



Job Search Protocol

Your Personal Brand

- Ensure everything with your name attached has the mark of quality (proofread everything)
- Practice and perfect your elevator pitch
- Consider a personal logo

Resumes and Cover Letters

- Make them clean, simple and easy to read
- Use action verbs and be consistent with language
- Less is more
- Indicate you will follow up by a certain date if you don't hear from them first – put yourself in the driver's seat

Networking

- Practice articulating how others can help you and tell everyone what you're looking for
- Follow up! (so few people really do this)
- Keep in regular touch (via e-mail, hand-written note, phone)
- Ask how you can help them
- 93% of people walk into a room full of people and feel shy
- Every person is always an opportunity

Informational Interviews

- Have specific questions prepared ahead of time
- Pay for their lunch/coffee if meeting in person
- Remember that people love to tell their story and give their opinion

Interviewing “wow's”

- Talk about an accomplishment or unique quality about the company – shows you did your research
- Bring a portfolio highlighting your work – writing samples, letters of recommendation
- Present references without waiting for the interviewer to ask
- Tell interviewer that you want the job (at the end of interview)

Career Resources

- www.mindtools.com (assessments)
- www.aichepgh.org/job_hints.htm (general search help)
- www.futurestep.com (job postings)
- www.craigslist.org (job postings)
- www.resumania.com (comic relief)

