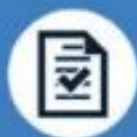




START-TO-FINISH JOB SEARCH WORKBOOK



Job Search
Strategies



Resumes &
Cover Letters



Online Profiles
& Applications



Networking
Techniques



Interview
Skill Building

Welcome to the Course!

If you're like most college students, might not get the help you need to find your first big job. This course is designed to change that.

You're about to learn how to successfully build your job hunting strategy, write your resume, prepare for interviews, and more. Plus, you'll find secrets about what employers want to hear when they're making hiring decisions and what will turn them away.

The advice you'll get in this course is based on my experience recruiting hundreds of college students for summer internships and entry-level jobs. In this course, I'll give you everything you'll need to know to differentiate yourself from other candidates and get offers for competitive, often high-paying jobs.

Richard Blazevich
Lead Instructor
Start-to-Finish
Job Search Course



Table of Contents

Lesson 1: Your Job Search Strategy	page 4
Lesson 2: Your Resume & Cover Letters	page 16
Lesson 3: Your Online Profile & Applications	page 28
Lesson 4: Networking & Following-Up	page 40
Lesson 5: Your Interview Answers, Part 1	page 50
Lesson 6: Your Interview Answers, Part 2	page 60

What you'll need ...

- Internet access
- Access to a word processing program such as Microsoft Word, Google Docs, or Apple Pages
- Access to a spreadsheet program such as Microsoft Excel, Google Sheets, or Apple Numbers
- The desire to get a great job

Your Job Search Roadmap



1 Strategy

1. Your Job Search Strategy

page 4

- Identify the Type of Job You Want
- Build Your Targeted Job Description
- Identify Your Job Search Team Members
- Start Your Job Search Tracker

2 Resume

2. Your Resume & Cover Letters

page 16

- Write Your Winning Resume
- Write Compelling Cover Letters

3 Online Profile

3. Your Online Profile & Applications

page 28

- Update Your Online Profile
- Apply for Jobs Online

4 Networking

4. Networking & Following-Up

page 40

- Build Your Network
- Follow-up on Job Opportunities

5 Interviews Part 1

5. Your Interview Answers, Part 1

page 50

- Answer Opening Questions
- Answer Fit Questions

6 Interviews Part 2

6. Your Interview Answers, Part 2

page 60

- Answer Case Questions
- Answer Closing Questions

LESSON 1

Your Job Search Strategy

- Identify the Type of Job You Want
- Build Your Targeted Job Description
- Identify Your Job Search Team Members
- Start Your Job Search Tracker

The best place to begin a new journey isn't by taking the first step; it's by deciding in which direction you want that step to be.

Think about any trip you've taken. You probably don't get on the road and start driving. First, you probably decided where you want to go. Job hunting is like that. Some people start filling out applications before they really know what kind of job they want. That's the equivalent of getting into a car and driving before you know which direction you should go.

Sometimes we think the best approach is to do the type of work we've done in the past, or worse yet, the type of work other people think we should do. In this lesson, you'll learn to plan your trip first. Then, and only then, you'll see how to complete the steps that will take you where you want to go.

Along the way, you'll learn to leverage resources including your school's career center, faculty members, fellow students, and others. You'll also see the most effective ways to write your resume, update your online profiles, and answer interview questions.

But first, you must decide where you want to go. In Lesson 1, you'll see how to research different career options and different employers. You'll build a **Targeted Job Description** that will summarize the duties, skills, and requirements for the type of job you want. This will help you identify jobs that are a good fit for you, and it will help you show employers that you're a great fit for those jobs.

Once you've built your **Targeted Job Description**, you'll see how to research employers that offer specific jobs that might appeal to you. As you do this, you'll learn how to use a **Job Search Tracker** to track your progress during your job search.

Building your strategy might seem like the most challenging part of the job search. Something that might help is to think of this as a detective story. You're the detective, and you'll be trying to find clues that will help you solve the mystery of which job is best for you.

To solve that mystery, you'll go through a series of steps including assessing your interests and skills. You'll also find evidence about potential employers through the information they post about jobs online. By the end of this lesson, you should solve the mystery of which job is best for you.

What if you're interested in more than one type of job? That's OK. It's perfectly acceptable for you to be interested in two or more different types of jobs. You should still complete the **Targeted Job Description** exercise, but you might want to write multiple versions: one for each type of job that interests you.

The important thing is that you pick at least one direction. I recommend you start with the direction that best meets the criteria you set during this lesson, and pursue that path. You can always come back to other options later, but having a direction is the most important part of this journey.

So let's get started solving the mystery of which jobs are best for you.

1 Your Job Search Strategy

1.1 What Are Your Criteria for a Job?

Think about what criteria you would like to use to select your next job. Which of these criteria are important to you, and which are not?

Criteria for Selecting a Job or Employer (check all criteria that are important to you)

- | | | |
|---|--|--|
| <input type="checkbox"/> Appealing Work Environment | <input type="checkbox"/> Opportunities for Promotion | <input type="checkbox"/> Short Commute |
| <input type="checkbox"/> Benefits: Health Insurance | <input type="checkbox"/> Opportunities to Learn | <input type="checkbox"/> Structured Work Environment |
| <input type="checkbox"/> Benefits: Retirement Plan | <input type="checkbox"/> Opportunities to Travel | <input type="checkbox"/> Structured Work Schedule |
| <input type="checkbox"/> Benefits: Vacation Time | <input type="checkbox"/> Organization Size: Small | <input type="checkbox"/> Unstructured Work Environment |
| <input type="checkbox"/> Benefits: Other | <input type="checkbox"/> Organization Size: Medium | <input type="checkbox"/> Unstructured Work Schedule |
| <input type="checkbox"/> Company Culture | <input type="checkbox"/> Organization Size: Large | <input type="checkbox"/> Variety in Work Duties |
| <input type="checkbox"/> Consistent Work Duties | <input type="checkbox"/> Pace: Fast | <input type="checkbox"/> Work from Home |
| <input type="checkbox"/> Flexible Work Duties | <input type="checkbox"/> Pace: Slow | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Job Security | <input type="checkbox"/> Prefer to Work Alone | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Near Specific City/Town | <input type="checkbox"/> Prefer to Work with Others | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Near Specific Neighborhood | <input type="checkbox"/> Salary/Wages | <input type="checkbox"/> Other: _____ |

Sort the Most Important Criteria to You into These Categories

Absolute Requirements

1. _____
2. _____
3. _____
4. _____
5. _____

Nice-to-Haves

1. _____
2. _____
3. _____
4. _____
5. _____

Additional Considerations

Minimum Salary (if applicable): _____

Preferred City, State, or Country: _____

1 Your Job Search Strategy

1.1 What Skills Would You Like to Use?

If you know the type of job you want, skip to the page 8. Otherwise, think about the following skills and activities to help you decide what type of job might be best for you. How accurately do these skills describe you and your interests?

Examples of Job Skills

(check all that describe you and your interests)

- | | | |
|--|--|--|
| <input type="checkbox"/> Accounting Skills | <input type="checkbox"/> Design Skills | <input type="checkbox"/> Recipe Planning |
| <input type="checkbox"/> Adaptability | <input type="checkbox"/> Engineering Skills | <input type="checkbox"/> Recruiting Skills |
| <input type="checkbox"/> Administrative Skills | <input type="checkbox"/> Event Planning | <input type="checkbox"/> Relationship Building |
| <input type="checkbox"/> Analytical Skills | <input type="checkbox"/> Interpersonal Skills | <input type="checkbox"/> Research Skills |
| <input type="checkbox"/> Attention to Detail | <input type="checkbox"/> Leadership | <input type="checkbox"/> Sales Skills |
| <input type="checkbox"/> Bookkeeping Skills | <input type="checkbox"/> Lesson Planning | <input type="checkbox"/> Scheduling |
| <input type="checkbox"/> Budgeting | <input type="checkbox"/> Listening Skills | <input type="checkbox"/> Strategic Thinking |
| <input type="checkbox"/> Business Skills | <input type="checkbox"/> Managerial Skills | <input type="checkbox"/> Supervisory Skills |
| <input type="checkbox"/> Client Relations | <input type="checkbox"/> Math Skills | <input type="checkbox"/> Systems Planning |
| <input type="checkbox"/> Coaching | <input type="checkbox"/> Motivation Skills | <input type="checkbox"/> Teaching |
| <input type="checkbox"/> Collaboration | <input type="checkbox"/> Negotiation | <input type="checkbox"/> Teamwork |
| <input type="checkbox"/> Communication Skills | <input type="checkbox"/> Nursing Skills | <input type="checkbox"/> Training Skills |
| <input type="checkbox"/> Compassion | <input type="checkbox"/> Organizational Skills | <input type="checkbox"/> Typography Skills |
| <input type="checkbox"/> Computer Skills | <input type="checkbox"/> Patient Care | <input type="checkbox"/> Writing Skills |
| <input type="checkbox"/> Conflict Resolution | <input type="checkbox"/> Planning | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Cooking Skills | <input type="checkbox"/> Presentation Skills | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Problem Solving | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Critical Thinking | <input type="checkbox"/> Programming Skills | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Customer Relations | <input type="checkbox"/> Project Management | <input type="checkbox"/> Other: _____ |

What are your strongest skills, favorite skills to use, and skills you want to develop most?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

1 Your Job Search Strategy

1.1 What Types of Jobs Interest You?

Look through the list of jobs below, and see which jobs are most appealing to you.

Common Jobs in the United States (check all types of jobs that interest you)

- | | |
|---|--|
| <input type="checkbox"/> Accounting & Bookkeeping Services | Organization skills, process oriented, attention to detail |
| <input type="checkbox"/> Administrative & Office Assistance | Interpersonal skills, organization skills, planning |
| <input type="checkbox"/> Art & Graphic Design | Creativity, art skills, computer skills |
| <input type="checkbox"/> Banking & Financial Services | Analytical skills, financial skills, business skills |
| <input type="checkbox"/> Computer & Information Technology | Computer skills, problem solving, persistence |
| <input type="checkbox"/> Community & Social Services | Empathy, customer service, problem solving |
| <input type="checkbox"/> Creative & Content Design | Creativity, design skills, communication skills |
| <input type="checkbox"/> Educational Services | Teaching skills, lesson planning, communication skills |
| <input type="checkbox"/> Healthcare Services | Medical skills, problem solving, patient care |
| <input type="checkbox"/> Human Resources | Interpersonal skills, empathy, employee relations |
| <input type="checkbox"/> Engineering & Architecture | Problem solving, design skills, creativity |
| <input type="checkbox"/> Legal Services | Debating, negotiating, research |
| <input type="checkbox"/> Manufacturing & Production | Process oriented, attention to detail, critical thinking |
| <input type="checkbox"/> Marketing & Public Relations | Creativity, strategic thinking, communication skills |
| <input type="checkbox"/> Media & Communications | Communication skills, storytelling, research |
| <input type="checkbox"/> Personal Care & Services | Customer service, empathy, attention to detail |
| <input type="checkbox"/> Sales & Hospitality | Customer service, negotiation, problem solving |
| <input type="checkbox"/> Security & Protective Services | Conflict resolution, surveillance, communication skills |
| <input type="checkbox"/> Science & Technology | Curiosity, problem solving, persistence |
| <input type="checkbox"/> Transportation & Material Moving | Teamwork, communication skills, attention to detail |
| <input type="checkbox"/> Other: _____ | _____ |
| <input type="checkbox"/> Other: _____ | _____ |
| <input type="checkbox"/> Other: _____ | _____ |

Which types of jobs interest you most?

_____	_____
_____	_____
_____	_____

1 Your Job Search Strategy

1.1 Which Specific Jobs Interest You?

Look through the list of jobs below, and see which jobs are most appealing to you.

Common Jobs in the United States (check all types of jobs that interest you)

- | | | |
|---|--|--|
| <input type="checkbox"/> Account Manager | <input type="checkbox"/> General Manager | <input type="checkbox"/> Pharmacist |
| <input type="checkbox"/> Accountant | <input type="checkbox"/> Graphic Designer | <input type="checkbox"/> Pharmacy Technician |
| <input type="checkbox"/> Administrative Assistant | <input type="checkbox"/> Groundskeeper | <input type="checkbox"/> Physician |
| <input type="checkbox"/> Auditor | <input type="checkbox"/> Guidance Counselors | <input type="checkbox"/> Physician Assistant |
| <input type="checkbox"/> Bookkeeper | <input type="checkbox"/> Hairdresser | <input type="checkbox"/> Police Officer |
| <input type="checkbox"/> Bus Driver | <input type="checkbox"/> Heavy Equipment Operator | <input type="checkbox"/> Processing Clerks |
| <input type="checkbox"/> Business Analyst | <input type="checkbox"/> Home Health Aide | <input type="checkbox"/> Production Supervisor |
| <input type="checkbox"/> Cafeteria Worker | <input type="checkbox"/> Housekeeper | <input type="checkbox"/> Project Manager |
| <input type="checkbox"/> Cashier | <input type="checkbox"/> Human Resources Manager | <input type="checkbox"/> Purchasing Agents |
| <input type="checkbox"/> Chef or Cook | <input type="checkbox"/> Information Technology Lead | <input type="checkbox"/> Real Estate Agent |
| <input type="checkbox"/> Computer Programmer | <input type="checkbox"/> Landscaping Worker | <input type="checkbox"/> Receptionist |
| <input type="checkbox"/> Computer Systems Manager | <input type="checkbox"/> Lawyer | <input type="checkbox"/> Recreation Worker |
| <input type="checkbox"/> Construction Worker | <input type="checkbox"/> Loan Officer | <input type="checkbox"/> Researcher |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Maintenance Worker | <input type="checkbox"/> Retail Salesperson |
| <input type="checkbox"/> Content Generator | <input type="checkbox"/> Manufacturing Supervisor | <input type="checkbox"/> Sales Manager |
| <input type="checkbox"/> Customer Service Rep | <input type="checkbox"/> Marketer | <input type="checkbox"/> Sales Representative |
| <input type="checkbox"/> Data Analyst | <input type="checkbox"/> Medical Assistant | <input type="checkbox"/> School Teacher |
| <input type="checkbox"/> Delivery Person | <input type="checkbox"/> Nurse | <input type="checkbox"/> Security Guard |
| <input type="checkbox"/> Dental Assistant | <input type="checkbox"/> Nursing Aide | <input type="checkbox"/> Social Worker |
| <input type="checkbox"/> Dentist | <input type="checkbox"/> Office Clerk | <input type="checkbox"/> Software Engineer |
| <input type="checkbox"/> Electrician | <input type="checkbox"/> Office Supervisor | <input type="checkbox"/> Stock Clerk |
| <input type="checkbox"/> Engineer | <input type="checkbox"/> Operations Specialist | <input type="checkbox"/> Teacher |
| <input type="checkbox"/> Finance Manager | <input type="checkbox"/> Orderly | <input type="checkbox"/> Teller |
| <input type="checkbox"/> Financial Analyst | <input type="checkbox"/> Packer | <input type="checkbox"/> Truck Driver |
| <input type="checkbox"/> Fitness Trainers | <input type="checkbox"/> Paralegals | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Freight Worker | <input type="checkbox"/> Personal Care Aide | <input type="checkbox"/> Other: _____ |

Which specific jobs interest you most?

1.2 Build Your Targeted Job Description

Research jobs that interest you, and fill in the information below about the type of job that interests you most.

Job Title _____

Potential Industries _____

Cities, States, Countries _____

Required Skills _____

Job Duties _____

Education Required _____

Other Requirements _____

1 Your Job Search Strategy

1.3 Job Search Team Members

List people who can help you with your job search. Include fellow students who will also be writing resumes, practicing for interviews, and networking with employers. Also include career center coaches and faculty members from your school. Another idea is to list friends, family members, mentors, and other people in your network who can help you during your job search process.

Name	Email Address	Phone #	Comments (What could this person help with?)
------	---------------	---------	---

Fellow Students, Friends, or Club Members

Career Center Coaches and Faculty Members

Family Members, Mentors, or Other People in Your Network

1 Your Job Search Strategy

1.4 Your Job Search Tracker (page 1 of 4)

Research companies that offer the types of jobs you want as shown in the course lectures, and enter information about those companies below.

Organization Name Job Title Location <small>(city, state, country)</small>	Site Where Job Is Listed Primary Job Duties Contact People <small>(names & email addresses)</small>	Date Applied Next Steps Comments <small>(what you like, any concerns)</small>	Your Level of Interest <small>(high, med, low)</small>

1 Your Job Search Strategy

1.4 Your Job Search Tracker (page 2 of 4)

Research companies that offer the types of jobs you want as shown in the course lectures, and enter information about those companies below.

Organization Name Job Title Location <small>(city, state, country)</small>	Site Where Job Is Listed Primary Job Duties Contact People <small>(names & email addresses)</small>	Date Applied Next Steps Comments <small>(what you like, any concerns)</small>	Your Level of Interest <small>(high, med, low)</small>

1 Your Job Search Strategy

1.4 Your Job Search Tracker (page 3 of 4)

Research companies that offer the types of jobs you want as shown in the course lectures, and enter information about those companies below.

Organization Name Job Title Location <small>(city, state, country)</small>	Site Where Job Is Listed Primary Job Duties Contact People <small>(names & email addresses)</small>	Date Applied Next Steps Comments <small>(what you like, any concerns)</small>	Your Level of Interest <small>(high, med, low)</small>

1 Your Job Search Strategy

1.4 Your Job Search Tracker (page 4 of 4)

Research companies that offer the types of jobs you want as shown in the course lectures, and enter information about those companies below.

Organization Name Job Title Location <small>(city, state, country)</small>	Site Where Job Is Listed Primary Job Duties Contact People <small>(names & email addresses)</small>	Date Applied Next Steps Comments <small>(what you like, any concerns)</small>	Your Level of Interest <small>(high, med, low)</small>

1 Your Job Search Strategy

1.4 Job Search Tracker Summary

Sort the jobs on your tracker into the following groups.

Organization Name	Job Title	Comments (what you like, any concerns)
-------------------	-----------	---

Tier 1: Most Appealing Job Opportunities

Tier 2: Moderately Appealing Job Opportunities

Tier 3: Least Appealing Job Opportunities (Could Be Safety Options)

LESSON 2

Your Resume & Cover Letters

- Write Your Winning Resume
- Write Compelling Cover Letters

Job offers don't go to people who say the most about themselves; they go to the people who the right things about themselves.

Now that you've decided the type of job you want, it's time to write a winning resume.

Since most employers use resumes to decide which candidates make it through their screening processes, getting your resume right is incredibly important. This lesson provides step-by-step instructions for writing your resume. You'll see how to build each section including your contact information, work experience, education, and more.

"I have to write a resume? Ugh." That's a typical response I hear when I tell my clients it's time to write their resumes.

If you're not looking forward to this process, you're not alone. Most people rate writing their resume somewhere between coming down with the flu and having their wisdom teeth pulled.

This lesson is designed to change that. I'll show you a simple way to write your resume and tricks for customizing it to match exactly what employers want to see.

In this lesson, you'll find the most effective resume formats for getting jobs in business, education, healthcare, and other industries. I'll show you how to use information supplied by employers to gain a significant advantage over other people who are applying for the same jobs as you.

The approach in this lesson is based on extensive research into how employers make

hiring decisions. I'll explain concepts including applicant tracking systems (ATS), key word stuffing, and rapid customization. Don't worry. These concepts will seem easy by the time you finish this lesson.

Over the past twenty years, I've seen thousands of resumes as I've made hiring decisions for a highly competitive company. I've taught classes and workshops at major universities showing students how to write highly effective resumes. In this lesson, I've included the best information from my recruiting experiences, my classes, and my workshops. As you'll see, writing a resume doesn't have to be intimidating. With the system I'll show you, it'll be easy and - dare I say - enjoyable. OK, maybe not enjoyable, but at least easy.

As you write your resume, it's important to keep in mind that it's not an autobiography. Employers don't want to see every detail of your life, so you don't have to include every work experience you've ever had.

Your resume is more like a print advertisement. Like great marketers do, you should research your target audience, and discover what benefits they want. Then you should highlight the benefits you offer that match the ones they want.

As you'll see, resumes aren't about including the most information possible; they're about including the most relevant information possible. The approach in this lesson will result in you showing employers that you offer exactly the benefits they want in a potential employee, which will make it easy for them to pass you through their screening process.

2.1 Resume Example

This is the recommended resume format for most types of jobs. With this format, employers can easily find your relevant education, experience, and skills.

LISA BRIMMER

985 Beacon Drive, Apt 23, Frisco, TX 75036 | 214-555-8743 | l.brimmer@mymail.com

EDUCATION

Southern Methodist University, Cox School of Business Dallas, TX
Bachelor of Business Administration, Marketing Emphasis May 2022

- Member of Cox Marketing Academy and Women in Business Club
- GPA: 3.7

EXPERIENCE

Campus Brand Builders Dallas, TX
Marketing Ambassador October 2019 - present

- Analyzed target audience and developed campaign resulting in 100 new customers for client
- Developed social media posts that delivered 40% higher engagement than company average
- Managed project timelines and launched 5 marketing events projected to grow sales by \$10,000

Hillside Camp Virginia City, MT
Marketing Assistant June - August 2020

- Developed social media posts that increase engagement rates by 40%
- Led agency teams to deliver marketing campaign that generated 1MM impressions
- Managed project timelines for development and launch of 5 new camp activities

Camp Counselor June - August 2019

- Analyzed data from camper surveys and identified ways to improve satisfaction ratings 20%
- Led communication classes that taught writing and presentation skills to over 100 campers
- Organized schedules for over 100 camp attendees including activities from 8am to 9pm

LEADERSHIP & COMMUNITY SERVICE

Cox Marketing Academy Dallas, TX
Career Coach September 2019 - present

- Researched needs of target audience and developed learning plans for 10 students
- Developed and led 3 interview skills workshops with over 100 combined attendees

Women in Business Club Dallas, TX
VP of Communications September 2020 - present

- Developed social media campaign the resulted in 20% increase in attendance at club events
- Led 10 committee members to deliver campaign resulting in 10% membership increase

ADDITIONAL INFORMATION

- **Computer skills:** Proficient in Microsoft Office, Tableau, and Google Ad Words
- **Other skills:** Creativity, leadership, analytical, communication, and organizational skills
- **Interests:** Running, producing YouTube videos, and listening to business podcasts

2.1 Contact Information & Education

Fill in the information below to help you decide what to include in the contact information and education sections of your resume. Here is an example of those sections.

LISA BRIMMER	
985 Beacon Drive, Apt 23, Frisco, TX 75036 214-555-8743 l.brimmer@mymail.com	
EDUCATION	
Southern Methodist University, Cox School of Business	Dallas, TX
Bachelor of Business Administration, Marketing Major, Communications Minor	May 2022
<ul style="list-style-type: none">• Member of Cox Marketing Academy and Women in Business Club• GPA: 3.7	

Your Name (First & Last) _____

Address _____

Phone Number _____

Email Address _____

School Name (most recent) _____

City, State (or Country) _____

Degree/Diploma Earned _____

Major, Emphasis, Minor _____

Graduation Month & Year _____

Relevant Clubs, Awards, Activities _____

GPA (if above 3.5) _____

School Name (other*) _____

City, State (or Country) _____

Degree/Diploma Earned _____

Major, Emphasis, Minor _____

Graduation Month & Year _____

Relevant Clubs, Awards, Activities _____

GPA (if above 3.5) _____

* List only 1 school unless you have a master's or PhD degree that's relevant for the job you want. If your highest level of education is college, only list the college you attended most recently. Don't list other colleges you attended previously or your high school. If your highest level of education is high school, list only the most recent high school you attended. You don't need to list other schools you attended.

2.1 Bullet Point Examples

Before you write the Experience section of your resume, review these examples of weak and strong bullet points. Notice how strong bullet points have active verbs and clear results.

Examples of Strong Actions

- Managed 15 client accounts →
- Developed new shipping methods →
- Produced short-form videos →
- Taught over 100 2nd grade students →
- Provided in-home health care services →
- Upsold retail store customers →
- Recorded and communicated orders →

Examples of Strong Results

- Increased sales by 10%
- Decreased order processing costs by 10%
- Generated over 10,000 views
- Increased standardized test scores by 5%
- Received “Employee of the Month Award”
- Increased average purchase amount by 15%
- Delivered meals with 98% order accuracy

Bullet Points with Strong Actions & Results

- Administered medication to over 100 patients
- Analyzed data and identified \$100K growth opportunity
- Coached players to win division basketball championship
- Composed music for 4 original songs
- Choreographed dances for 10 performances with over 100 dancers
- Created images for online menu boards that increased sales by 10%
- Delivered sales growth of 10% on \$1MM portfolio of medical supplies
- Designed reports that were leveraged by over 100 sales people
- Developed timelines for 3 projects that delivered \$100K in growth
- Edited 10 books with over 500K combined words
- Founded organization that raised over \$10K for impoverished families
- Installed software on over 200 laptops and mobile devices
- Launched 4 products that delivered over \$100K in sales per year
- Led agency teams to deliver over 100 pieces of social media content
- Managed budgets for 10 events with over 2,000 combined attendees
- Negotiated contracts that saved company over \$100K
- Prepared invoices for 100 transactions that delivered \$1MM in revenue
- Produced videos that generated over 1MM views on YouTube
- Published 20 articles that generated over 2MM views on social media
- Taught math and science to over 300 students over 10 years
- Wrote code for 5 video games and 3 productivity software programs

Weak Bullet Points

- Acted as liaison
- Addressed issues
- Assisted manager
- Attended conferences
- Conferred with people
- Controlled decisions
- Dealt with issues
- Helped manager
- Finalized decisions
- Imagined solutions
- Influenced decisions
- Maintained process
- Met people
- Oversaw meetings
- Participated in meetings
- Reacted to requests
- Supported manager
- Told people
- Understood concepts
- Was given responsibility
- Worked on problems

2.1 Bullet Point Practice Exercise

Practice writing bullet points below by listing experience you have that's relevant for the type of job you want.

Enter job duties from your **Targeted Job Description** on page 9.

Job duty: _____

Job duty: _____

Job duty: _____

Job duty: _____

Job duty: _____

Enter any duties you've performed that are similar to the duties listed above.

Job duty: _____

Job duty: _____

Job duty: _____

Job duty: _____

Job duty: _____

Enter your job duties in "Action & Result" format including any results you delivered.

Action & Result: _____

Action & Result: _____

Action & Result: _____

Action & Result: _____

Action & Result: _____

2.1 Experience Section (page 1 of 2)

Fill in the information below to help you decide what to include in the experience section of your resume. Here is an example of job information for that section.

EXPERIENCE	
Campus Brand Builders	Dallas, TX
<i>Marketing Ambassador</i>	October 2019 - present
<ul style="list-style-type: none">• Analyzed target audience and developed campaign resulting in 100 new customers for client• Developed social media posts that delivered 40% higher engagement than company average• Managed project timelines and launched 5 marketing events projected to grow sales by \$10,000	

Employer (most recent) _____

City, State (or Country) _____

Job Title _____

Month Year Started & Ended _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Employer _____

City, State (or Country) _____

Job Title _____

Month Year Started & Ended _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

* Actions listed above should be based the job duties in your **Targeted Job Description** on page 9. Include any experience you have that relates to the duties listed on job descriptions for the type of job you want.

2.1 Experience Section (page 2 of 2)

Fill in the information below to help you decide what to include in the experience section of your resume. Here is an example of job information for that section.

EXPERIENCE	
Campus Brand Builders	Dallas, TX
<i>Marketing Ambassador</i>	October 2019 - present
<ul style="list-style-type: none">• Analyzed target audience and developed campaign resulting in 100 new customers for client• Developed social media posts that delivered 40% higher engagement than company average• Managed project timelines and launched 5 marketing events projected to grow sales by \$10,000	

Employer (most recent) _____

City, State (or Country) _____

Job Title _____

Month Year Started & Ended _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Employer _____

City, State (or Country) _____

Job Title _____

Month Year Started & Ended _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

* Actions listed above should be based the job duties in your **Targeted Job Description** on page 9. Include any experience you have that relates to the duties listed on job descriptions for the type of job you want.

2 Your Resume & Cover Letters

2.1 Leadership & Community Service

Fill in the information below to help you decide what to include in the leadership and community service section of your resume. Here is an example of that section.

LEADERSHIP & COMMUNITY SERVICE

Women in Business Club

VP of Communications

Dallas, TX

September 2020 - present

- Developed social media campaign the resulted in 20% increase in attendance at club events
- Led 10 committee members to deliver campaign resulting in 10% membership increase

Organization (most recent) _____

City, State (or Country) _____

Job Title or Position Held _____

Month Year Started & Ended _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

Organization _____

City, State (or Country) _____

Job Title or Position Held _____

Month Year Started & Ended _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

Organization _____

City, State (or Country) _____

Job Title or Position Held _____

Month Year Started & Ended _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

* Actions listed above should be based the job duties in your **Targeted Job Description** on page 9. Include any experience you have that relates to the duties listed on job descriptions for the type of job you want.

2.1 Additional Information

Fill in the information below to help you decide what to include in the additional information section of your resume. Here is an example of that section.

ADDITIONAL INFORMATION

- **Computer skills:** Proficient in Microsoft Office, Tableau, and Google Ad Words
- **Other skills:** Creativity, leadership, analytical, communication, and organizational skills
- **Interests:** Running, producing YouTube videos, and listening to business podcasts

Examples of Additional Information for Resumes

- Computer skills: Proficient in Microsoft Office, Tableau, and Google Ad Words
- Computer skills: Proficient in Photoshop, Illustrator, and CorelDraw
- Computer skills: Proficient in Canvas, Handshake, and Big Interview

- Other skills: Creativity, leadership, collaboration, and communication skills
- Other skills: Organizational skills, project management, problem solving, and budgeting
- Other skills: Negotiation, delivering results, and critical thinking

- Certified in First Aid and CPR
- Certified Project Management Professional (PMP)
- Certified Social Media Strategist (SMS)

- Completed online courses in emerging social media trends
- Completed online courses in bookkeeping and project management
- Completed online courses in time management and scheduling techniques

- Interests: Blog article writing, photography, and playing guitar
- Interests: Competitive dance, kickboxing, and reading thriller books
- Interests: Playing piano, singing, and scrapbooking

Computer skills	_____
Other skills	_____
Certifications	_____
Online Classes	_____
Interests	_____

2.2 Resume Worksheet

Review the information you've included on the previous pages, and enter the information that is most relevant for the type of job you want.

EDUCATION

EXPERIENCE

LEADERSHIP & COMMUNITY SERVICE

ADDITIONAL INFORMATION

2.3 Cover Letter Example

Use this cover letter as an example for what you might want to put on your cover letters and how you might want to format them.

LISA BRIMMER

985 Beacon Drive, Apt 23, Frisco, TX 75036 | 214-555-8743 | l.brimmer@mymail.com

March 29, 2021

Robin Martin
Career Course Academy
1212 1st Street
Frisco, TX 75036

Dear Robin Martin,

Richard Blazeovich suggested I contact you about the Campus Marketing Manager position that is posted on Career Course Academy's website. I would like to apply for that position.

Recently, I completed your Start-to-Finish Job Search Course, and it inspired me to apply for a job where I can help you market your course to college students.

I have a passion for helping my fellow students learn. I've demonstrated that passion by creating an interview club at my school. As the leader of the organization, I've recruited 15 team members, designed lesson plans, and presented interview workshops. As a result, our members are getting 30% more internship job offers than business school students who aren't in our club.

Now, I'd like to apply my passion to a role in your organization. Please contact me at l.brimmer@mymail.com or 214-555-1212 to arrange a time for me to interview for this position. I am available at your convenience. Thank you for your time and consideration.

Sincerely,

Lisa Brimmer

2.3 Cover Letter Worksheet

Use this form to practice writing a cover letter for one of the companies that interests you.

Dear

--

--

--

--

--

Sincerely,

--

LESSON 3

Your Online Profile

- Update Your Online Profile
- Apply for Jobs Online

The job market is no longer about who you know; it's about how well you market yourself.

There's an old saying, "it's not what you know, it's who you know." In today's job market, that's not as true as it used to be.

While having a good network of people who can advocate for you is helpful, it's no longer the primary way to get a job. Employers rarely hire people because someone referred a candidate to them. In today's job market, knowing someone might get you into the consideration set, but it typically won't get you a job offer.

The days of employers filling their candidate pools with people recommended by colleagues and family members are on their way out. Most employers now look for most of their job candidates using online job posting sites. Knowing how these posting sites work and how to use them can give you a big advantage over other candidates.

In this lesson, we'll cover how to build an effective online profile so employers can find your information and see you as a strong candidate for the jobs they're trying to fill. You'll see how to identify the most important information employers are looking for and how to include that information on your profile. You'll also see how to apply for jobs using the same online sites where you build your online profiles.

There are a wide variety of online job posting sites. This lesson will focus on LinkedIn, which is currently the most popular site, but the principles you learn can be used for Indeed, Glassdoor, and a variety of other sites.

In this lesson, you'll see how to use a two step process for using job posting sites: first you'll build a compelling online profile so employers can find you, and then you'll submit online applications on those job posting sites.

Having a compelling online profile is a great way to attract employers to you. If you build yours right, employers will contact you and ask you to apply for their open positions. Imagine having employers asking you to apply for their jobs. That will give you a big confidence boost to know they're interested in you even before you reach out to them.

As you'll see, employers give you plenty of clues about what they want to see on your online profile. They'll tell you which skills, experiences, education, and other information they're looking for. By building your online profile to match what employers are looking for, you'll see a big increase in the number of employers that contact you.

It's important that you look at a variety of online job postings when you're building your profile. That way, you can include information that will appeal to a wide variety of employers. It's also important that you get your setting right on job posting sites so employers can access your information. This lesson will show you how to do that.

Now let's get started building your online profile so you don't have to track down employers ... you'll have them coming to you.

3 Your Online Profile and Applications

3.1 Online Profile Example

Here is an example of a well-written online profile. Use this example as a guide for the profile you'll build for yourself.

Jim Harrison
Marketing Student at Southern Methodist University
Dallas/Fort Worth Area · [Contact info](#)

About

I'm an energetic, team player with a passion for planning, executing, and evaluating marketing and e-communication plans. I leverage my knowledge of marketing mix elements to increase awareness, trial, and loyalty for brands.

I'm currently looking for a job opportunity in marketing, public relations, or business development.

My preference is to work in the Marketing & Advertising, Public Relations, or Communications industry.

Experience

Marketing Intern
Hillside Summer Camp
Jun 2018 – Aug 2018 · 3 mos
Hillside, Texas

- Prepare and analyze survey reports for camp attendees that resulted in 5 new camp activities
- Work with cross-functional team to launch new camp activities that rated in the top 5 preferred activities among campers
- Manage project timelines for camp activities resulting in 97% camper satisfaction rating

Education

Southern Methodist University
Bachelor of Business Administration - BBA, Finance major, Marketing minor
2016 – 2019
Activities and Societies: - Marketing Club - Founder of Storm Chasing Club - Played intramural basketball and tennis

Skills & Endorsements

marketing

Communication

Organization Skills

Industry Knowledge

Brand Awareness	Business Administration
Project Management	Social Media
Advertising	Public Relations

3 Your Online Profile and Applications

3.1 Introduction Section

Fill in the information below to help you decide what to include in the **Introduction** section of your online profile. Here is an example of that section.

Jim Harrison

Marketing Student Seeking Summer 2021 Internship

Dallas/Fort Worth Area

About

I'm a junior at Southern Methodist University studying marketing, and I'm currently seeking a marketing internship for Summer 2021 in the Consumer Products industry. If you're looking for a collaborative, results-oriented marketer for a summer internship, please contact me.

I will be graduating in May 2022 with a Bachelor of Business Administration degree. My experiences include analyzing data, identifying business opportunities, leading teams, and building social media campaigns.

Your Name (First & Last) _____

Your Current Position or Job Title _____

(examples: Marketing Student, Sales Manager, Research Analyst)

Your Current Objective _____

(examples: Seeking Summer Internship, Seeking Teaching Position)

Enter information that describes the job you're seeking and your most relevant skills, experiences and qualifications related to that type of job. Use your **Targeted Job Description** on page 9 to identify your most relevant skills, experiences, and qualifications.

Describe the job you're seeking _____

Describe your most relevant skills, experiences, and qualifications _____

3 Your Online Profile and Applications

3.1 Experience Section (1 of 2)

Fill in the information below to help you decide what to include in the **Experience** section of your online profile. Here is an example of that section.

Experience

Hillside Summer Camp

Jun 2020 - Aug 2020

Marketing Intern

- Prepared and analyze survey reports for camp attendees that resulted in 5 new camp activities
- Worked with cross-functional team to launch new camp activities that rated in the top 5 preferred activities among campers
- Managed project timelines for camp activities resulting in 97% camper satisfaction rating

List information about your most recent work experience. This information could be the same as what you listed on your resume **Experience Section** worksheet on pages 21 and 22.

Employer (most recent) _____

Job Title _____

City, State (or Country) _____

Month Year Started & Ended _____ to _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

* Actions listed above should be based the job duties in your **Targeted Job Description** on page 9. Include any experience you have that relates to the duties listed on job descriptions for the type of job you want.

3 Your Online Profile and Applications

3.1 Experience Section (2 of 2)

List information about your previous work experience. This information could be the same as what you listed on your resume **Experience Section** worksheets on pages 21 and 22.

Employer _____

Job Title _____

City, State (or Country) _____

Month Year Started & Ended _____ to _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Employer _____

Job Title _____

City, State (or Country) _____

Month Year Started & Ended _____ to _____

Biggest Accomplishments _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

Action and Result* _____

* Actions listed above should be based the job duties in your **Targeted Job Description** on page 9. Include any experience you have that relates to the duties listed on job descriptions for the type of job you want.

3 Your Online Profile and Applications

3.1 Education Section

Fill in the information below to help you decide what to include in the **Education** section of your online profile. Here is an example of that section.

Education

Southern Methodist University

Bachelor of Business Administration - BBA, Marketing major

2018 - 2022

Activities and Societies: Marketing Club member, Storm Chasing Club founder, Intramural Basketball Team player

Team based curriculum that focused on delivering business results in collaborative ways

List information about your most relevant education. This information could be the same as what you listed on your resume **Education Section** worksheet on page 18.

School Name (most recent) _____

Degree (Bachelor, Master, etc.) _____

Field of Study (Marketing, Education, etc.) _____

Start Year and End Year _____ to _____

Activities and Societies _____

Activities and Societies _____

Description (example: project based curriculum, etc.) _____

School Name (other*) _____

Degree (Associate, Bachelor, etc.) _____

Field of Study (Marketing, Education, etc.) _____

Start Year and End Year _____ to _____

Activities and Societies _____

Activities and Societies _____

Description (example: project based curriculum, etc.) _____

3 Your Online Profile and Applications

3.1 Skills & Endorsements

Fill in the information below to help you decide what to include in the **Skills & Endorsements** section of your online profile. Here is an example of that section.

Skills & Endorsements		
Advertising	Analytical Skills	Brand Strategy
Business Administration	Collaboration	Communication
Content Creation	Creativity	Event Management
Event Planning	Google Ads	Microsoft Office
Project Management	Search Engine Optimization	Social Media

Search online job postings that interest you, and find postings that list “skills match” in the job description. Enter the skills listed in the “How you match” sections of those job descriptions. Check the boxes next to the skills you already have.

Skill _____	<input type="checkbox"/>	Skill _____	<input type="checkbox"/>
Skill _____	<input type="checkbox"/>	Skill _____	<input type="checkbox"/>
Skill _____	<input type="checkbox"/>	Skill _____	<input type="checkbox"/>
Skill _____	<input type="checkbox"/>	Skill _____	<input type="checkbox"/>
Skill _____	<input type="checkbox"/>	Skill _____	<input type="checkbox"/>
Skill _____	<input type="checkbox"/>	Skill _____	<input type="checkbox"/>
Skill _____	<input type="checkbox"/>	Skill _____	<input type="checkbox"/>
Skill _____	<input type="checkbox"/>	Skill _____	<input type="checkbox"/>

For any of the skills you don't already have, which skills could you develop and how might you develop them?

	Online Class	College Course	Club Project	Other (Describe)
Skill _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Skill _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Skill _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Skill _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Skill _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

3 Your Online Profile and Applications

3.1 Licenses & Certifications

Fill in the information below to help you decide what to include in the **Licenses & Certifications** section of your online profile. Here is an example of that section.

Licenses & Certifications

Professional Certified Marketer (PCM)

American Marketing Association

Issued Nov 2019 - No Expiration Date

Credential ID 1234321

See credential

Search online job postings that interest you, and see if any of those postings include licenses or certifications as qualifications for the jobs. If so, list those licenses and certifications below. Also check your **Targeted Job Description** on page 9 to see if you listed any license or certifications there. If so, enter that information below. Check the boxes next to any you already have.

License or Certification Name _____

License or Certification Name _____

License or Certification Name _____

Enter information about any license or certification you have related to the type of job you want.

License or Certification Name _____

Issuing Organization _____

Issue Date (Month Year) _____

Expiration Date (Month Year) _____

Credential ID _____

Credential URL _____

License or Certification Name _____

Issuing Organization _____

Issue Date (Month Year) _____

Expiration Date (Month Year) _____

Credential ID _____

Credential URL _____

3 Your Online Profile and Applications

3.1 Volunteer Experiences

Fill in the information below to help you decide what to include in the **Volunteer Experience** section of your online profile. Here is an example of that section.

Volunteer Experience

Marketing Director for Fundraising Programs

Habitat for Humanity International

Mar 2018 - present

Poverty Alleviation

Developed social media campaigns with over 20 paid advertising posts for fundraisers that raised over \$100,000 in donations

List information about your any volunteer experience you have here. This information could be the same as what you listed on your resume **Leadership & Community Service Section** worksheet on page 23.

Organization _____
Your Role _____
Cause _____
Month Year Started & Ended _____ to _____
Action and Result* _____
Action and Result* _____

Organization _____
Your Role _____
Cause _____
Month Year Started & Ended _____ to _____
Action and Result* _____
Action and Result* _____

3 Your Online Profile and Applications

3.1 Accomplishments

Fill in the information below to help you decide what to include in the **Accomplishments** section of your online profile. Here is an example of that section.

Accomplishments

Course

Completed Online Course in Advanced Marketing Skills for Social Media

Honor & Award

Awarded Marketing Club Member of the Month

Organization

Member of Fly Fishing Club of North Texas

List your accomplishments below.

Publications

Courses

Projects

Honors & Awards

Languages

Organizations

Publication

3 Your Online Profile and Applications

3.2 Apply for Jobs Online

Enter information below to help you decide which jobs to apply for.

The screenshot shows a job search interface with the following elements:

- Header: "Start your job search here"
- Search bars: "Search jobs" and "Search location" with a "Search" button.
- Job searches section: "Job searches" with a "Manage Alerts" link and navigation arrows.
- Search results cards:
 - Card 1: "finance analyst (315 new)" with "United States" below it.
 - Card 2: "management trainee" with "Greater Chicago Area · Enterprise Rent-A-Car · Entry level" below it.
 - Card 3: "sales" with "Greater Chicago Area · Enterprise Rent-A-Car · Entry level" below it.
 - Card 4: "recruit" with "Greater" below it.

Job Titles

Search Locations
Cities / Countries

Job Type

- | | | |
|------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Full time | <input type="checkbox"/> Contract | <input type="checkbox"/> Internship |
| <input type="checkbox"/> Part time | <input type="checkbox"/> Temporary | |

Experience Level

- | | | |
|---|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Internship | <input type="checkbox"/> Entry-level | <input type="checkbox"/> Associate |
| <input type="checkbox"/> Mid-Senior level | <input type="checkbox"/> Director | <input type="checkbox"/> Executive |

Benefits

- | | | |
|---|---|--|
| <input type="checkbox"/> Medical insurance | <input type="checkbox"/> Vision insurance | <input type="checkbox"/> Dental insurance |
| <input type="checkbox"/> 401 (k) | <input type="checkbox"/> Pension plan | <input type="checkbox"/> Paid maternity leave |
| <input type="checkbox"/> Paid paternity leave | <input type="checkbox"/> Commuter benefits | <input type="checkbox"/> Student loan assistance |
| <input type="checkbox"/> Tuition assistance | <input type="checkbox"/> Disability insurance | |

Industry

Company

3 Your Online Profile and Applications

3.2 Job Search Tracker Summary

Sort the jobs on your tracker into the following groups.

Organization Name	Job Title	Comments (what you like, any concerns)
-------------------	-----------	---

Tier 1: Most Appealing Job Opportunities

Tier 2: Moderately Appealing Job Opportunities

Tier 3: Least Appealing Job Opportunities (Could Be Safety Options)

LESSON 4

Networking & Following-Up

- Build Your Network
- Follow-up on Job Opportunities

Most people want to help others. Networking is about allowing them to do that, and it's about you helping other people in return.

Historically, having an extensive network was the best way to get job offers. While times have changed, networking is still an important part of the job search process.

Networking means interacting with others in ways that help you accomplish your professional or social goals. When it comes to job hunting, networking involves getting to know people who might be able to help you get the job you want.

While that might seem self-serving, it doesn't have to be. Most people get a sense of satisfaction from helping others. If you network in ways that demonstrate respect and gratitude, you can bring that sense of satisfaction to people who help you.

In this lesson, you'll learn how to connect with people who can help you with your job search including the following:

1. Your school's career center staff
2. Social media contacts
3. Personal contacts including classmates, friends, family members, and faculty

If your school has a good career center, that could be the easiest place to start. Many career centers have extensive lists of recruiters and alumni who work for organizations that hire students. If you haven't visited your career center yet, make an appointment and find out what services they offer.

Many career centers leverage online platforms including Handshake, ZipRecruiter, or others to connect students with employers. Learning to use one of those platforms will give you a big boost in your job search.

Social media contacts can also be invaluable as you look for jobs. With a few well-written posts, you can reach hundreds of people who can help you find jobs. Building and leveraging online networks on LinkedIn, Glassdoor, Indeed, and others can give you access to millions of people who can provide career assistance. You can also use your personal social media networks including Instagram, Facebook, Twitter, and others to help find job opportunities.

Finally, leverage your personal contacts to help with your job search. Classmates might be a great place to start since many of them are also looking for jobs. You can compare notes and build your job search strategy with help from other students who are in your classes, clubs, or study groups.

I've also seen students find jobs through friends they grew up with or family members. These people will often go out of their way to help you, so make sure you leverage them.

For some people, networking can be intimidating. They might feel uncomfortable with the sense that it involves self-promotion and uncomfortable conversations with near-strangers. This lesson will provide tips for networking in ways that can make it seem easy and significantly improve your odds of finding a job you'll love

4.1 Networking List: Mentors & Coaches

List people who can give you advice based on their experience with job hunting and your preferred career field. Connect with these people on LinkedIn or other forms of communication, and let them know you'd like their help in your job search.

Name	How You Know Them	Preferred Form of Communication	Comments (What could this person help with?)	in LinkedIn Network
Olivia Whitt	<i>career center director</i>	<i>OWhit33@ccu.edu</i>	<i>expert at recruiting at CCU</i>	<input type="checkbox"/>
Bill Jackson	<i>career coach</i>	<i>LinkedIn: wjacks98</i>	<i>helps me build job strategy</i>	<input type="checkbox"/>
Cindy Carter	<i>marketing instructor</i>	<i>CCarter4@ccu.edu</i>	<i>knows employers in tech industry</i>	<input type="checkbox"/>
Amy Brown	<i>high school track coach</i>	<i>Twitter: @AmyB888</i>	<i>knows employers in Northeast US</i>	<input type="checkbox"/>
Ben Mathis	<i>boss from summer job</i>	<i>LinkedIn: ben_mat3</i>	<i>great advisor and reference</i>	<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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4 Networking & Following-Up

4.1 Networking List: Potential Employers

List people who might be involved with the hiring process for the type of job you want, or they might know people involved in the hiring process. Connect with these people on LinkedIn or other forms of communication, and let them know you'd like their help in your job search.

Name	How You Know Them	Preferred Form of Communication	Comments (What could this person help with?)	in LinkedIn Network
<i>Don Marshall</i>	<i>met at mktg club mixer</i>	<i>DMarshall@Sizzle.com</i>	<i>summer job: Sizzle Marketing</i>	<input type="checkbox"/>
<i>Vue Chan</i>	<i>presented class 9/24</i>	<i>LinkedIn: VueC33</i>	<i>summer job: Agile agency</i>	<input type="checkbox"/>
<i>Izzy Duke</i>	<i>found on Handshake</i>	<i>msg on Handshake</i>	<i>summer job: Premier Sports</i>	<input type="checkbox"/>
<i>Sarah Barker</i>	<i>found on LinkedIn</i>	<i>LinkedIn: SarahB333</i>	<i>summer job: Champs Tech firm</i>	<input type="checkbox"/>
<i>Abby Walker</i>	<i>intro from Cindy Carter</i>	<i>AWalker@DEFI.com</i>	<i>full-time job: Design firm in NYC</i>	<input type="checkbox"/>
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4 Networking & Following-Up

4.1 Networking List: Other Contacts

List other people who might help you with your job search process. Connect with these people on LinkedIn or other forms of communication, and let them know you'd like their help in your job search.

Name	How You Know Them	Preferred Form of Communication	Comments (What could this person help with?)	in LinkedIn Network
<i>Terry Zundel</i>	<i>uncle</i>	<i>Facebook message</i>	<i>great mktg experience & advice</i>	<input type="checkbox"/>
<i>Jamal Jenkins</i>	<i>industry blogger</i>	<i>LinkedIn: JJJ283</i>	<i>insider tips for networking</i>	<input type="checkbox"/>
<i>Hanna Lopez</i>	<i>online instructor</i>	<i>online course message</i>	<i>answers job search questions</i>	<input type="checkbox"/>
<i>Jan Kanz</i>	<i>YouTuber</i>	<i>YouTube comments</i>	<i>answers job search questions</i>	<input type="checkbox"/>
<i>Esther Yu</i>	<i>LinkedIn contact</i>	<i>LinkedIn: EYu639</i>	<i>manages job posting site</i>	<input type="checkbox"/>
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				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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4.2 Introduction Message to Potential Employer

Use this page to practice writing an introduction message to someone who might help you find a job that interests you.

Sample message to introduce yourself

Dear Robin Chen,

I'm an accounting student at SMU, and I'm interested in getting a summer internship at a public accounting firm in the Dallas area. Ed Baxter suggested I contact you, and he said you might offer advice on how to pursue an accounting internship.

Would you be willing to speak with me for a few minutes? I'm available at your convenience, so please let me know when might be a convenient time for you to have a brief phone conversation.

Thank you in advance for any advice you could provide as I look to start my accounting career.

Jim Harrison

Who are you?

Examples:

I'm an accounting student at SMU

I'm a history student at Collin College

What do you want?

Examples:

and I'm looking for summer internship opportunities

and I'm interested in finding a full-time sales position

What type of organization?

Examples:

at a public accounting firm

at Frito-Lay

Which location?

Examples:

in the Dallas area.

in the Pacific Northwest.

How did you learn about them?

Examples:

Ed Baxter suggested I contact you

I found your information on LinkedIn

What do you want from them?

Examples:

he said you might offer expert advice on how to pursue an accounting internship.

I'd like your advice on how to approach getting a job with your company.

What are next steps?

Examples:

Would you be willing to speak with me for a few minutes about ...

Can you tell me who to contact to learn more about full-time sales positions ...

4.2 Introduction Message to Industry Expert

Use this page to practice writing an introduction message to someone who might help you find a job that interests you.

Sample message to introduce yourself

Dear Sarah Wheeler,

I'm an engineering student at Southern State College, and I'm interested in getting an engineering internship in the Seattle area. I found your information on LinkedIn, and I'm impressed with the articles you've written about answering interview questions for engineering jobs.

I'm contacting you to see if you'd be willing to have a brief phone conversation with me about engineering careers. I'm available at your convenience, so if you agree, please let me know when would be a convenient time for you to chat. Thank you in advance for any advice you could provide as I look to start my engineering career.

Pam Lopez

Who are you?

Examples:

I'm an engineering student at Southern Sate College
I'm a nursing student at Denton Academy

What type of job do you want?

Examples:

and I'm interested in getting a summer internship
and I'm interested in pursuing a full-time nursing assistant position

Which location?

Examples:

in the Seattle area.
in the Boston area.

How did you learn about them?

Examples:

I found your information on LinkedIn
I recently took one of your online classes

Why are they're qualified?

Examples:

I'm impressed with the articles you've written about ...
Your lectures were extremely useful for helping me understand ...

What do you want from them?

Examples:

Would you be willing to have a brief conversation about engineering careers.
I'd like your advice on how to approach getting a job in nursing.

What are next steps?

Examples:

Would you be willing to speak with me for a few minutes
Please let me know if you're available for a phone conversation next week

4 Networking & Following-Up

4.2 Job Search Message to Acquaintance

Use this page to practice writing a message to someone you already know. This could be a message to a friend, relative, colleague, or someone else who knows you.

Sample message to request assistance

Hi Sally,

I hope you're doing well. As you might know, I'm currently looking for internship opportunities at financial institutions in Chicago. I'm contacting you to see if you can give me any advice. Since you recently graduated in finance, I thought you might have ideas I can learn from.

Can I buy you a coffee and get your perspective about finding finance internship opportunities. I'm available at your convenience, so please let me know when would be a good time for you.

Thank you in advance for any advice you might provide as I look to start my finance career.

Jenny

Brief greeting:

Examples:

I hope you're doing well.
It was great to see you last week.

What type of job do you want?

Examples:

As you might know, I'm currently looking for internship opportunities
As I mentioned, I'm looking for job opportunities

Which location?

Examples:

at financial institutions in Chicago.
in healthcare sales in San Diego.

Why are they qualified to help?

Examples:

Can I get your perspective on finding finance internship opportunities?
Would you be willing to have a brief phone conversation with me to discuss ...

What are next steps?

Examples:

I'm available at your convenience, so please let me know when you can meet.
Please let me know if you're available for a phone conversation next week

4 Networking & Following-Up

4.2 Job Search Message to Social Media Network

Use this page to practice writing a message you can send to your social media network. In this message, you'll seek advice from anyone who might help you refine your resume or find job opportunities.

Sample message to request assistance

As some of you might know, I'm a computer science student at Gibson Academy, and I'm currently looking for a summer internship job. Before I submit job applications, I'm asking for help with my resume.

Please take a minute to look over the attached resume, and let me know if you have any suggestions for improving it. I would appreciate any advice you might provide.

Also, please let me know if you have any ideas for internship opportunities. I'm especially interested in finding an internship where I can program software for gaming and entertainment applications.

Thanks in advance for any advice you might provide as I look to start my computer programming career.

Jenny

Brief greeting:

Example:

As some of you might know, I'm a computer science student at Gibson Academy.

Ask for help with your resume:

Example:

Before I submit job applications, I'm asking for help with my resume.

What specifically do you want?

Example:

Please take a minute to look over the attached resume, and let me know if you have any suggestions for improving it

Ask about job opportunities:

Example:

Also, please let me know if you have any ideas for internship opportunities.

What type of job?

Example:

I'm especially interested in finding an internship where I can program software for gaming and entertainment applications.

Thank them:

Example:

Thanks in advance for any advice you might provide as I look to start my career.

4.2 Follow-Up Message

Use this page to practice writing a message to someone who has taken time to discuss job opportunities or offer advice to you.

Sample follow-up message

Dear Robin,

Thank you for taking time to give me advice about teaching opportunities in the Great Falls area. As you suggested, I've submitted my application for the math teacher position at Russell High School.

As you requested, I've attached my resume. Please forward it to the person you mentioned who leads recruiting at Bison High School.

I appreciate everything you're doing to help me find a teaching job. Please let me know if I can ever help you in any way.

Jenny

Thank them:

Examples:

Thank you for taking time to give me advice about teaching opportunities. I appreciate you giving me your ideas for answering interview questions.

How have you followed up?

Examples:

As you suggested, I submitted my application for the math teacher position ...
As you suggested, I read your blog article about industry trends.

What are next steps?

Example:

Attached is my resume. Please forward it to the person you mentioned ...
As you mentioned, please forward my attached resume to ...

Thank them again:

Example:

I appreciate everything you're doing to help me.
Thanks again for all the useful advice you've provided.

Offer to return the favor:

Example:

Please let me know if I can ever help you in any way.
Please let me know if I can ever return the favor.

LESSON 5

Your Interview Answers

Part 1

- Answer Opening Questions
- Answer Fit Questions

Rather than trying to impress the person interviewing you, just relax and explain why you're a good fit for the job they're trying to fill.

Many candidates think of an interviewer as an opponent. They think the interviewer is hoping they will fail. Nothing could be further from the truth. An interviewer is more like a reluctant judge in a contest. They're hoping to find someone who meets the criteria of the contest. Once they find a worthy candidate, they're happy to select that person and award them the prize of a job offer. That way, they can end the interview process.

An interviewer wants you to succeed. They want you to win the contest so they can hire you and get back to their regular job.

Your goal should be to make it easy for the interviewer to select you as the contest winner. You want them to envision you in the role they are trying to fill. To do that, you should tailor your answers to the role. If the role requires creativity, you should highlight your creative skills. If the role requires organization, tell them how organized you are.

In this lesson, I'll show you a range of answers to the most common interview questions so you can see how to tailor your responses for specific jobs. You should never use the specific answers I give you in this lesson. Hiring managers can tell when your answers aren't sincere. Instead, use the sample answers to inspire you. Then, craft your own answers based on your personal interests and experiences.

To become an amazing job candidate, you should do three things: research the type of role you want; research the specific job you'll be interviewing for; and practice your answers for the most common types of questions. In this lesson, we'll cover the two most common types of interview questions: **Opening Questions** and **Fit Questions**.

Opening Questions, as you'd expect, are the questions an employer will open with during an interview. They include "can you tell me about yourself?" and "why do you want to work for this company?" I'll show you how to use a framework called the PEN framework to answer these questions.

Fit Questions are designed to determine if a candidate is a fit for the company and the specific job. They include questions like "what's your greatest strength?" and "can you give me an example of a time you demonstrated creativity?" The framework you'll learn for these questions is called the STAR framework.

I'll show you how to use these frameworks to develop amazing answers to the most commonly asked interview questions. With a little practice, you'll build the confidence and the skills needed to nail your interviews and get offers for the jobs you want.

In this workbook, you'll find sample interview questions and forms you can use to answer each of those questions. We won't cover every question you might hear during interviews, but by the time you complete this lesson, you'll have a much better idea of how to answer the most commonly asked questions.

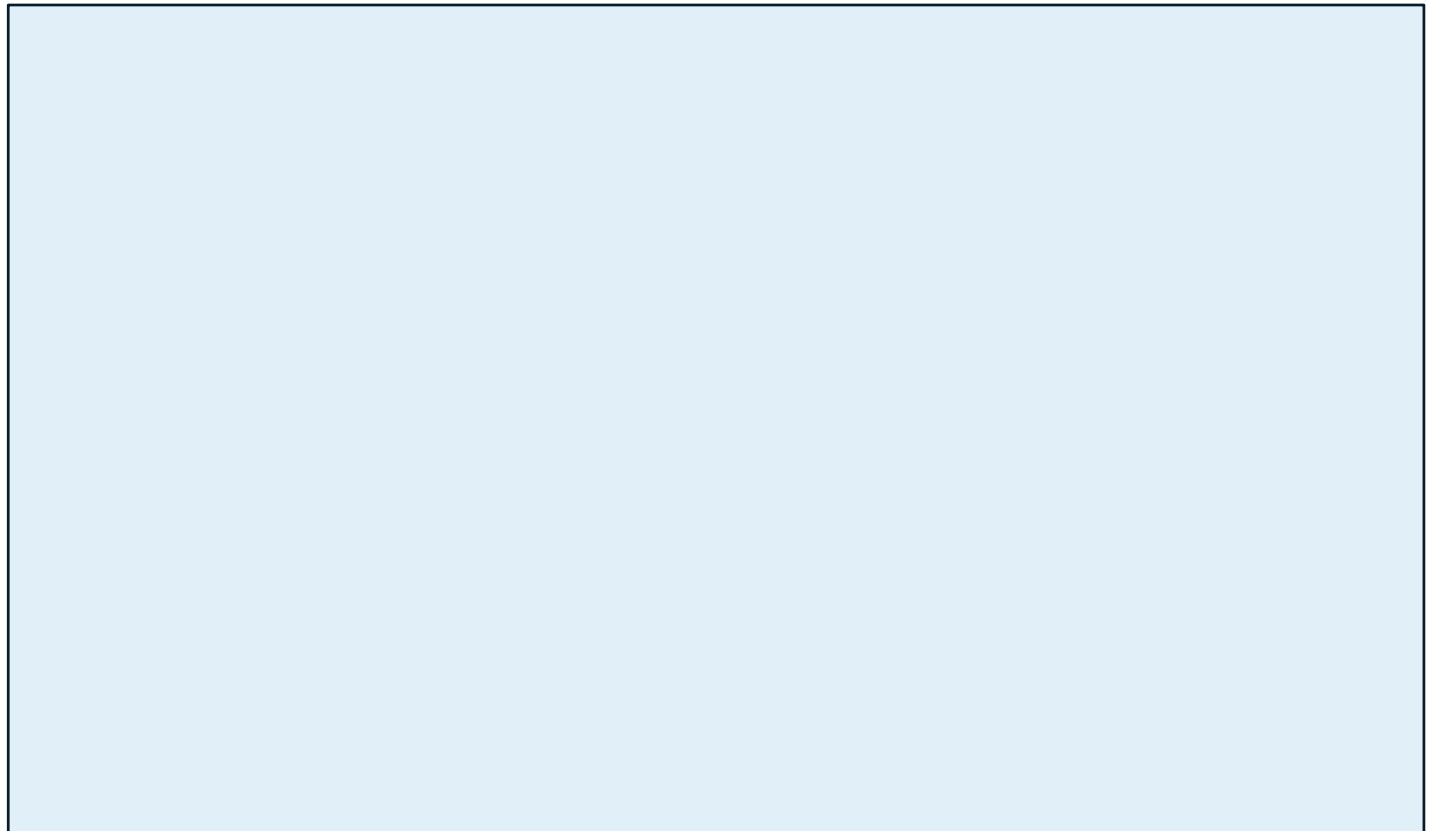
5.1 Examples of Opening Questions

Here are examples of opening questions.

Examples of Opening Questions

1. Tell me about yourself.
2. Walk me through your resume.
3. What makes you a good choice for this job?
4. Why are you interested in this job?
5. Why should I hire you?
6. Where do you see yourself in five years?
7. Describe your dream job.
8. Why do you want to leave your current job?
9. What do you know about our organization?
10. What do you know about the job you're applying for?

Record notes from this lesson's lectures here.



5.1 Answer to Opening Question #1

Enter your answer to the following question using the example below for inspiration.

Opening Question #1: “Can you tell me about yourself?”

Sample answer for a **Marketing Assistant** candidate

PASSION: I've always loved finding creative solutions to challenging problems.

EXPERIENCE: When I was in college, I worked on our yearbook staff, where I led a project to create the first-ever online version of our school yearbook. I also had a summer internship where I helped a non-profit organization develop creative social media strategies that are projected to increase their revenue from donations by 10%. In addition to that, I've won our school's marketing club award for the most creative networking event for students and recruiters.

NEXT: Now, I'm looking for a role where I'll be able to find creative solutions to increasingly challenging problems. I'd like that role to involve identifying marketing campaign ideas and managing cross-functional project teams, and I'd like it to be with your company.

PASSION:

EXPERIENCE:

NEXT:

5.1 Answer to Opening Question #2

Enter your answer to the following question using the example below for inspiration.

Opening Question #2: “Can you walk me through your resume?”

Sample answer for a **Sales Representative** candidate

PASSION: I've always had a passion for building relationships.

EXPERIENCE: As you can see from my resume, I'll be graduating with a bachelor's degree in literature from Western University next May. My fellow debate club members elected me to be president of that club, which hopefully shows I can both build strong relationships with my peers and be persuasive. My work experience includes an internship at Wheaton Labs where I was a sales intern last summer. During that internship, I researched needs of customers and built selling materials to help the sales team build relationships based on products that were most useful for those customers.

NEXT: Now, I'm looking for a role where I can build lasting relationships with customers and help them succeed using products I believe in. I admire your company and your products, and I'd like to start my sales career as a Sales Representative with you.

PASSION:

EXPERIENCE:

NEXT:

5.1 Answer to Opening Question #3

Enter your answer to the following question using the example below for inspiration.

Opening Question #3: “Why do you want to work for us?”

Sample answer for a **Computer Programmer** candidate

PASSION: I've always enjoyed diagnosing and fixing computer problems. From what I read in the job description for this position, it looks like you want someone to do just that.

EXPERIENCE: For the past few summers, I've worked coding and debugging software applications. I've also analyzed computer networks and installed improvements to make them run more effectively. As you can see from my resume, I've been able to find ways to reduce network downtimes by an average of 80%. I've also worked with fellow employees to address their technical issues, and I really enjoy that type of work.

NEXT: Now I'm looking for a job where I can help people with their computer issues. My understanding is that you're looking for someone to do that type of work. I'm also familiar with your company and your services, and I really admire what you do. I'd like to be part of your company since you're offering the kind of work I enjoy most.

PASSION:

EXPERIENCE:

NEXT:

5.2 Examples of Fit Questions

Here are examples of fit questions.

Examples of Fit Questions

1. Tell me about a time when you've demonstrated creativity.
2. Tell me about a time when you've demonstrated analytical skills.
3. Tell me about a time when you've demonstrated persistence.
4. Tell me about a time when you've demonstrated leadership.
5. Tell me about a time when you've demonstrated collaboration.
6. What is your biggest strength?
7. What is your biggest weakness?
8. Tell me about your leadership style.
9. Tell me about your biggest achievement.
10. Tell me about an obstacle you've overcome.

Record notes from this lesson's lectures here.

5.2 STAR Stories Worksheet

Use this page to summarize STAR stories you can use to answer fit questions.

S ituation Where were you working and what was your role?	T ask What were you trying to accomplish?	A ctions What actions did you take?	R esult What result did you get?

5.2 Answer to Fit Question #1

Enter your answer to the following question using the example below for inspiration.

Fit Question #1: “How have you ever demonstrated _____?”

Sample answer for a **Mechanical Engineer** candidate demonstrating **analytical skills**

SITUATION: I'll give you an example of I've demonstrated analytical skills while working as an intern for a small engineering firm.

TASK: My job was to help design a prototype for a line of portable electrical generators.

ACTION: My team was having issues with our prototype design because our generator would get so hot that it would stop working. I researched a variety of materials that we could use as polymers for the generator. Then, I analyzed data related to heat resistance, cooling properties, and durability to find the best options. My analysis showed that a new synthetic polymer would be a good choice, so I made a prototype using that polymer.

RESULTS: As a result, I was able to build a prototype that had the right heat resistance and cooling properties for our generator. The engineering firm still uses that polymer for most of the prototypes they build to this day.

SITUATION:

TASK:

ACTIONS:

RESULT:

5.2 Answer to Fit Question #2

Enter your answer to the following question using the example below for inspiration.

Fit Question #2: “What’s your greatest strength?”

Sample answer for a **Purchasing Agent** candidate

- SITUATION:** I'd say my greatest strength is my ability to negotiate. Let me give you an example from when I was planning a fundraising event for my sorority.
- TASK:** My role was to secure a venue for the event using a very small budget.
- ACTION:** When negotiating, I always start by seeing if the other parties have goals that I can help them with. For the venue, I found one place that was a new banquet hall just opening for business. I offered to provide free publicity for their location since our fundraiser attendees included alumni from our sorority who owned a meeting planning companies and public relations agencies.
- RESULTS:** Because I did a good job determining the goals for the person I was negotiating with, I was able to identify a benefit I could provide other than money. I was able to get the venue for less than half the anticipated cost because I offered them publicity that was important to them but free for me to provide, which saved our sorority over \$1,000.

SITUATION:

TASK:

ACTIONS:

RESULT:

5.2 Answer to Fit Question #3

Enter your answer to the following question using the example below for inspiration.

Fit Question #3: “What’s your biggest weakness?”

Sample answer for a **Nursing Assistant** candidate

SITUATION: I'd say my biggest weakness has been my hesitancy to be assertive. I have a diplomatic style, and I'm working on being more assertive when needed. Let me give you an example from when I was an orderly at the Pleasanton Retirement Home.

TASK: One of my tasks was to transition patients from a common area to their rooms at the end of each day.

ACTION: One time, there was an elderly woman who wasn't willing to leave the common area. I tried every diplomatic approach I could think of to coax her to her room. Nothing worked. Finally, another orderly came in and firmly told the woman that she had to go to her room or she'd lose the privilege of using the common area the next day. I thought that threatening a resident like that might seem rude, but it worked.

RESULTS: As a result, I've learned to be more assertive when needed. I still start with a diplomatic approach, but I'm more willing to become assertive if the situation calls for it.

SITUATION:

TASK:

ACTIONS:

RESULT:

LESSON 6

Your Interview Answers

Part 2

- Answer Case Questions
- Answer Closing Questions

Employers make offers to people who demonstrate they understand the job and can be problem solvers, not problem employees.

In this lesson, you'll learn how to answer **Case Questions** and **Closing Questions**.

With **Case Questions**, recruiters might ask you to explain how you'd handle specific job situations. With this type of question, they'll be testing your knowledge and your problem-solving abilities.

Here are few examples of common case questions for different types of jobs:

Business: If your company's sales were declining, what would you do?

Healthcare: If a patient faints in front of you, what would you do?

Education: If a child was being disruptive in your class, what would you do?

In this lesson, I'll explain how to answer case questions for a variety of career fields. If you're in a field that's different from what I cover, you may want to get advice from professors, career coaches, or others in your academic area. You can also find useful tips for job-specific case question on blogs, YouTube, and other online resources.

The approach you'll learn in this lesson will be useful regardless of your career field, but you should still practice customizing your answers based on your specific field and what you learn from your research about that field.

As you're answering case questions, if you need a minute to gather your thoughts, I recommend you start your answer by asking a few clarifying questions. This will show that you can assess a situation before jumping to a conclusion. It will also buy you time to think of a good response.

You should also state your assumptions or your criteria for the answer you'll give. For example, if you're asked what your favorite medication is, you could start by saying that your answer would be based on criteria such as effectiveness in treating medical conditions and the absence of adverse side effects. This approach works well because it shows the recruiter that you can formulate recommendations based on relevant criteria. It also buys you a few extra seconds to think of a good response.

Closing Questions capture information interviewers might need before making a final decision about you. Examples include "is there anything else I should know about you?" and "do you have any questions for me?"

It's important that you focus on something positive for questions like this. Don't tell them that you have travel restrictions, you prefer to work certain hours, or you want a company expense account. Instead, use closing questions as your opportunity to tell the best story that you've prepared or to address unresolved issues from previous questions.

Remember, always end your interview on a positive note. You want the recruiter to see you as someone who is interested in the job and someone they'd want to work with.

6.1 Examples of Case Questions

Research case questions for your career field, and enter some of those questions below. You can find case questions by searching the internet, asking career coaches at your school's career center, asking instructors, or even asking employers.

Examples of Case Questions

Marketing	What is your favorite marketing campaign, and why?
Sales Jobs	Persuade me to buy this pen from you.
Analytical Jobs	How many golf balls could fit in this room?
Logistics	What would you do if a natural disaster wiped out your only distribution road?
General Manager	If I asked you to open a new business, how would you approach that?
Medical	If you had a patient who was crashing, what would you do?
Education	If a child was being disruptive in your class, what would you do?
Engineering	If I you had to design a highway intersection, how would you approach that?
Computer Science	If you had to debug a software program, how would you approach it?

Enter case questions from your career field here:

6.1 Example of Case Answer

Use this example of a case question response to see how to answer these types of questions.

Case Question: “What’s your favorite advertising campaign?”

Sample answer for a **Marketing Assistant** candidate

APPROACH: Before I tell you my favorite advertising campaign, I'd like to explain my approach for selecting it. First, to be effective, a campaign should differentiate a brand from its competitors with a benefit that the target audience cares about. Second, it should break through in a cluttered media environment. And third, it should deliver results.

EXPLANATION: Using this approach, the campaign I'd select as my favorite is the Super Fresh toothpaste campaign. When the campaign started, Super Fresh toothpaste had less than 5% market share. While other brands were focusing on whitening as their benefit, Super Fresh focused on fresh breath, which seems like a relevant benefit for their target audience. Next, the Super Fresh ads did an amazing job of breaking through. The ads used impressive special effects to show animated stinky characters appearing around teeth. When a giant toothbrush with Super Fresh toothpaste slid across the teeth, the stinky guys ran away, and clean, shiny teeth remained. The visuals were clear and impressive. Finally, in the first two years of the campaign, Super Fresh market share grew from 5% to 8%. Among their primary target audience, their share grew from 6% to 12%.

SUMMARY: To summarize, my favorite campaign is the Super Fresh campaign because it communicates a relevant benefit, it breaks through in a cluttered media environment, and it delivers results.

Enter notes about case questions here:

6.1 Example of Case Answer

Use this example of a case question response to see how to answer these types of questions.

Case Question: “If you had to redesign a traffic intersection, how would you do that?”

Sample answer for an **Engineering** candidate

APPROACH: I'd approach that design project by following a process called SOLVE. It stands for study the problem, organize the facts, line up the plan, verify the plan, and evaluate the answer.

EXPLANATION: First, I'd study the intersection to find any issues or opportunities for improving it. Then I'd organize facts like how much space I had to work with, how the traffic currently flowed through the intersection, and what the future needs might be. Next, I'd line up a plan, which could involve designing the number of lanes and whether stoplights might be needed. Then I'd verify the plan by calculating whether my new design would improve the traffic flow. Finally, I'd evaluate my answer to make sure my assumptions and calculations were correct. Once I did all that, I'd show my plan to a few traffic experts to see if they could find ways to improve it.”

SUMMARY: To summarize, my approach to this project would be to study the problem, organize the facts, line up the plan, verify the plan, and evaluate the answer.

Enter notes about case questions here:

6.1 Answer to Case Question #1

Use this page to answer a case question you might get asked related to the type of job you want.

Insert a case question from page 61 here: _____

Enter your answer here:

APPROACH:

EXPLANATION:

SUMMARY:

6.1 Answer to Case Question #2

Use this page to answer a case question you might get asked related to the type of job you want.

Insert a case question from page 61 here: _____

Enter your answer here:

APPROACH:

EXPLANATION:

SUMMARY:

6.2 Examples of Closing Questions

Here are examples of closing questions.

Examples of Closing Questions

1. Is there anything else I should know about you?
2. Do you have references?
3. What questions do you have for me?

Record notes from this lesson's lectures here.

6.2 Answer to Closing Question #1

Enter your answer to the following question using the example below for inspiration.

Closing Question #1: "Is there anything else I should know?"

Sample answer for a **Public Relations Manager**

SITUATION: Yes, you haven't asked me about my creative skills, so I'd like to give you an example of a time I demonstrated creativity. When I started working as the PR Coordinator at the Middletown College Campus Theater, our attendance was extremely low.

TASK: My job was to increase attendance at plays.

ACTION: I looked at other entertainment businesses to see who did the best job of marketing. I noticed that movies generated most of their awareness using video trailers, so I thought that might work for our theater. I persuaded a friend, who was a visual arts major, to create a trailer for one of our plays as one of her class projects. I then ran that trailer on all the campus social media networks."

RESULTS: The video trailers got over 2,000 views, and our theater attendance increased by 50%.

Enter your best STAR story here.

SITUATION:

TASK:

ACTIONS:

RESULT:

6.2 Answer to Closing Question #2

Enter your answer to the following question using the example below for inspiration.

Closing Question #2: “Do you have any references?”

Sample answer for a **Bookkeeper**

Yes, if you'd like, I will send you the contact information of three people who will provide references for me. The first is my previous manager who has since left the company where I currently work. She was my boss for over a year, so she's the best judge of my capabilities.

Next is the volunteer coordinator for the animal shelter where I volunteer. I help them with their bookkeeping, so he can also attest to my bookkeeping skills.

The third person on this list is my faculty advisor who worked with me when I was getting my accounting degree. She supervised me on several class projects, so she's familiar with my academic work.

Enter the names and describe your relationship for people who can provide references for you. These people should be familiar with your work performance or academic achievements.

Name of Reference #1: _____

Relationship to You: _____

Additional Context: _____

Name of Reference #2: _____

Relationship to You: _____

Additional Context: _____

Name of Reference #3: _____

Relationship to You: _____

Additional Context: _____

6.2 Answer to Closing Question #3

Enter your answer to the following question using the example below for inspiration.

Closing Question #3: "What questions do you have for me?"

Sample answers

What do you like most about working for this organization?

What characteristics are most important when you consider candidates for this role?

What advice would you give someone coming into this role?

I noticed that your company was recently recognized as a top place to work. What are some of the reasons it's such a great place to work?"

Why did you choose to work for this company?

How has your organization been able to deliver such impressive growth?

Enter the questions you plan to ask at the end of interviews. Remember to ask questions that give the recruiter a chance to tell you why they like the organization they're hiring for and what's appealing about the job they're trying to fill.

Question #1: _____

Question #2: _____

Question #3: _____

6.3 Interview Checklist

Use the checklist below to ensure you're prepared for each interview you have

Things to bring to your interview:

- A handbag or briefcase big enough to fit the following
- A nice folder with a notepad
- Ten copies of your resume
- Five copies of your references list
- A list of questions you might want to ask an interviewer
- A pen
- Two or three small bags of snacks (nuts, granola bars, etc.)
- A bottle of water
- Breath mints

The week before your interview:

- Make sure your interview clothes are clean and pressed
- Make sure your interview shoes are polished
- Research the company
- Practice your PEN, STAR, and case question answers

The day before your interview:

- Double-check that your clothes and shoes are in good shape
- Pack your handbag or briefcase with the items listed above
- Practice your PEN, STAR, and case question answers one last time
- Get a good night's rest

The day of your interview:

- Wake up early
- Eat a big, healthy breakfast
- Check the weather to see if you need an umbrella
- Check traffic to ensure you don't need to leave extra early
- Arrive thirty minutes early
- When you arrive, find a restroom, use it, and check your appearance
- Check in with the receptionist at least ten minutes before your interview time

During your interview:

- Greet the interviewer with a friendly smile and a firm handshake
- Nail the interview! This should be easy, given all the preparation you've done
- At the end of the interview, thank the recruiter and tell them you want the job

After your interview:

- Within 24 hours after the interview, send a short, polite email to the everyone you met during the interview process, thanking them and reiterating your interest in the job
- If you haven't heard back after 7 days, send another email reiterating your interest in the job and asking them if they need anything else from you for their decision making process