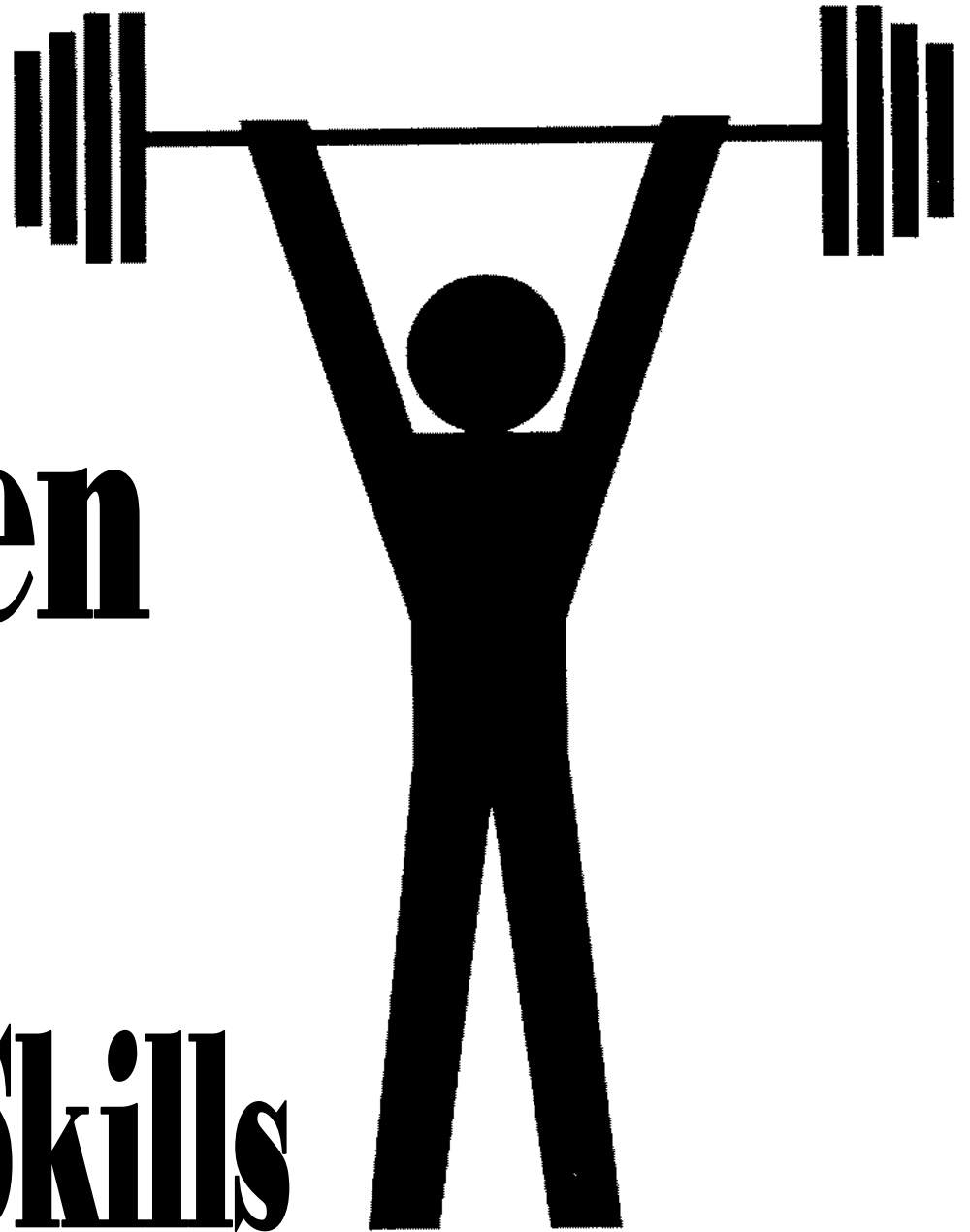
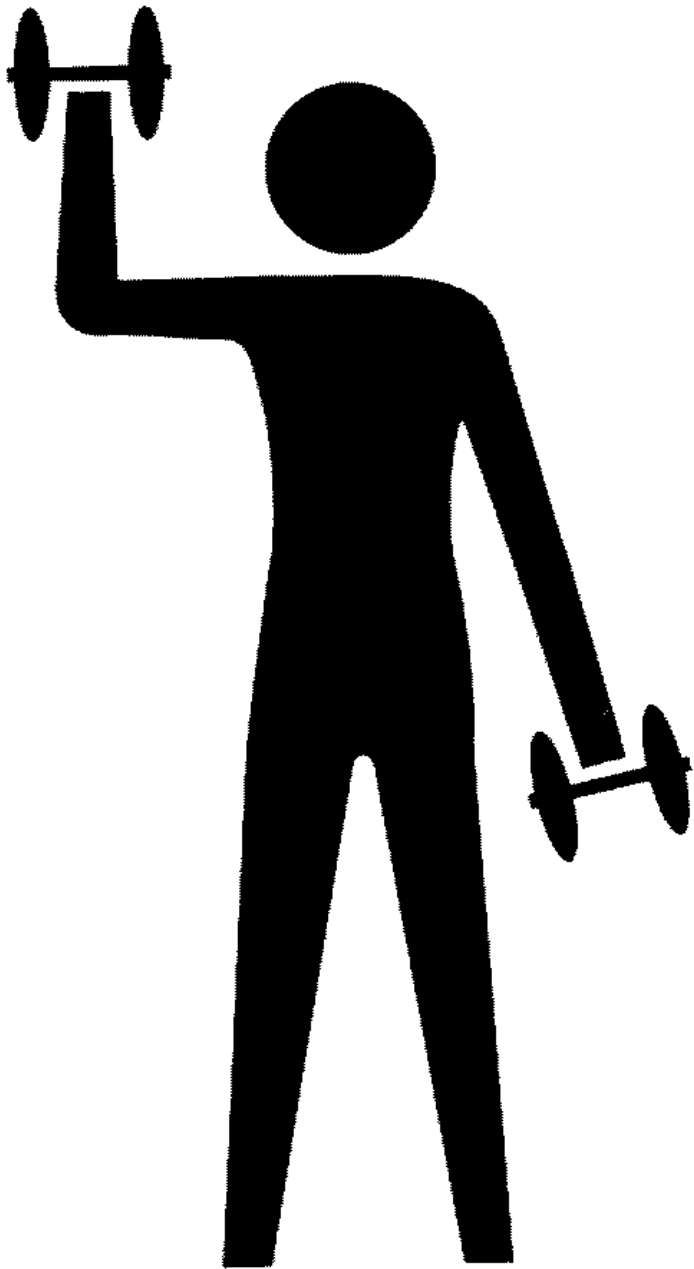


**Strengthen  
Your  
Job Search Skills**



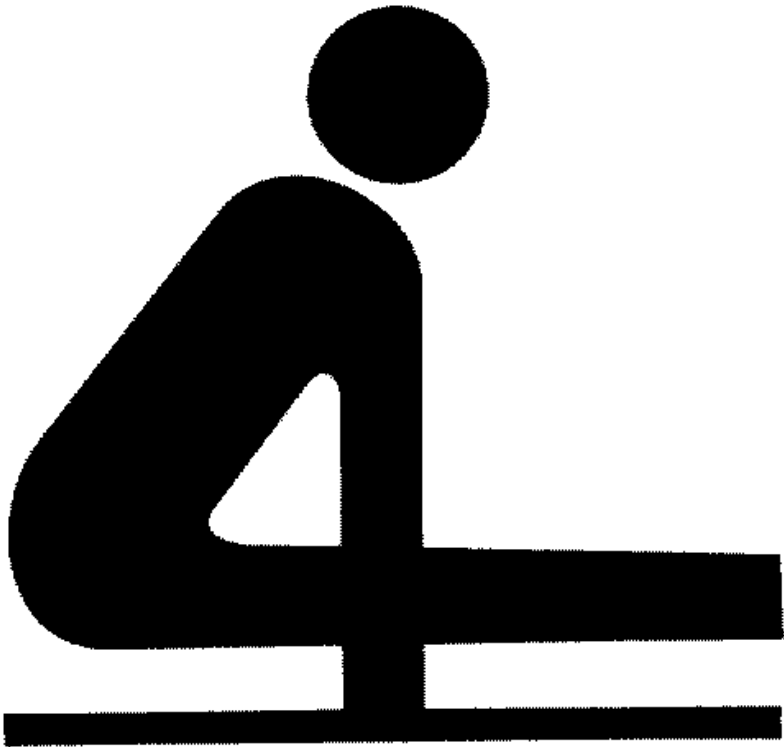


## **Develop a Career Focus:**

- Identify the skills you want to use in the world of work
- The Industry/Industries you want to enter/advance in
- The knowledge area you want to continually expand, and
- Where you want to live and work.

**Research the Industries and Job Titles** you wish to apply for through print resources, the Internet, professional associations, and informational interviews.

Check out the following websites: The Occupational Outlook Handout at [www.bls.gov/oco](http://www.bls.gov/oco); The O.NET Online at <http://online.onetcenter.org>



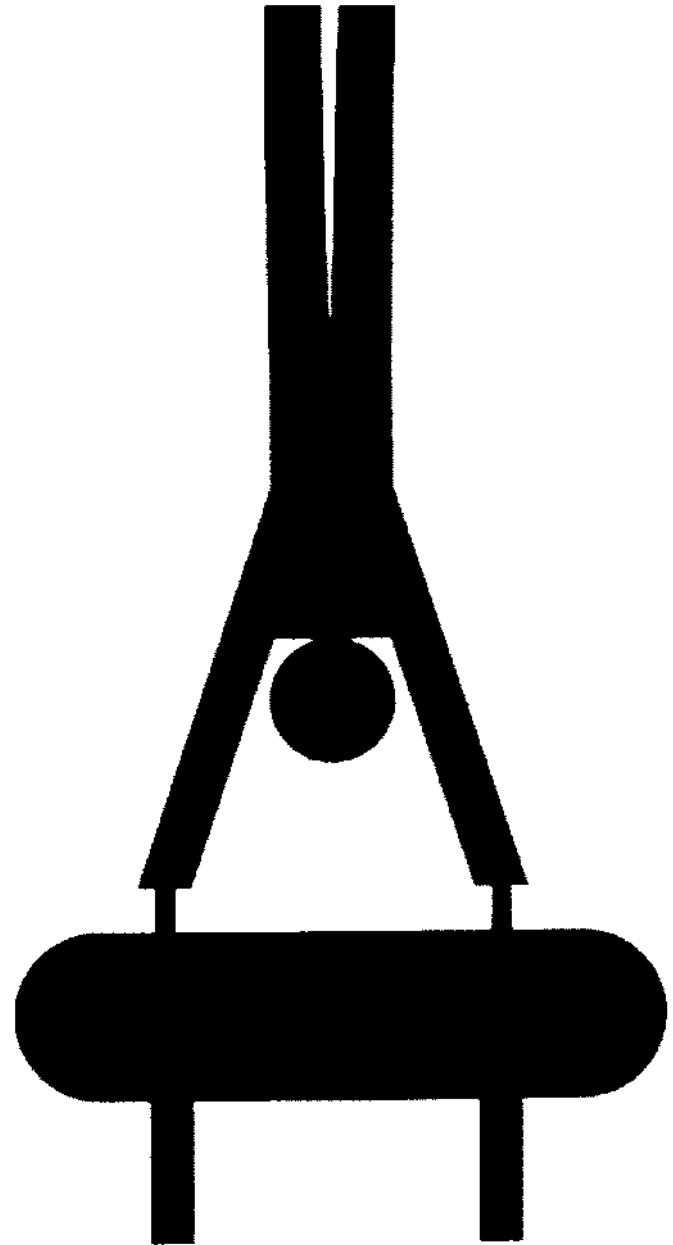
Learn how to do an **Informational Interview** at [www.suu.edu/ss/career](http://www.suu.edu/ss/career).  
Click on Career Planning and Preparation.

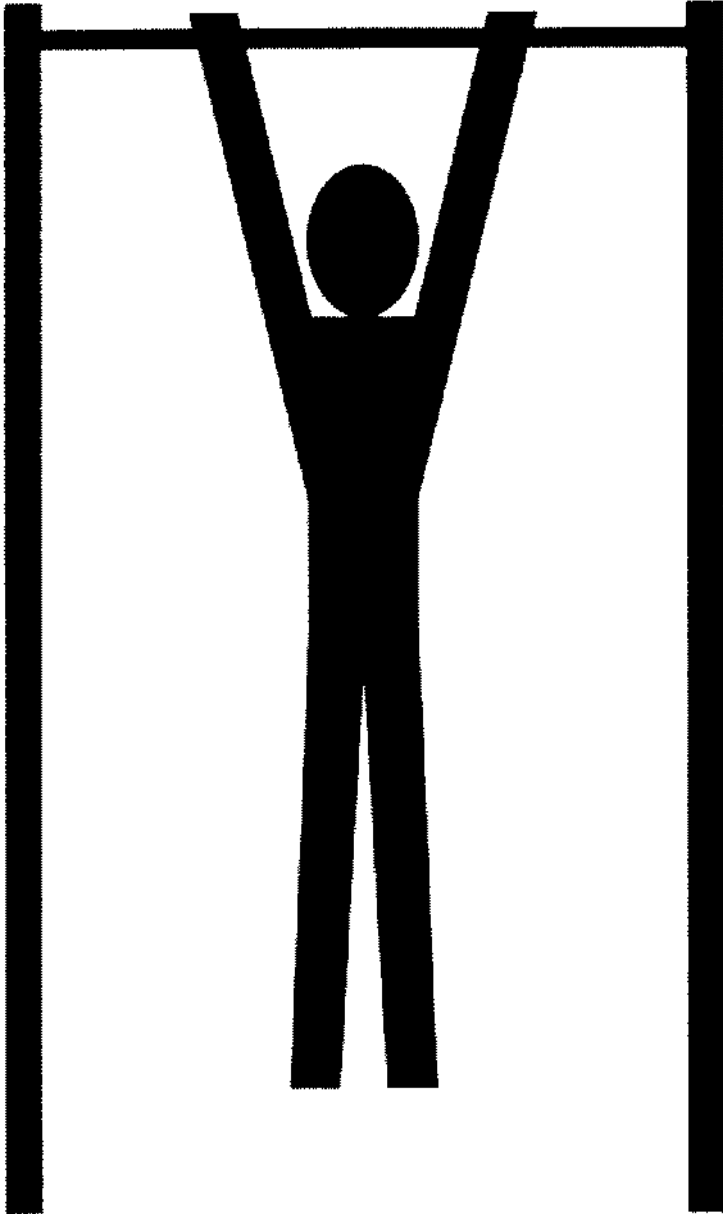
Do at least 3 Informational Interviews with people in industries of interest and people with the job title you want.

**Write a targeted, accomplishment based resume:** Generic resumes can work for information interviewing but you will need a stronger resume to secure the job interview.

**50 Verbs  
that Demonstrate Accomplishment:**

Achieved, Appointed, Attained,  
Awarded, Conceived, Consolidated,  
Contributed, Customized, Doubled,  
Enhanced, Entrusted, Exceeded, Ex-  
panded, Founded, Granted, Grew, Im-  
proved, Introduced, Invited,  
Launched, Minimized, Overhauled,  
Piloted, Positioned — stop by Career  
Services and pick up the complete list.





## **Develop your Interview Skills:**

Practice answering interview questions, take an Interview Workshop, participate in mock interviews.

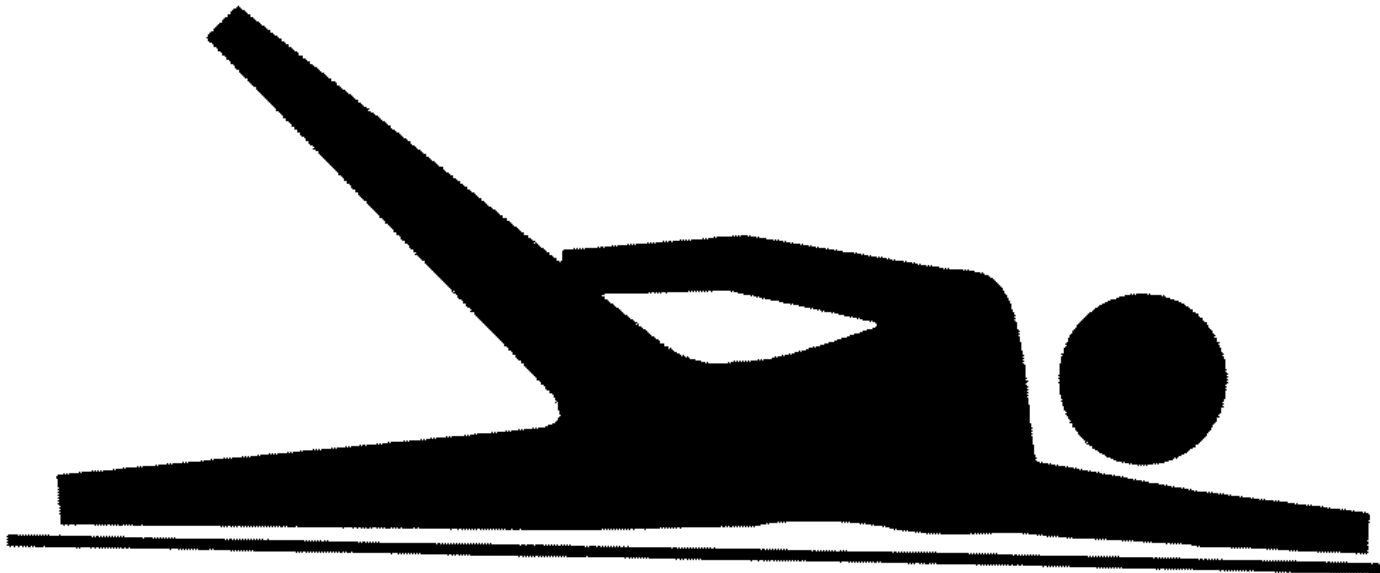
Learn to tell accomplishment based stories—brief stories about skills you've demonstrated and/or problems you've solved.

Use the **STAR** acronym to help you tell your story:

- **S**ituation
- **T**ask
- **A**ction
- **R**esult

**Make a contact list:** The more people in this world who know what you have to offer and what you are looking for, the sooner you will land the job you want. **List** professors, coaches, your friends parents, family friends, church leaders, dentist, doctor, local merchants, banker — virtually anyone who knows you and is actively engaged in work and/or the community.

**Contact your contacts:** Call, visit, email, write to these people and let them know you are graduating and looking for work. Ask for advice and ideas of who else you should contact.

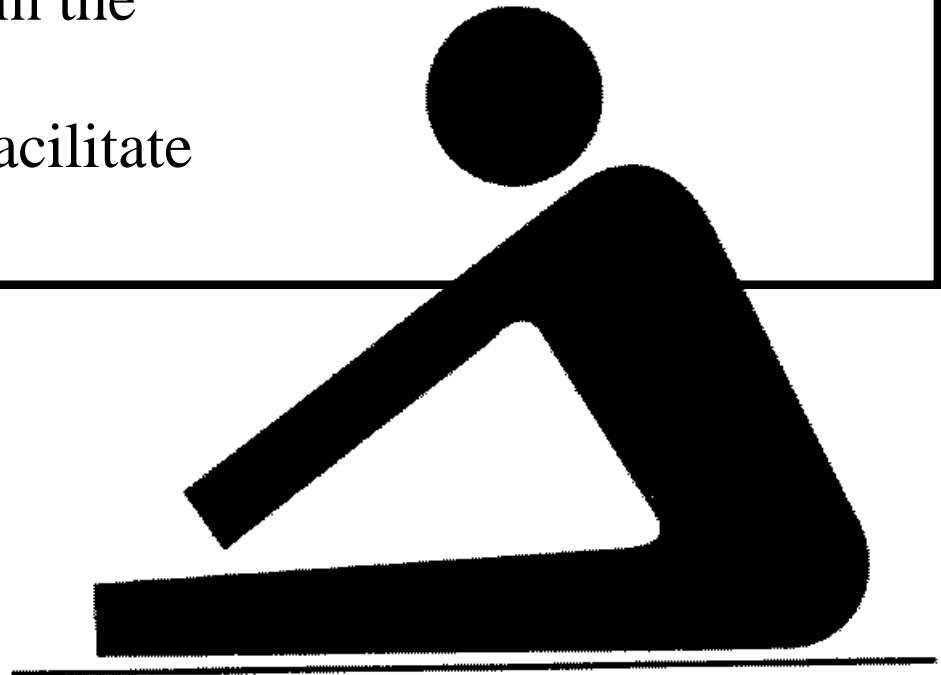


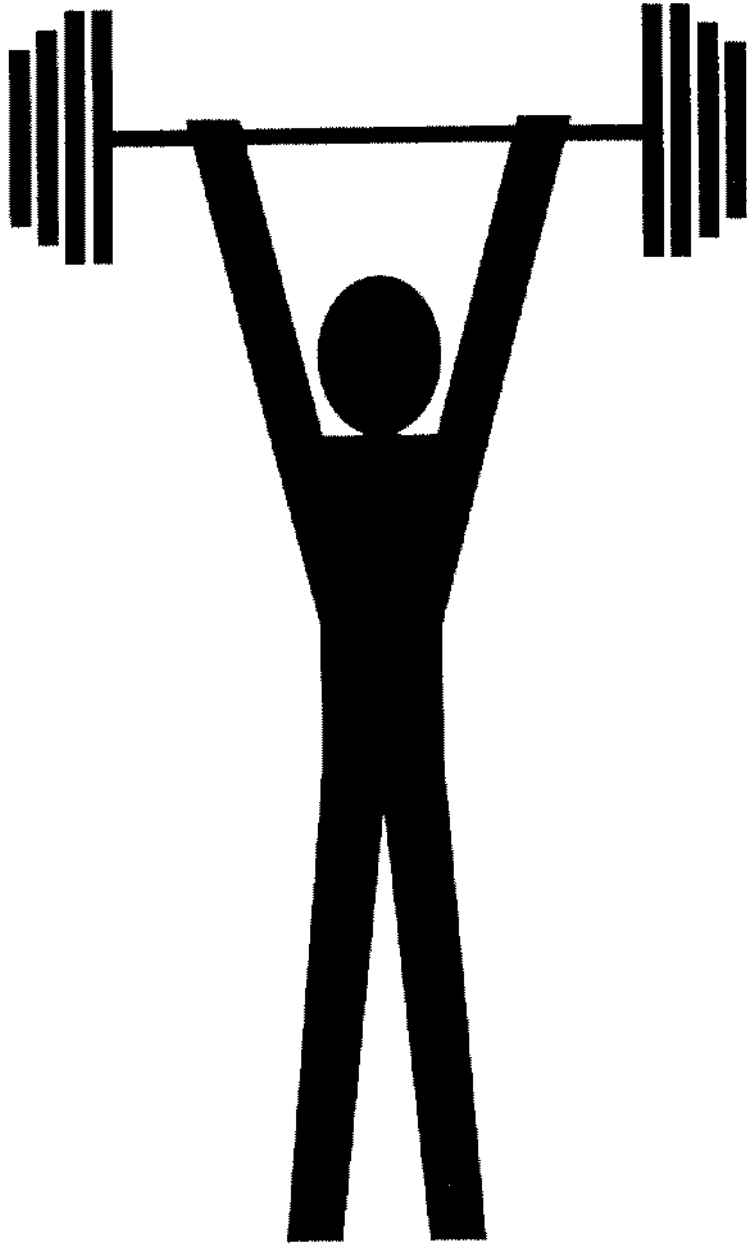
**Develop skills for Internet Job Search:** take a workshop, visit the SUU Career Services Website: [www.suu.edu/ss/career](http://www.suu.edu/ss/career) and open Job Postings for Graduates.

Visit Monster, HotJobs, and CareerBuilder, and post your resume if the sites suit your job search. Keep in mind that more employers hire people from smaller niche sites than from the big three — seek out sites more focused on your profession and geography.

Check out employer Web sites in the industries you are interested in.

Develop a list of keywords to facilitate your search .





**Develop your telephone skills:**  
read “Paint the Perfect Picture on  
the Phone” from Knock’Em Dead,  
by Martin Yate.

Learn to pick up the phone and  
pitch your candidacy — it is the  
single most effective way to gen-  
erate job interviews.

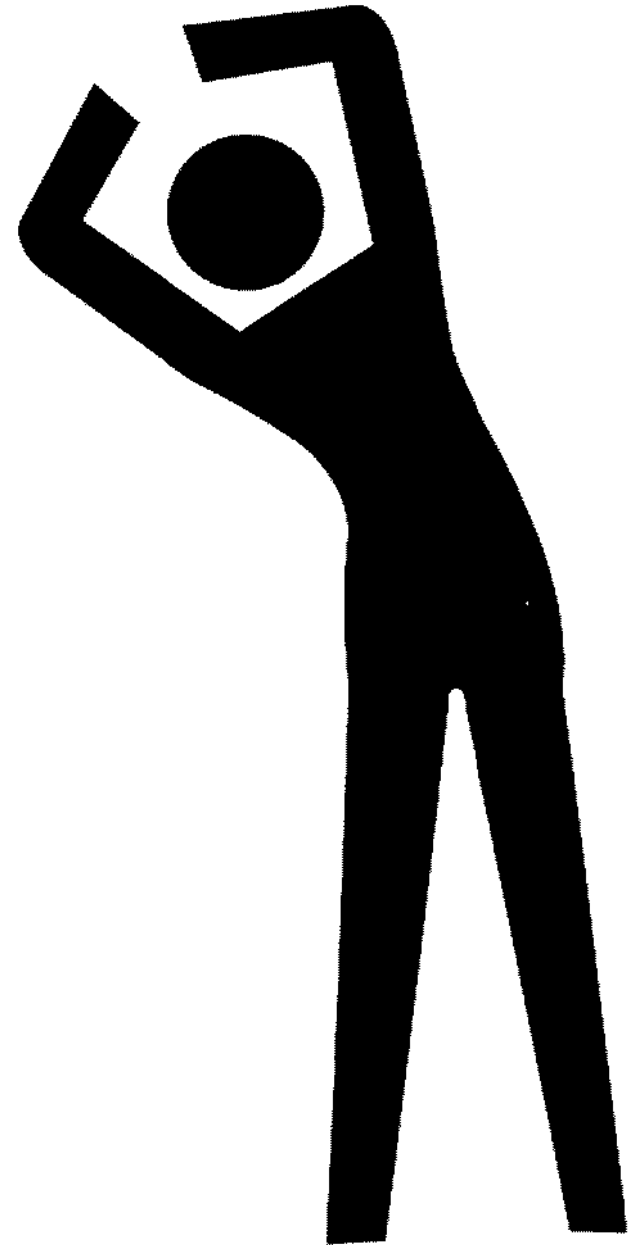
Create a convincing word picture  
of yourself and sell it on the  
phone.

**Write a Cover Letter** that complements your resume and compliments the potential employer.

Do not underestimate the power of a well written cover letter.

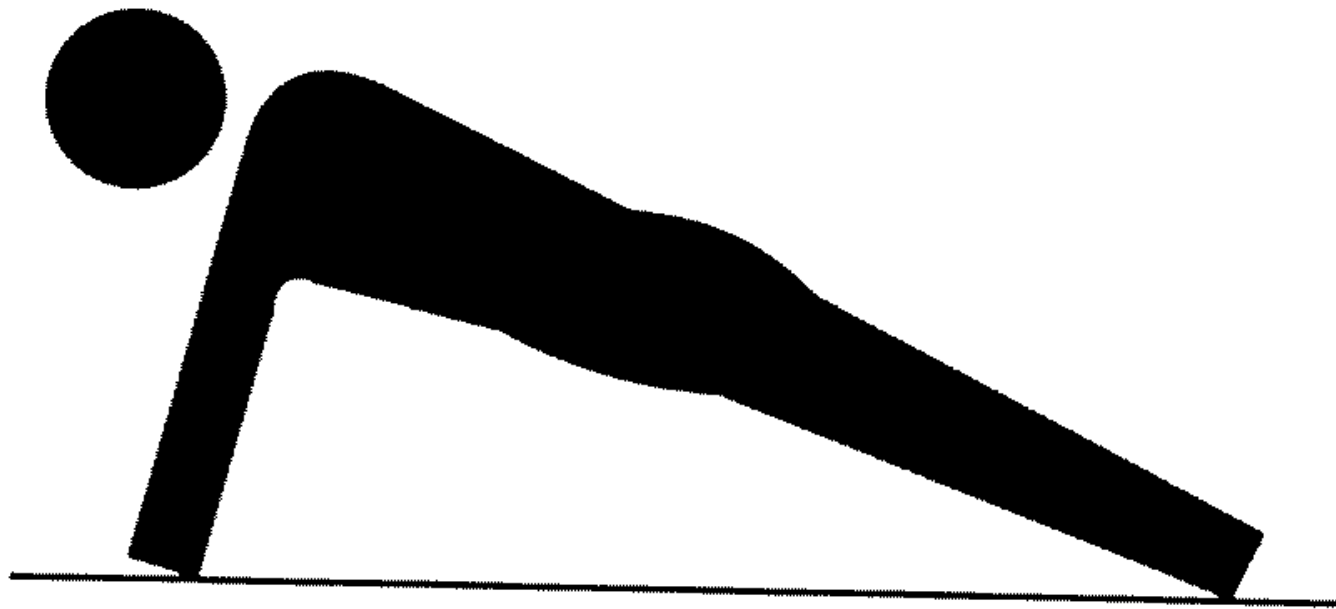
Be sure to let the employer know:

- Why You Are Writing
- Why You Are Interested in Their Company
- How You Can Meet the Company's Needs, and
- Thank the reader as you let them know how you can be reached.



**The Internet, Newspapers, Want Ads, Job Boards,** have only a sampling of the job opportunities available. Nothing should stop you from approaching any organization that looks interesting.

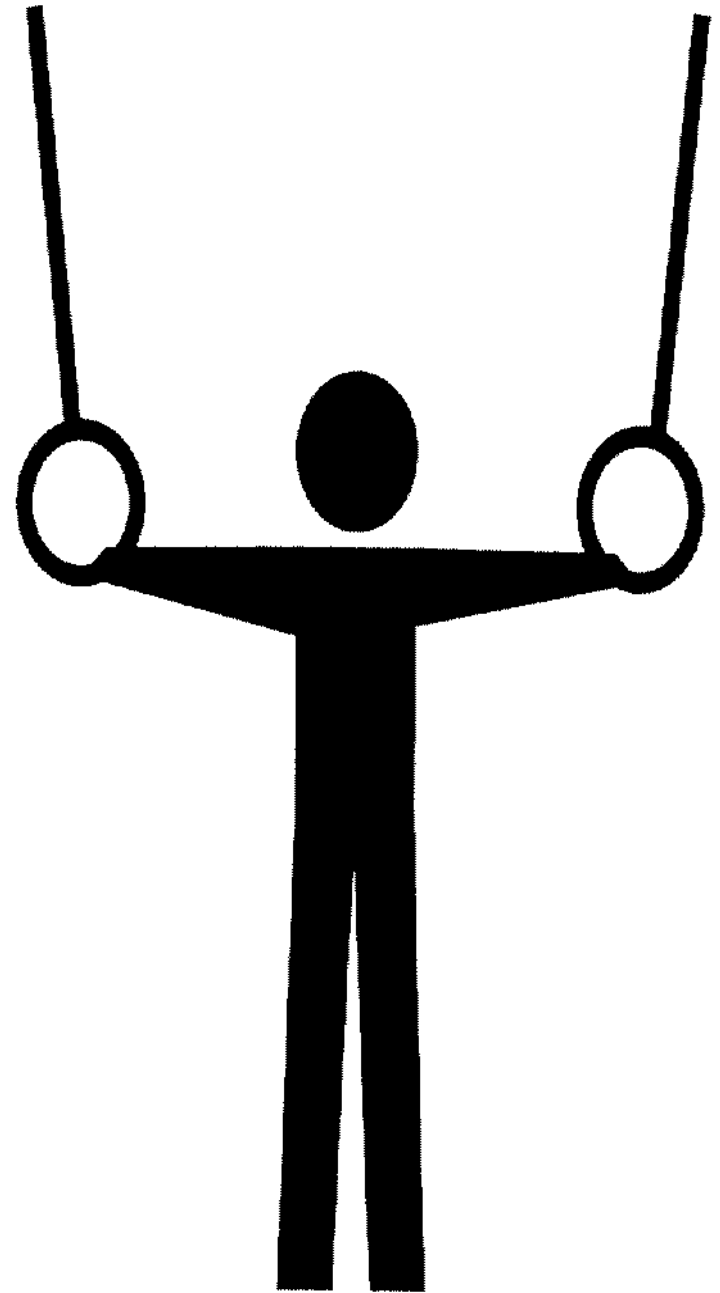
70% of all positions are never advertised—that's the “Hidden Job Market”



**Ask for Help.** Register with SUU Career Services at [www.suu.edu/ss/career](http://www.suu.edu/ss/career), participate in Job Search Workshops, attend SUU Career Fairs, Interview on-campus, sign up for a Job Search Coaching session.

**Enjoy yourself;** you're more attractive when you're having fun!

**Remember:** It's not about changing the world-of-work; it's about knowing who you are and what you have to offer; discovering where the opportunities are and what the world-of-work needs; and learning how to market yourself for those opportunities.





**Be A Winner!**