

# Playing the Job Market

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One of the certainties in life is that at some time, we are all likely to have to prepare a resume.

Whether we are leaving school or university, changing our career, experiencing redundancy or returning from a career break, our first priority is to get a resume written.

Some of us have faced the frustration of knowing we can do the job, but how do we get a "foot in the door"? Your resume is the key to opening those doors. You need to know how to sell yourself and how to tailor your approach to each application you make.

The purpose of the resume is

to sell the interview, not to get the job.

An advertiser puts just enough punch into a 30-60 second commercial to get you to come and see the product.

Once they get you there, you are more likely to buy it.

Strange as it may seem, people can be viewed as products. When they apply for a job or sell their services, they sell their skills, experience, qualities and potential. No matter how good a "product" the person is, their future success will depend to a great extent on how well they market themselves.

Your resume is your sales document that highlights your skills, achievements and experience in such a way that the reader is motivated to meet you.

## Some Tips

⇒ Appearances count – Use good quality stock. Check for typos and grammatical errors.

Use spell check and ask a friend to review the resume.

⇒ Keep it clean – businesslike and simple.

⇒ Size matters - 3-6 pages maximum for most positions. Don't send attachments unless requested. Remember,

you want to meet the reader.

⇒ Be prepared for a panel interview.

⇒ Thank verbally at the end of the interview and send a note to thank the interviewer for their time.

⇒ Persistence wins the day.

⇒ This is the first step in gaining the job.

## Playing Well Means Surviving the Interview

Your resume has done its job and you have an interview. The selling continues, you are now going into a face to face sales

⇒ Be careful with your appearance.

⇒ Know your answers.

⇒ Plan for what you need to take with you.

⇒ Do your homework.

⇒ Research the company at the library, in newspapers and journals and on the internet.

⇒ Keep your items you take with you relevant.

⇒ Practise, practise, practise.