

TIPS FOR THOSE IN TRANSITION - UPDATE

By John B. Goldhamer

Tips For Those in Transition-Update is a commentary of mainly my ideas, opinions, and thoughts that I suggest to Job Seekers in transition while coaching, speaking in network meetings, and teaching. This commentary is easier to read when printed. If you like what I wrote, pass it along to others. I wish you the *Best of Luck while you are in transition and for your future employment!*

John B. Goldhamer, author of *One Stop Websites for Researching Business, People, Facts, & Beyond*, says he is a *Jack-of-all Trades, Master of a Few, and has opinions on everything!*

<http://www.Linkedin.com/in/JohnGoldhamer>

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Note: Since most of the world uses Microsoft Products, only Microsoft Word will be addressed. When composing anything, start in Microsoft (MS) Word, perform a spell check, and then copy and paste it into your E-mail or LinkedIn message and profile, so that spelling and grammatical errors are correct in your document. *Computers can make us look smart!*

Basics - Word Documents

Font - I prefer Arial, but choose an easy to read font such as: Arial, Courier, or Times New Roman. Optical Character Recognition (OCR) used by some companies will read these fonts.

Font Size - Choose a basic font size such as 12-font, unless space is a problem then an 11-font or 11.5-font is acceptable. Try to make it easy for the reader to review your information. Remember, we have an aging population that may have difficulty seeing small print.

Align Text - Align Text Left, unless you prefer Justify, which aligns both the left and right margins.

Margins - Try to use 1-Inch on all sides. If space is problem, the top, bottom and side margins can be decreased, to .95, .9, .85, or .8, but less than .5-Inches on all sides will not print well.

Name of File - To be identified by the reader save the cover letter file name with your name such as:

First Name Last Name- Cover Letter- 01-01-2015

Cover Letter

1. Letter Letterhead - To make a *Professional Letterhead*, display all information in Bold using a 12-font size. Your name should be larger with a 13-font size. Your street is not necessary. List your Town / City / State, Cell Phone Number, and E-mail address. Since Cell Phones are better today, do not list your landline unless it is your only phone. Make it easy for the Hiring Manager to know how to contact you! After your name, list your credentials such as PhD, MBA, JD, CPA, PMP, etc.

E-mail Address - To stand out, simply use your *First Name.Last Name@_____*.

Some Internet carriers like aol, will not allow characters like dots.

Use a Capital letter for the first letter of your first and last name.

Yahoo may not accept a Capital letter in an e-mail address.

Keep an e-mail address you have used for a long time only for personal e-mails.

Internet carriers allow free multiple e-mail addresses, so register a new name.

Display it in *Universal Underlined Bold Blue (IBM Blue)* to identify it as an e-mail.

If your e-mail address uses an underscore (J_G@), do not underline the e-mail.

Bottom Border Line - To offset the letterhead from the body of the cover letter, add three empty lines or spaces, and then on the middle line, add a Bottom Border line by clicking the *Borders Drop Down Box* so that the line goes across the page.

Human nature will automatically start reading below a line.

If space is a problem, use one line for the Bottom Border or make the line 1-font.

2. Addressee - If you know the name of the person you are writing to, start with Mr. or Ms. If they are friends use Mr. or Ms., but write Dear First Name: If you do not have a name to address your Cover Letter, you can discover a Hiring Manager, using *LinkedIn.com, People, Advanced Search*. Under *Keyword*, key your field such as Accounting or Finance or Tax. Then key the "*Company Name*," clicking "*Current*," key the company "*ZIP Code*," and click "*Search*." If an employee is listed as Bob B., Tax Manager, copy the Title and Company Name into Google, but key separate Quotation Marks (" ") around each word and hit Enter. Generally, Google will obtain the persons full name. Human Resources may forward your information to the Hiring Manager thinking they know you.

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3. Re: Reference - If you have a specific position that you are applying for, it should be listed as:

Re: ___ ___ - Job ID 9407 [Job Title - Job ID Number, or Posting Number]

Re: ___ ___ Team Position, if you do not know the Job Title.

4. First Sentence - You want to *catch the attention of the reader* to go further in the document!

If you have experience in the field, start with:

As a _____, I am excited to apply for your position as a _____!

This “Jumps off the paper” toward the reader and shows your excitement.

If you are applying to a new field, you can start with:

As someone very interested in _____, I am excited to apply for your position as a _____!

Do not use empty statements such as:

“Reference is made to your ad for a _____, or “I saw your ad for a _____.”

“Enclosed is my résumé in reference to your ad for a _____.” (See Number 5)

If the company needs to know how you discovered the ad, they will ask later.

5. Second Sentence - This sentence should guide the reader toward about Five Bullet Points that gives them an opportunity to learn about your *Achievements* or *Assigned Successful Tasks* that make you stand out. The following sentence is an example that *also mentions the enclosed résumé*:

While my enclosed résumé provides detailed information about my education and professional experience, the following are some bullet points that illustrate how I will make a strong contribution to ABC’s _____ Team:

6. Bullet Points - Bullet Points should be similar to your résumé Bullet Points, but written in complete sentences, and demonstrate to the reader that they were *Achievements* or *Assigned Successful Tasks*. It has been said that they must meet the “*So What Test*,” showing that they were important to the success of your employer and maybe your future employer.

Bullet Points should have *Valid Numeric or Percentage Statistics* such as:

- Saved my company over \$2,000,000 by designing and implementing a product cost reduction manufacturing plan,
- Increased sales over 20% by creating an unusual method of presenting products into weaker markets,

Bullet Points could list *Improved Functions without numbers* such as:

- Created a process improvement for manufacturing widgets,
- Modified the filing return procedures, which saved time,

Bullet Points could have *conclusions* that are not in your résumé such as:

- Extensive education and experience to quickly analyze, evaluate, and resolve complex accounting issues,
- Can make an easier transition when dealing with governments,

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7. Last Sentence - Just as in the beginning, you wanted to catch the attention of the reader to go further in the document, you now want to *close with a strong statement*:

I am confident I will make a strong contribution to ABC's ____ Team and welcome the opportunity to discuss my qualifications. Thank you for your consideration.

Do not use empty clauses such as:

In conclusion, ..., It will be my pleasure to meet with you...,

8. Closure - Close with Sincerely, Regards, or Best regards, Sincerely yours, or Respectfully, may be courteous but are too traditional. Warm Regards, might be considered too friendly. Thanks, is too unprofessional for a business letter.

9. Signature - Most positions are applied for online, where a real signature is not possible. Some fonts look like a signature such as:

Sincerely,

John B. Goldhamer (Monotype Corsiva) *John B. Goldhamer* (Brush Script MT)
John B. Goldhamer

For your signature, choose a font that you like. Follow it by your name using the same font as the rest of your letter, for example:

Arial, Courier New, or Times New Roman.

10. Space Problems - If space is a problem, as mentioned in Basics on the first page, a font such as 11-font size or 11.5-font size are acceptable.

To free up space, the Font Size for lines between each paragraph or bullet points may be reduced so that it is not less than 5-font size. To offset sections, use a Bottom Border Line across the page using only one line or make the line 1-font.

If a sentence is too long to fit on one line and only a few spaces are needed to decrease it, the Font size of the spaces between certain words or the size of characters such as () Brackets, - Dash, . Period, or , Comma and their spaces on either side may be reduced from 12-font size to 11, 11.5-font size, or *lower*.

This works well between certain letters: 1 D, 1 B, N D, d b, etc.

Certain letters take up more space: 8, W, O, S. C, A, F, w, s. etc.

Sometimes, a *Less Lengthy Word* can be found using Word's *Thesaurus*.

Business Cards

1. A Little Window to You - Business Cards are another tool to help you network by providing your contact information, your field or title, and perhaps a logo, which promotes and recognizes you or your field. (See Cover Letter, 1. Letterhead, Page)
2. Order - Today, any office supply store can print reasonably priced business cards. VistaPrint offers Free 100 Business Cards, where you only pay \$5 Shipping. The back of the card no longer states any VistaPrint Logo.
<http://www.vistaprint.com/free-business-cards.aspx>

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Résumé or Resume

Résumé or Resume - Either are acceptable. It is a French word, meaning to *summarize*.

Just the Facts - A Résumé should be concise with "*Just the Facts*," as if written by a Police Detective. Since it generally discusses past employment it should be written in past tense. Common subject words such as "I" are not used. Never use "We" on a résumé. *Employers want to know what you did!*

Each topic description should start with an action verb, such as:
Analyzed, Composed, Conducted, Coordinated, Designed, Managed, Provided, etc.

Basic Types of Résumés

Chronological - This is the most popular format. It places information in reverse chronological order (i.e. from most recent to the oldest). Human Resource Employees and Recruiters (*The Gate Keepers*) tend to prefer this format as it demonstrates a candidate's steady and upward career growth. Thus, the focus is on time, job continuity, growth, and achievements.

Functional - A functional resume focuses on skills, credentials, and accomplishments over the course of all jobs held. Emphasis is on what you did, not when or where you did it. Accomplishments, qualifications, and experience are grouped together, to emphasize your experience in specialty areas.

Combination-1 - Combination-1 resume uses a career profile, which is a *Functional* style listing of relevant skills and accomplishments and then proceeds to describe employment histories *Chronologically*. In other words, it is a combination of the above two concepts. The experience section supports the *Functional* resume, but the position titles and dates are listed *Chronological*.

Combination-2 - Combination-2 is a resume that is *Chronological* when it lists positions in reverse chronological order, but inside each position, it lists accomplishments of the job followed by *Functional specific topics* important in you field, such as the types of software, textiles, or taxes.

http://www.careerowlresources.ca/Resumes/Res_Frame.htm?res_overview.htm~right

Résumé Tips

1. Name of File - So that the HR Recruiter or Hiring Manager recognizes your résumé, the name of the computer file should be as follows:

First Name Last Name - Resume - 2015
2. Letterhead - To make a *Professional Letterhead*, display all information in Bold with 12-font size. Your street is not necessary. List your Town / City / State, Cell Phone Number, and E-mail address. Since Cell phones are better today, do not list your landline unless it is your only phone. Make it easy for the Hiring Manager to know how to contact you! After your name, list your credentials such as PhD, MBA, JD, CPA, PMP, etc.
3. Bottom Border Line - To offset the letterhead from the body of the cover letter, add three empty lines or spaces, and then on the middle line, add a Bottom Border line by clicking the *Borders Drop Down Box* so that the line goes across the page. Human nature will automatically start reading below a line. If space is a problem, use one line for the Bottom Border or make the line 1-font.
4. Margins - Try to use 1-Inch on all sides. If space is problem, the top, bottom and side margins can be decreased, to .95, .9, .85, or .8 Inches, but less than .5-Inches on all sides will not print well.

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5. Space Problems - See Cover Letter, 10. Space Problems, located on page 6.
6. Fonts - See Cover Letter Basics on page 1.
7. Keywords - Carefully read the job posting and Match Keywords from your work experience. Larger companies use computer software programs called *Applicant Tracking Systems (ATS)* to select applicants who match Keywords from the job posting.

Some people suggest when applying online have your résumé as the first page followed by your cover letter. Then on the top of the *final page type*, “*This is the job that I am applying for with this application.*” Include the entire job posting or key just important parts, which should match the Keywords the *Applicant Tracking Systems (ATS)* is searching for in your application.

Another final page choice is to list the Job Posting Position Requirements on the left and your matching experience on the right showing you’re the best candidate.
8. Empty Words - Cliché words or words that do not “*Add value*,” toward discovering the best candidate should not be included, such as: People person, Go-getter, Hardworking, Self-starter, Results oriented, etc.
9. Next Best Thing - If a job posting lists a preferred credential or license such as a PMP and you have been approved to take the exam by the right authority, you can then state that you are a “PMP Candidate,” or an “Active” or “Qualified PMP Candidate.”

If you have the experience, but not the credentials such as CPA or PMP make a statement in your cover letter mentioning the credential. The sentence could be similar to the following. *Although I am not a PMP, I have the experience to succeed in this field.* Applicant Tracking Systems (ATS) will pick up this phrase.
10. Objective - Many people say that an objective is not needed since the Hiring Manager already knows you are applying for the job posting and it can waste space.
11. Summary and Achievements – The first sentence should be one or two lines stating the type of work you do, followed by Achievements in Bullet Point format that will demonstrate to a reader your Accomplishments or *Assigned Successful Tasks*. They must meet the “*So What Test*,” showing that they were important to the success of your past employer. (*See Cover Letter Number 6 Bullet Points*).
12. Professional Experience - Since we read English from left to right, the most important should be listed first. If you are using a Chronological Résumé, start with Title, followed by the Company, City, and State and ending with the “From and To” years only.

If you are using a Combination Résumé, after the Functions Section list your Employment History section by starting with your title, followed by the company, then the city and state and ending with the “From and To” years without months.
13. Education - Since we read English from left to right, start with your most recent degree or certificate of learning, then the school, followed by the city and state. We have been taught to list the school first, but unless you went to an Ivy League school, Recruiters are first interested in your degree followed the school. If you are older, do not list graduation dates. List all your degrees even if “*Basket Weaving.*”

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14. Certification - Current and past certifications as well as licenses should be listed as a separate category. Although past certifications and licenses in unrelated fields may not seem applicable, it shows that you are able to learn, test, and become certified.
15. Employment Gaps - Since the “Great Recession,” Recruiters are more understanding of gaps. Recruiters may ask, “*What did you do while you were unemployed?*” One way to answer the question and fill in those gaps is to volunteer and then list it on your résumé. You can “*Pay it forward*” by volunteering related to your skills: Accountants can do Bookkeeping, Project Managers can write procedures, etc. If you took care of a family member, list the dates on your résumé.
16. Many Résumés - If you are applying for positions in different fields, write different résumés, such as one for accounting and another for finance.
17. Mark as Final - When performing a spell check on documents and clicking “*Add to Dictionary*” or “*Ignore rule,*” *errors are only modified on your computer.* When documents are sent to others to read, their computer will identify some of the same errors and misspellings and underline them in red; such as *last names like Goldhamer.* One way to avoid spelling errors like last names appearing on the reader’s computer underlined in red is to use “*Mark as Final,*” which makes Cover Letters and Résumés “*Permanently Read-only*” without displaying any spelling errors. For Microsoft Word 2007 & 2010, etc.- With the document open, click “File” “Info” “Protect” “*Mark as Final.*” Finally click “Ok” to “*This document will be marked as final and then saved.*” Once completed, only a small Red Stamp appears on the lower left corner of the readers screen indicating that it is “*Marked as Final.*” Another way to avoid spelling errors like last names appearing on the reader’s computer underlined in red is to save the MS Word Document as an “*Adobe .pdf.*” Once the MS Word Document is *saved and closed,* the file will be listed in the Documents Library where you saved it. Right click the file name and come down and click “*Convert to Adobe .pdf.*” The Documents Library will now list two files with the same name; one as a “MS Word” and the other as an “Adobe .pdf.” Follow this procedure for Cover Letters and Résumés and then E-mail them or upload them to Websites when you apply for positions.
18. Years of Experience – On resume, do not state your years of experience, as it does not add to the goal, but if asked in an interview, just say 20+ years of experience or less.
19. Seconds - Many have stated that since Recruiters have to review so many résumés, they only spend about *17-seconds* reading each one and are looking for *any reason to reject your résumé,* so that they can go on to the next one. You need to impress the Recruiter that you are the best choice!
20. One page, Two page, More - About 51% of the experts say that a résumé should be only one page, yet the other 51% say that two pages are acceptable. All agree that three pages are too many, unless you are applying for a teaching position, where a Curriculum Vitae (CV) is customarily many pages, listing published works. *If Recruiters only spend 17-seconds reading your résumé, they may not turn to a third page.*

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Paper

1. Good Quality Rag - Today, most cover letters and résumés are sent electronically by e-mail, where the reader may print them using their own printer and paper.

For onsite interviews, hand the Interviewer a *Folder with the Tab listing your name and containing your Cover Letter and Résumé printed on good quality “Rag” Paper,* which means that it is thicker and made using cotton or linen. Make sure the paper is Laser, Inkjet, and Copier Guaranteed, which prints better.
2. Weight - A thicker 24-Pound or more Inkjet or Laser paper looks and feels good too.
3. Bright White - Personally, I recommend *Bright White Paper* with a “97 GE Brightness” or more and including a “160 CIE Whiteness” or more. The greater the Brightness and Whiteness the more contrast between printed areas, which provides a distinct vibrant appearance of printed text and colors. HP makes a good Bright White, 24-pound, 97 Brightness, Inkjet paper that looks and feels like a “Rag” paper.

Some people recommend a good quality “Off White Rag” Paper, which they say helps your résumé stand out from the white résumés in a stack. As mentioned above, today Recruiters are generally reviewing stacks of résumés sent electronically by e-mail, which are printed using their own printer and paper or simply reviewed on a computer screen.
4. Watermarks - Some better quality papers have Watermarks, which are subtle images or patterns embedded in the paper showing the manufacturer’s trademark.

For Watermark paper, *print the Watermark, right side up and not reversed.*

Marketing Plan

Create a Marketing Plan, where on one-page you list the following headings:

Summary, Considerations, and Target List

1. Summary - The Summary should a brief statement about what type of job you are looking for, in about three to five lines.
2. Target List - Start with “*I am looking for contacts at these companies.*” Your Target List are the names of companies where you think they might need someone with your skills and you would like to be their employee. For local or well-known companies, only list the company names without addresses. To offset the list of company names, box them in an Outside Border using the Border Dropdown Box.
3. Consideration - The Consideration is about five Bullet Points from your Cover Letter demonstrating your *Assigned Successful Tasks* or your specialties.

Mention some of your Target Companies in your “60-second Speech.”

Handshake

1. Firm Handshake - Make a *Good First Impression* by using a Firm Handshake when meeting people. Do not try to squeeze their hand too hard, but show that you are confident and look them in the eye while shaking hands.
2. Shaking Hands with Women - Some men are cautious to shake a women’s hand too hard. Instead of gripping the women’s hand hard and squeezing between the base of your thumb and pinky, *just tighten the tip of your fingers around the back of her hand.* This demonstrates a firm handshake, yet does not hurt her hand. Women could also use this method to shake hands with other women.

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60-Second Speech

A 60-second Speech is a *brief, clear, verbal presentation* that *grabs attention* to discuss your talents.

The Spoken word is different from the Written word because it is “Digested” or Understood easier. Contractions, such as “I’m” are acceptable. Don’t say anything negative or be negative at all!

1. Show - Your 60-second Speech is *the First Name Last Name Show* and you are *Star!*
2. Greeting - You only have a brief time to convey to the listener you are the best, so even though it is polite to say “Good Morning, Good Afternoon, it does not “*Add value*” to your goal and reduces your speech down to about 58-seconds. Simply speak *clearly, slowly, starting* your speech by saying “Hello, I’m _____.” or I’m _____.”
3. Name - Always start and end your speech by saying “I’m *First Name Last Name.*”
4. Title - Next, say your title or what you are, such as, “I’m a Strategic Marketer.” “I’m an Authored Tax Expert.” “I’m a Project Manager Professional.” Perhaps, say what you can do. “I work with businesses to help them....”
5. Former Employer - If your former employer is impressive and helps convey that you are the best, mention the company name, such as “I’m formerly with _____.” Do not say I was laid off from ABC Company after many years!
6. Selected - If your employer asked you to do a project, then you were “*Selected*” over the other employees, showing that you were the best for that project; even if you were the only one available. Say, “I was selected to _____ .”
7. Tasks - Next, mention your *two best* Bullet Points from your Cover Letter, demonstrating *Assigned Successful Tasks* and why you are the best. “I was selected to write....”
8. Target Companies - From your Marketing Plan, select two of your Target Companies, where you think they might need someone with your skills. If you know the names of contacts you want to meet, say, “I’m looking for contacts with *First Name Last Name* at *ABC Corp.* or contacts at *XYZ Co.* to help them with _____ issues”
9. Hook - A Hook catches the listeners attention *Pulling them in*” so they remember your speech. My hook is “*I can Hammer out any Tax problem. I am John Goldhamer.*”
10. Look - Look at the audience going from left to right and then back to left. When you look at different people, they listen carefully and think you are speaking just to them.
11. Gestures - Professional speakers and actors use gestures to help them remember their lines. *The more senses we use to remember, the longer we remember.* In addition, Nodding Yes and Gesturing Left and Right while saying different specialties helps *listeners recognize a difference and remember the subjects.*
12. Intonation - Intonation is a variation of the speaker’s pitch, pattern, or melody while speaking; conveying extra meaning of the words. *Sound sure of yourself and your value.*
13. Smile - People listen to those who smile when speaking, which is why TV ads always show people smiling. Try not to look too serious or angry if you were laid off.
14. Jargon - Unless speaking to someone in your field, try to *avoid* Jargon and Abbreviations.
15. Years of Experience - Avoid stating your years of experience, as it does not “*Add Value*” to the goal and takes precious time. You could say “I have years of experience in....”
16. Practice - Practice your 60-second speech in a mirror, with friends, coach, spouse, or children

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See the Scene, Talk the Talk, and Walk the Walk

I once wrote an addition to this popular expression. You should first Visualize or *See the Scene* what you want to do, then *Talk about doing it*, but then put your words into practice by doing it or *Walking*.

Network Meetings

Network Meetings are *free* and open to everyone with an interest in developing a network of people who are willing to share information to help each other find employment. Network Meetings generally have speakers to help “*Those in Transition*” by coaching, teaching, and providing positive feedback.

1. Learn a Lot, Pass it Along - Network Meetings will generally have speakers who can instruct you on the best things to do for good results in obtaining employment. Some of the speakers are from the group. *When you learn something, pass it along!*

There are enough talented people in most of the larger Network Groups to run a Fortune 500 Company!

2. Get Off the Computer - Attending Network Meetings gets you away from your computer so that you can meet real people who have similar interests in obtaining employment.
3. Know It's Not Just You - By attending Network Meetings you can meet other people in the same situation as you are and perhaps people in similar fields. Some have been in *Transition* longer and can help guide you in your search to find employment.
4. Practice, Practice - At Network Meetings you can practice your 60-Second Speech in front of a *Friendly Group*, who may provide you with contacts or maybe just good suggestions to help you in your search for employment.

Meetup.com

Everyone in Transition should be registered with Meetup.com, which is a *free* online social networking portal that facilitates onsite group meetings in various localities.

Meetup allows members to find and join groups unified by a common interest by entering their Zip Code and topic to find local arranged group meetings; including the times and places they meet.

1. Easy Name - Register the same name that you use for LinkedIn.com. If you register as First Name Last Name, MBA, JD, CPA, PMP, then for someone to find your profile, by name, they would need to type your name exactly as it is registered.
2. Photo - Meetup.com requires a photo to be uploaded. Try to use a close up photo that is well lit or bright, with a nice smile. If you do not want to use a close up photo, you can use a distant photo. Don't use your dog or cat. *They already have a job.*
3. Approval - Once Meetup.com approves your registration, then pick a group to join, which will need a second approval by the Group Organizer.
4. Calendar - Group Organizers will post events so that any member can see the Date, Time, and Location as well as how to RSVP to attend. It helps the Group Organizers or the Planners to know how many people have registered to attend an event.
5. Files - Under the heading “More,” Meetup provides a *Free* service to post complex or large files so that other members can download it to their computer. This document is an example of the type of file that members can download.

TIPS FOR THOSE IN TRANSITION - UPDATE

By John B. Goldhamer

LinkedIn.com

Everyone in Transition should be registered on LinkedIn, which is a free business-oriented social networking site of professionals in a virtual community. Profiles summarize the registered user's professional expertise and accomplishments. Connections allow users to maintain a list of people they know and can be used to gain introductions. LinkedIn can be used to find jobs, people, and business opportunities. Job Seekers can review profiles of hiring managers and discover which of their existing contacts can help introduce them. LinkedIn also offers a premium version for a fee. The *LinkedIn New Users Starter Guide* provides information for any user and links to resources. <http://learn.linkedin.com/new-users>

1. Easy Name - If you register as First Name Last Name, MBA, CPA, PMP, then for someone to find your profile by name, they need to type your name exactly as it is registered.

If everyone knows you as your *middle name*, but you are registered listing your First Name Middle Name Last Name, then again for someone to find you, your name must be typed exactly as it is registered.
2. Groups - In LinkedIn, make sure you join Relevant Local Network Groups that you would like to attend. Most Network Groups send announcements, comments, and links to members that are registered through LinkedIn.com. Try to join local or national LinkedIn Groups in your field or industry. Then you can comment on their group's blog and perhaps make some good contacts in your industry.
3. Profile Address (URL) - Once your LinkedIn Profile is set up, it will assign a number to your profile. You can change this arbitrary number to your First Name Last Name (without any Spaces), making it easier to find your profile. *It can also be listed on the last line of your letterhead for letters and e-mail.*
4. Advanced Search - For a faster search in the top right corner, click "Advanced" for an "Exact Search using Keywords, Company, First Name, Last Name, or Location. *This can be used to discover a Hiring Manager. (See cover letters addressee page 4)*

Informational Interview (Meeting)

An Informational Interview is a meeting in which a job seeker asks for advice rather than employment. The job seeker uses the interview to gather information on the field, find employment leads, and expand their professional network. This differs from a job interview because it is initiated by the job seeker, who asks the questions. There may or may not be employment opportunities available. The term was coined in 1970 by Richard Nelson Bolles, author of the best-selling career handbook, *What Color Is Your Parachute?* [http://en.wikipedia.org/wiki/Informational_Interview]

1. Who - When making your first contact for an Informational Interview, if someone recommended that you speak to this person, do not be shy; simply say: "*First Name Last Name suggested I contact you since you and I are in the same field.*"
2. Why - To gain a better understanding of your industry or occupation, build a network of contacts, and find people who are currently working in your field by Networking.
3. Time - Start by suggesting meeting for about 20 minutes on a Tuesday or Thursday around 2:00, which are generally, slower days, but be flexible. After 20 minutes, look at your watch and thank him or her for meeting. It may continue.
4. Place - His or her office or you could offer to meet at a local Coffee House nearby.

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Solicit Active Responses - Questions that Get Replies Without “No”

“Who do you know in the ____ field?” - Replies to this question are generally longer sentences, which makes the respondent think harder and longer to provide an answer.

“Do you know anyone in the ____ field?” - When we ask a question that can be answered with a “No,” we make it too simple for the respondent to reply the quickest way to get out of an awkward question.

What field are you in? - Replies to this question are generally detailed answers that flow and will include their employer. Most people like to talk about themselves.

“What do you do?” - Replies to this question can be simply limited one-word answers.

Warm Handoff E-mail where someone submits information for you is one of the best ways to get a job

I Really Want to Work for You!

If you determine someone who you know you will work well with and perform a great job, then either in a letter or an interview, say, “I really want to work for you!” People will be flattered and impressed.

Interviews

1. Research - Using the Internet, research the company so that you are comfortable knowing:
What do they make or what services do they provide?
Who are the types of clients that they sell?
Where are they located? Use *Google Maps* to see the Address & Building
My *One Stop Websites for Researching Business, People, Facts, & Beyond*, is a good resource tool as well as *Google.com- Advanced- Exact Search*.
2. Interviewer - Once you have the name of the Interviewer research him or her on the Internet using *Google.com- Advanced- Exact Search*, or put the name in Quotes “ ”, or *LinkedIn.com*, *ReferenceUSA.com* or *Pipl.com*. Search for a photo of the Interviewer so that when they walk toward you, you recognize them. Put your Cover Letter and Résumé in a Folder and on the Tab write or tape your name.

Behavioral Interview

A Behavioral Interview is a structured interview used to collect information about past behavior. Because it is thought that past performance is a predictor of future behavior, the behavioral interview attempts to uncover your past performance by asking open-ended questions. Such questions may start with, “Tell me about a time when you...” Recruiters are looking for three things in Behavioral Interviews, which is shortened to the Mnemonic Memory Devices, STAR, SOAR, SAR, or PAR.

[http://www.quintcareers.com/STAR_interviewing.html]

1. Situation - Describe the situation that happened.
2. Task, or Obstacles - Describe the task that you needed to accomplish. You must describe a specific event not a generalized description of what you have done in the past. Be sure to give enough detail for the interviewer to understand. This situation can be from a previous job, from a volunteer experience, or any relevant event.
3. Action - Describe the action you took and be sure to keep the focus on you. Even if you are discussing a group project or effort, describe what you did -- not the efforts of the team. Don't say what we did, tell them what you did.
4. Result or Outcome - What happened? How did the event end? What did you accomplish? What did you learn?

Prepare Questions - Before interviews, prepare *in writing* some STAR or SOAR Questions and Answers in your field that you think they may ask you in an interview.

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Give a Gift

1. Thank You Notes - After you are interviewed send a *Thank you e-mail to the Interviewer*. Today, thank you e-mails are acceptable, but open with:

"I appreciate you taking the time to interview me recently!"

Although writing "Thank you" is acceptable, it is just glanced over; while your appreciation shows a genuine excitement to work for the company.

For a more personal note, if you have a good handwriting, the day before the interview, on a Formal Thank You Note Card, prepare a thank you note addressed to the Interviewer. Leave it with the Receptionist.

2. Blog Research - *Remember how your parents taught you never go to someone's house without a gift?* If you do not hear from an Interviewer, after a couple of weeks, search for an interesting "Free" article on the industry or company using Google or Blog Search Engine such as:

<http://www.blogsearchengine.org/>

Once you find an article on the field or company, e-mail the interviewer saying:

Thank you again for interviewing me recently! Enclosed is a link to an article that I found about _____ that I think you will find interesting. I hope to hear from you soon!

Be sure your name, address, telephone, and e-mail address are listed.

Dress for Success

1. Look the Part, Be the Part - Just like a photo, your Visual Identity carries the weight of a thousand words and can give a *Good First Impression*. For all professional positions, even if a company is "Business Casual, for an interview you should *Always Dress Up!* Brand yourself as a professional.
2. Network Meetings – Generally, you should dress "*Business Casual*" for Network Meetings. Some people suggest dressing up for Network Meetings because you may meet a contact that knows a potential employer. If you receive a telephone call from a potential employer that wants to meet with you that day, you are already *Dressed for Success* if you live far away.

Job Fairs or Career Fairs

Job Fairs or Career Fairs are local conventions where companies are trying to "*Sell their Company to the Job Seekers.*" Generally, they have a table showing something about the company and they are staffed by Human Resources Employees and other Employees.

Before attending, determine how many of your Marketing Plan *Targeted Companies* will be attending and then printout enough of your résumés for each company. If you have a specific company, printout a cover letter addressed to a possible Hiring Manager. (*See Cover letters addressee page 4*)

Introduce yourself and collect as many Company Business Cards as possible for future references.

Accountability, Job Clubs, and Roundtables

"Sharing is the action we take just before doing"

Accountability Clubs or Job Clubs are groups of Job Seekers with 7 to 10 members who express their successes and regrets on their path to a New Job. Some have weekly reports reviewed by the members and closed memberships, while others are not as strict. *Writing weekly reports will "Take your ideas out of your head, and puts them on a piece of paper, so that your eyes can see them."*

Roundtable Discussions are groups of Job Seekers with about 7 to 10 members who chat about their Job Seeking experiences so that the group tries to make suggestions.

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Unemployment Benefit Payments

Unemployment Tax is paid by each company to the state; who then pays the unemployed person. If Unemployment Benefit Payment Deposits stop, go to an Employment Commission Office with your Pin Number asking them to review your account. Severance and Vacation Pay may be allocated to your last week at the company.

Remember, if you accept a job that pays very little it will affect your Unemployment Benefit Payments. Calculate the salary compared to the Unemployment Benefits, which also allows you to look for a good job.

Continue to file weekly claims, regardless if they stop depositing Unemployment Benefit Payments!

Conclusion

Job Seeking is all about “You:”

Know – What value will you bring to a company?

Show – by using Business Cards, E-mails, LinkedIn, Websites, Etc.

Grow – by helping others with what you learned and passing it along.

Dough – Soon you will have success!

Job Seeking Documents are similar to the Charles Dickens story of Mr. Scrooge’s three visitors:

Your *Résumé* is the “*Spirit of Job Seeker’s Past,*”

Your *Cover Letter* is the “*Spirit of Job Seeker’s Present,*”

Your *Marketing Plan* is the “*Spirit of Job Seeker’s Future.*”

With these three “*Spirits*” or “*Representations,*” you will succeed!

Now my job of presenting ideas to you is done and yours is just beginning.

For each subject, you must decide if you want to follow my advice. I will not be offended, if you do something different, but at least you have the details to make an informed decision.

I wish you the *Best of Luck while you are in transition and for your future employment!*

Sincerely,

John B. Goldhamer

John B. Goldhamer

Richmond, Virginia

<http://www.Linkedin.com/in/JohnGoldhamer>

TIPS FOR THOSE IN TRANSITION - UPDATE

By John B. Goldhamer

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