

# The Best Job for You

**Developing a Game Plan for  
Winning the Job of Your Choice**

**Senior Boot Camp  
April 22, 2005  
The Hofstra University Career Center**

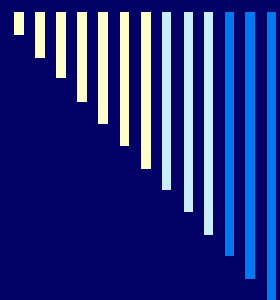
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**Presented by: Marvin Reed**



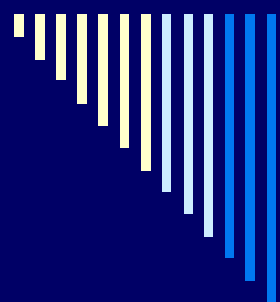
# Dream Big Dreams . . .

- “to be nobody but yourself—in a world which is doing it’s best night and day to make you like somebody else—means to fight the hardest battle which any human being can fight ...”e. e. cummings, poet
- “Money is better than poverty, but only for financial reasons.”  
—Woody Allen, filmmaker
- “The real secret of success is enthusiasm.”  
--Walter P. Chrysler, automotive entrepreneur
- Your chances of success are directly proportional to the degree of pleasure you derive from what you do.—Michael Korda



## . . .But Make A Strategic Plan For Success

- “first the vision, then the action!” -anon.
- “Always have a plan B and a plan C.”
- “if your goal is to have your own life, don’t lean up against a wall waiting for someone to recognize you.” – Andrew Shue, actor
- “When I told my father I was going to be an actor, he said, ‘Fine, but study welding just in case.’”  
--Robin Williams, actor



# Job Search: Key Concepts I

- Have a VISION.
- Know yourself.
- Identify your MOTIVATED skills. Then identify careers “where they will PAY you TO BE YOU!”
- Think beyond your major! Employers are interested in ALL your dimensions.
- “Research” your chosen field to discover where your skills & motivations may fit.
- Focus on the CONTENT OF THE WORK AND ON THE “PEOPLE ENVIRONMENT.”



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# Job Search: Key Concepts II

- AND WHETHER THEY FIT YOU, more than on job titles and/or the prestige of the employer. THE WRONG JOB IN 'A GREAT COMPANY' IS STILL THE WRONG JOB!
- Capture YOURSELF in your resume!
- Be able to explain YOURSELF.
- Use many job search methods.
- Get organized. Plan on an extended campaign. Job search skills are skills for a lifetime!



# Job Search: Key Concepts III

- Make job search A FULL-TIME JOB!
- Don't get in a job-hunting rut! Use MANY methods!
- Follow your chosen field as avidly as you follow your favorite sport, 'reality' show, actor or hobby.
- Don't underestimate the value of persistence and determination!
- VIEW AN INTERVIEW AS AN OPPORTUNITY (!), NOT AS AN INQUISITION.
- BE NICE to everyone you meet in your job search!
- TALK TO EVERYONE YOU MEET ABOUT YOUR JOB SEARCH. It simply is not possible to speak to too many people about your job search.



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# Use The Career Center!

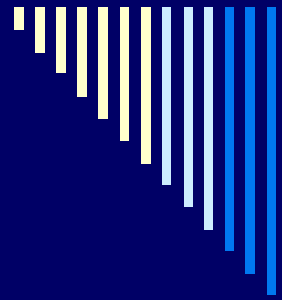
- Employers seeking new college graduates focus their energies on college career centers!
- The Career Center receives thousands of postings every year.
- It's not too late to add your e-mail address to the list for The Career Center's e-mail job announcements for graduating students (announcements will continue through June and into at least early July).
- Help is always available—throughout this summer and throughout your career!



# Applying to Posted Positions

- Cover letter and resume.
- Write your letter to a “real” person.
- Write clearly & with a spark of personality.
- E-mail your application when that’s an option (it’s fast!).
- Then, follow up your online application with a hard copy cover letter and resume.
- And, if you really want the job, follow up with a phone call!





# Use the Internet In Your Search

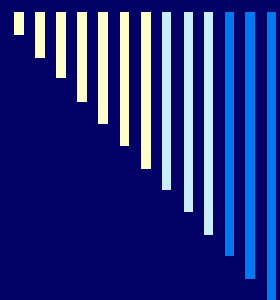
- The Internet offers the largest and most easily searched “classifieds” in history.
- But the Internet is merely a tool. Don’t expect instant results or miracle results.
- According to one noted authority, only about 4% of job seekers using the Internet in their job search find a job that way!
- So use the Internet to find out what’s ‘out there’ and as **ONLY ONE** of your job search methods.



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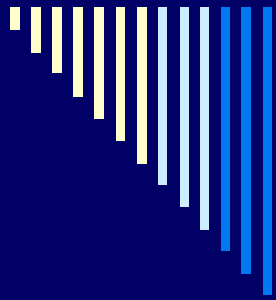
# Don't Use ONLY Monster.com!

- Did you know that the owners of Monster.com **DON'T RECOMMEND IT** to new college grads?
- They also own MonsterTrak.com, which is for new grads. On The Career Center's web site, this is called 'Hofstra Job Connection.'
- Don't merely "post your resume to the Internet."
- Explore a couple of new job search sites every week.
- Use the Internet to research career paths, company cultures, salaries and more.



# Discover Internet Job Search Sites That Focus On Your Field

- [www.hofstra.edu/career](http://www.hofstra.edu/career) then click on “career and internship websites”
- [www.artjob.org](http://www.artjob.org)
- [www.Analyticrecruiting.com](http://www.Analyticrecruiting.com)
- [www.jobsinthemoney.com](http://www.jobsinthemoney.com)
- [www.findcreative.com](http://www.findcreative.com)
- [www.mediabistro.com](http://www.mediabistro.com)
- [www.showbizjobs.com](http://www.showbizjobs.com)
- [www.writejobs.com](http://www.writejobs.com)
- [www.tvjobs.com](http://www.tvjobs.com)



# More specific career websites

- [www.usajobs.opm.gov](http://www.usajobs.opm.gov)
- [www.studentaffairs.com](http://www.studentaffairs.com)
- [www.bioview.com](http://www.bioview.com)
- [www.DICE.com](http://www.DICE.com) (info systems jobs)
- [www.onlinesports.com](http://www.onlinesports.com)
- [www.H1visajobs.com](http://www.H1visajobs.com)
- [www.idealists.org](http://www.idealists.org)



# APPLY ONLINE DIRECTLY TO EMPLOYER WEBSITES

- Almost every employer these days has a website!
- Many, but not all, include information about career tracks, list specific current openings and provide for online job application directly to the employer.
- “But I don’t know the web address!”
- Try a “google search” by your name for the employer.
- Also do “google searches” for phrases such as “largest employers on Long Island,” “NYC’s leading firms,” “healthcare employers on LI,” “engineering jobs.”
- Consider your online application as only a **FIRST STEP** in landing a position with your targeted employer.



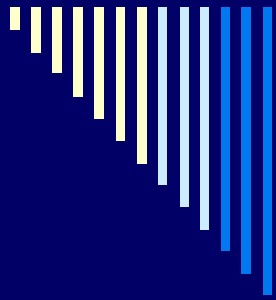
# Make Networking a Habit

- In the US and among new Hofstra graduates, more people find their jobs through referrals from other people than any other way!
- Many people, in contemplating the possibility of networking, say “but I don’t KNOW anyone.”
- It’s NOT about “who you know.” It’s really about “who you can arrange to meet!”
- “Six degrees of separation”
- Where do you find people?: friends of family, neighbors, friends of college friends, people you encounter where you work, or where you vacation, plus directory listings, newspaper clippings, and more!
- Make a commitment and keep score: how many people will I see each week?



# KEY CONCEPTS FOR NETWORKING

- Ask for advice; NOT for a job interview.
- MEAN IT, when you say it!
- If possible, make job search a FULL TIME JOB!
- Weekends and evenings are for researching and building your list of desired contacts, as well as for online, fax and mail job applications.
- Monday for telephoning
- Tuesday-Friday 9-5 for “information interviewing.”



# MORE ON NETWORKING

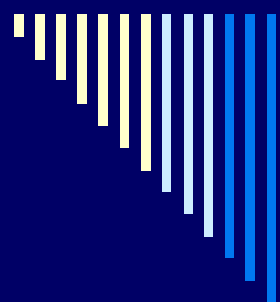
- Learn to introduce your background and goals in two or three pleasant sentences.
- Always be on the lookout for prospects.
- You cannot speak to too many people about your job search!
- Value information for itself.
- If you arrange a conversation, be ready to ask questions that reveal that you're seriously interested (meaning "informed") about the field.
- Be prepared, in answering questions, to demonstrate not only your eagerness, but also that you have real qualifications for the field.





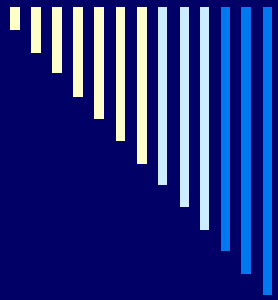
# Additional Job Search Methods

- Broadcast Application—but keep in mind that, according to some studies, only one of every 1500 unsolicited resumes in the mail leads to a job!
- Employment Agencies/Search Firms—work best for experienced workers—are of limited usefulness for most new grads and *can lead you to lower your expectations!*
- *WALK IN to the building and talk to the first person you meet! Try it; you may be amazed!*



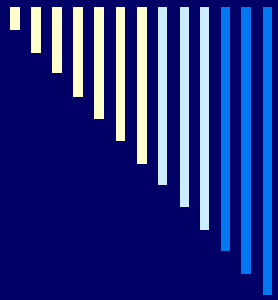
# Tips For Getting Organized

- Schedule time for job search EVERY week.
- Create a log or notebook to track your progress.
- Set interim goals to keep you motivated.
- Note the date of every application you make, so you'll know when to:
- Follow-up on your applications
- Send thank-you notes after interviews



# Learn to Handle Rejection!

- Almost every job search goes like this:
- No, no, no, get out of here, no—never!, no, no, no, no, you must be kidding!, no, no, no, no, no, no, no, no. . .YES!
- SO, learn to think of every “no” you receive while job hunting as taking you one step closer to the ultimate “YES.”



# For Inspiration

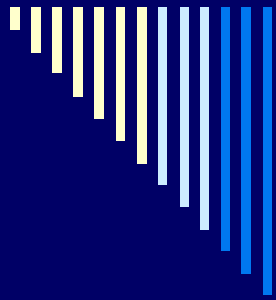
- Patrick Combs, Major In Success: Make College Easier, Fire Up Your Dreams and Get a Very Good Job.



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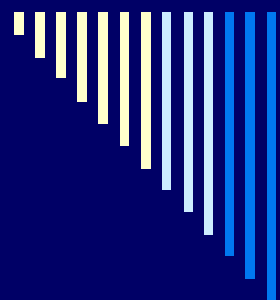
## Additional Resources For Learning More About Your Field

- Career Center Library: WetFeet guides and Vault Guides to many fields, particularly in business, and varied guides to many other fields of work.
- [www.WetFeet.com](http://www.WetFeet.com) features career profiles, industry profiles and 'real people' profiles
- Occupational Outlook Handbook, published annually by US Department of Labor—available online at <http://www.bls.gov/oco/>



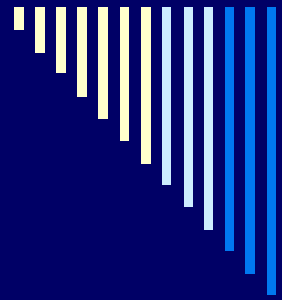
# Selected Career Guide Titles

- Advertising Career Directory
- Breaking Into Film
- WetFeet Insider Guide To Careers In Investment Banking
- Vault Career Guide To Investment Management
- Vault Career Guide To Sales and Trading
- 100 Best Careers For Artists and Writers
- 100 Jobs In Social Change
- 100 Jobs in Words
- Liberal Arts Jobs



# And Still More Titles

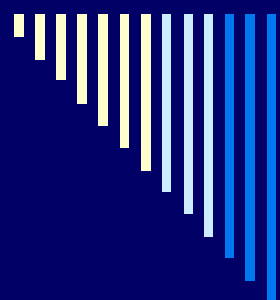
- How To Put Your Book Together and Get a Job In Advertising
- 50 Coolest Jobs In Sports
- Harvard Guide To Careers In Mass Media
- Environmental Careers In the 21<sup>st</sup> Century
- Choosing A Career In the Law
- 100 Best Careers in Crimefighting
- Harvard College Guide To Careers In Government and Politics



# Resources on Networking and 'Information Interviewing'

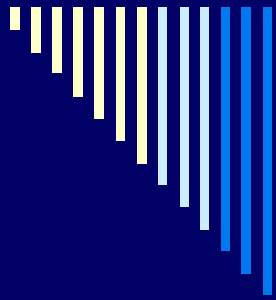
- A Foot In the Door, by Katherine Hansen.
- The Complete Job Search Handbook, by Howard Figler.
- (out of print but can be found in libraries or through used book services:)  
Guerrilla Tactics In the New Job Market, by Tom Jackson.





# Resources On Internet Job Searching

- [www.Rileyguide.com](http://www.Rileyguide.com)
- In book form, look for the truly outstanding, Margaret Riley Dikel, Guide To Internet Job Searching.



# ENJOY YOUR JOB SEARCH!

- Plan to work hard at searching, but look forward to meeting many interesting people.
- Stay focused and work on job search every week.
- Measure the success of your job search by the number of NEW face-to-face contacts you make every week, and NOT by the number of resumes sent out!
- Remember: the skills you develop this time will serve you well for the rest of your life!