

Job Search Skills

SMART Goal Setting

- **SPECIFIC:** In order for you to achieve a goal, you must be very clear about what exactly you want. Often creating a list of benefits that the accomplishment of your goal will bring to your life, will you give your mind a compelling reason to pursue that goal.
- **MEASURABLE:** It's crucial for goal achievement that you are able to track your progress towards your goal. That's why all goals need some form of objective measuring system so that you can stay on track and become motivated when you enjoy the sweet taste of quantifiable progress.
- **ACHIEVABLE:** Setting big goals is great, but setting unrealistic goals will just de-motivate you. A good goal is one that challenges, but is not so unrealistic that you have virtually no chance of accomplishing it.
- **RELEVANT:** Before you even set goals, it's a good idea to sit down and define your core values and your life purpose because it's these tools which ultimately decide how and what goals you choose for your life. Goals, in and of themselves, do not provide any happiness. Goals that are in harmony with our life purpose do have the power to make us happy.
- **TIMED:** Without setting deadlines for your goals, you have no real compelling reason or motivation to start working on them. By setting a deadline, your subconscious mind begins to work on that goal, night and day, to bring you closer to achievement.

Types of Cover Letters

- **First contact cover letter**
A First contact cover letter is one that is used when you are not applying for a particular job. You can use the cover letter as an introduction of your skills. Although this type of cover letter may not produce great success for you, if you send it at the 'perfect time' it could get into the hands of a decision maker who may contact you for an interview.
- **Targeted cover letter**
Unlike a First contact cover letter, a Targeted cover letter is sent to a specific person, applying for a specific job. With an effective presentation of your skills and experience, this cover letter could turn into a strong job prospect.
- **Recommendation cover letter**
Of the three cover letters mentioned, a Recommendation cover letter may be your best chance for turning a job application to a job offer. The one bonus of this type of cover letter is that it includes the name and contact information of someone who is referring you to the company.

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Creating an Effective Introduction

Three steps to introducing yourself effectively:

- Project warmth and confidence.
- State your first name and your last name.
Depending on the situation, you may also state your affiliation and/ or your position in the company.
- When the other person has given their name, repeat it in acknowledgment.

Strong cover letters contain the following details:

- Addressed to a specific person.
- Use the professional title of the person to whom it is addressed.
- Brief; about one-half page.
- Mention the name of anyone referring you to that company.
- Do not appear to be boastful or desperate.
- Indicate interest in the company.
- Highlight two or three eye catching traits or characteristics you possess.
- Display confidence as a high quality candidate for the position.
- Businesslike in tone, yet enthusiastic.
- Attached as one file along with the resume.

What Not to Talk About

- Don't tell jokes during the interview.
- Don't be soft-spoken. A forceful voice projects confidence.
- Don't say anything negative about former colleagues, supervisors, or employers.
- Don't lie.
- Don't answer questions with a simple "yes" or "no." Explain whenever possible. Describe those things about yourself that showcase your talents, skills, and determination. Give examples.
- Don't bring up or discuss personal issues or family problems
- Don't answer cell phone calls during the interview or turn off your cell phone and/or pager.
- Don't inquire about salary, vacations, bonuses, retirement, or other benefits until after you've received an offer. Be prepared for a question about your salary requirements, but do try and delay salary talk until you have an offer.
- Do ask intelligent questions about the job, company, or industry.

If you want to make a good impression, know that you need to project 3 C's:

Confidence Competence Credibility