

Dear Lois,

Snow, snow and more snow...That's been my impression of this unbelievable winter in the northeast... But we're getting a hint of spring just waiting around the corner. I saw a robin last week (of course he was standing in a pile of snow) and today there is an impression of buds on the trees and the grass is bright green.Spring is on its way. I promise you.

*"You never get a second chance to make a first impression"*

Let's discuss impressions as it relates to the job search. You have a chance to make strong impressions during the application process in several ways: written, visual, verbal and pro-active

Think of the job application process as a puzzle. Everything has to fit together. Your resume and your cover letter have to impress, yet truly reflect who you are so that when you show up on the day of the interview, you can be yourself.

### Written Impression - Cover Letter and Resume

The first pieces of the puzzle

#### Cover Letter

Your opening statement should give the reader a sense of what you can do. It should be a concise statement -- which you'll elaborate on later in the letter -- about how you can meet the company's needs. The cover letter must show the one thing that makes you different from all the other job-seekers -- and identifying two or three benefits you can offer the employer.

There is much discussion as to whether or not to include a cover letter. Some are read prior to reading the resume, some are read after reading the resume and some are never looked at. It doesn't matter. Always send a cover letter.

#### Resume

The purpose of a resume is to entice the reader to invite you to discuss what you can do for a company. It is not for sharing all the details of your career.Your resume has to clearly portray you. Start off with something that makes the reader keep reading.

If you don't make a good first impression with your cover letter and resume, you won't get a chance to make an impression during the interview.

### Visual/Verbal/Pro-active Impressions

#### Interview - Visual

Arrive early. This will give you time to complete the application and relax prior to meeting the interviewer. Dress professionally, smile, give a firm handshake, and introduce yourself properly.

As the interviewer walks you to the interview room, he or she might ask you a few questions about the weather or how you got there... some small talk to put you at ease. Accept the

### New Service

The Word-Smith is a firm believer in career portfolios whether hard copy or an e-portfolio.

We are adding the development of career portfolios, both hard copy and e-portfolios to our list of client services.

Contact us for further information

[thewordsmith.09@gmail.com](mailto:thewordsmith.09@gmail.com)

### Upcoming workshops and webinars

March 16th

Resumes That Get Results

Webinar sponsored by Meetingjobs ESP

To register: [www.meetingjobs.com](http://www.meetingjobs.com)

April 7th

2 part workshop

Resumes that Get Results  
Resumes for Contract Workers

Location: Monmouth County Library, Shrewsbury Branch  
Time: 1:00-3:00  
No registration required.  
Bring your resume

### Looking for a Speaker?

If you are part of an organization or association that is looking for a speaker to educate your members on Resume Writing, please contact me. I'd love to explore the possibility of speaking for your group. Now booking for 2010!

### Speaker Consortium

The Word\*Smith is in the process of creating a Speaker Consortium to fill the needs of corporations and associations who are looking to have a more engaged, better trained workforce through a stronger, more energetic work atmosphere.

The consortium roster will include top keynote speakers and facilitators.

If you are interested in discussing solutions to your training program or joining the speaker consortium as a facilitator contact us.

invitation and relax.

#### Interview - Verbal

Research the company and prepare questions.

Put yourself at ease as you answer questions and undertake it as if it was a conversation. To "converse" with someone is the best way to "connect" with that person

As the interview formally starts, make sure to remember that interviewing is communicating . This means that you have to be clear when you talk. Clarity entails that you speak clearly and answer the questions posed clearly. Keep in mind that questions are asked for a purpose. Try to find the purpose underlying the question. What does the interviewer want to know and how can you best answer his or her question?

As the interview winds down, make sure that you have shown interest for the organization by asking a few relevant and intelligent questions

#### Interview - Pro-Active

Be pro-active and create a strong professional career portfolio to use as another tool in your job search. Providing direct evidence of your relevant accomplishments, it shows potential employers a "snapshot" of your achievements and the type of work you have done. It is a collection of your work documenting your experiences, activities, training, skills, and accomplishments typically presented within an interview situation. Advise the interviewer that you will be bringing a career portfolio with you to the interview.

The portfolio can be presented when a question comes up about a skill or activity that can be answered with proof in your portfolio.

The portfolio can also be introduced in the beginning of the interview. You can ask whether the interviewer would like to examine it, now or later.

Whichever format you choose or way you choose to use your portfolio, when you practice interviewing, practice using your portfolio. Be completely familiar with the contents and be prepared to talk about its elements.

Absolutely essential is to have a mini portfolio prepared to leave behind at the completion of the interview. This will certainly make it easier for the interviewer to remember you. It will make an impression about how you are pro-active and in any further in-house discussions after the interview.

As you leave, give each interviewer a firm handshake and thank them for meeting with you. Ask for their business cards if you do not yet have them. Having your interviewers' business cards is important for follow-up purposes. You want to spell their name correctly and you want to send to each interviewer a separate e-mail.

#### Written Impression -

##### Thank you note

The last step in the interview process, the last piece of the puzzle is not when you leave the interview room. It is when you follow-up the day after the interview.

Following-up with a thank you note is not an option. It is mandatory.



*The Word\*Smith*



**Lois Gilbert**  
732.462.4808

[www.theresumewordsmith.com](http://www.theresumewordsmith.com)  
[thewordsmith.09@gmail.com](mailto:thewordsmith.09@gmail.com)

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to [elemgi@verizon.net](mailto:elemgi@verizon.net) by [elemgi@verizon.net](mailto:elemgi@verizon.net).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



The Word\*Smith | 2 Frost Court | Freehold | NJ | 07728