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# **THE JOB SEARCH PROCESS**

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# **THE RESUME**

## **YOUR RESUME SHOULD HIGHLIGHT:**

- What you can do for a company
- Your knowledge, skills, talents
- Your accomplishments
- Positions held--where and when
- Description of responsibilities
- Training and/or education

## **CONTENT GUIDELINES:**

### **DO:**

- Present yourself accurately and positively
- Include only enough information to encourage an employer to find out more
- List your most recent professional experience first and work backwards
- Include a brief description, when appropriate, of the companies where you worked: size, sales, volume, products, etc.
- Stress accomplishments. Include information to back up claims
- Leave out information that might result in discrimination
- Put education at end of resume unless there is a special reason to put at front
- Put your name, address and phone number in larger print at top of resume
- Include a summary statement at beginning of resume

### **DO NOT:**

- Include salary requirements on your resume
- Include references
- Lie or exaggerate
- Use pronouns, abbreviations, conjunctions, jargon or buzz words
- Use photographs

## **STYLE AND FORMAT GUIDELINES:**

### **DO:**

- Use strong action words
- Make the resume attractive to the eye
- Use the correct format
- Be sure to proofread and critique your resume
- Keep resume to one page--two pages at the most

### **DO NOT:**

- Crowd margins or use very small type
- Overdo the use of capitals, bold type or underlined phrases

## TYPES OF RESUMES

- CHRONOLOGICAL** Lists your various positions in reverse order, the latest first. It highlights your accomplishments within each position.
- FUNCTIONAL** Focuses on your accomplishments in each functional or technical area, particularly in the area in which you are seeking a job. It plays down employment history.
- COMBINATION** Combines both the functional and chronological resumes. It is especially useful for individuals with a very long work history. Highlights aspects that are most relevant to the desired position.

**OBJECTIVE STATEMENT**

**CORRESPONDING SUMMARY STATEMENT**

A traffic management position in the steel manufacturing business.

An organized, detail-oriented traffic manager with more than ten years experience in Steel Manufacturing businesses throughout the country. Solid accomplishments in organizing work flow and scheduling staff. Handled all aspects of routing for large fleet of trucks for all steel deliveries. Able to work under pressure. Good communication and people skills.

A manager of recruiting in a medium sized company.

An energetic, highly motivated recruiter with an eight year record of advancement from receptionist to manager of recruiting non-exempt and hourly staff. Skilled in interviewing, selection and training of staff, and in writing creative, effective "help wanted" advertisements.

A project manager in a manufacturing organization.

A results-oriented project manager with more than fifteen years experience in the manufacturing environment. Major strengths in the areas of Quality Control, Shop Operations and Warehouse Supervision, as well as in the capacity of individual contributor.

A sales position in a national or international environment.

Twelve years experience in sales and marketing. Three of those years were spent overseas managing sales to military accounts. Accomplishments include: Major sales increases, new accounts, sales promotions, productive business relationships and new product introductions.

## CREATING A GOOD FIRST IMPRESSION ON PAPER

### **Your Resume Should Be:**

- Neat and clean, allowing plenty of space of the page
- Easy to read. Size of print comfortable
- Flawless, perfect--no spelling errors or typos
- Between one and two pages in length
- Printed on a good quality bond paper
- Printed on a professional looking colored paper
- Cover letter and resume should be printed on the same paper

### **Things That Resume Screeners Look For:**

- Resume format
- Summary statement
- Accomplishments
- Where you have worked, job titles, history

### **NOTES:**

## **SELF ASSESSMENT PROCESS**

### **FOR RESUME WRITING**

***Your past contributions--***

#### **ACCOMPLISHMENTS:**

- Basis of a strong resume
- Help identify skills which make you a valuable employee
- Can become centerpiece of how you sell yourself during an interview

***Decide what kinds of activities could be considered accomplishments by answering the following questions.***

#### **DID THE ACTIVITY:**

- Achieve more with the same resources?
- Achieve same results with fewer resources?
- Improve operations or make things easier or better?
- Resolve a panic problem or situation with little or no increase in the time, energy, dollars, people, etc.?
- Involve a totally new undertaking?
- Surpass expected standards for quality and/or quantity of performance?

***Then ask questions about yourself and your actions.***

#### **DID YOU:**

- Take the initiative in confronting any problems, opportunities, challenges, etc.?
- Develop something?
- Create or design a program, procedure or plan?
- Identify a need for a plan, program, product or service?
- Prepare any original reports, papers or documents?
- Participate in any technical contributions?
- Implement any administrative or procedural recommendations?
- Receive any awards or letters of commendation?



## GUIDELINES FOR WRITING ACCOMPLISHMENT STATEMENTS

All accomplishment statements should:

- State what action you took to improve a situation
- Express how that action benefited the organization
- State the result of your action
- Begin with an action verb
- Be no longer than one sentence

Examples of the kind of general results your accomplishments could have made:

- Improved quality
- Increased sales
- Reduced costs
- Increased profits
- Improved customer relations
- Improved employee relations
- Improved productivity
- Reduced time of operation
- Planned a program from start to finish
- Surpassed established standards

### S T A R APPROACH

**S -- Situation** or problem you faced in your job

**T -- Task:** What needed to be done

**A -- Action:** What you did to solve the problem or get the task done

**R -- Result:** What results were obtained because of your action

## EXAMPLES OF ACCOMPLISHMENTS

### IDENTIFY THE S T A R IN EACH ONE

#### **Accomplishment Statements**

*Examples -- Identify the S T A R in each:*

- At XYZ Company, absenteeism was up nearly 30% in 1988, making it extremely difficult to operate as needed. To get our productivity back to where it was, absenteeism had to be reduced to a workable level. I developed a survey to be given to the employees and from that discovered that morale was very low due to poor management and lack of any type of reward system for doing a good job. After reviewing the results of my survey, the company did some re-training of management personnel and set up a system where productivity and good work habits were rewarded. In 1989, absenteeism was down to 10% of what it had been the year before.
  
- At Flyaway Airlines, we lost a lot of money on little things, things that weren't always apparent to upper management. I developed a program called "Idea Dollars" in which an employee was rewarded with a gift or money for an idea that could be implemented to save the company money. The amount of the reward coincided with the amount of money saved. The first year this program was implemented, the company saved 10 million dollars and the employees were excited and really felt a part of the "team".

## **EXERCISE: WRITING YOUR OWN ACCOMPLISHMENT STATEMENTS**

For each of the following, describe the situation or problem you faced (**S**), the task, what needed to be done (**T**), the action you took to resolve the situation or problem (**A**), and the result of your action (**R**). It becomes much easier to write accomplishments if you break them down using the **S T A R** approach. From this point, you can then turn them into concise, one-sentence statements.

### **ACCOMPLISHMENT #1:**

**S--**

**T--**

**A--**

**R--**

### **ACCOMPLISHMENT #2:**

**S--**

**T--**

**A--**

**R--**

### **ACCOMPLISHMENT #3:**

**S--**

**T--**

**A--**

**R--**

Now turn each one of these exercises into one sentence statements about your accomplishments. Remember to start each sentence with action verb. An extensive list of these types of verbs is found on the following page.

## ACTION VERBS FOR ACCOMPLISHMENT STATEMENTS

Accelerate	Forecast	Preside	Test
Accomplish	Formulate	Process	Trace
Achieve	Founded	Produce	Track
Adapt		Program	Trade
Administer	Generate	Promote	Train
Analyze	Guide	Propose	Transfer
Apply		Prove	Transform
Approve	Headed	Provide	Translate
Assist	Hire		Trim
		Recommend	Triple
Began	Identify	Recruit	
Budget	Implement	Rectify	Uncover
Build	Improve	Redesign	Unearth
	Improvise	Reduce	Unify
Calculate	Increase	Reorganize	Unravel
Compile	Influence	Report	Utilize
Complete	Innovate	Research	
Compute	Install	Responsible	Vacate
Conceive	Institute	Review	Verify
Conduct	Interpret	Revise	
Consolidate	Introduce		Widen
Control	Invent	Schedule	Withdraw
Convert	Invest	Select	Win
Coordinate	Investigate	Sell	Work
Correct		Serviced	Write
Create	Launch	Set Up	
Cut	Lead	Simplify	
	Lecture	Sold	
Delegate	Liaison	Solicit	
Deliver	Locate	Solve	
Demonstrate		Spark	
Design	Maintain	Specialize	
Develop	Manage	Streamline	
Devise	Market	Strengthen	
Direct	Motivate	Stress	
Distribute		Stretch	
Double	Negotiate	Structure	
		Study	
Earn	Operate	Succeed	
Edit	Organize	Summarize	
Educate	Originate	Supersede	
Eliminate	Oversee	Supervise	
Enlarge		Support	
Establish	Participate	Synchronize	
Evaluate	Perform	Systemize	
Examine	Plan		
Expand	Prepare	Teach	
Expedite	Present	Terminate	

## K S A O

**K -- Knowledge.** What you've learned from your various work experiences

**S -- Skills.** What you can actually do with the knowledge you've acquired

*Skills can be divided into two areas:*

**Specialized or Technical Skills:** Used to do something specific.

- Accounting
- Communicating
- Copywriting
- Drafting
- Printing
- Programming
- Selling
- Typing
- Word Processing

**Managerial Skills:** Used to manage people, materials or money.

- Coaching
- Controlling
- Delegating
- Giving Performance Feedback
- Organizing
- Planning
- Scheduling

**A -- Abilities.** What you as an individual are able to do that was not necessarily learned from your work experience, but is something to do with your individual makeup and capabilities. For example, the ability to be organized, to think fast on your feet, the ability to communicate well with others, and the ability to work well with numbers.

**O -- Other.** This area could include your personal characteristics such as dependable, responsible, outgoing, a team player, a quick learner, hard working.

Other could also mean related experiences. Think of other non-professional experiences that you've had that may be related to the type of work you are looking for or that you have done in the past. This could include community work, church work, political or school involvement.

## KNOWLEDGE, SKILLS AND ABILITIES QUESTIONNAIRE

Which of the words below best describe functions you performed in your last few work experiences?

Administration	New Product Development
Advertising	Office Automation
Audit	Organization and Development
Budget Planning	Organizational Planning
Business Systems Planning	Performance Monitoring
Buying	Planning and Analysis
Capital Budgeting	Policy and Procedures Planning
Career Counseling	Problem Solving
Career Development	Production
Cash Management	Project Direction
Community Relations	Project Management
Compensation/Benefits	Promotional Writing
Construction	Public Relations
Contract Negotiations	Purchasing
Credit	Quality Assurance
Customer Service	Research
Database Technology	Research and Development
Distributed Processing	Retailing
Employee Relations	Risk Management
Engineering	Safety and Health
Executive Recruiting	Sales Development
Financial	Scheduling
Fund Raising	Selling
General and Cost Accounting	Staff Management
General Tax Planning	Staff Planning
Hardware/Software Technology	Systems Development
Information Management	Team Building
Internal Controls	Treasury
Inventory Control Analysis	Training
Inventory and Production Management	Wage and Salary Administration
Labor Relations	
Linear Programming	Other
Marketing	
Management Reporting	
Materials Management	
Micro-computer Technology	

## PERSONAL CHARACTERISTICS

### *Exercise:*

Choose a word that describes your personality and then give an example of how or where you demonstrated this characteristic.

### *Example:*

Quick Learner

In my last job I had to teach myself how to use a new computer program and within one week, I was proficient at it.

**Characteristic:**

**How/where demonstrated:**

1.

2.

3.

## **CHRONOLOGICAL MODEL**

(Name) \_\_\_\_\_  
(Street Address) \_\_\_\_\_  
(City, State, Zip Code) \_\_\_\_\_  
(Telephone #) \_\_\_\_\_

### **POSITION OBJECTIVE *(Optional)***

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### **BACKGROUND SUMMARY**

---

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### **WORK EXPERIENCE**

Company \_\_\_\_\_ City, State \_\_\_\_\_ Dates Employed \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

Scope of Responsibilities: \_\_\_\_\_

---

Accomplishments:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



Company \_\_\_\_\_ City, State \_\_\_\_\_ Dates Employed \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

Scope of Responsibilities: \_\_\_\_\_

Accomplishments:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**EDUCATION**

School \_\_\_\_\_

Location (City, State) \_\_\_\_\_

Year of Graduation \_\_\_\_\_

Degree Awarded and Major Field \_\_\_\_\_

**OTHER (Optional)**

Special Awards \_\_\_\_\_

Professional Memberships \_\_\_\_\_

Community Leadership \_\_\_\_\_

**PERSONAL (Optional, only if it adds value)**

**FUNCTIONAL MODEL**

(Name) \_\_\_\_\_  
(Street Address) \_\_\_\_\_  
(City, State, Zip Code) \_\_\_\_\_  
(Telephone #) \_\_\_\_\_

**POSITION OBJECTIVE *(Optional)***

---

---

**BACKGROUND SUMMARY**

---

---

**MAJOR ACCOMPLISHMENTS**

(Function) \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

WORK EXPERIENCE

Company \_\_\_\_\_ City, State \_\_\_\_\_ Dates Employed \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

Company \_\_\_\_\_ City, State \_\_\_\_\_ Dates Employed \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

EDUCATION

School \_\_\_\_\_

Location (City, State) \_\_\_\_\_

Year of Graduation \_\_\_\_\_

Degree Awarded and Major Field \_\_\_\_\_

OTHER (Optional)

Special Awards \_\_\_\_\_

Professional Memberships \_\_\_\_\_

Community Leadership \_\_\_\_\_

PERSONAL (Optional, only if it adds value)

**COMBINED MODEL**

(Name) \_\_\_\_\_  
(Street Address) \_\_\_\_\_  
(City, State, Zip Code) \_\_\_\_\_  
(Telephone #) \_\_\_\_\_

**BACKGROUND SUMMARY**

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**WORK HISTORY**

Company \_\_\_\_\_ City, State \_\_\_\_\_ Dates Employed \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

Company \_\_\_\_\_ City, State \_\_\_\_\_ Dates Employed \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

Company \_\_\_\_\_ City, State \_\_\_\_\_ Dates Employed \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

Company \_\_\_\_\_ City, State \_\_\_\_\_ Dates Employed \_\_\_\_\_

Job Title: \_\_\_\_\_ Dates: \_\_\_\_\_

MAJOR ACCOMPLISHMENTS

(Function) \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

(Function) \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

(Function) \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

EDUCATION

School \_\_\_\_\_

Location (City, State) \_\_\_\_\_

Year of Graduation \_\_\_\_\_

Degree Awarded and Major Field \_\_\_\_\_

OTHER (Optional)

Special Awards \_\_\_\_\_

Professional Memberships \_\_\_\_\_

Community Leadership \_\_\_\_\_

PERSONAL (Optional, only if it adds value)

# **THE COVER LETTER**

## THE COVER LETTER

### **Purpose**

To communicate clearly and concisely:

- The position for which you are applying
- Your major area of expertise
- Your employment objective
- Your availability
- Your motivation and desire

### **Types of Cover Letters**

- The target company letter (unsolicited)
- The response to an advertisement (open or blind)
- The referral

## MODEL FOR TARGET COMPANY

**Address to:** A particular person, i.e., head of department, human resources.

**Opening:** State your most outstanding accomplishment including the results.

**Body:** Describe your objective (or area of expertise), tying it back to your recent work experience. Mention results you accomplished there.

State some of your accomplishments in order of their significance, including results.

**Closing:** Reiterate your area of interest and your interest in pursuing in person an employment opportunity.

Mention your availability (if time frames are appropriate) and/or your ability to relocate (if that is an option).

End on a positive note.



## MODEL FOR THE REFERRAL

- Address to:** A specific person to whom you have been referred.
- Opening:** State your employment objective. Mention who referred you.
- Body:** Describe your most outstanding accomplishment including an explanation of the results.
- Briefly, state your employment or educational history along with significant achievements.
- Closing:** Reiterate your objective and your desire to pursue a discussion regarding an opportunity with the company.
- Mention your availability (if time frames are appropriate) and/or your ability to relocate (if that is an option).
- End on a positive note.

## MODEL FOR RESPONDING TO AN ADVERTISEMENT

- Address to:** Name listed in advertisement. If no name is listed, address to company in care of human resources or personnel.
- Opening:** State the position for which you are applying and how you know of the opening.
- Body:** Briefly, describe your accomplishments and key results in relationship to the qualifications mentioned in the advertisement.
- Closing:** Reiterate your objective as stated on the resume and/or in the advertisement. Describe your interest in the position.
- Mention your availability (if time frames are appropriate) and/or your ability to relocate (if that is an option).
- End on a positive note.

## **WHEN YOU CONSTRUCT YOUR COVER LETTER, REMEMBER TO--**

### **Include:**

- Proper business letter format -- block
- Correct and appropriate use of grammar and punctuation
- Concise statement that clearly communicates your past experience and qualifications
- Phrases and statements that convey a positive tone
- Job related information

### **Avoid:**

- Personal information, i.e., sex, age, date of birth, marital status
- Salary data
- Acronyms and abbreviations, i.e., DOD, CompuAd
- Contractions
- Glitzy, flowery, over-stated language
- Asking questions
- Raving about the company to which you are applying
- Misspellings
- More than one page

## **EXERCISE**

### **Response to an Advertisement**

The XYZ Company is seeking a qualified individual to head up the sales and service department. Qualified applicants will have 3-4 years of direct sales experience in a fast-paced environment, hands-on experience in managing remote service sites, and a proven track record in managing people. A B.A. degree in business, computer science or communications would be a plus. Please send credentials to:

Ida Hire-Hughe at 1234 Fifth Street, St. Paul, Minnesota 55101

### **Target Company Letter**

Company Name: Wonderful Employer, Inc.

Product: Computer Manufacturer

Position: (You provide)

Addressed To:

Body:

Closing:

# **THE JOB APPLICATION**

## THE APPLICATION

***The application is important!!! Fill it out completely and neatly!!***

### **Why?:**

- It asks for information your resume may not contain
- It is the company's official record of you prior to hire
- It presents the interviewer with another picture of you, i.e., attention to detail, neatness
- It provides the interviewer with the same information on all of the applicants

### **Remember to:**

- Have with you a record of employment and reference names, dates, addresses, telephone numbers, etc.
- Read application thoroughly before you begin to complete
- Spell correctly
- Be neat
- Answer all questions (there are some exceptions)

**PERSONAL  
PRESENTATION**



## **ILLEGAL QUESTIONS**

The information you supply, both on the application and in the interview, should have job relatedness. The Courts and the EEOC have cited the following kinds of information that may possibly have discriminatory impact:

Questions related to:

- Race, color, religion, sex or national origin
- Height and weight
- Marital status
- Number and ages of children, child care provisions
- English language skills
- Arrest record, conviction record (some exceptions exist)
- Military service discharge status
- Age
- Citizenship
- Weekend or Holiday work availability (some exceptions exist)
- Friends and/or relatives as employees (some exceptions exist)
- Health considerations (some exceptions exist)

## **PERSONAL PRESENTATION**

The image you want to project.  
The impression you want to make and have them remember.

General guidelines and things to consider.

# **THE INTERVIEW**

## THE INTERVIEW

A good interview is balanced between the interviewer and the interviewee. In order to have a well balanced experience, both of the individuals need to prepare. Often, the preparation phase is overlooked by the interviewee. If you thoroughly prepare, you will enter the interview with more confidence in your ability to communicate your qualifications and achievements effectively.

### **Preparation should include:**

- Research of the company so you have a good understanding of their business.
- Knowing with whom you will be interviewing, i.e., hiring manager, co-worker, human resource personnel.
- Understanding as much about the position opening as is possible, i.e., ask questions of contacts.
- Preparing questions for which you need information.
- Preparing your story--
  - Why are you looking for another opportunity?
  - What is your career direction?
  - Why are you interested in this position?
- Preparing for the interview questions by rehearsing specific examples from your past experiences.
- Doing some up front assessment of your strengths, achievements, goals and growth areas.

## **The Interview will include--**

- Questions to help the interviewer assess if you:
  - Can do the job
  - Will do the job
  - Fit in the environment
- Specific questions about your past performance
  - The axiom most interviewers use is "Past Performance Predicts Future Behavior."
  - Be ready for probing questions around specific experiences.
- Closed and/or open-ended questions
  - You can make both of these type of questions work for you.
- The use of tactics such as:
  - Silence
  - Reflective listening/echoing
  - Nodding
  - Expanders

## **You need to:**

- Respond with specific examples of behaviors from your past
- Phrase the tone of your responses positively rather than negatively
- Listen to the questions carefully and respond accordingly. Do not get caught up in rambling on about ideas or stories.
- Ask your questions either during or at the close of the interview
- Relax
- Be attentive to your nonverbal language

**Exercise:**

**Role Playing:**

What did the candidate do correctly?

What did the candidate do incorrectly?

**Team of Two:**

## HOW SHOULD YOU RESPOND TO DIFFICULT QUESTIONS?

### Questions:

### Things to Remember:

Tell me something about yourself.

Avoid details, be brief, discuss education and work experiences.

Why do you want to leave your current job?

Try not to be negative. Talk about growth opportunities, new experiences.

What are your weaknesses?

Talk about only one or two and then frame them in a few sentences on what you are doing about them.

How would others describe you?

Discuss your strengths. Don't get into personality conflicts.

How long would you work for us?

Don't specify. State something like, "As long as I felt I was making a contribution."

What position would you like to have in two to five years?

Don't be too lofty. Talk about responsibilities relating to the job for which you are applying with increased responsibility.

Why are you the best candidate?

Discuss your accomplishments in relationship to the specifics of the position.

What are your salary requirements?

Be careful with this one. Don't over price or under price. Some good up-front work would be helpful here. State a range, not a specific figure.

# **THE FOLLOW-UP**



## FOLLOW-UP THANK YOU NOTE

Greeting to Interviewer

Thank you for interview

Re-state interest in position

Reinforce what you said in interview

Recoup any losses

Close with positive statement or reminder

## FOLLOW-UP TOOLS FOR JOB SEARCH

Resume distribution record

Interview report

**RESUME DISTRIBUTION RECORD**

**Company  
Name/Address**

**Sent to (Name & Title)  
Secretary's Name  
Referred By**

**Date Sent**

**Follow-up Ideas**

## INTERVIEW REPORT

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Title: \_\_\_\_\_ Interview Date: \_\_\_\_\_

Referred By: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Background Information on Individual:

---

---

---

Information on Company:

---

---

---

Desired Outcome:

Information

Referrals

Feedback

Job Leads

Other \_\_\_\_\_

What I did well:

What I need to improve:

Reactions to what I said:

Main interests in my background:

What happens next (What, Who, When):

