

MARKETING “ME INC.”

Resumes & Cover Letters

Presented By: Brian Epstein & Ann Mossop

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TODAY'S OBJECTIVES ~ Brief Overview

By the end of this session, participants will be able to:

- List four resume styles and when most appropriate to use each style.
- Compare and contrast an effective Resume and Cover Letter.



AGENDA 7:00 – 9:00 p.m.

- | | |
|------------------------------------|------------|
| ■ Introductions & Warm-up | 30 Minutes |
| ■ Overview Resumes & Cover Letters | 20 Minutes |
| ■ Group Exercise | 20 Minutes |
| ■ Break | 10 Minutes |
| ■ Debrief Group Exercise | 20 Minutes |
| ■ Discussion, Summary & Wrap-up | 20 Minutes |





GROUP NORMS



- Participate and contribute your thoughts and ideas.
- Listen actively and attentively when others are speaking. Please do not interrupt.
- Respect other's opinion.
- Limit side conversations while others are speaking.
- Put hand up, nod or make gesture to facilitator to acknowledge the need to speak.
- Be here and in the moment.
- Anything else?



“Pitch Me” ~ Your “Edge” Page 3, 4, & 5

- Write one comprehensive sentence per prompt.

Step 1 :

Name ~ First, Last Name

Job Title/Target:

Step 2:

I am a ...

Specializing in ...

Step 3:

What do you do ...

Step 4:

Why you are the best at what you do ...

Step 5:

Your call to action ...

DELIVER YOUR PITCH

**"When one door closes another door opens;
But we often look so longingly
and so regretfully upon the door that closed, that we fail
to see the one that has opened for us."**

- Helen Keller

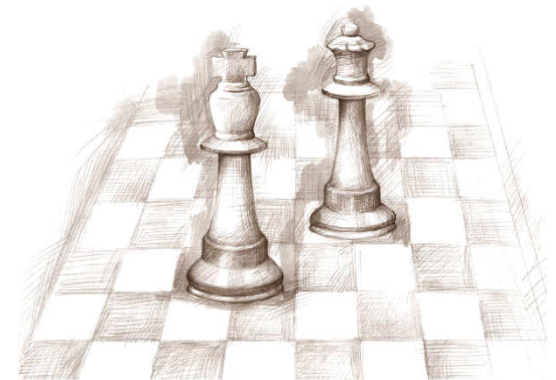


**"What appears to be the end of the road may simply be
a bend in the road."**

-Dr. Robert Schuller

What Are Your Marketing Tools?

- Resumes (Word & Text Format)
- Cover Letters
- Portfolio (Diplomas, Certifications, Work Samples Etc.)
- Business Cards
- 30 Second Summary, Blogs, Profiles
- Association Memberships & Affiliations
- Website, FaceBook, MySpace
- Interview Preparation
- References
- Any others?



Let's Get Focused ... Getting Started

- **Brief Overview & Key Points for Today:**
 - Resume
 - Cover Letter



Resume Styles – Pages 4 & 5

- **Chronological:**
 - ✦ Steady career progression, proof of expertise and credibility
- **Functional: Skill or Accomplishment Based**
 - ✦ Experienced worker, career changer, lots of job movement or no job movement
- **Combination:**
 - ✦ Functional/ Skill or Accomplishment Based format within a chronological work history
- **Technical:**
 - ✦ Educational, training & technical background
 - ✦ Can be worked into one of the other styles

Important: On-line & Text Resumes

- Your on-line resume can be developed by using and converting from any one of the other basic styles.
 - Make sure you read the instructions for submitting on-line (e.g. PDF, Text, MS Word file etc.).
 - Keyword Summary.
 - Removing formatting.
-
- Employment Resource Centres (ERCs) and Information Resource Services (IRS') can teach you how to do this.

Resume Top Ten Tips

Brief Overview

1. Be positive.
2. No errors.
3. Standard size paper in neutral shades.
4. Brief and uncluttered – 1-2 pages.
5. Short concise, succinct sentences. Less is more. The higher the responsibility the higher the quality of statements.
6. Emphasize accomplishments.
7. Use action verbs and past tense – watch your tenses.
8. Avoid underlining , italics, fancy fonts.
9. Keep records of resumes sent and the job posting.
10. Lose “I” and “me”.

Cover Letter Top Ten Tips

Brief Overview

1. Address to a specific person. Never “To Whom It May Concern” or “Dear Sir/Madam”.
2. No errors – Business Letter format.
3. State why you are approaching that organization.
4. Demonstrate excellent written communication skills.
5. Point out most relevant accomplishments, skills experience.
6. Make sure it is targeted.
7. 1 page – 3-4 paragraphs – various styles & approaches.
8. Include your contact information and availability.
9. Convey “fit” for the job & the opportunity to meet/interview.
10. Always have someone proofread.

Brainstorming: Resumes & Cover Letters

20 Minutes

- **Group Exercise – Page 1**
- **Facilitator assign groups**
- **What factors seem to be common among effective resumes and cover letters?**
- **Do you consider it important to tailor your resume and cover letters for a specific job? Why?**

DEBRIEF

“One of life’s most painful moments comes when
we must admit that we didn’t
do our homework,
that we are not prepared.”

- *Merlin Olsen*

“It’s only too late if you don’t start now.”

“I must do something”
will always solve more problems than
“Something must be done.”

- Bits & Pieces

Call to Action

- Read through this information
- Use all resources available to you
- Attend workshops and seminars
- Access services and programs available to you
- Be accountable and accept the challenge
- Start preparing your Resumes, Cover Letters
- Prepare for Networking and Interviews
- Good Luck ~ *You Can Do It!*

Final Thought

“If you demand perfection of yourself, you’ll seldom achieve it. Fear of making a mistake is the biggest single cause of making one. Instead of pushing for perfection, relax and pursue excellence.”

- Bud Winter, Track Coach