



Be a Maverick. Be different.

NATIONAL AMERICAN UNIVERSITY CAREER SERVICES HANDBOOK

5 PHASES of the JOB SEARCH PROCESS

Using
SOCIAL MEDIA

DEGREE ADVANCEMENT

Dress for SUCCESS

INTERVIEW
Etiquette

RÉSUMÉS!

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CAREER SERVICES

NAU Career Services prepares and empowers students for employment and leadership in their communities.



Our goals are to:

- Coach students in preparing themselves for job search and interview success.
- Cultivate relationships in the community to create employment opportunities.
- Connect students to local businesses and industries.

We do this through outreach programs and workshops covering the following examples of topics:

- Writing great résumés and correspondence
- Job seeking on the internet
- Successful networking
- Job search techniques that work
- Dress for success interviewing and etiquette
- How to make the most out of a career fair
- Understanding corporate culture
- Cover letters and thank you notes
- Interviewing questions and techniques
- Group dining, panel and phone interviews
- Negotiating salary tips

Career services in your area:

East Region: eastcareerservices@national.edu
Bloomington, Brooklyn Center, Burnsville, Minnetonka, Roseville, Rochester, Wichita East, Wichita West, Bellevue, Indianapolis, Sioux Falls, Watertown

South Region: southcareerservices@national.edu
Austin, Austin South, Georgetown, Houston, Allen, Lewisville, Mesquite, Richardson, Tulsa, Ellsworth AFB, Rapid City, Online

West Region: westcareerservices@national.edu
Centennial, Denver, Colorado Springs, Colo. Springs South, Albuquerque, Albuquerque West, Independence, Lee's Summit, Overland Park, Zona Rosa, Weldon Spring, Tigard

CAREER PREPARATION

Five Phases

RÉSUMÉ

Build a résumé and email it to your Director of Career Services.

If you need to create a résumé, login to your student portal and go to Learner Services> Career Services> Job and Career Accelerator to find help with creating one.

PHASE
01

COVER LETTER

Write a cover letter and email to your Director of Career Services.

If you need to create a cover letter, login to your student portal and go to Learner Services> Career Services> Job and Career Accelerator to find help with writing one.

PHASE
02

BRAINSTORM IDEAL CAREER

Brainstorm your ideal career position by creating a mock job description, asking yourself the following questions:

- What ideal tasks do I want to perform?
- What kind of company would I like to work for?
- What's my ideal work schedule?
- What salary do I need?
- Am I willing to relocate if necessary?

Email your answers to your Director of Career Services.

PHASE
03

MOCK INTERVIEW

Once Phase 3 is completed, your Director of Career Services will contact you with questions that will be asked during the mock interview. Prepare, rehearse, and plan what to say in preparation for the actual interview.

PHASE
04

APPLY FOR JOBS

Once Phase 4 is completed, you will be provided with a list of websites to submit your cover letter and résumé, tips for email notifications, and access to the NAU Career Services website. This website is located on your student portal under Learner Services> Career Services> NAU Career Website. This is a one stop shop to upload résumés, see job postings and apply for jobs.

PHASE
05

JOB SEARCH SUCCESS

Checklist

This checklist is designed to help you see if you are on target in your job or internship search and to give you ideas about things to do. For each statement, check the box if it is true. Tally your check marks at the end. Incorporate into your job or internship search the items you didn't check.

A. What You Know About Yourself Total: _____

- ☐ I can clearly state my career goals.
- ☐ I can explain why I chose my field of study.
- ☐ I can describe my three greatest strengths and give examples to support each.
- ☐ I can describe three weaknesses or challenges and explain how I have, or am actively working to, overcome them.
- ☐ I can name my favorite work and non-work activities and why I enjoy them.
- ☐ I can list at least five of my job-related skills and abilities with examples to support each.
- ☐ For each of my most important job related experiences, I can list: five things I did, five things I learned, and contributions and accomplishments I made.
- ☐ I have considered geographical preferences.

- ☐ I have established and updated a LinkedIn account.
- ☐ I have developed a personal brand statement and a one-minute elevator speech.
- ☐ I use a variety of resources for locating internship or job leads.
- ☐ I have asked many people, including those within hiring organizations, for feedback on my résumé.
- ☐ When I apply to an employer, I try to address my letter to a specific person.
- ☐ I am familiar with the organizational structure, services, programs and products of the employers to which I am applying.
- ☐ I know the questions employers are likely to ask in interviews.
- ☐ I have prepared written answers to common interview questions.
- ☐ I can clearly state why I am interested in working for each employer to which I am applying.
- ☐ I have practiced interviewing using at least one of the following:
 - ☐ Practice interviews in front of a mirror.
 - ☐ Practice interviews with a friend or other person.

B. What You Know About Employers Total: _____

- ☐ I have researched at least three fields of employment.
- ☐ I can name at least ten employers that might hire a person with my background.
- ☐ I can name at least five position titles for which I might apply.
- ☐ I know four or five resources to help me find the answers to the questions above.
- ☐ I can name at least four sources of information about potential employers in a particular geographical area.
- ☐ I have developed a list of contacts for networking.
- ☐ In the past month, I have talked to at least three people who are employed in fields of my interest with the purpose of learning more about what they do.
- ☐ I have filed applications with at least five employers in the past two weeks.

C. Contacts With Employers Total: _____

- ☐ I have created an account on the Job Accelerator website through NAU.
- ☐ I have prepared a résumé which has been reviewed by Career Services staff.

D. Considerations For Your Job Total: _____

- ☐ I have identified my immediate job needs.
- ☐ I have considered whether I am willing to relocate and, if so, to which region(s) I am open.
- ☐ I have considered whether I am willing to travel as part of my position and, if so, how often and how far.
- ☐ I have evaluated how flexible I am concerning my work schedule, how many hours I may have to work and whether it may vary within a year or change over time.
- ☐ I have calculated how much I need to earn, taking into account expenses such as rent, utilities, transportation, food, phone, clothing, entertainment, insurance, college loans and furniture.
- ☐ I have considered various types of benefits such as medical, dental, retirement, profit sharing and vacation and determined what I need and what is important to me.

NOW WHAT?

Add up your check marks for each section and enter the number below:

SECTION A: YOURSELF		_____
SECTION B: EMPLOYERS		_____
SECTION C: CONTACTS		_____
SECTION D: CONSIDERATIONS	+	_____
TOTAL	=	_____

Total Score

26-35: On the right track. Keep up the good work!

13-25: You are doing pretty well. You may want to discuss your search with the Career Services department.

12 or below: Definitely discuss your search with the Career Services department!

Source: University of Minnesota-Duluth Career Services, Career Handbook, 11th Edition

JOB AND INTERNSHIP

Search Strategies
Source: University of Minnesota-Duluth Career Services, Career Handbook, 11th Edition



STRATEGY	ADVANTAGES
NETWORKING Talk to everyone you know to develop a list of contacts and leads. Announce your job internship search to everyone and let them know what you want to do. Ask for information on jobs and companies and circulate your résumé.	The majority of jobs are obtained through networking. You may learn of unadvertised openings. You may receive courtesy interviews. This is often results in a closer match of your interests to a job. Approximately 80% of openings are never advertised; therefore, networking is an important strategy for learning about possibilities.
JOB AND CAREER FAIRS Attend job and career fairs network with recruiters and distribute copies of your résumé. Talk with employers who may not be actively recruiting in your field of interest-contacts can generate job leads.	Takes a small amount of time to develop a network of contacts. You are guaranteed access to more than one employer of interest. You may get pre-selected for on-site interviews.
SOCIAL MEDIA Use LinkedIn, Twitter, Facebook, and other social networking sites in your job search.	This allows you to create new contacts globally. Use to follow-up with contacts from in-person networking.
ON-CAMPUS INTERVIEWING Follow specific procedures to secure on-campus interviews	One of the primary ways in which companies recruit for technical and business positions.
COMPANY WEBSITES Search company websites for openings. Submit résumés online and apply using the company's online systems.	You usually have free access. You have a worldwide geographic access. You will often see actual job openings.
ONLINE JOB POSTING SITES Search online job banks for openings. Submit résumés online and post inquiries on job boards.	Consists of actual job openings. Many employers use a wide variety of job listing services. Many listings have free to low cost access. You have worldwide geographic access. Often searchable by field, location, and other criteria.
CLASSIFIED ADS Scan classified ads. Send résumés with covers letters tailored to specific job descriptions.	Involves minimal investment of time in identifying companies. Résumé and cover letter are sent for actual job openings.
TARGETED MAILING Develop good cover letters tailored to specific types of jobs and the needs of the companies and send them with résumé to selected companies.	This is a better approach than mailing generic letters with résumés. An investment of time and effort should merit stronger response from employers.
IN-PERSON VISIT Visit targeted companies and ask to see a person in a specific department. Submit résumé, letter and application, if possible.	Your résumé and application are on file with the company. The effort shows your interest. You may stand out and be more easily remembered.
STAFFING/TEMP/EMPLOYMENT AGENCIES These agencies offer three types of employment in variety of fields: contact, contract to hire and direct hire. The lengths of assignments vary. You contact an agency and someone may meet with you, may review your résumé, may interview you and may test your skills to match you with their openings.	Usually the services are free to job seekers; fees are paid by employers. Agencies know about openings not advertised to the public. The job hunting is done by agency, saving you to time. You get the chance to "test the waters" at various companies and in types of positions with no long-term commitment. It gets your "foot in the door" and can lead to a permanent offer.

DISADVANTAGES	HELPFUL HINTS
A contact in itself is not enough to get you a job. You may feel like you've exhausted all leads without landing a job. It is hard to "put yourself out there."	1. Follow through on all leads. 2. Keep broadening your network of contacts. 3. Attend meetings of organizations in your field and get involved. 4. Networking is about connecting with people and building relationships. You are networking all the time. Ask questions, learn about other people and let them know about you.
Traffic can be heavy.	1. Obtain a list of companies in advance to create a plan of action. 2. Follow-up on leads and networking opportunities. 3. Arrive early to maximize time. 4. Talk with a wide variety of employers.
You have to be very careful to present a professional image on all platforms. It takes time to create, maintain, and update profiles with a consistent professional message across platforms.	1. Do not reveal too much personal information. 2. Have a professional review your profile(s). 3. Set privacy setting appropriately.
May be less effective for nontechnical and non-business candidates. Not all companies conduct on-campus interviews.	1. Find listings and sign-up for interviews with Career Services.
You need to know the names of companies. Not all openings may be posted. May be very time consuming.	1. Use a variety of strategies to identify companies in your field.
You compete with large numbers of applicants. It is hard to set yourself apart. Ineffective means in times of economic downturn. Very time consuming.	1. Yields the best results when used in combination with other strategies. 2. Check company websites for current information. 3. Use automatic e-mail function, job agent, if available.
You compete with large numbers of applicants. Hard to set yourself apart. May be ineffective in times of economic downturn. Very time consuming considering the results.	1. Use a meter on the job market in a certain career field. 2. Try to get your materials in as early as possible.
This requires a significant investment of time in researching companies, writing cover letters and following-up with contacts.	1. Try to find out who is in charge of the area in which you want to work and send your materials to that person. Great method when used in conjunction with networking.
This requires a great deal of time to make a relatively small number of contacts.	1. Research companies prior to your visit. Ask for a specific person or ask about a specific type of job.
A placement doesn't necessarily mean an ideal job at an ideal company. The work is not permanent so you may find that you for periods without work. You may have to start at menial tasks. You need to adjust to a new work environment every time an assignment changes.	1. Find an agency that specializes in the area or field of employment in which you are interested. 2. Sign-Up with more than one agency and be flexible with location, hours and duties. 3. Be selective when accepting assignments, but also be aware that if you turn down too many offers you are likely to stop getting called.

NETWORKING

Why? How?



Why do I need to network?

- The Department of Labor states that networking accounts for at least 69% of all annual hires.
- Networking contacts can develop into more than just a conversation; they can become job opportunities.
- Everyone has a network, even if you don't realize it; teachers, co-workers, bosses, friends, family, hair stylist, and people you meet at gym or grocery store are all valuable people in your network.
- It is also important to network at community events such as; Chamber of Commerce functions, ball games, community picnics, and career fairs... just to name a few.

How do I do this “Networking” thing?

Step 1: Create a very short [30 second] commercial about yourself.

It should consist of the following:

1. Who you are
2. The skills you have to offer and internship experience
3. What benefits you are able to bring to an organization
4. Follow it up with a question to intrigue your audience

Step 2: Remember, practice makes perfect! So practice, practice, practice.

Step 3: Put it into action!

- It can be very nerve-racking but, you can do it! Remind yourself: “I have the confidence to do this, I can do it!”
- Use the scenario above and adapt it to fit you

- Master the art of small talk
- Listen to what others have to say and ask intelligent questions
- Also ask questions about them – this makes them feel special. Example: “What is the most rewarding part of your job?”
- Use the person's name when talking to them and remember it, or get a business card
- SMILE!
- You can do it!

Let me give you an example!

Hello, my name is Megan Rooney. I recently graduated with my Bachelor of Science degree in Business Administration from National American University. While in school, I worked full time as a receptionist at Verifications. I enjoyed assisting everyone in the office and always tried to go above and beyond their expectations. I gained great customer services skills helping customers resolve their complaints or directing them to the person who could assist them. I also tutored students at NAU in the Business Statistics class. I really enjoyed Business Statistics and learning all of the functions of operating a business. I am a hard worker with great customer service skills, a stable education and the ability to communicate effectively with people. With my qualifications do you feel that I would be a good fit at your company?

SOCIAL MEDIA



LinkedIn | Facebook | Twitter

Source: University of Minnesota-Duluth Career Services, Career Handbook, 11th Edition

Most people know the best way to find a job is through networking. One method for networking is using social media. There are many ways to use social media and a variety of platforms to expand your network to find an internship or job. By using social media you create one-on-one connections with people, expanding your network beyond your immediate circle of contacts and geographic region. Using a combination of online and in-person networking techniques will produce the best results in conducting a successful job search.

Employers are using social media with increasing frequency to find job applicants. To be relevant in a changing workforce, knowing various uses and brands of technology and social media is essential. Hone your social media skills and market those skills on your résumé when looking for jobs and internships.

LinkedIn is a networking platform used by people to connect professionally. If you are not on LinkedIn, you need to be. Besides connecting with people you know, you can also connect with people you would like to get to know by viewing profiles and inviting them to connect with you. You can also research companies, conduct your job search, and prepare for interviews.

Why have a LinkedIn account?

- As of Dec. 31, 2011 professionals are registering at a rate faster than two new members per second.
- LinkedIn operates the world's largest professional network on the internet with more than 175 million members.
- LinkedIn members did nearly 4.2 billion professionally-oriented searches in 2011.
- LinkedIn members surpassed 5.3 billion searches in 2012.
- As of May 2012, more than 20 million students and recent college graduates were on LinkedIn.
- More than 2 million companies have LinkedIn pages.

An active, engaging and professional profile on LinkedIn works to build your brand and connect you to the larger world of work while you are still in college. Following are some of the ways to use LinkedIn in your job search:

- Find job and internship postings that are located in several places on LinkedIn.
- Join groups related to your career interests and look at jobs posted by groups. Another reason to join groups is to connect with professionals in your field[s] of interest by posting inquiries in group discussions.
- Search for companies that are hiring. Use the filter button to see the companies that have posted jobs on LinkedIn.
- Use your individual connections for recommendations and leads about positions.
- Follow companies of interest to you.
- Research companies. Information may include how to contact them, recent hires and current employees, recent developments in the news and your connections (if any) to them.
- Conduct advanced searches by entering your criteria.

Career Services offers workshops on setting up your LinkedIn account.



Most people use **Facebook** to stay connected or reconnect with friends and family. Facebook can also be an effective networking tool in your job and internship search if done so professionally. Following are some of the ways to use Facebook in your job search:

- You probably know most of your friends on Facebook, but do you know where they work or the type of work they do? Post a note on Facebook to let everyone know you are looking for a job or internship and the field[s] in which you are interested.
- Post frequent status updates relating to your job and internship search. Mention the great interview you just had, or the networking meeting you attended.
- Like the pages of companies where you might want to work, especially if they have a career-specific page.
- Familiarize yourself with the privacy settings and be aware of the information that appears in the public version of your profile.

Twitter enables you to connect with people you do or don't know based on common interests. Following are some of the ways to use Twitter in your job search:

- Connect with people to learn more about openings you have already heard about and are researching.
- Connect with recruiters to find out about openings with specific companies.
- When you follow people or they follow you, read their bios. If it looks like they work for organizations in which you are interested, contact them.
- Be proactive and positive in tweeting about your job search. Mention interviews you had and people you met to remind others you are conducting a job or internship search.
- Follow industry hash-tags and chats to learn about current trends that could influence your job or internship search.
- Your Twitter name should be your name. Use keywords in your bio to describe you and what you want to do.



TRANSFERABLE SKILLS

Brainstorming

As you prepare for creating your résumé, it is important to know your own qualifications and which skills you have developed through your experiences. Some of these skills are called “transferable” because you can use them in several occupations regardless of the job type.



KEY SKILLS



After identifying your transferable skills, it is important to prepare a way in which you used the skill and the results thereafter.

Checklist

Source: https://www.roguecc.edu/emp/Resources/transferable_skills_checklist.htm

Key Transferable Skills

- Meet deadlines
- Ability to delegate
- Ability to plan
- Results oriented
- Customer Service oriented
- Supervise others
- Increase sales or efficiency
- Accept responsibility
- Instruct others
- Desire to learn & improve
- Good time management
- Solve problems
- Manage money/budgets
- Manage people
- Meet the public
- Organize people
- Organize/manage projects
- Team player
- Written communications
- Work independently
- Computer Skills

Other Transferable Skills

[Dealing with things]

- Use my hands
- Assemble or make things
- Safety conscious
- Build, observe, inspect things
- Construct or repair
- Off-bearing or feeding machinery
- Follow instructions
- Operate tools and machinery
- Drive or operate vehicles
- Repair things
- Good with my hands
- Use complex equipment
- Use equipment

Dealing with Data

- Analyze data or facts
- Investigate
- Audit records
- Keep financial records
- Locate answers or information
- Balance Money
- Calculate, compute
- Manage money

- Classify data
- Compare, inspect, or record facts
- Count, observe, compile
- Research
- Detail-oriented
- Take inventory

Working with People

- Patient
- Care for
- Persuasive
- Confront others
- Pleasant
- Counsel people
- Sensitive
- Demonstrate something
- Supportive
- diplomatic
- Supervise
- Speak in public
- Help others
- Tactful
- Insightful
- Teach
- Interview others
- Anticipate needs
- High energy
- Open minded
- Kind
- Take orders
- Listen
- Serving
- Trust
- Working with others
- Negotiate
- Understand
- Adaptable
- Outgoing

Using Words, Ideas

- Articulate
- Innovative
- Communicate verbally
- Logical
- Remember information
- Accurate
- Research
- Create new ideas

- Design
- Speak in public
- Edit
- Write clearly
- Prefer details
- Understand the big picture

Leadership

- Arrange social functions
- Motivate people
- Negotiate agreements
- Decisive
- Plan
- Delegate
- Run meetings
- Direct others
- Explain things to others
- Self-motivated
- Get results
- Share leadership
- Think of others
- Direct projects
- Team builder
- Solve problems
- Mediate problems
- Take risks
- Empowering others

Creative, Artistic

- Artistic
- Music appreciation
- Dance, body movement
- Perform, act
- Draw, sketch, render
- Present artistic ideas
- Play instruments
- Expressive

Add any other Transferable Skills that you think are important:

- _____
- _____
- _____
- _____

WHAT IS A RÉSUMÉ?

Résumé

Source: University of Minnesota-Duluth Career Services, Career Handbook, 11th Edition

A résumé is a short description. It describes a person’s work experience, education, qualifications, objectives, and special skills. It is usually the first thing a potential employer sees about you! Its main purpose: **To get you an INTERVIEW!**

How Is It Used?

- To network: LinkedIn, job fairs, etc.
- To respond to job announcements in print and online
- To submit with an application for further explanation
- To take to a job interview for potential employer reference

Writing Your Résumé

Where to Start: Preparation!

- Gather employment duties, dates, and places.
- Find a job you’re interested in
- Research potential employers: company history, mission, etc.
- Make a list of keywords

Résumé Formats

- **Chronological:** Most popular; emphasizes experience and employment history
- **Functional:** 100% skill based; emphasizes specific skills and accomplishments
- **Combination:** Combines the two; emphasizes skills and accomplishments, while also listing work history

Résumé Sections

- Personal Information
- Objective/Headline
- Summary of Qualifications/Profile
- Education
- Work Experience/Professional Experience
- Special Skills/Certifications
- Memberships/Honors/Awards

Volunteer Experience

Personal Information

- Name should stand out
- Placement on the page can vary
- One valid contact number with professional voicemail
- Professional email address

Objective/Headline

- Short and concise
- Specific to position vs. generic for multiple jobs, i.e. job fair
- Omit if using your résumé at a career fair, or make it as general as possible
- Should be a phrase or sentence that creatively highlights your intentions, skills, and accomplishments, while capturing the reader’s attention

Summary

- Write a summary of qualifications
- Read over the job posting’s qualifications and match your qualifications to what they are looking for [If creating a general résumé, make sure to highlight items that apply to the desired job field]
- Should be tailored to the job in question via the job description

Education

- Most recent education, degree, certification first
- List expected graduation date
- List thesis topics, professional development, test completion, and special certifications
- Do not abbreviate
- List honors or high GPA
- Associate degrees are to be dropped once you’ve earned a bachelor’s degree

Work Experience/Professional Experience

- Current or most recent job experience first
- Not all jobs should be listed; list applicable jobs
- List job title first
- List job duties using bullets or paragraphs
- Each descriptive phrase should begin with an action verb
- No more than five bullets per job
- Prioritize job duties from most important/impressive first
- List internships – paid or unpaid. Good experience is good experience

Special Skills

Special skills include, but are not limited to:

- Language skills- Example: ‘Bilingual: English/Lingala’
- Computer Skills-listing computer program knowledge
- *These skills can also be listed under the summary

Memberships/Honors/Awards

- Include campus, community, and national organizations
- Make special note if you held an office
- If listing an award of scholarship, note its name and who awarded it to you
- Dates are not required
- Do not list high school organizations

Other Experience

- Add any volunteer experience or externship/internship experience that is applicable
- Employers want to know that you were being proactive!

Overall, your résumé should be visually appealing, organized, and highlight any skills you have.

Email: jdoe@gmail.com • 555-555-5555

John Doe

Accomplishments

- Eight years of editorial experience in the area of print and online technical communication.
- Appointed chief coordinator on the A. Datum Corporation Editorial Board.
- Developed, researched, and delivered on time the A. Datum Corporation Style Guide.
- Wrote specifications for the Editorial Request Tool, an innovative design using Microsoft Visual Basic to enable the efficient submission of requests to the A. Datum Corporation Editorial Board.
- For more than four years, managed the editorial department at Consolidated Messenger, which consisted of four employees who provided editorial coverage to the company’s then 21 writers.

Professional Experience

Technical Editor III–[A. Datum Corporation](#), [City, ST]• [Month, Year]– Present

- Develop and publish editorial procedures to support the more than 80 writers who document peer-to-peer services and network strategies in the e-commerce space.
- Specify and prototype tools to increase editorial efficiency in the workplace, and work directly with writing teams to develop customer-focused content.
- Maintain the editorial schedule and ensure that the six editors on my team have sufficient work.
- Collaborate across teams to share information and coordinate on new ideas at the weekly editorial board meetings.

Managing Editor–[Consolidated Messenger](#), [City, ST]• [Month, Year]– [Month, Year]

- Edited content, managed four editors, and provided usability feedback for Web site development projects that showcased the company’s business-to-business wireless services.

Projects Editor–[Litware, Inc.](#), [City, ST]• [Month, Year]– [Month, Year]

- Researched, wrote, and edited content for the department’s Web site. Conducted usability studies on the site and provided troubleshooting assistance as needed.

Freelance Writer–[Baldwin Museum of Science](#), [City, ST]• [Month, Year] – [Month, Year]

- Interviewed specialists in scientific areas and wrote informative articles on current scientific practices and theory as they pertained to the mission of the museum.
- Purchased articles were printed in the quarterly 32-page magazine published by the museum.

Freelance Editor–[Lucerne Publishing](#), [City, ST]• [Month, Year] – [Month, Year]

- Wrote and edited feature news articles and press releases for daily metropolitan newspaper under stringent deadlines. Highlights include covering the North Carolina Incident.

Programming and Software Skills

Microsoft Visual Basic, HTML, Microsoft Office, Microsoft Windows, Adobe PhotoShop and Illustrator

Education

[Degree Obtained]– [College Name], [City, ST] • [Year]
[Degree Obtained]– [Degree Obtained], [Degree Obtained] • [Year]

POWER WORDS

For Résumé and Cover Letter Construction

ACTION VERBS



SELF-DESCRIPTIVE WORDS



COVER LETTER

Writing a Great Cover Letter



Many job seekers make the mistake of thinking that a cover letter is not quite as important as their résumé. Think of the cover letter as your résumé’s best friend. Without it, your résumé would be lost, showing up unannounced in an employer’s inbox. With a strong cover letter, your résumé benefits from a positive introduction to potential employers—an introduction that should get the reader interested in learning more about your skills and accomplishments.

What a Cover Letter Is, What a Cover Letter Does:

A cover letter is a formal business letter designed to accompany your résumé. It should:

- Introduce you to a potential employer.
- State the exact job for which you are applying.
- Explain why a potential employer should take the time to consider your résumé.
- Highlight your job-related skills and accomplishments.
- Demonstrate that you are capable of writing an interesting, yet professional, business letter.
- Request an action to be taken by the reader, such as scheduling an interview.

If your cover letter is well organized, brief, interesting, and free of errors, it will positively influence the way you are viewed by a potential employer. If it is poorly written, has spelling errors, or is too long, it will likely get your résumé passed over.

Where to Start: Start with your personal contact information and the employer’s contact information.

Opening Salutation: Just like in a verbal conversation (where you begin by saying hello), your cover letter should start with a salutation.

Paragraph 1 - Opening: Your opening paragraph should be short and simple, no more than two sentences. These sentences should clearly tell the reader why you are writing. For example, you may be submitting your résumé to a particular person based on a lead from an acquaintance. Or you may be responding to an ad. Either way, state this in your opening paragraph. You should also state the exact name of the job opening you are pursuing.

Paragraph 2 - Primary Message: From the wording of the ad or posting, you should be able to get a basic idea of the job and thus, the employer’s needs—that is, the type of candidate they are looking to hire. In a few brief sentences, you should give a few examples of how you can fill those needs. If the ad or job posting doesn’t give enough information, take the time to research the job opening.



Be sure to read the job ad carefully and include keywords from it in your cover letter. Your cover letter will have a better chance of being read by the right people if you include these keywords. You should also use action words similar to those you used in your résumé to briefly describe how you fit the job description [See examples below].

Paragraph 3 - Supporting: The supporting paragraph is your chance to show the employer that you have done your homework and have strong knowledge about the company and even the industry. A quick way to learn about the company is to go to their website. Write a few sentences about how your experience brings value to the company in relation to the company’s products or objectives. When you write your supporting paragraph, ask yourself the following questions: What is it about the employer that I find interesting? Is the company well respected in the industry? Have you recently read an article about an exciting new development at the company?

Paragraph 4 - Request for action: Don’t assume that your reader knows what you want from your letter. You have to ask. Your letter must contain a request for the reader to take action and invite you in for an interview. This may be your only opportunity to get an interview, so you don’t want to take any chances. In this paragraph, you should simply request that your reader call or e-mail you to set up an appointment for an interview.

If you would like to put your Request for Action in the Closing Paragraph, you may skip this step. Otherwise, enter it (in a maximum of two sentences) below.

Paragraph 5 - Closing: Your final paragraph is your closing. It should be brief and to the point and thank your reader for taking the time to read your letter and résumé. It also should express your desire to move forward in the application process. If you did not enter a Request for Action in the previous step, be sure to include it here.

Closing Salutation: Sign off on your closing using an appropriate salutation.

EXAMPLES

Salutation:

Dear Mr. Jones:

If you simply cannot find a name or title, you can opt for “Good Morning:” or not include a greeting and use something like: RE: Sales Manager position

Paragraph 1:

In response to your company’s ad, which appeared in the [insert complete date] issue of [insert newspaper, website, or publication name, please consider me for the [insert job title] opening your company has available. I have [enclosed/attached] my résumé for your review.

[Insert contact name] suggested that I contact you regarding the opening for the [insert job title] position available at your company. I have [enclosed/attached] my résumé for your consideration.

In response to our telephone conversation on [insert complete date], regarding the job opening [insert company name] has for a(n) [insert job title], I am pleased to submit my résumé for your consideration.

Our mutual colleague, [insert name of colleague], suggested that I contact you regarding the [insert job title] job opening available in your department. I have [enclosed/attached] my résumé, which highlights my skills and experience.

Paragraph 2 - Action Words:

Try to use some of the action words from the following list in the body of your cover letter:

achieved	improved
administered	increased
analyzed	innovated
budgeted	integrated
calculated	managed
collaborated	marketed
compiled	motivated
completed	negotiated
coordinated	organized
designed	researched
established	scheduled
expanded	solved
facilitated	spearheaded
headed	supervised

Paragraph 2 - Key Words:

[See Keywords table continued on page 23]

EXAMPLES cont....

Paragraph 2 - Keywords:		Notice how both action words and keywords from the ads were used in these examples of Primary Message paragraphs.
FROM THE AD	FROM YOUR PRIMARY MESSAGE PARAGRAPH	
Recruiting and hiring	As detailed on my résumé, I have been employed as the Director of Sales at Company B for over five years. In this time, I have spearheaded a dynamic sales department that has attracted, recruited, hired, and retained key talent that has doubled the company's annual revenue.	
Researching and grant writing	While pursuing my Environmental degree at XYZ University, I was employed as the Assistant to the Riverkeeper, Patrick Hamm. As Mr. Hamm's assistant, I researched, drafted and amended grant proposals, wrote press releases, and managed the day-to-day operations of the Riverkeeper office.	

Supporting Paragraph 3:

Based on your company's 15-year track record as an industry leader, I would be honored to be part of the ABC Company's marketing department. My six years of experience in product marketing and coordinating product launches for the XYZ Company would be beneficial as you gear up for the launch of your new widgets in 2014.

After learning about the tremendously successful launch of your new widget product, I would be most interested in joining your company's advanced product development team as an assistant engineer. My three years' experience in widget research and development for the XYZ Company could be utilized as you develop and launch the next generation of widgets in order to maintain your industry leadership position and market share.

After reading about your company's success at the recent Southeast Regional Agency Awards, I became intrigued. I understand that your company has experienced rapid growth while maintaining customer and employee loyalty and, as demonstrated by your awards, producing high quality work. This is exactly the type of organization for which I would like to apply my skills in business development.

Request for Action Paragraph 4:

I plan to be in the [insert city, state] area on [insert complete date], and I would appreciate the opportunity to meet with you in person. I will call you next week to schedule an interview.

I look forward to speaking with you in greater detail about this job opportunity. Please contact me at [insert phone number] or [insert e-mail address].

After reviewing my résumé, I hope that you will find time to meet with me in person regarding the [insert job title] opening at your company. I will call you next week to schedule a convenient time for a meeting.

The opportunity to meet with you in person would be a privilege. Please call me at [insert phone number] to schedule an interview.

Closing Paragraph 5:

Thank you in advance for reviewing my résumé and considering me for the [insert job title] position. I look forward to meeting with you in person for an interview in the near future.

Thank you for your consideration, and I look forward to hearing from you.

Thank you for considering me for the position of [insert job title] at [insert organization]. I look forward to speaking with you in greater detail about this job opportunity. Please contact me at 555-888-2222 to schedule an interview.

Closing Salutations:

Sincerely,	Best regards,	Yours,	Respectfully,
Regards,	Kind regards,	Best,	
John Smythe			

REFERENCES



Who will you choose?

Whether you are job hunting or applying to graduate or professional school, gathering references is a very important part of the process. Deciding whom to ask and then asking them can be difficult. To make it easier, plan ahead. Develop and cultivate positive relationships with those who may later serve as references for you.

- Choose your references carefully.
- When deciding who to ask to be your references, think of your audience.
- Ask in advance and ask for permission to use people as references.
- Ask your references what information they need from you.
- Provide your references with recommendation forms, if required.
- References only need to be provided when asked for by the employer.

Sample Professional Reference List

Steve Smith
Lead Shift Supervisor – XYZ Company
[123] 456-7890
ssmith@xyzco.com

Sally Jones
Office Manager – ABC Supplies
[555] 123-4567
Sally_jones@abcsupplies.net

Doug Jones
Owner – General Real Estate
[555] 098-7654
djones@gre.com

Susan Johnson
Assistant Manager – AAA Inc.
[555] 555-5555
susanj@aaainc.com

Etiquette Techniques to Follow

1. Be courteous to everyone; you don't know who that person may turn out to be.
2. Be on time, a little early is fine (10 minutes) but too early shows bad time management.
3. Take as little "baggage" with you as possible. A small, organized portfolio is great. Put your keys on a small key ring and tuck them away discreetly. If you have to bring a coat, be sure it is clean and presentable. Be sure to always take off your coat.
4. Leave your phone in the car! Or turn it all the way off or silence it if you have to bring it with you.
5. Offer a handshake that is firm. This shows you are polite, approachable, and confident.
6. Always say "please" and "thank you."
7. Be open, friendly, and, polite. Use active listening skills, good speaking techniques and do not interrupt.
8. Follow up promptly with a thank you note, either handwritten or email.

INTERVIEWING



Why Interview?

Why?

The Purpose:

- A two-way conversation
- Helps both the employer and potential employee determine if the position, company culture, and expectations are a good fit
- Your opportunity to convince the employer that you are the right person for the job

The First 30 Seconds:

- It only takes 30 seconds to make a lasting impression
- Impressions are formed by:
 - Non-verbal cues: 55%
 - Voice: 38%
 - Words and content: 7%

What an employer hopes to accomplish during an interview:

- Wants to know that you are going to be a positive addition to their team
- Wants to hire someone who wants the job
- Wants to know what you can do for them

Before the Interview - Preparation is key!

Step 1: Do your research - Make sure you know about the organization, the position for which you are applying and who/where you are meeting.

Step 2: Review - Know your work history, accomplishments and future career goals.

Step 3: Practice!

Screening Interview

In many cases, there will be an initial phone interview to determine if next steps are desired.

- Be on time to take the call
- Use a landline to ensure the call won't be dropped
- Be prepared - have the job description, your résumé and questions in front of you
- Avoid distractions - find a quiet place to interview and stay there
- Speak clearly and slowly

The Day of Your Interview

Being in good condition for your interview will help you feel confident and prepared.

1. Sleep
2. Eat
3. Leave in plenty of time
4. Stay calm
5. Dress the part

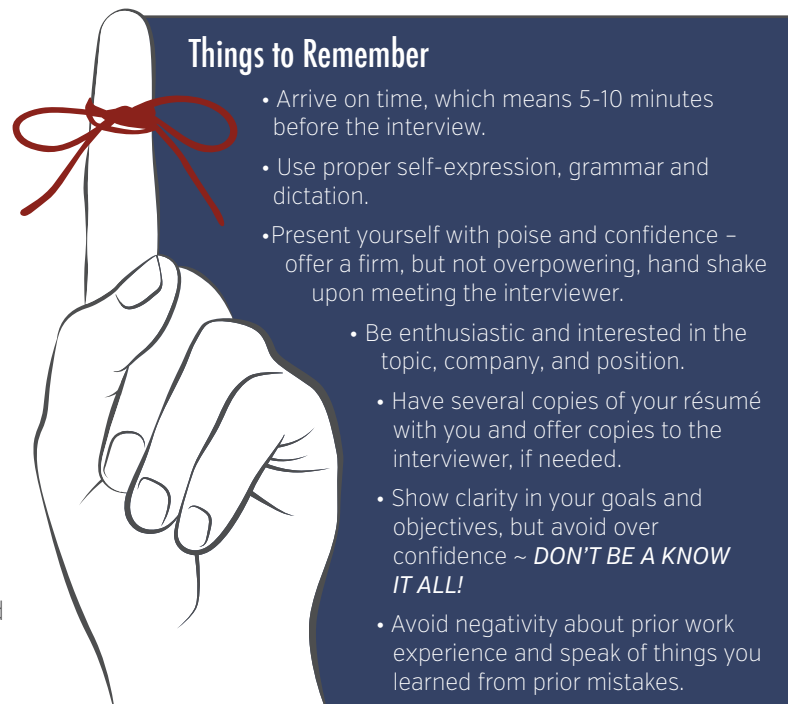
During the Interview

Body Basics

Posture: Try to adopt a posture that shows interest but still comes across as being relaxed.

Tone and volume: Match the tone and volume of the interviewer and others in the room.

Gestures: Be careful of over-the-top gestures, especially with your hands.



Things to Remember

- Arrive on time, which means 5-10 minutes before the interview.
- Use proper self-expression, grammar and dictation.
- Present yourself with poise and confidence - offer a firm, but not overpowering, hand shake upon meeting the interviewer.
- Be enthusiastic and interested in the topic, company, and position.
- Have several copies of your résumé with you and offer copies to the interviewer, if needed.
- Show clarity in your goals and objectives, but avoid over confidence ~ **DON'T BE A KNOW IT ALL!**
- Avoid negativity about prior work experience and speak of things you learned from prior mistakes.

10 QUESTIONS



10 questions you're most likely to be asked in a job interview

01

Tell me about yourself.

[Speak about your work ethic and past work history. It's okay to add some personal information, but make sure not to spend too much time on those topics. Also, make sure you tell them about your positive and desirable traits. Your 30 second commercial will help.]

02

What interests you about this opening?

[Or why do you want to work for us?]

03

What do you know about our company so far?

04

Why did you leave your last job?

[Or why are you thinking about leaving your current job?]

05

Tell me about your experience at ____.

[Fill in past job.]

06

What experience do you have doing ____?

[Fill in each of the major responsibilities of the job.]

After the Interview

Always have a list of questions prepared - some may be answered during the interview, but by having additional questions, it shows your genuine interest in the position.

Example questions for the interviewer:

- What is your timeframe for making a decision?
- What would the next steps be?
- What are some challenges the previous person in this role faced and what kind of progress did they make?
- What are you most looking for in regard to this position?
- When would a good time for me to follow up with you?

Tell me about your strengths.

Tell me about a time when...

[Fill in with situations relevant to the position. For instance: Tell me about when you had to take initiative ... you had to deal with a difficult customer ... you had to respond to a crisis ... you had to give difficult feedback to an employee ... You get the idea. If you have not had a situation, tell the employer how you most likely would handle the situation.]

What salary range are you looking for?

What questions do you have for me?

DO NOT be afraid to follow-up!
Sometimes it makes the difference between candidates.

Follow-up

- Send a Thank You card/email!
 - Express your enthusiasm.
 - Address unresolved points.
 - Personalize the note.
- Make a follow-up phone call to the interviewer on the fifth day after the interview.
- Let him/her know of your continued interest in the job and ask if there is any further information needed from you.
- If the interviewer is not available when you call, leave that basic message on his/her voicemail.
- From that point on, just once a week, politely alternate between phone and email until you are contacted as to whether or not you got the job.

CAREER FAIR

Get the Most Out of it

Know Your Purpose:

- Networking– 30 second “self” commercial prepared
- Meet and interact with employers.
- Gather information about different careers.

Preparation:

- Revise your résumé, have it reviewed and make copies to hand out.
- Review and research the employers in attendance.
- Prepare intelligent questions for recruiters based on your research.
- Practice your 30 second commercial.
- Choose professional business attire to wear.

During the Fair:

- Display confidence.
- Take a warm up lap– walk through to identify the employers you are interested in talking with.
- Make a game plan of the employers you would like to talk to.
- Approach Employers--remember the following:
 - Be confident: know your skills and be prepared to convey them to the recruiter.
 - Engage in small talk to break the ice
 - Deliver your 30 second “self” commercial
 - Ask questions about the organization and career opportunities. If you are interested, offer the recruiter your résumé–be the one to initiate it.
 - Ask the recruiter for a business card, thank them for speaking with you, and plan to follow up.

After the Fair: Follow up

- Review the material.
- Send a follow up email within 24 hours.
- Request an interview with organizations you are interested in pursuing.

Men's Interview Attire:

- Solid color, conservative suit
- White long sleeve shirt
- Conservative tie
- Dark socks, professional shoes
- Very limited jewelry
- Neat, professional hairstyle
- Go easy on the aftershave
- Neatly trimmed nails
- Portfolio or briefcase

**DRESS
YOUR
BEST!**

Women's Interview Attire:

- Solid color, conservative suit
- Coordinated blouse
- Moderate shoes
- Limited jewelry
- Neat, professional hairstyle
- Tan or light hosiery
- Sparse make-up & perfume
- Manicured nails
- Portfolio or briefcase

DEGREE ADVANCEMENT

DIPLOMA & ASSOCIATE DEGREE GRADUATES

NAU offers various bachelor's degree programs. Some or all of your already-earned credits will transfer into these programs.

Accounting

Business Administration

Accounting
Entrepreneurship
Financial Management
Human Resource Management
Information Technology
International Business

Management
Marketing
Pre-Law
Supply Chain Management
Tourism and Hospitality Management

Criminal Justice

Healthcare Management

Information Technology

Computer Security and Forensics
Database Administration
Internet Systems Development
Management Information Systems
Network Administration/Microsoft
Network Management/Microsoft

Management

Paralegal Studies

Nursing BSN

Nursing Online RN to BSN

Organizational Leadership

Getting started: Contact the admissions team at the campus you attended.

BACHELOR'S DEGREE GRADUATES

NAU bachelor's degree graduates are eligible for a graduate program scholarship, reducing the tuition cost.

Master of Business Administration

Accounting
Healthcare Administration
Human Resource Management
International Business Management

Master of Management

Criminal Justice Management
Healthcare Administration
Human Resource Management
Proprietary Higher Education Management

Master of Science in Nursing

Nursing Education

Getting started: Contact the admissions team at the NAU Graduate School (877) 398-0118.



Programs vary by campus. Not all programs are available at every campus.