

The Career Doctors
10 Must Do's For Effective Job Search Correspondence

- 1. Invest in the tools you'll need to conduct a successful job search**
 - Get a PC, high speed internet connection and high quality printer
- 2. Think of yourself as a product.**
 - You need to be "positioned" in the marketplace
 - You need to stand for something
 - You need to stand out vs. competition
- 3. Focus on using clear language but remember you are selling yourself**
 - Use good, crisp English
 - Practice on getting to the point fast
 - Capture the reader in cover letters right up front
- 4. Remember, your vocabulary is a reflection of your intelligence to the reader**
 - People will assume you are the way you communicate
 - Be sure your job search correspondence does in fact align with your personal communication style
- 5. Use active and descriptive phrases to document your achievements**
 - Remember to quantify accomplishments in term and degree
 - How much impact over what period of time?
 - Keep in mind we are in a world of results – you must be seen as someone who can get them
- 6. Adopt a distinctive style to insure your communication has IMPACT with readers**
 - Avoid cute or impersonal references – remain professional and dignified in all communication
 - Get to the point and deliver messages that target desired job qualifications
- 7. Spell check and proof all correspondence**
 - Read work backwards to catch mis-spellings (old copy proof reader trick)
 - Double check name spellings before sending correspondence out
- 8. Make sure cover letters in response to specific jobs address the desired skills/experiences**
 - Remember cover letters are as important as the attached resume
 - Get to the point fast and reference the things that matter most to the screener
 - Use the cover letter to get reader to dig deeper – and actually study your resume/background
- 9. Try to uncover who is the decision maker for a position you seek – target them directly**
 - A personal referral is best way to get to boss
 - The quicker you get to the person making the hiring decision – the better your odds of getting interview/offer
- 10. Do your research**
 - Know the company – what is going on there; who are key players; current competitive situation, etc
 - Get names and fact correct before you approach a prospective employer

