

**Louisiana State University
In Alexandria**

**Self-Marketing: A Guide to Seeking and
Obtaining Full-Time Employment**

(Fourth Edition)

By:

Dr. Louis C. Mancuso

Scott O. Brame/CLECO Endowed Chair in Entrepreneurship

The Job Fair

Job fairs. . . many shudder at the words. Many have heard horror stories of:

- * long lines**
- * companies attending but not hiring**
- * confusion**
- * crowds**
- * the inevitable sea of navy-blue suits**

Three Ps for Succeeding at the Job Fair

Preparation--The Key to Successful Endeavors

- * Pre-register {might provide prescreening}**
- * Obtain a List of Employers & Plan Your Strategy**
- * A Perfect Resume is a Must!**
- * Learn to Sell Yourself--and Fast!**

Professionalism--A Must at the Job Fair

- * Now is not the time to "stand out and be noticed" with unusual clothing or resumes.**
- * Be Polite at all Times.**
- * Recruiters see Candidates as Possible Future Representatives of their Organizations. You must Display:**
 - Confidence**
 - Enthusiasm**
 - Ability to Think and Speak on your Feet--and Under Pressure**
- * Obtain the Recruiter's Business Card. Discuss how and when to follow-up with the Recruiter.**

Patience--A Virtue

- * Make Notes after Speaking with the Recruiter**
- * You will not receive a job offer at the fair {the process takes three to four months [or longer]}**

The Art of Writing Job-Search Letters

Before You Write

*** Go to the Library**

- Find out about the Company
(check: www.hoovers.com)**

- Find out about the Industry
(check: Ebscohost)**

- Find out what is Going-On**

Writing and Producing Job-Search Correspondence

- * Design your letters to be work-centered and employer-centered, not self-centered. {You must go to the Library – www.hoovers.com & Ebscohost}**
- * Address your letters to a specific individual.**
- * Use high-quality stationery and envelopes. {20 pound Bond paper.}**
 - In Advertising You try to Use as Many Senses as possible--touch, sight, etc. (Suggestion: use 20 pound bond paper.)**
- * Keep the letter to one page.**

- * **Tailor your letters for each situation.**
 - **Personalize a job objective**
- * **Show appreciation to the employer for considering your Application.**
- * **Make your letters easy to read and attractive.**
 - **Style--do not use script! (Use: Times New Roman 12 point.)**
- * **Be Honest!**

The Types of Letters

Application Letter

- * **Get enclosed resume read!**
- * **To generate interviews!**
- * **The Application Letter should be very specific--place job objective here.**

Networking Letter

- * **Generate information interviews--not job interviews!**

Thank-you Letters

- * This is the most important yet least used tool in a job search**
- * Letter should be warm and personal**
- * Reemphasize your strongest qualifications**
- * Reiterate your interest in a position**
- * Provide supplemental information not previously given**
- * Draw attention to the good match between your qualifications and the job requirements**
- * Express your sincere appreciation**

Appearance Counts in Resume Writing

There is no single correct way to design your resume. However, the following are a few suggestions that you might consider:

*** Appearance of Resume**

- Typesetting**
- Good Paper Stock (Suggestion: 20 pound bond paper)**
- Quality Printing Job**
- Use Bold, Underline, or Italics**
- Use Composition Rules--lots of white space**
- Use Proper Spelling, Correct Grammar, and be Neat**

*** Paper**

- Color--off-white, light blue, or light gray**
- Textured**

*** Length of Resume**

- Approximately One Page**

The Resume: How to Speak to Employers' Needs

A resume can prepare an employer to like you by revealing these four qualities:

- * Industriousness and Ambition**
Activities, employment, and achievements illustrate such.
- * Cooperative Attitude**
Participation in activities, clubs, and sports speak to this.
- * Interest in the Work and Enthusiasm for the Employer's Product or Service.**
Job objective should be contained in the application letter.
- * An Orderly and Businesslike Mind**
A crisp, neat format reflects a businesslike mind. A poorly typed and sloppily reproduced resume triggers a dislike.

Writing Your Resume

The resume is a written presentation of yourself that highlights your experiences and achievements. In writing your resume, you will want to include the information that best qualifies you for either a specific job or area of interest. Recruiters use the resume to develop an impression of you, as well as a guide for the interview process.

Resume Heading

**Name, Address, Phone Number, Email address
{include: both campus and permanent phone numbers}
[Note: Voicemail and email addresses should be professional.]**

Resume Objective

**The simplest format can be stated by job title, e.g.,
Sales Representative-Consumer goods, or Public
Accountant-Audit and Taxes**

The Objective is not mandatory but should be placed in cover letter.

Resume Education

Degree you will receive/have received

School/Graduation Date

Include GPA {if over 3.0}

Relevant Course Work or Electives

Award, Honors, or Scholarships

Work Experience

Name of Company

Location

Job Title

Dates of Employment

Brief Description of Duties/Accomplishments

College Honors and Activities

Avoid both Religious and Political Activities

**List Organizations, Office, Position, or Committee
Assignments**

Special Section

List Experiential Exercises that have helped to Prepare You for the Position

Personal Data

List Special Skills, Characteristics, or Interests

Avoid--height, weight, health, age/date of birth, marital status, etc.

References

Will be Furnished Upon Request

In Microsoft Word under 'New' you can obtain a variety of resume formats and cover letter formats.

Interviewing

Preparing Better Than Your Competitors

- * The biggest mistake made by job candidates is grossly underestimating the competition.**
- * Go to the Library – www.hoovers.com & Ebscohost**
- * Dress Well!!**
- * Carry a Copy of Your Resume**
- * Communicate Well**
 - Non-Verbal Communications**
 - Verbal Communications**
- * Handle Your Liabilities**
 - Recognize the liability as a legitimate issue or concern.**
 - Identify the strength that is perceived by the interviewer as missing.**
 - Prove that you have that strength.**

Topics for Questioning the Employer during an Interview

- * Successful interviews rely upon the active participation of both the interviewer and the interviewee.**
- * You need to ask questions to get as much detailed information on company needs and the job, so that you can determine if you will be comfortable with that organization.**

*** Topics for Questions**

Opportunities for Growth

Typical career paths and realistic time frames for advancement

Performance evaluation and promotional opportunities

Typical first year assignments

Initial and future training programs

Type and length of training required

Company's "personality" and management style

Policy on promotion

Expectations of new hires

Interviewer's own experience with organization

Qualities needed in new hires

Characteristics of person successful with company

Description of work environment

Departmental structure

Future growth plans

Challenging facets of job

Organization's stability and fiscal soundness

Differences from competition

Questions Asked by Employers

What do you see yourself doing five years from now?

What are your long range career objectives?

What are the most important rewards you expect in your career?

Why did you choose the career for which you are preparing?

What do you consider to be your greatest strengths and weaknesses?

Tell me about yourself?

How would you describe yourself?

How do you think a friend or professor who knows you would describe you?

What motivates you to put forth your greatest efforts?

Why should I hire you?

How do you determine or evaluate success?

In what ways do you think you can make a contribution to our organization?

What qualities should a successful manager possess?

Describe the relationship that should exist between a supervisor and those reporting to him or her?

What two or three accomplishments have given you the most satisfaction?

Describe your most rewarding college experience?

Why did you select your college/university?

What led you to choose your field or major?

If you could do so, how would you plan your study differently?

Do you think that your grades are a good indication of your academic achievements?

Are you able to work under pressure? Tell me of a situation where you had to work under pressure, and how you handled it?

**Why did you decide to seek a position with this company?
What do you know about our company?**

What two or three things are most important to you in a job?

What criteria are you using to evaluate the company for which you hope to work?

Do you have a geographical preference?

Would you be willing to consider geographical locations other than your preference area?

Would you be willing to relocate?

Are you willing to travel? How much travel would you be willing to consider?

Define cooperation.

What have you learned from your mistakes?

What major problem have you encountered, and how did you deal with it?

Would you be willing to take a drug test as a condition of employment?

Are you able to take instructions or criticism without feeling upset or hurt?

Do you prefer working with others or alone?

What do you hope to be earning two to five years from now?

What have you done that shows initiative?

What have you learned from the jobs you have held?

What is the most difficult situation you have faced?

What kind of people do you find it difficult to work with?

What qualifications do you have that will make you successful?

What would your references say?

May we check your references?

How has your college experience prepared you for this career?

Why did you decide to seek a position with this company?

How would you describe the ideal job for you?

If you were hiring a graduate for this position, what qualities would you seek?

How do you handle rejection?

Have you done the best work you are capable of doing?

Do you have any questions?

How to Dress for an Interview

- * Your primary goal in dressing for an interview is to feel great about the way you look while projecting an image that matches the requirements of the job and the company.**
- * Go for perfection. Wear professionally pressed clothing in natural fabrics.**
- * Don't make a fashion statement. Conservative is the password--dark blue, gray, and muted plaids.**
- * Redefine cleanliness.**
- * The interview is not the time to make a personal statement of nonconformity or disagreement with society's concept of professional image.**
- * Image is important to all companies.**

Elevator Speech

Have a 30 to 60-second Elevator Speech practiced and prepared!

You Elevator Speech should contain:

- **How you can help the company**
- **Your attributes**
- **And a good closing line**

In other words, use AIDA in your Elevator Speech:

Attention {get the interviewer's attention}

Interest {build interest}

Desire {get the interviewer to want to hire you}

Action {ask for the internship/job}

Be Careful with Social Networking

Please be careful with anything you place on Facebook, etc. The prospective employer will more than likely look at what you have posted!

Voicemail

Make sure on Voicemail that your greeting is professional!

