure you know exactly where it is and how long it takes to get there.
- **Do** your research and know the type of job interview you will be encountering. And **do** prepare and practice for the interview, but **don't** memorize or over-rehearse your answers.
- **Do** dress the part for the job, the company, the industry. And **do** err on the side of conservatism.
- **Do** plan to arrive about 10 minutes early. Late arrival for a job interview is never excusable. If you are running late, **do** phone the company.
- **Do** greet the receptionist or assistant with courtesy and respect. This is where you make your *first* impression.
- **Do** bring extra resumes to the interview.
- **Don't** rely on your application or resume doing the selling for you. No matter how qualified you are for the position, you *will* need to sell yourself to the interviewer.
- **Don't** tell jokes during the interview.
- **Do** make good eye contact with your interviewer(s).
- **Do** show enthusiasm in the position and the company.
- **Do** have a high confidence and energy level, but **don't** be overly aggressive.
- **Don't** say anything negative about former colleagues, supervisors, or employers.
- **Don't** ever lie. Answer questions truthfully, frankly and succinctly. And **don't** over-answer questions.
- **Do** stress your achievements. And **don't** offer any negative information about yourself.
- **Do** show off the research you have done on the company and industry when responding to questions.
- **Do** remember that the interview is also an important time for you to evaluate the interviewer and the company she represents.
- **Don't** respond to an unexpected question with an extended pause or by saying something like, "boy, that's a good question." And **do** repeat the question outloud or ask for the question to be repeated to give you a little more time to think about an answer. Also, a short pause before responding is okay.
- **Do** always conduct yourself as if you are determined to get the job you are discussing. Never close the door on an opportunity until you are sure about it.
- **Don't** answer cell phone calls during the interview, and **do** turn off (or set to silent ring) your cell phone and/or pager.
- **Do** show what you can do for the company rather than what the company can do for you.
- **Don't** inquire about salary, vacations, bonuses, retirement, or other benefits until after you've received an offer. Be prepared for a question about your salary requirements, but **do** try and delay salary talk until you have an offer.
- **Do** ask intelligent questions about the job, company, or industry.
- **Do** close the interview by telling the interviewer(s) that you *want* the job and asking about the next step in the process.
- **Do** immediately take down notes after the interview concludes so you **don't** forget crucial details.
- **Do** write thank you letters within 24 hours to each person who interviewed you.

Online Resources

Common Job Boards:

www.careebuilder.com

www.monster.com

www.jobcentral.com

www.jobing.com

Multi-site Job Search Engines: (Searches all job boards and company websites for postings)

www.indeed.com

www.simplyhired.com

Executive Job Boards (\$100k++)

www.execunet.com

www.theladders.com

www.netshare.com

Professional Networking:

www.linkedin.com

Explore industry-specific niche sites for a more targeted search. Also consider using geographically specific sites, as well as targeting company websites for job postings.