CHAPTER 6

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Applying for Jobs

Chapter Outline

LESSON 1
The Job Search Process

LESSON 2
Preparing Your Résumé

LESSON 3
Building Interviewing Skills

"The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one."

Mark Twain, American author and humorist

LESSON 1

The Job Search Process

Quick Write

Write a few sentences about how you would look for a job. How will you go about finding openings? How will you convince a prospective employer that you are the best person for the job?

Learn About

- identifying your personal job preferences
- selling your skills to an employer
- how to organize a job search

"If you don't know where you are going, you'll end up someplace else."

Yogi Berra, New York Yankees' Hall of Fame catcher

Identifying Your Personal Job Preferences

Finding a job is not just a matter of searching the want or classified ads, *advertisements for job openings, services, or items for sale*. It's not a matter of making a few phone calls, or having a successful interview. Getting a good job requires more than a great résumé. Important as job ads, interviews, and résumés are, there is one thing that is even more important—knowing your own personal job preferences. In an earlier lesson, you learned about finding your passion for a career. To get the job or career that's right for you, you need to know yourself well. That's why, as you learned in Chapter 3, finding a good job begins with appraising

Finding a good job begins with appraising who you are, what's important to you, and where you are going.
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who you are, including how you learn, what areas interest you, and where you want to go with your career and life.

Self-analysis doesn't come easily. Most people resist looking long and hard at themselves. They give little thought to questions such as, "What kind of person am I?" "What kind of people do I best interact with?" and "Based on my values, what are the most important things I want in a job?"

To find the job that is best for you, you need to know the answers to these questions. One way to find these answers is to do an inventory of your personal job preferences. In this context, an inventory is *an evaluation or survey*. Doing a personal job-preferences inventory involves analyzing and recording several things about yourself. These include your interests, needs, and wants; your abilities and skills; your values; and your goals.

Vocabulary

- want/classified ads
- inventory
- needs
- wants
- skill
- intrapersonal values
- interpersonal values
- benchmark
- benefit statement
- informational interview
- entry-level
- network

Interests, Needs, and Wants

You should base your inventory on an understanding of what you are interested in, what you need, and what you want in a job.

Interests

To identify your interests, you should ask yourself some probing questions. Use the techniques for self-discovery you learned in Chapter 3, Lesson 2. Write down the answers.

- What do I do really well? In what areas am I most competent? Don't focus just on classes—take into account all your activities.
- What things do I find most enjoyable or rewarding? Again, draw on ideas from any area of your life.
- What do people often compliment me on? What has been my greatest accomplishment? What unique abilities (for example, playing the piano, repairing a car, organizing an event) and personal traits (for example, honesty, compassion, and intelligence) made those accomplishments possible?

The answers to these questions will not lead to a particular job. For example, people may compliment you on your fashion sense, but this does not necessarily mean you should become a model or fashion designer. Your answers to these questions will, however, reveal what you are best at. And chances are you're good at something because it interests you. By helping you identify your interests, these questions will give you a start toward knowing where to focus your job-search effort.

Needs

As you learned in the very first lesson on financial planning, needs are *things that you must have to sustain your livelihood*. Food and shelter are the two most important ones. Your job-related needs may not be a matter of life and death; they are, however, things that you need to be satisfied and content. Ask yourself about your needs in the following areas:

- *Salary*—How much money will you need to pay your bills, have a decent life style, and add to your savings? Using the skills you developed in Chapter 1, Lesson 1, "Creating a Budget," figure out how much you'll need to earn.
- *Benefits*—Do you need a job that offers health insurance and a paid vacation as well as holidays?
- *Work environment*—Some people need a quiet work environment. Others would fall asleep in such an environment; they need one that is more active.
- *Schedule*—Some people are able to work only during the days. Others don't mind, or even prefer, the night shift. Some people can travel and some cannot.
- *Challenge*—Some people need a job that is continually challenging. Others find their challenges elsewhere. They'd rather focus their creativity on such things as family or hobbies.
- *Opportunity for advancement*—Are you ambitious? Or, are you happy just to do a job well, without worrying about advancement?

Wants

You also learned in financial planning the balance you strike between needs and wants. Wants are *things that you do not have to have, but would like to have, or own*. For example, many people want the highest possible salary, but some people are happy with less money. For them, a high salary is not a need.

Go through the list above. Ask yourself if you have some wants in those areas. Consider, for example, any wants that might fit under the "Schedule" category. Maybe you enjoy helping those who are physically challenged, like coaching for the Special Olympics. You don't *need* to do this— but you enjoy it and find it rewarding. If a job offers the possibility of flexible hours, you might be able to continue your coaching duties. You would not make flexible hours a job requirement, but if a job offered this possibility, you might consider it a plus.

Table 6.1 Needs or Wants?

Personal preferences	• Popularity and fame • Wealth • Respect • Time with family • Time to pursue private interests
Job/career preferences	• Status and recognition • Top salary • Friendly coworkers • Fair boss • Pleasant work environment • Responsibility and challenge • Opportunity to advance • Good benefits
Leisure-time preferences	• Watch TV • Participate in sports • Write poetry or stories • Do yard work • Do crafts and artwork • Read • Go to movies, plays, or sports events • Travel
Long-range wants and needs	• More education and training • New activities and interests • Reaching a top position • Marriage and children • A home • A great car • Continued good health

Everybody is different: One person's need, such as health insurance, may be another person's want. To a third person, health insurance may not matter—for example, a married man who has coverage under his wife's policy.

Look at each item on Table 6.1: Is it a need, a want, or is it irrelevant? Keep these factors in mind as your job search gets under way. You'll probably never find a job that offers you everything you want. But understanding what's most important for you can help you weigh your options. Using this list, write down your 10 most important needs and your five most important wants. Keep the list handy as you search for jobs.

Abilities and Skills

A skill is *the ability to do something that you have acquired through training or experience.* Abilities are inborn; skills are developed. For most people, abilities and skills are linked. If you have an ability to do something, you are likely to want to become skilled in it. For example, you might have good hand-eye coordination, which gives you the ability to hit a moving ball with a baseball bat. But you will not be a good baseball player until you get the training and experience to turn that ability into a skill—to the point that people will be able to count on you to hit a baseball out of the park.

Similarly, you may have been born with an ability to draw or to take apart machines and put them back together easily. That ability, however, will not be enough to earn a living. You will need additional art or engineering training before you are able to get a job. Once you have the job, you will need ongoing training to turn those abilities into skills that can build a career.

As you begin the job-search process, you must have a clear idea of your abilities and skills. The ones that are the most developed are those you will sell to employers. List specific work-related skills that you have gained on any past jobs or in other activities, including volunteer work. Examples can be operating a computer or teaching. Also list abilities that you can turn into skills with education and training. These may include an ability to write interesting stories, to persuade people to do things, or to do math quickly in your head.

Values

The organization you work for—its leaders, goals, philosophy, and employees—should reflect your values and beliefs. Otherwise, you will be unhappy. For example, if you believe that nicotine is a major threat to health and that people should not smoke, would you be happy working for a tobacco company? A workplace where people believe in the product or service they offer is more productive than a workplace where workers do not share company values. Identifying your values is a personal matter. Friends and family are not the authorities on who you are or what you should believe. You are the authority on you! When it comes to deciding on values that relate to jobs and careers, you may find it helpful to think of them in three broad categories: *things and processes*; *intrapersonal values*, and *interpersonal values*.

Things and Processes

These refer to your values at work in terms of what you have and what you do. The choices you may find valuable to consider in this category are:

- A clean, quiet workplace versus a crowded, bustling workplace
- Strict regulations or those that are more flexible
- Top money and benefits versus average compensation
- Casual or traditional dress
- A slow-paced or a fast-paced work environment

Intrapersonal Values

Intrapersonal values refer to *values you feel inside you*. Examples of things you and others may find valuable in the workplace are:

- Respect and honesty from bosses and peers
- Working with details
- Varied assignments
- A sense of achievement
- Power and status
- Education and training opportunities

Interpersonal Values

Interpersonal values refer to *values among people*. Workplace choices that relate to this value include:

- Working in teams or working independently
- Interacting with customers versus interacting only with coworkers
- Communicating face-to-face or via letters or email
- Leading a group or working independently

Goals

Now that you have defined your needs, wants, and values, you're ready to set some job or career goals. Your goals will help you focus your job-search process. They will also be your benchmark, or *standard by which to judge your progress*. They will help you decide whether your job search is on track.

You learned in Chapter 5, Lesson 3, "Planning Your Schedule," that time-management skills are an important ingredient of success. The ability to set goals is equally important. For example, researchers at Yale University asked seniors, "Have you set goals? Have you written them down? Do you have a plan to accomplish them?" Only 3 percent of the class answered "yes." When the researchers surveyed these alumni 20 years later, they found some interesting results: The 3 percent of graduates who said that they had set goals were more likely to be happily married, successful, have satisfying family lives, and be in better health than their classmates who had not set goals.

Elements of a Goal Statement

A goal statement should answer three questions:

1. What is going to happen?
2. When is it going to happen?
3. How is it going to happen?

Suppose you have decided you want to be the chief software engineer for a computer company. That's the first question, and you have answered it:

The second question, when it will happen, may be harder to answer. You obviously cannot become a chief software engineer by next week. You'll need to take deliberate steps to get there. From Chapter 1, you learned about setting short, intermediate, and long-term goals in finance. Just as with financial goals, the key is setting short-term, intermediate-term, and long-term career goals. *Short-term goals* are things that you hope to accomplish within the next year. *Intermediate-term goals* are things you want to accomplish within one to five years. *Long-term goals* are things you want to accomplish beyond five years. You'll need to set realistic types of goals. Setting goals will not only tell you when you will reach certain stages of progress but also tell you *how*. In other words, it will answer the third question.

For example, your long-term goal may be to be a chief software engineer, but that does not tell you how you'll get there. It doesn't tell you what you need to do to accomplish that goal. That's where short-term goals come in. If you want to be a chief software engineer, you may want to get a summer internship with a computer company (*how*). By the end of the summer you will have taken one more step toward your long-term goal (*when*).

Another short-term goal might be to read at least one computer magazine a month (*how*), starting next month (*when*). A third short-term goal might be to join the high school computer club tomorrow. Building on these short-term goals, your intermediate-term goal may be getting accepted into a college that offers a top-flight computer program. Short-term goals will feed into intermediate-term goals that will ultimately lead to your long-term goal.

Seven Steps for Writing a Goal Statement

Here are seven steps that will help you write a good goal statement:

1. *State your goal specifically and completely*—The more detailed your goal, the better you will be able to do what needs to be done to reach it.
2. *Set dates*—Setting dates will help you avoid procrastination.
3. *Make your goals realistic but challenging*—Use goals as an opportunity to test your limits. A goal must motivate you. If you have low goals, you will have low achievements.
4. *Make your goals measurable*—Use each short-term goal as a benchmark. If your intermediate-term goal is to get into a top college, define five things you need to do to reach that goal. Then track your progress. Celebrate your successes. Analyze the reasons for your failures and learn from them.
5. *Base your goals on your values*—If a goal is not yours, you will not be committed to it. Listen to what your parents or guardian, teachers, and advisers have to say. But write your goals to please yourself, not them.

6. *Identify internal roadblocks*—You will come up against many barriers on the road to a successful career. Make sure that none of them is self-imposed. The most damaging internal roadblock is your attitude—perhaps the belief that you are not good or smart enough. Keep positive. There is great truth in the old saying, "Attitude is everything."
7. *Have fun!*—Keep a sense of humor. If reaching your goals is all work and no play, you may feel overwhelmed and give up.

success TIP

Take out a pen or pencil, or sit down at your computer, and write out a goal statement. Writing down a goal statement is essential to help you stay focused and organized while striving for any goal. Keep the statement handy, and review your goals regularly.

Summing It Up

Once you have listed your interests, needs, and wants, your skills and abilities, your values, and your goals, you have the raw material needed to launch a job search. Now it's time to bring all these things together and to organize them in a way that will help you present yourself to employers in the best light.

Drawing on your notes and everything you have learned about yourself so far, make a list that contains the following four sections:

1. *Personal qualities and characteristics that can be useful in a job*—such as dependability, enthusiasm, honesty, a high energy level, tact, cooperativeness, punctuality, or a sense of humor
2. *Skills that you have developed in a job or another activity outside school*—such as computer maintenance and repair, accounting, or the ability to work with children. Don't forget abstract skills such as leadership, the ability to learn quickly, organizational ability, and problem-solving.
3. *Work-related skills and abilities that you have been trained or educated for, but haven't necessarily performed in a job*—such as operating a cash register, building a cabinet, or writing a newspaper or online article
4. *Personal, educational, and job accomplishments*—examples might be a high grade point average, a scholarship, a sports honor, or an award for community service

Writing down goals and reviewing accomplishments, then practicing them orally, can raise confidence at a job interview.

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Sample Benefit Statements

SKILL: I am a detail-oriented person.

PROOF: When I was working for United Aviation and the US Marine Corps, I followed step-by-step procedures, schematics, drawings, and prints. I troubleshot and pinpointed problems on systems using schematics. I fabricated parts to the customer's drawings.

BENEFIT TO AN EMPLOYER: I can follow instructions to the detail, thereby saving time by doing things correctly the first time. This is a benefit to any employer, as not following instructions and having to do things over is costly in terms of profit and time.

SKILL: I have excellent time-management skills.

PROOF: While attending Riverdale High School, I worked 20 hours a week as an intern for CommNet Cellular directly for the senior systems engineer. I was still able to maintain a 3.8 overall GPA and earn a varsity letter in cross-country and track.

BENEFIT TO AN EMPLOYER: This ability will allow me to complete more projects in a timely manner, thereby offering you a more productive workforce and an increase in profits due to your not having to pay overtime.

Selling Your Skills to an Employer

If you've ever tried to sell something, you know that to be successful you need two things: You need to know everything about the product you are selling, and you need to know what your customer is looking for.

When you're looking for a job, your task is to sell yourself to a prospective employer. The same principles apply: Know your product (that is, yourself) and know your customer (the employer).

To sell yourself to an employer, it's not enough to make general statements about how good you are or how much you want the job. You must back up your statements with evidence. An effective way to present yourself is to prepare a benefit statement, or *a well-thought-out statement of your skills and abilities, with examples that illustrate them*. You will need a slightly different benefit statement for each job you apply for—but you can base each individual statement on a single, comprehensive statement.

SKILL: Leadership is one of my strongest qualities.

PROOF: One of my responsibilities at Gotham City Cellular was to implement digital technology as an overlay to our analog system. This required coordinating and managing multiple departments to ensure that everything was done. The project was completed one and a half months ahead of schedule.

BENEFIT TO AN EMPLOYER: All progressive companies need leadership, and employers want to be satisfied that when they delegate responsibility for a project to someone, that person will be able to coordinate all departments, stimulate cooperative teamwork, and complete the project on time. I can do this.

SKILL: One of my greatest strengths is excellent communication skills. I can express myself clearly, both orally and in writing.

PROOF: At Quality Insurance, where I worked for five years, I was responsible for dealing directly with customers who were filing claims. I was able to assist them, over the phone and in person, in an effective manner by listening carefully and then transcribing the information correctly for the claims adjustors. This saved time and kept the customers happy because the company quickly identified and handled their claims.

BENEFIT TO AN EMPLOYER: I believe you would find this skill very useful in your business because listening to the customer and identifying what he or she needs is critical to new business and repeat business.

A benefit statement has three parts:

1. A statement of your skills, abilities, and knowledge
2. Examples of when and where you demonstrated or learned those skills, abilities, and knowledge
3. How and why your skills, abilities, and knowledge will benefit the employer.

success TIP

Make your benefit statement specific. Give facts, figures, and evidence of your knowledge or experience. Remember, the bottom line for all organizations is to save money and time.

Organizations that operate for a profit, such as corporations, want to make money and eliminate unnecessary expenses. How can you convince your prospective employer that you can help the organization do those things?

To construct a benefit statement, you should know your "buyer." This means you need to research the position you are applying for and the company that's offering it. Read the job description carefully; study the company's website. What skills does the job demand? What kind of education and experience should the successful applicant have? Once you know these things, put together your own benefit statement for this job. Make sure it shows how you meet all or most of the requirements.

How to Organize a Job Search

As your job search gets under way, you'll need to discover where the best jobs are and determine the company's requirements for the job you're going after. Begin by putting together a list of employers you would like to work for. You should include a wide scope of potential employers, including small businesses, large corporations, government agencies, nonprofit organizations, and educational institutions. You might start at a local library or your school guidance office. You can find books on organizations classified by industry, size, and location. The Internet can be a good source, as can local newspapers and magazines.

Informational Interview

Build a list of names and contact information for every organization you think could be a possibility. Once you have compiled the list, you are ready for the next step in organizing your search: the informational interview or *a conversation with someone working in the field you are interested in*.

One great way to find out if your skills and abilities match those of your targeted job is to talk to people working in your field of interest. This will help you learn more about the requirements of the position you are seeking, or others like it. You'll also learn about trends in the field.

An informational interview can eliminate surprises in an actual job interview. It can help you learn to ask questions, as well as to answer them intelligently. Moreover, an informational interview can help you develop employment leads, and may even lead to a job offer.

Here are several tips for conducting an informational interview:

1. Choose the top five organizations from your list of potential employers. Not all organizations will have someone available to talk with you, so start with the top five and work your way down.
2. Try to talk with the person in charge of the department that does the type of work you want to do. The person who answers the phone will often be a receptionist or secretary. Part of that person's job is to screen callers, so you need to get past that person. Be firm but polite. Say that this is not an employment call, but an information call. Stress that you are not looking for work at this time. You simply want to learn more about the field and would appreciate speaking with someone who has that information.

3. When you reach the person you want to speak with, state your name and the purpose of your call. Emphasize that you need his or her expertise. Ask for 15 to 20 minutes of time. If possible, arrange a personal interview; don't settle for a phone conversation.
4. *Prepare your questions*. Your objective is to find out all you can about the requirements and characteristics of the job you are looking for as well as the industry. Write down questions you want to ask. Below are a few examples. If answers to some of these questions appear in the company's website, build on that information to ask an in-depth question of your own.
   - What is unique about this company? How is it different from others in its field?
   - Who are the company's competitors? (This could give you clues as to other places to go for job possibilities.)
   - What skills, abilities, and personal qualities are you looking for in entry-level, or *beginning* workers?
   - What are the main duties and responsibilities of entry-level positions?
   - What are the opportunities for training in the job?
   - What is the salary range for entry-level positions? What are the advancement opportunities?
   - Could the interviewer suggest any other people to talk to? Could you use the interviewer's name as a reference?
5. Treat this interview as seriously as you would a job interview. In a face-to-face interview, dress professionally and be on time. Listen carefully and make eye contact. Keep to the allotted time unless the person you're interviewing offers more. When the interview is over, thank the person.
6. Write a thank-you note after the interview, whether the interview was over the phone or in person. Let the person know that you appreciate the time he or she took from a busy day and how much it has helped you. If other people helped you arrange the interview, send notes to them as well.

Your Objective

Once you have conducted your informational interviews, you should be clearer than ever about your objective in your job search. In the next lesson you will learn how to write a job objective. It is an important part of your résumé, and will help to keep you focused in your job search.

Networking

Of all the resources available to you in your search for employment, *human resources* will provide the greatest return. Human resources are the people you already know and those you meet in the course of a job search. Human resources can also make your job search more enjoyable.

As you learned in Chapter 3, Lesson 1, meeting people and making contacts in your job search is called *networking*. *The group of people you meet and maintain contact with* is called a network. A resourceful job hunter spends a good deal of time networking, because people who provide advice and information often offer the quickest and surest means of obtaining leads that result in employment. Experts who study the job market say that a majority of people get their jobs through networking.

Creating Your Network

The following types of people should be in your network:

- *Family, friends, and acquaintances*—This group includes not only people you know directly but also friends of your parents, friends of neighbors, and friends of friends. As employers and employees themselves, these people know which jobs are open and whom you should talk to about the openings. They might be able to tell you about a job before it's advertised. Family members, friends, and acquaintances may answer your questions directly or put you in touch with someone who can. This can open the door to a meeting with someone who can provide information on a specific career or company. This is also a good way to learn about the training necessary for a certain position, the prospects for advancement, and what the person likes and dislikes about the work.
- *People working in your field*—People working in your field can offer information about their jobs as well as other jobs available in their companies. Talking with them can enable you to clarify and reaffirm your interest in a particular type of work. You can find these individuals through the organizations they work for. As an example, maybe you want to be a computer programmer. You could call almost any bank, insurance company, brokerage firm, or other business likely to have a computer information system and ask for the information technology (IT) department or the computer department. The person who answers will probably be not only knowledgeable about the position you want, but also able to recommend the name of someone you might talk to. You won't always get a positive response—sometimes people are just too busy to talk—but if you are persistent, you will likely find someone who is willing to help you.

If you would prefer to have the name of an individual to talk to before speaking to the department itself, do a bit of research online on the organization, or ask the receptionist. Explain what you are doing, and he or she may recommend a particular individual to talk with. In either case, the person you talk to is likely to feel flattered that you have asked for help. Most people are willing to share thoughts and ideas. Just be well prepared, let them know that you won't take a lot of their time, and thank them before closing.

- *Other job hunters*—In your search for employment, you'll meet many other job hunters. You may meet them at the companies you are interviewing with, at employment agencies, or at other locations. Introduce yourself and share your experiences with them. Although your career interests might be quite different from theirs, they may be able to provide you with information relevant to your job search and give you the names of individuals you might contact. Other job hunters may also be able to suggest job-hunting techniques you haven't considered. Once you're serious about your job search, virtually anyone can turn into a member of your network. For example, you may get some names during your informational interviews. Put them on your networking list. Don't forget former employers with whom you had a good experience. They can provide names of employers they know. Your teachers may also be good sources.

Letters of Introduction

Besides giving you leads, some members of your network may be willing to write letters of introduction or serve as references for you. A reference would give you an opportunity to arrange an interview with a potential employer who might not otherwise be willing to talk with you.

Maintaining Your Network

Once you develop a contact network, you'll need to devote time to maintaining it. Keep in touch with everyone on your list. This does not mean bugging them until they want you to go away. It means keeping them informed of your progress, asking for their help, and giving them help when they need it. Your contact network will expand many times over with each new person you meet. You'll see a ripple effect. The more people you know, the more people you will meet who may be able to help you in your job search.

Finding Lists of Job Openings

The most likely places to find lists of job openings are on the Internet. Do an online search for the organization or company where you would like to work, open their Human Resources or "Job Openings" page to see what is available.

Classified/Want ads used to be the most important place to find job leads—today, more employers are using online services to find workers.

Courtesy of (left) *Minerva Studio/Shutterstock;* (right) *Elena Elisseeva/Shutterstock*

Classified Ads

Classified ads, also known as *want ads*, used to be the dominant method for listing jobs, mostly found in your local newspaper and in magazines published by trade and professional organizations. They're simple to find. Because many newspapers have reduced their size and staffs, the want or classified ads sections are not as important as in years past. Now, many newspapers post job listings and other want or classified ads online rather than pay the large costs of publishing ads in the print editions. You should use both sources for finding jobs, especially in the local community.

Depending on the community in which you live, hundreds of people may apply for just one job listed either in the local newspaper or online. In this case, the employer can be very selective. You may not get an interview— in some cases, the employer may not even respond to your application. But do not let that discourage you.

A key is to use many sources for job leads, and when you do find a job that interests you, always read the ads or job postings thoroughly. Follow the exact directions written in the ad, and provide the specific information requested, no more or less. If the ad says "No phone calls," don't call.

The Internet

More and more job listings are appearing online. If you want to work for a specific organization, go to its website. Find the link titled "Jobs," "Careers," or "Employment" and click there. If you don't see these categories, enter those words in the website's search engine. If you still don't find the information you want, call the main number (usually listed under "Contact Us") and ask the person who answers how you can get a list of job openings.

The Internet also has a number of job databases. Some of them are supported by ads and are free to job hunters; others charge a fee. On a job website, you might find thousands of openings. Narrow your search by defining specifically what you want. For example, if you are looking for an office assistant job, you can specify "office assistant" and then "entry-level." You will get a list of jobs matching those criteria. You can also specify locations in the country, size of organization, or other preferences.

Popular online job sites include:

- LinkedIn: *www.LinkedIn.com*
- America's Job Bank: *www.ajb.dni.us*
- CareerBuilder: *www.careerbuilder.com*
- Hotjobs.com: *www.hotjobs.yahoo.com*
- Monster.com: *www.monster.com*
- For US government jobs, visit the free website *www.usajobs.gov*

Most job databases offer you the opportunity to post information. The information you provide is compiled to form a *job profile*. A job profile posted by someone looking for a job might include:

- Name
- Email address
- Type of job sought
- Experience
- Training and education you have achieved
- Other wants or needs (such as where in the country or overseas you want to work, the level of responsibilities you are seeking, and the type of organization you want to work for)

One online career site that is growing in popularity and reputation is LinkedIn. Not only do you have the opportunity to find jobs through LinkedIn, there is a large networking component. You can make connections with others in your field of interest, or even make personal connections with trusted friends or peers who may help recommend you for certain positions. Employers, especially among professional occupations, often look for possible job candidates through LinkedIn, using their own network connections to find the right job candidates to review and interview.

If you do place a résumé or general information about yourself with an online service to attract an employer, be as careful as you would be with other social media like Facebook. Do not enter any information that could be compromised. And if you receive an email or a call from a job recruiter, check the credentials of the individual or the firm the recruiter represents before you respond.

Remember: Networking is the single best source of job information. Talking directly to people will always yield better information than a website or want ads.

Internet job databases list thousands of job openings, and most allow you to post information about yourself.

Courtesy of Paul Schlemmer/Shutterstock

CHECKPOINTS

Lesson 1 Review

Using complete sentences, answer the following questions on a sheet of paper.

1. What are the four elements of a personal job-preference inventory?
2. What is the difference between an interest, a need, and a want? Why should you know each of those things about yourself?
3. Why are your skills and abilities important to your job search?
4. Name five of your values when it comes to work and describe why each one is important to you.
5. What are five steps you should follow when writing a goal statement? What is your long-term goal?
6. Why is an information interview a valuable tool for a job seeker? How can you prepare for such an interview?
7. How can you start to build a job network? List three people you can contact today.
8. Name three job websites.
9. Name three organizations that you would like to work for. How will you find out what jobs they have open? How will you apply?

APPLYING JOB-SEARCH SKILLS

10. Choose a job that you would like to get and an organization that you would like to work for; construct a benefit statement that you could use to sell yourself to that employer.
11. Select an online job database of several organizations you would like to work for; go online and find five openings for the kind of job you would like to get.