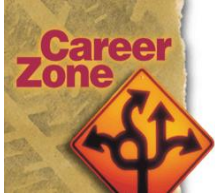




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CareerSmartz: Book 2: Landing the Perfect Job and Employer.

This book contains a step-by-step program designed to help you find and secure your ideal job and employer. Please start by reading the **Introduction** chapter.

James C. Gonyea, Author
Career Development Specialist

Larry Goldsmith, Consultant
Professional Job Coach/Resume Branding Expert

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Information is power!
It's not always the most talented people who get the best jobs, it's often the ones who know how to get the best jobs.

Caution!
This document is 63 pages long.
Print only the pages you need.

Click here to view a graphic overview of the entire program.

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Caution!



Notice to all job seekers...

If you have not yet selected an occupation as the goal of your job search – one that you are qualified to pursue – then please do not start looking for employment.

Many job seekers with no clear occupational goal falsely believe that by searching for employment they will discover not only a career goal but a job as well. This strategy seldom works!

Employers prefer candidates who have a defined career goal and understand how they can bring value to the employer!

If you have not selected an occupational goal, please complete Book 1: Career Selection available for free at [CareerSmartz.com](https://www.CareerSmartz.com).

If you have selected an occupational goal – one for which you are qualified – and are looking for employment, then continue with this book as it was written for you!

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Introduction [TABLE OF CONTENTS](#)

Welcome to **CareerSmartz**, a series of self-instructional, step-by-step books designed to help you achieve more enjoyment, success, and rewards from your life's work.

CareerSmartz was developed by James C. Gonyea (Author) and Larry Goldsmith (Consultant). Gonyea and Goldsmith are two nationally recognized experts in career development with a combined 80+ years of experience guiding students and adults in developing successful and rewarding careers.



The purpose of this book – the second in a series of books - is to provide you with the information and guidance necessary to help you successfully find and secure your ideal job and employer.

While this book was written to serve all job seekers, it is particularly useful for those individuals seeking professional level positions. Therefore, depending on your goals and needs, some of the content may or may not be applicable to your job search.

Rationale

Why should you follow a job-seeking guide? Consider this...

- Today's employment scene is highly technical and complex and navigating it is often a difficult and confusing task.
- Most job seekers have not been trained in job-hunting strategies, nor are they aware of the many resources available to job seekers.

Research has demonstrated that those individuals who do not follow a proven strategy typically are less successful at finding their preferred employment than those who do.

This book is a response to the above two conditions and will give you the strategy and knowledge that you need to find employment that's right for you.

Intended audience

CareerSmartz is appropriate for:

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- High school, college, and graduate students.
- Trade and technical school students.
- Adults attempting to make a career change.
- Military vets transitioning to the civilian workforce.
- Post retirees wishing to re-enter the workforce.
- All career guidance professionals who wish to use a proven program of career guidance with their students or adult clients.

Validity

CareerSmartz has been in constant development since the 1970s and is continually updated as new techniques and resources become available. It has been used by thousands of students, adults, and career guidance professionals. In addition, the principles underlying the **CareerSmartz** program have been used by the author to produce a variety of commercial books, eBooks, career guidance assessment materials and publications, software, websites, and consulting services - all on the subject of career development. **See my [bio](#) for more information.**

CareerSmartz is free

It's my way of "giving back" after a long career in which I found enjoyment, success, and personal fulfillment. By sharing my knowledge, I hope to help colleagues more easily enhance their career guidance knowledge and skills, as well as to personally continue guiding students and adults in achieving higher levels of career success. Also, it's my contribution to what I hope someday will be a positive legacy.

Just the facts!

Unlike most commercial self-help books, my books are written in a straightforward step-by-step manner with no extra filler. This is why my books are much shorter in length than other similar publications. I provide just the facts that you need, saving you time and energy which you can then devote to finding employment.

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Keys to success

After decades of helping people build rewarding careers, I've learned a few things about what it takes to achieve success. Here's what I've learned:

- The most successful workers share a belief that their career mission is to help others meet their needs – not what others can do for them.
- You must clearly know your talent, who needs it, how it can be of value to employers, and how to communicate it to employers.
- Following a proven plan (whether it's mine or some other expert) improves your chances of success.
- You must set up a daily schedule for looking for employment and stick to it religiously.
- Creating a Support Team increases your chances of success.
- Joining a job-hunting club increases your chances of success.
- Getting professional help when you need it increases your chances of success.

Understand the realities

- Finding a job is a job, so give it the proper respect, time, and commitment.
- Job hunting is equally about you finding a job that meets your needs as it is about employers meeting their needs. Don't think you're at the mercy of employers as your needs are just as important as theirs.
- Seeking employment is a "sales job" and you're the commodity. By incorporating proven marketing and sales techniques you can achieve success.
- Many job openings are hidden (not advertised), so you need to seek them out.
- You need to maintain a positive attitude and a willingness to go the distance.
- You must focus on and promote your strengths, not your weaknesses.
- Life is not always fair, so when cheated, get over it quickly and move on.
- There are far more opportunities out there than you can imagine.
- Be flexible and willing to change your goals if unexpected opportunities arise.
- There is a place for you in the workforce, but you must be willing to find it.
- You can do great things and earn great rewards, but you must learn how to achieve them.

The role AI will play in your future

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Artificial intelligence (AI) is a major new technology that will have life-changing effects on the lives of nearly all individuals. It's not going away and it's only going to get more powerful and influential. Basically, AI is a web-based tool, one that can be used to more quickly, more efficiently, and in most cases, more accurately complete a task that you ask it to do than what you could do without it.

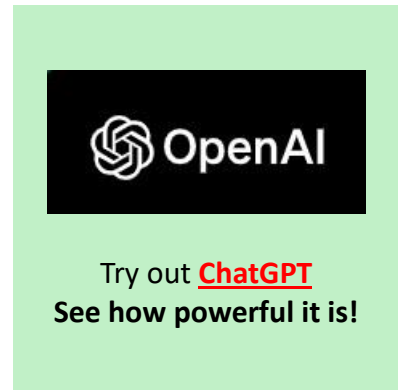
For example, the current crop of AI tools can (based on your input instructions) do the following:

- Create paragraphs, documents, books, and eBooks.
- Create high quality, realistic photographs, drawings, and paintings.
- Create videos, animations, and presentations.
- Write letters, emails, articles, and how-to guides.
- Create poems and screen plays.
- Complete mathematical equations.
- Summarize long documents and videos.
- Convert documents into any language.
- Edit photos to remove unwanted items.
- Provide information on any subject you can imagine.
- Create charts, forms, and diagrams.
- And much, much more!

If your reaction to the above list is, "Oh, my God, AI can do so much!" then you are correct and, hopefully, you understand that your future career may likely suffer if you are unable to use AI to complete the objectives of your work.

Therefore, I strongly recommend that you start learning more about AI and how it can help you advance your career development and success. AI is not difficult to learn! For example, you could:

- Read articles and books.
- Watch videos on **[YouTube.com](https://www.youtube.com)**.
- Search the web for how-do articles and guides.
- Take courses on how to use AI.





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A working knowledge of AI and the ability to use AI to enhance your work performance is expected to be required by most employers for most jobs from this point going forward!

Developing an understanding of how to use AI is an evolving process. Start today and make it a life-long learning project where you continually advance your AI knowledge and skills. *Your future will thank you!*

Resources you will need

Here's a list of the essential equipment and supplies that you will need to conduct a job search. Gather these items before you begin searching for employment.

- Computer or tablet
- Printer
- Scanner
- Smartphone
- Internet access
- Email address (Please, no unprofessional emails like "sexylegs@gmail.com. Get a new professional email if necessary.)
- Calendar
- To Do list
- Journal (You should keep notes on everything!)
- A quiet place to think and work

It's a marathon, not a 100-yard dash

This program cannot be completed in one sitting! Most past users report that they spent an hour or two each day on the program and spread the work out over several weeks or even months. Please take time to carefully complete each step as the decisions you make about your career today will play a major role in how enjoyable, successful, and rewarding your future will be.

Create a schedule in your calendar setting aside time to work on your job search. Suggested schedules:

- If currently not working, set aside 2-3 hours each day.
- If currently working, set aside 1 hour each day.

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The above schedules are only suggestions. Based upon your needs and availability, your schedule could be different. ***However, the important thing here is to set a schedule that provides ample time each day or week to searching for employment, and then to stick to your schedule.***

Take care of yourself

You won't be surprised if I mention that looking for employment can sometimes take a long time and often produce stress, anxiety, frustration, and even depression. It is for these reasons that you need to take steps to care for yourself during your job search. This means:

- Eating a healthy diet.
- Exercising regularly (or engaging in yoga or meditation).
- Getting enough sleep.
- Spending fun time with friends and family.

Getting help


Don't go it alone! Unless you're an expert on the subject of job hunting, you simply can't know all the particulars and complexities of searching for employment in today's world. However, you can increase your odds of success by:

- **Developing a Support Team.** Create a list of people you know that you can call upon for information and assistance as you search for employment. ***I suggest you start developing your team before you start to look for employment, and then keep adding new members as they are discovered. Continue to update and enhance your team as you advance through the life span of your career.***

See chapter **[Step 1 – Complete the prerequisites](#)** for directions concerning how to create a Support Team.

- **Hiring a Job-Search Coach.** Find an expert who can guide you through the job-search process. Search online for information regarding how to find a coach. Be prepared to meet locally face-to-face or virtually online.

Note: The author of this book is available as a job-search



For more guidance, ask **[ChatGPT](#)** the following:

Give me directions for creating a Support Team for my job search.

Tell me how to find a job search coach and how to determine if he or she is qualified to advise me.

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coach. To receive information about my services, please send an email to jamescgonyea@gmail.com expressing your interest and I'll respond in 24-48 hours.

Use a To-Do List

To help you keep track of the various tasks that you will be asked to complete, I've provided you with a "**To Do**" list at the end of this book. Print a copy and check off each task when completed.



Are you looking for an easy-to-use, but powerful "To do" list software program that can improve your productivity? If so, check out **Swift To-Do List**. I've been using it every day for more than 10 years and I couldn't function without it! It's the best To-Do program on the market today with over 1 million downloads.

Full disclosure: I receive no compensation of any kind from Swift To-Do List. I'm promoting it simply because I use it and truly believe it helps me to be more efficient, effective, and productive. **James Gonyea – Author of CareerSmartz**

OK, now that we're done with the Introduction, let's start the process of finding employment by moving on to Step 1.

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Step 1: Complete the prerequisites [TABLE OF CONTENTS](#)

At some point in your job search you will need to create and use several resources (see the lists below). To prevent you from having to frantically search for samples of these resources at the last minute, I've prepared a list of typical resources needed with links to websites where you can learn how to create each resource, as well as to view examples.

Just click the links below to familiarize yourself with the location of these resources. When you find items that you like or feel will be helpful, bookmark their location (or add to your browser's Favorites) or write the URL address in your journal. Use [Google.com](https://www.google.com) to search for additional sample materials.

1. Sample resumes:

- [CareerOneStop.org](https://www.careeronestop.org)
- [Indeed.com](https://www.indeed.com)
- [Microsoft](https://www.microsoft.com)
- [Monster.com](https://www.monster.com)

Highly recommended!

Use [ChatGPT](#) to create samples of all the items listed in this section. Also, use [YouTube.com](https://www.youtube.com) to view "how to" videos on creating the items listed here.

2. Sample cover letters – including Inquiry, Application, Follow-up, Rejection, and Acceptance:

- [CareerOneStop.org](https://www.careeronestop.org)
- [Indeed.com](https://www.indeed.com)

3. Sample online career portfolio:

- [Indeed.com](https://www.indeed.com)
- [Udemy.com](https://www.udemy.com)
- [WikiHow.com](https://www.wikihow.com)

Caution: There's no need to create a highly sophisticated portfolio that looks like it was created by a team of professional graphic artists! This is what some website portfolio services promote in hopes of appealing to your sense of "the fancier it is, the better." It's not! See the chapter, [Publicly promote your talent](#) for more information.

4. Sample interview dos and don'ts:

- [CareerOneStop.org](https://www.careeronestop.org)

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- [**Columbia University**](#)
- [**Indeed.com**](#)
- [**U.S. Department of Labor**](#)

5. Sample Elevator Speech:

- [**CareerOneStop.org**](#)
- [**Indeed.com**](#)

6. Make copies of all the following documents that apply to you (for use later when requested by potential employers):

- Educational records (degrees, diplomas, certificates, etc.)
- Military discharge papers
- Citizenship papers
- Awards and citations
- Existing reference letters
- Published articles
- List of published books

7. Confirm your references:

Now is the time – before you start looking for employment – to line up your references. Contact each potential reference and inform them of your career goals. Ask them if they would be willing to give you a reference either in writing or via a phone or email request from a potential employer. Print a copy of **Form A** (Part A) to record information about each reference.

8. Create a Support Team:

A Support Team is a group of individuals that you can call upon for information, advice, and support while searching for employment. ***Creating a Support Team is viewed by most successful job seekers as one of the most important keys to success.***

Support Team members can be any of the following:

- Family and relatives
- Friends

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- Neighbors
- Classmates
- Co-workers (caution: only choose those people who will not reveal that you're looking for employment)
- Teachers and professors who have taught you
- Teachers and professors who teach subjects related to your career goal
- People you know who work in your career goal
- People who provide services to you or your family (doctors, lawyers, religious leaders, insurance representatives, etc.)
- School or college counselors that you've used in the past
- Local political representatives that know you or your family
- Social media friends
- Business professionals that know you or your family

Directions for creating a team:

1. Contact someone who you would like on your team and ask them if they would be willing to share advice, information, and suggestions while you conduct your job search. Explain that there's no obligation other than to answer questions and give advice.
2. If they decline, thank them, and move on to the next person.
3. If they agree, thank them, and collect and record on **Form A - Part B** their contact information.
4. If you are conducting a secret job search, ask your Support Team members not to divulge your job search activity to anyone.

9. Create a resume template:

Perhaps the most important document needed in seeking employment is a resume – a summary report of your talent, career goals, work experiences, educational background, career accomplishments, and other information important to employers. ***This is typically the first document that potential employers view, so it needs to be crafted carefully and properly.***

Gone are the days of “one resume fits all.” In today's world it's necessary to tailor your resume to meet the specific nature and needs of each employer for which you are seeking



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employment. To accomplish this, you first need to develop a resume “template,” which contains basic information about your employment background. See [Form A - Part C](#) for a sample resume template.

Then, as you identify target employers you need to edit your resume template to include wording that reflects the specific needs of each employer.

Editing your resume template will result in many different copies of your resume. The objective of a tailored resume is to include wording that is related to the position for which you are applying, so that the employer recognizes you as someone knowledgeable about the position and, therefore, worthy of consideration.

Go ahead now and create a resume template including where appropriate the information contained in the sample resume template [Form A - Part C](#).

Review items 1-5 and complete items 6-9 above before moving on to the next chapter.



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Step 2: Define your talent (aka Professional Brand) [TABLE OF CONTENTS](#)



What's my employment value?

The bottom line!

Each employer that you pursue will ask you to answer the following questions:

1. What is your talent?
2. How can you be of value to me?
3. Which position are you qualified to handle?
4. What are your qualifications for the position that you are seeking?

Failure to answer these questions properly will typically result in zero offers of employment!

This chapter will help you develop answers to the above questions. Print a copy of [Form B](#) to record the information about your talent that you produce from completing this step.

Please note that since I can't speak to each of you directly to create wording that is specific to you, I will use my own employment background as examples of how to answer the above questions.

Question #1 - What is your talent?

Your answer should be a description of your skills that relate to the job that you are pursuing – skills that will benefit the employer.

For example, here's how I would describe my talent:

"I am an experienced, recognized expert in career development. I am skilled at guiding individuals in successfully managing their career development with an emphasis in how to achieve higher levels of career enjoyment, success, and personal rewards."

Notice that I mentioned that:

- My skill is "career development and guidance"
- I have experience.
- My skill has been recognized by others.
- My goal is to help people successfully manage their career development.

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- The outcome of my work is my clients are equipped to achieve higher levels of career enjoyment, success, and rewards.

Where applicable, your talent statement should contain the same kind of content.

Question #2 - How can you be of value to me?

Your response to this question is what you should say when asked by employers, “Why should I hire you?” Here’s my example:

“You should hire me because with my guidance, students are more likely to complete their education, find suitable employment after graduation, and look back on their education as a rewarding and essential experience.”

Note that I clearly define my value – in this example schools, colleges, and universities are likely to have more graduates, better employment placement numbers, and happier alumni – outcomes that are top priorities for these types of employers.

Also, this statement can be used as an Elevator Speech. An Elevator Speech is a very brief statement that you share (usually in a conversation with others) that describes your employment value.

Question #3 - Which position are you qualified to handle?

Here you should offer the title of the position or positions for which you are qualified to help the employer understand how you could fit into his or her organization. For me, I could offer any of the following:

- *Director of Career Development Services*
- *Career Center Director*
- *Career Development Specialist*
- *Career Counselor/Advisor*
- *Guidance Counselor*
- *Career Coach*
- *Job Coach*

Note: If you have difficulty identifying job titles related to your skills, please visit **[ONetOnline.org](https://www.onetonline.org)**. Search this database using words that describe your talent (skills) and you’ll find job titles that match.

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Question #4 - What are your qualifications for the position that you are seeking?

Here you should offer evidence of your ability to handle the job for which you are applying. Qualifications could include education, work experience, knowledge and skills, past accomplishments, publications, awards, and citations. For example, here's what I would offer:

- *50+ years of experience in guiding students and adults in career development.*
- *Bachelor's degree in Education.*
- *Master's degree in Guidance and Counseling.*
- *Published author of 18 books, eBooks, interest assessment programs (printed and electronic), and numerous career guidance websites.*
- *Skilled at using AI to enhance my job performance.*
- *Member of American Career Development Association (ACDA).*
- *Consultant to America Online (AOL), Walt Disney World, Pearson Education, and others.*
- *Developer/Host of the America Online (AOL) Career Center for 11 years serving the career development needs of 45+ million subscribers.*
- *With my colleague, Larry Goldsmith, selected by the Insight Survey as "Two of America's most visionary and forward-thinking leaders in the field of career development."*

Please complete Form B before moving on to the next chapter.



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Step 3: Define your ideal job and employer [TABLE OF CONTENTS](#)

In this step, you will define the following:

- The ideal position that you want to secure.
- The ideal employer where you want to work.

Defining these factors now will help you focus your upcoming job search on the most likely employers. This will save you time and energy while increasing your chances of finding what you want rather than settling for what you can get.



It's much easier to find something if you know what you're looking for!

Full disclosure

Is it possible that you can land both your ideal job and employer? The answer is, yes, depending upon the nature and number of your ideal requirements. In theory, the lower your expectations the greater your chances of achieving them and vice versa. However, this doesn't always prove to be true as experience has shown me that many people with many or unique requirements have achieved their employment goals. Why? Because they knew how to market their talent to the right employers and how to clearly communicate how their talent could benefit the employer. ***You too have the same opportunity if you learn how to market and sell your talent.***

Directions:

1. Print a copy of [Form C](#) found at the end of this document. Use this form to record the information that you produce in this step.
2. On [Form C – Part A](#) define your ideal job duties. List the ideal duties that you hope to assume, and the typical job titles associated with your ideal position.
3. On [Form C – Part B](#) check and/or complete those attributes in column (A) that describe your ideal employer.

Please complete this step before moving on to the next chapter.

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Step 4: Publicly promote your talent [TABLE OF CONTENTS](#)

If potential employers don't know you exist, then there's no possibility of you being hired no matter how talented you are!

And since you're probably not willing to walk the streets advertising your availability for work, like our friend here, the question arises, ***"How can you let hundreds of potential employers - who don't know you exist - learn about your talent and how you can help them succeed?"***



Visibility is a key to success when job hunting!

Caution: Do not carry out these suggestions if you do not want your current employer to know about your job search! If this is the case for you, ignore this chapter and move on to the next chapter.

There are 3 answers to the above question...

Answer #1 - Create a web page

One answer is to post your talent and credentials on a web page where you can be found by employers searching the web for talent. Employers, recruiters, and headhunters using Internet search tools are constantly searching the web for potential candidates. If you're not on the web, you're missing out on potential employment opportunities!

Creating a web page is also a great way of providing information about your talent when someone asks you for information about your employment value. Just direct them to your web page. Basically, all you need is one web page where you can list the following information:

1. Name
2. Contact information (use a professional email address, not a phone number)
3. Job objective (job titles)
4. Description of your talent
5. Ideal positions and employers

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6. Description of how you can be of value to employers
7. Your qualifications (knowledge and skills)
8. Examples of when your talent led to success
9. Work experience
10. Educational background
11. Military experience
12. Awards and recognitions
13. Publications

I don't recommend that you waste your time, effort, and money on a sophisticated portfolio that looks like it was created by a team of professional graphic web artists. It's the information that counts, not the look! See **Form D** for an example of a no-frills web portfolio.

Search the web for free or low-cost web page creation services. Here's a few to check out:

- [Canva.com](https://www.canva.com)
- [Mailchimp.com](https://www.mailchimp.com)
- [Weebly.com](https://www.weebly.com)
- [GoDaddy.com](https://www.godaddy.com)
- [Squarespace.com](https://www.squarespace.com)
- [Wix.com](https://www.wix.com)

Answer #2 - Open a LinkedIn account

A second answer to the above question is to open a [LinkedIn](https://www.linkedin.com) account and in your profile include the same information as suggested for your web portfolio.



LinkedIn is one of the most used websites by employers looking for candidates. It is highly recommended for professionals looking for employment!

Answer #3 - Social Media



Finally, mention in your social media accounts that you are looking for employment. Mention your talent, how you can benefit employers, your preferred job titles, and contact information.



Please complete this chapter before moving on to the next chapter.

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Step 5: Identify target employers [TABLE OF CONTENTS](#)

Yes



No



Your job search should be focused like a laser, not scattered like a shotgun where the majority of your efforts are wasted!

One way to cause frustration and poor results while job hunting is to chase after the wrong employers – those employers who do not need your talent.

To avoid this time killer, it is strongly suggested that you first zero in on the most likely employers and then concentrate your energies on those high target companies.

This chapter will help you identify your target employers – those most likely to hire you.

Directions

1. Note the description of your ideal employer – those items checked in [Column A Part B of Form C](#). Your employer preferences will now be used to direct your search for the right employers.

There exist many strategies for finding the right employers such as those listed below. The general rule in searching for employers is to use multiple search strategies. Those strategies marked in bold tend to be the most effective strategies. However, deciding which strategies to use is a personal decision depending upon such factors as your comfort level, available time and resources, and your preferences.

2. Print this list and then check those strategies that you are willing to use to find target employers.

Strategies for finding employers:

Attend Career and Job Fairs

Attend industry conferences, conventions, and trade shows

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- Attend local networking events**
- Ask college professors who teach subjects related to your career field
- Ask past employers for suggested employers
- Ask people on your Support Team**
- Ask your local political leaders for employment leads
- Cold call employers to inquire about open positions
- Conduct Informational Interviews with professionals working in your career field
- Contact professional associations (or Trade Unions)
- Contact your college alumni office
- Join a job-hunting club**
- Join online Blogs related to your career field
- Post your employment goals in your social media sites and LinkedIn**
- Post your resume in online Resume Banks**
- Read help-wanted ads in newspapers**
- Read industry trade magazines
- Register with private employment placement agencies and recruiters
- Review printed directories of employers in libraries and bookstores
- Search online Job Banks**
- Search online for employer directories or lists
- Visit CareerOneStop.org to view employer listings
- Use the Yellow Pages to find employers
- View help-wanted ads on employer websites
- Visit campus Career Centers**
- Contact Chambers of Commerce
- Register with public employment services**
- Visit CareerOneStop.org to view list of U.S. Career Centers
- Other (describe):
- Other (describe):
- Other (describe):

Note: The more employer preferences you have the less likely you are to find employers that can match all of your preferences. Therefore, if you have a lot of preferences concentrate on finding employers who can match your **most important preferences**.



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Typically, most job seekers hunt for employers using three search criteria:

- Job title
- Type of employer (bank, college, hospital, etc.)
- Geographic location

3. Follow this strategy:

Do this now!

Using the job-hunting strategies that you prefer and your ideal employer preferences, start looking for target employers. When you find the first one, record it on **Form C – Part B** and then immediately move to **Step 6 Define your employment value** and complete the remaining steps in this program to seek employment with that first employer.

While you are pursuing the first employer, continue to look for additional employers. For each employer that you identify, record their information on **Form C – Part B** and then immediately move to **Step 6 Define your employment value** and complete all subsequent chapters to pursue employment with each employer.

Do not stop looking for employers while you're waiting to hear from a previous employer.

It is suggested that you pursue multiple targets simultaneously – perhaps as many as 5-6 at any one time. This strategy provides you with alternatives and the ability to compare and contrast employers, as well as the option when negotiating an offer to reject an offer knowing that you have other options to pursue.



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Step 6: Define your employment value: [TABLE OF CONTENTS](#)

Why should I hire you?

Of all the questions that you will be asked at an interview, the above one is the most important. Because of this fact, it often brings fear and trepidation as it's commonly known that if answered incorrectly the interview is over and no job offer will be extended.



The proper answer to the above question is NOT because:

- You're a people person.
- You like the company and would fit in well.
- You've got great work experience.
- You've got the right education.
- You'll work hard.
- You live close by and will be to work on time.
- It's the kind of work that you've been looking for.
- You want to work for a great company.

It's none of the above! Here's a hint, the correct answer contains three pieces of information:

1. A description of your talent.
2. What you can do with your talent.
3. How your talent can benefit the employer.

Note: the actual answers to the above three statements will be different for each employer depending on the employer's business goals and needs. For example, let's imagine that a person skilled at creating graphic images is being interviewed at a college for the position of Graphic Specialist in the Marketing department. Here's the three parts of his answer to the question, "Why should I hire you?"

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A description of your talent.	What you can do with your talent.	How your talent will benefit the employer.
The interviewee answers as follows:		
I can create high quality professional-looking marketing graphics.	I can create marketing materials that will attract the attention of potential students.	My marketing materials can result in an increase of people attending your college.

Putting all three sections together into one sentence and the person’s answer could read as follows:

Why should I hire you?

I can create high quality professional-looking marketing graphics that will attract the attention of potential students, thereby increasing the number of new students enrolling in your college.

Your answer to the question, “Why should I hire you?” should always contain the above three parts.

Use **Form E** at the end of this document to record the value statements for each employer that has invited you to an interview.

Complete this form when preparing for an upcoming interview.

Now, move on to the next chapter.

Step 7: Resolve your employment obstacles [TABLE OF CONTENTS](#)



How can I get over this obstacle?

If you are like most job seekers, you are likely to face obstacles in your search for the right job and employer. Some of the most common obstacles include:

- Age discrimination
- Lack of education
- Insufficient or non-appropriate work history
- Limited knowledge and/or skills
- Ethnic discrimination
- Financial limitations
- Physical disabilities
- Support from others
- Low motivation
- Prone to negative thinking
- Criminal record
- Lack of childcare
- Lack of transportation

It is wise to deal with your obstacles before you come into contact with employers as you may not have sufficient time to find solutions when the obstacle rears its ugly head. ***As Thomas Jefferson once said, "Failing to plan is planning to fail."***

The truth of the matter is this... for some people some obstacles are very difficult, if not impossible, to overcome. When this occurs, these people have no choice but to either change their career direction and/or the employers that they are seeking.

Some obstacles are easy to overcome, while others are much more difficult. Identifying your obstacles may be easy or difficult depending on your level of self-knowledge, the nature of your obstacles, and your willingness to deal with your obstacles. That being said, if you don't try to resolve your obstacles then they may become a challenge that you can't overcome.

Obviously, no employment-seeking guide, such as this book, can deal with suggestions for all possible obstacles as there are simply too many obstacles to list and the solutions vary from



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person to person. However, there is a strategy for dealing with and resolving obstacles – just follow the directions below:

1. Print a copy of **Form F** found at the end of this book.
2. Check and complete those obstacles that you believe you will face.
3. Add any additional obstacles that you will face that are not listed. Check these as well.
4. For those items that you have checked, enter, if known, a solution for each.

Note: How do you conceive of a solution when you have none in mind? This is often the case with many jobseekers. If this is the case for you, I suggest you do the following to discover solutions:

Depending on your comfort level:

- Ask people on your Support Team.
- Search the Internet for solutions.
- Read “How to...” books on the subject.
- Confide in a close family member or friend.
- Ask ChatGPT for a solution (Yes, this can often help!)
- Talk to your job coach.
- Talk to your career mentor.
- Post the obstacle on your Social Media accounts and ask for suggestions.
- Talk to your religious leader.
- Talk to a professional career counselor.
- Talk to a professional psychologist or counselor.
- Talk to a lawyer or paralegal.

Go ahead and start working on completing this step.

Note that this step may take time to resolve all obstacles, so continue on to the next chapter even if you have not yet completed all obstacles identified in this step.

Add to your calendar or To-Do list a note reminding you to work on solving your obstacles every week.



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Step 8: Apply for employment: TABLE OF CONTENTS

Now that you have identified a target employer, or a desirable employer has come forward inquiring about your interest in employment, your next step is to present your talent and employment value to the employer with the objective of gaining an interview and ultimately an offer of employment.

Exception to the rule #1 – If an employer has come forward with an offer of an interview, skip this step, contact the employer to arrange an interview date, time, and location, and then move to **Step 9 – Interview for employment.**

Exception to the rule #2 – If an employer has come forward with an actual offer of a job, contact the employer to discuss the terms of employment and then follow the employer’s suggestions regarding what to do next. If the next step is to participate in an interview, then move to **Step 9 – Interview for employment.**

Ideally, applying for, or inquiring about, employment typically involves the following steps:

1. Applying or inquiring about employment.
2. Being invited to an interview.
3. Receiving an offer of employment.
4. Negotiating the terms of employment.
5. Formally accepting the offer of employment.

There are several methods for seeking an interview. For example, you could do any of the following:

1. **Mail a Letter of Application.** Use this approach when applying for a position that has been publicly posted by an employer or discovered through some other means.
2. **Mail a Letter of Inquiry.** Use this approach when applying for a position for which no known



The objective of applying for employment is NOT to get a job, but to be invited to an interview!

In your first pitch to an employer you MUST include a statement regarding how you can be of value to the employer or you may never get to an interview!

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employment opening announcement has been publicly posted, or one that you have not encountered. Therefore, you are writing to inquire about the possibility of an opening.

3. **Complete an application form** (either in print or online) Use this approach to (a) apply for a position that has been advertised where applicants are asked to complete an application form, or (b) to have your credentials placed into an employer's database using an application form provided by an employer for future consideration when an appropriate position becomes available.
4. **Ask someone to forward your resume.** Use this approach when you have a contact inside a target employer who is willing to forward your resume to the person who has the power to hire for the position that you are seeking.
5. **Forward a copy of your resume (electronically)** in response to an advertised position placed by an employer in an online job bank advising applicants to respond by electronically forwarding a copy of their resume.

To use any of the above methods, follow the directions below.

Directions:

1. If you wish to send **Letters of Application**, do the following:
 - View sample letters (see chapter **Step 1**) to familiarize yourself with their content.
 - Create your letter.
 - Edit a copy of your resume template to align with the position that you are seeking. Need help? Enter the following prompt into **ChatGPT** to receive a list of suggestions: "How can I tailor my resume to match my job objective?"
 - Send your letter with a copy of your resume attached.

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- Record on **Form G** the information requested to keep track of your application.
 - If necessary, follow-up your letter if not heard from the employer in 3-5 business days.
2. If you wish to send **Letters of Inquiry**, do the following:
- View sample letters (see chapter **Step 1**) to familiarize yourself with their content.
 - Create your letter.
 - Edit a copy of your resume template to align with the position that you are seeking. Need help? Enter the following prompt into **ChatGPT** to receive a list of suggestions: “How can I tailor my resume to match my job objective?”
 - Send your letter with a copy of your resume attached.
 - Record on **Form G** the information requested to keep track of your inquiries.
 - If necessary, follow-up your letter if not heard from the employer in 3-5 business days.
3. If you wish to complete **application forms**, do the following:
- Ask **ChatGPT** to list the content of a typical employment application form.
 - Complete the application form for each desired position.
 - If possible, include a copy of your resume. Edit a copy of your resume template to align with the position that you are seeking. Need help? Enter the following prompt into **ChatGPT** to receive a list of suggestions: “How can I tailor my resume to match my job objective?”
 - Record on **Form G** the information requested to keep track of your applications.
 - If necessary, follow-up your application if not heard from the employer in 3-5 business days.
4. If you wish to have your resume **hand carried** to a contact person within your target employer, do the following:
- Get permission from the person that you wish to have forward your resume to the employer.
 - Edit a copy of your resume template to align with the position that you are seeking. Need help? Enter the following prompt into **ChatGPT** to receive a list of suggestions: “How can I tailor my resume to match my job objective?”



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- Forward a copy of your resume to the person willing to hand carry it to his or her employer.
- Record on **Form G** the information requested to keep track of your applications.
- If necessary, follow-up your resume if not heard from the employer in 3-5 business days.

Next steps:

Whenever you are invited to participate in an interview, move to **Step 9 – Interview for employment** and follow the directions in that chapter to move forward.

Continue seeking targeted employers and conducting interviews until you find and accept the job and employer that meets your needs and preferences.



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Step 9: Interview for employment [TABLE OF CONTENTS](#)

Do not fear the interview as it is equally about you picking the right employer as it is about an employer selecting you. You have the right – and the power - to “hire” an employer. It’s not all about the employer’s needs – it’s also about your needs!

Think of it this way - the employment interview is a two-way conversation where:

- You have an opportunity to evaluate the employer to determine if it’s the right place for you to work.

To accomplish this, bring your ideal employer preferences (see [Form C](#) Part B) and ask questions to determine if the employer can meet your needs.

- The employer has an opportunity to evaluate you to determine if you can meet their hiring needs.

To accomplish this, be ready to discuss your employment value - how you can be of value to the employer, why you are qualified for the position that you are seeking, and examples of where you achieved success in the past.



***In the final analysis...
At the end of the day...
The bottom line is...***

***However you phrase it, succeeding
at an interview requires that you
clearly demonstrate how you can be
of value - how the employer will
benefit from hiring you.***

If you are well prepared, you can turn interviews into offers of employment!

The interview can be broken down into three stages:

1. Things to do to prepare for an interview.
2. Things to do during the interview.
3. Things to do after the interview.

Things to do to prepare for an interview:

Complete these tasks before you attend any interview. Check off each item when completed.

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1. [] Contact the employer and confirm the date, time, location, and dress code for the upcoming interview. Use **Form H** to record information about each interview – both prior to the interview and afterwards.
2. [] Research the company. Learn as much as you can about the company's history, mission, values, products and services, recent news, and notable achievements. Record on the reverse side of **Form H**.
3. [] Review the job description to understand the responsibilities, required knowledge and skills, and qualifications. Be prepared to discuss how your experience has prepared you for the job.
4. [] Be prepared to discuss your employment value. Make sure you share your employment value with everyone attending the interview and ask for comments and questions. Record on the reverse side of **Form H**.
5. [] Practice common interview questions. Anticipate and practice answering common interview questions such as "Tell me about yourself," "What are your strengths and weaknesses," "Why do you want to work here?" and "Why should I hire you?" Use the suggested materials listed in **Step 1 – Complete the prerequisites**.
6. [] Prepare examples of your experience and accomplishments. Be ready to share them with everyone at the interview. Show examples from your past experiences that demonstrate your skills, accomplishments, problem-solving abilities, and teamwork. Record on the reverse side of **Form H**.
7. [] Prepare your resume. Tailor your resume template to match the needs of the position that you are seeking. Make copies to distribute at the interview.
8. [] Dress Appropriately. Wear clothing that is similar to what other employees wear.
9. [] Plan your route to the interview location to arrive 10-15 minutes early. If necessary, schedule any needed transportation and lodging.



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10. [] Prepare copies of your list of references with contact information for each person. Bring copies with you to each interview.
11. [] Bring a pen and a notepad for taking notes. Additionally, bring copies of any documents or portfolio items that may be relevant to the interview.
12. [] Prepare questions Prepare questions to ask about the company, team dynamics, future projects, and questions to determine if the employer can meet your ideal employer preferences. Ask questions to determine if the employer can meet your preferences and needs as listed on [Form C – Part B](#). Record on the reverse side of [Form H](#).
13. [] Practice nonverbal communication. Pay attention to your body language, including posture, eye contact, and facial expressions. Ask [ChatGPT](#) the following question, “How can I improve my non-verbal skills?” You’ll get a great list of things to do!

How to conduct an interview

Here’s how to conduct an interview. Print a list of these items to bring with you to each interview and review them prior to the interview.

Things to do:

1. Arrive early.
2. Turn off your cell phone.
3. Show enthusiasm for the job.
4. Demonstrate confidence that you can handle the job.
5. Make eye contact with each person.
6. Whenever possible, stress your employment value and qualifications.
7. Ask questions to determine if the position and employer are right for you.
8. Be prepared to discuss:
 - a. Who you are as an individual.
 - b. Your talent and qualifications.
 - c. Why you choose the employer.
9. If desired and not offered, ask for the job!
10. Record questions and information that you are asked to provide after the interview.



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11. Distribute copies of your resume (which contain a link to your online portfolio).
12. If a job is offered, discuss terms, and, if desired, ask for it in writing.
13. Thank everyone for the opportunity to participate in an interview.

Things not to do:

1. Do not discuss salary or benefits unless the job is offered to you.
2. Never speak negatively about anyone or any past employer.
3. Don't interrupt when others are speaking.
4. Don't lie or exaggerate your accomplishments.
5. Don't look like you are desperate for a job.
6. Don't try to tell jokes to ease your nerves.
7. Don't discuss politics or religion.

How to follow up an interview

Immediately after the interview. All candidates should do the following:

- Send a "Thank you" letter stressing your appreciation for the opportunity to interview, stress your employment value and qualifications, and ask for the job.
- Provide all requested information.
- Review the interview and note which actions could be improved should additional interviews be necessary.
- Continue pursuing other employment targets until you secure a job and employer that meets your needs and preferences.

If you are waiting to hear from the employer:

- If after 3-5 business days of not hearing from the employer, contact the employer and ask for the status of your interview, and, if appropriate, follow the employer's next-step instructions.
- Continue pursuing other employment targets until you secure a job and employer that meets your needs and preferences.

If rejected by the employer:

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- Send a “Thank you” letter stressing your appreciation for the opportunity to interview, stress your employment value and qualifications, and, if desired, ask to be considered for future employment opportunities.
- Continue pursuing other employment targets until you secure a job and employer that meets your needs and preferences.

If you continue to receive rejections, it is recommended that you discuss your job search strategy, application methods, and interview behavior with a professional job search coach.

- When you find the right job and have accepted an offer, move on to [Step 10 – Start your new job on the right foot](#).

If an offer of employment is extended and you wish to accept it:

- If necessary, negotiate terms of employment.
- Ask for a copy of the offer in writing.
- Send a letter of acceptance outlining the agreed-to terms of employment.
- Complete any required tasks (drug testing, etc.) and Human Resources requirements.
- Move on to [Step 10 – Start your new job on the right foot](#).

If an offer of employment is extended and you wish to reject it:

- Send a letter declining the offer with an explanation as to why and thank them for the opportunity to interview and the offer of employment. Ask to be considered for future employment opportunities.
- Continue pursuing other employment targets until you secure a job and employer that meets your needs and preferences.
- When you find the right job and have accepted an offer, move on to [Step 10 – Start your new job on the right foot](#).

If you are no longer interested in the position:

- Send a letter asking for your candidacy to be removed from consideration with an explanation as to why. Thank the employer for the opportunity to interview and, if extended, the offer of a position and ask to be considered when future employment opportunities arise.
- Continue pursuing other employment targets until you secure a job and employer that meets your needs and preferences.

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- When you find the right job and have accepted an offer, move on to [**Step 10 – Start your new job on the right foot.**](#)

When your job search is over and you have accepted an offer of employment:

- Thank everyone who helped you.
- Record what worked and what didn't work. Save this information for the future when you next need to find employment.
- Update your online portfolio, LinkedIn account, and social media sites announcing your new employment.
- Take a well-deserved break, relax, and replenish your mental and physical powers.
- Move on to [**Step 10 – Start your new job on the right foot.**](#)



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Step 10: Start your new job on the right foot [TABLE OF CONTENTS](#)



First impressions count!

Starting a new job on day 1 is often filled with a combination of anticipation, excitement, and anxiety. You want to make a good impression, but you're still new to the organization and not yet aware of how things work.

Wouldn't it be great if someone gave you a list of things to do - and not to do - to start your new job on the right foot? Well, here's your list. Print it out and review it frequently especially in those first few days and weeks.

Not in any necessary order

Do's

- Plan to arrive early each day!
- Follow the dress code.
- Meet with your new boss or supervisor to draft your goals, duties, timelines, and evaluation schedule and procedures.
- Introduce yourself to your colleagues and discuss how you can work together to achieve the goals of the organization.
- Understand the company's chain of command.
- If you have a staff, meet with them to discuss your goals and how to work

Don'ts

- Don't join any cliques. This is never a good idea!
- Don't assume anything. Get the facts.
- Don't exaggerate your talent, past accomplishments, or experiences.
- Avoid all conversations regarding politics, sex, religion, or other typically sensitive subjects.
- Don't participate in gossip.
- Don't try to change the values of the company (unless change is truly warranted).

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together to achieve the goals of your new position. Allow for questions and suggestions from staff members. Ask for feedback.

- Keep everyone who needs to know informed about your activities.
- For future reference, keep a journal of people's names, titles, and functions, and all meeting notes.
- Set up your office. Keep it looking professional, neat, and clean.
- Visit the Human Resources (HR) Office to complete any outstanding forms or procedures.
- Learn about all emergency procedures.
- Understand the culture of the organization and take steps to fit in.
- Offer to help others whenever possible.
- Work as a team.
- Be proactive in your approach to work, not reactive.
- Don't overstep your boundaries.
- Don't share personal information or problems.
- Don't immediately resist a change to how things are done.

Bonus section [TABLE OF CONTENTS](#)

Top 10 Reasons Why People Fail at Achieving Career Success

According to research (including help from ChatGPT) and from my observations over the years, there are a number of reasons why people fail at achieving their career goals. Here are the top 10:



1. **No clear goals and/or plans regarding how to reach one's goals.**
2. **Current job conflicts with personal values.**
3. **Poor relationship building skills.**
4. **Negative mindset.**
5. **Limited knowledge or skills.**
6. **Poor work ethic.**
7. **Poor communication skills.**
8. **Resistance to new ideas and change.**
9. **Unwilling to upgrade talent.**
10. **Unwilling to ask for feedback.**



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Closing thoughts from the author [TABLE OF CONTENTS](#)

Before you leave, please allow me to share a few thoughts with you...

First and foremost, I hope my program has helped you find a job and an employer where you can find enjoyment, success, and many personal rewards.

I would truly like to hear from you regarding your feelings – both good and bad – about my program. Please be specific regarding what you liked and didn't like. Your feedback will help me produce an even better version when I next update this book.

Also, please feel free to contact me with any career development questions that you have. I will do my best to provide you with an answer. To reach me, please visit my CareerSmartz.com website and use the [Contact Me](#) form.

If my program was helpful, please invite others who are dealing with career issues to visit my website where they can use any of my free books.

Best wishes for an enjoyable and rewarding career,

James C. Gonyea
Career Development Specialist



Created with [Microsoft Designer](#)

Special thanks to **Larry Goldsmith** for his decades long friendship and valuable assistance with the development of *CareerSmartz* and **Roberta (Bobbie) Newman** for her friendship and assistance in editing this book.

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Form A – My Support Team members, references, and resume template TABLE OF CONTENTS

Part A - My references:

Print as many copies as you need.

	Reference:	Reference:
Name:		
Title:		
Mailing address:		
Phone:		
Email:		
Area(s) of expertise:		
Comments:		



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Form A – My Support Team members, references, and resume template TABLE OF CONTENTS

Part B - My Support Team members:

Print as many copies as you need.

	Team Member 1:	Team Member 2:
Name:		
Title:		
Mailing address:		
Phone:		
Email:		
Areas of expertise:		
Preferred method of contact: (Phone, text, email)		
Comments:		



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Form A – My Support Team members, references, and resume template TABLE OF CONTENTS

Part C – Sample resume template

Name

Contact:

(Email address)

(Web portfolio address)

(Social media addresses)

Talent summary (aka Employment Value statement):

XX
XX
XX

Job objective:

XX

Knowledge and skills:

XX
XX
XX

Noteworthy Accomplishments (both work and non-work):

XX
XX
XX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Work experience and accomplishments:

- Most recent Job title**
- Employer
- Dates of employment
- Accomplishments



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Form B – A description of my talent [TABLE OF CONTENTS](#)

Answer the following questions:

1. Describe your talent:

2. Describe how you can be of value to employers:

Note: this statement will likely vary depending on the nature of the position that you are seeking and the needs of the employer. Therefore, you may create here a “generic” statement – one that you can edit when actually applying or interviewing for employment.

3. List the positions that you are seeking:

4. List your qualifications for the position(s) that you are seeking:

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Form C – My ideal job and employer [TABLE OF CONTENTS](#)

Part A - My ideal job:

Describe below the duties or responsibilities that you hope to assume in your future job.

Note: If you have trouble describing your ideal duties, please visit the [**Occupational Outlook Handbook**](#) website. As a search keyword, enter the job title of the position that you hope to secure. Then, from the list that will appear, select the job title that best matches your title. Click on the title to reveal its profile and note its duties.

Duties:

1.

2.

3.

4.

5.

List below the job titles that you wish to secure:

Title 1:

Title 2:

Title 3:

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Form C – My ideal job and employer [TABLE OF CONTENTS](#)

Part B - My ideal employer:

Note: This part of the form (Part B) is used in Steps 3 and 5 of this program.

When completing Step 3 – Define your ideal job and employer, do the following:

- Place a checkmark in column (A) next to those factors that describe your ideal employer.

When completing Step 5 – Identifying target employers, do the following:

- When you have identified a target employer, place a checkmark in column (B) to the right of any previously checked item when the target employer can match your previously selected preference, and enter the information for that employer in column (C).

(A)	My ideal employer: (as described by those items checked below)	(B)	(C)
			Company name:
<input type="checkbox"/>	Small employer (1-50 employees)	<input type="checkbox"/>	Company address:
<input type="checkbox"/>	Medium employer (50+ - 200 employees)	<input type="checkbox"/>	
<input type="checkbox"/>	Large employer (200+ employees)	<input type="checkbox"/>	Company web address:
<input type="checkbox"/>	Located in a rural setting	<input type="checkbox"/>	
<input type="checkbox"/>	Located in a sub-urban setting	<input type="checkbox"/>	
<input type="checkbox"/>	Located in a metropolitan setting	<input type="checkbox"/>	Type of company:
<input type="checkbox"/>	Allows remote or hybrid work situation	<input type="checkbox"/>	
<input type="checkbox"/>	Publicly owned company	<input type="checkbox"/>	
<input type="checkbox"/>	Privately owned company	<input type="checkbox"/>	
<input type="checkbox"/>	Well established company	<input type="checkbox"/>	Contact names and job titles (if known):
<input type="checkbox"/>	Newly established company	<input type="checkbox"/>	
<input type="checkbox"/>	Located in the United States	<input type="checkbox"/>	
<input type="checkbox"/>	Preferred state:	<input type="checkbox"/>	
<input type="checkbox"/>	Preferred state:	<input type="checkbox"/>	
<input type="checkbox"/>	Preferred state:	<input type="checkbox"/>	
<input type="checkbox"/>	Preferred city:	<input type="checkbox"/>	
<input type="checkbox"/>	Preferred city:	<input type="checkbox"/>	
<input type="checkbox"/>	Preferred city:	<input type="checkbox"/>	
<input type="checkbox"/>	Located outside of the United States	<input type="checkbox"/>	
<input type="checkbox"/>	Preferred country:	<input type="checkbox"/>	



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<input type="checkbox"/>	Preferred country:	<input type="checkbox"/>
<input type="checkbox"/>	Preferred country:	<input type="checkbox"/>
	Type of company: (Example: Bank, College, Hospital, etc.)	
<input type="checkbox"/>	Type:	<input type="checkbox"/>
<input type="checkbox"/>	Type:	<input type="checkbox"/>
<input type="checkbox"/>	Type:	<input type="checkbox"/>
<input type="checkbox"/>	Faith based company	<input type="checkbox"/>
<input type="checkbox"/>	Non-profit	<input type="checkbox"/>
<input type="checkbox"/>	Profit driven	<input type="checkbox"/>
<input type="checkbox"/>	Non-union	<input type="checkbox"/>
<input type="checkbox"/>	Union company	<input type="checkbox"/>
<input type="checkbox"/>	Casual dress	<input type="checkbox"/>
<input type="checkbox"/>	Minority owned	<input type="checkbox"/>
	Other preferences. Please describe.	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>



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Employment experience:

- Position 1: (Title and accomplishments)
- Position 2: (Title and accomplishments)
- Position 3: (Title and accomplishments)

Educational background:

(List schools, colleges, etc. with dates of attendance and diplomas, degrees, and certifications.)

Military experience:

(Dates, branch, positions, awards, training, etc.)

Awards and recognitions:

XXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXX

Publications:

XXXXXXXXXXXXXXXXX
 XXXXXXXXXXX
 XXXXXXXXXXX



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Form E – My Employment Value Statements [TABLE OF CONTENTS](#)

Print as many pages as needed.

Employer: _____

A description of your talent.	What you can do with your talent.	How your talent will benefit the employer.

Describe your value combined into one sentence:

Employer: _____

A description of your talent.	What you can do with your talent.	How your talent will benefit the employer.

Describe your value combined into one sentence:

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Employer: _____

A description of your talent.	What you can do with your talent.	How your talent will benefit the employer.

Describe your value combined into one sentence:

Employer: _____

A description of your talent.	What you can do with your talent.	How your talent will benefit the employer.

Describe your value combined into one sentence:



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Form F – My Employment obstacles and solutions [TABLE OF CONTENTS](#)

Use the reverse side for additional space to record your solutions.

	Obstacles:	Solution:
<input type="checkbox"/>	1. Age discrimination	
<input type="checkbox"/>	2. Lack of education	
<input type="checkbox"/>	3. Insufficient work history	
<input type="checkbox"/>	4. Limited knowledge and/or skills	
<input type="checkbox"/>	5. Ethnic or race discrimination	
<input type="checkbox"/>	6. Gender discrimination	
<input type="checkbox"/>	7. Financial limitations	
<input type="checkbox"/>	8. Physical disabilities	
<input type="checkbox"/>	9. Support from others	
<input type="checkbox"/>	10. Low motivation or drive	
<input type="checkbox"/>	11. Prone to negative thinking	
<input type="checkbox"/>	12. Criminal records	
<input type="checkbox"/>	13. Childcare	
	Additional obstacles:	
<input type="checkbox"/>	14.	
<input type="checkbox"/>	15.	
<input type="checkbox"/>	16.	
<input type="checkbox"/>	17.	
<input type="checkbox"/>	18.	
<input type="checkbox"/>	19.	
<input type="checkbox"/>	20.	



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Form G – Record of employment applications [TABLE OF CONTENTS](#)

Print as many copies as you need.

Employer's name and address:

Date of application: _____

Position sought: _____

Strategy used (check all that apply):

- Mailed/Emailed Letter of Application
- Mailed/Emailed Letter of Inquiry
- Application submitted:
 - Via employer's website
 - Via visit to employer's workplace
 - Other: Describe: _____

Resume hand carried in by _____

Resume submitted electronically in response to online ad

Follow-up dates and outcomes: (Continue on reverse side if necessary)

Date: _____

Outcome: _____



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Form H – Record of employment interviews [TABLE OF CONTENTS](#)

Print a copy of this form for each employer interview and bring with you to the interview.

Employer name: _____

Applying for position of: _____

Mailing address: _____

Web address: **www.**_____

Interview:

Date: _____ Time: _____

Location: _____

Interview conducted by: _____

Contact information:

Phone: _____

Email: _____

Employment value (Define below):



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Qualifications (List below):

Bring copies of (check all that apply):

- | | | |
|--|---|--|
| <input type="checkbox"/> Resume | <input type="checkbox"/> References | <input type="checkbox"/> Diplomas, degrees, certificates |
| <input type="checkbox"/> Awards, citations | <input type="checkbox"/> Employment value statement | |
| <input type="checkbox"/> Pen and notepad | <input type="checkbox"/> Questions to ask | |
| <input type="checkbox"/> List of do's and don'ts | <input type="checkbox"/> Other (list below) | |

Outcome of interview:

- Waiting to hear results
- Asked to come for second interview
- Informed I will not be offered the position
- I was offered a position
- Other (Explain below):

Next steps:

- Send Thank you letter.
- Other (List below):



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Gonyea and Goldsmith were voted "two of the most visionary and forward-thinking leaders in the field of career development" in the 2013 CSO career services insight survey.



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Career Development Specialist
Author of *CareerSmartz*

5+ decades of experience guiding thousands of students and adults in career development.

Author of several books, software programs, and interest inventories related to career selection and career development.

Past Developer and Host of the *America Online (AOL) Career Center* serving the needs of 45 million subscribers. Largest online career service to date!

Past Director/Counselor of Career Development at St. Petersburg College in Florida.



Larry Goldsmith
Professional Job Coach/Resume Branding Expert
Consultant to *CareerSmartz*

Over 25 Years' experience as a self-employed Professional Résumé Writer and Job Coach.

Worked with more than 30K job seekers and those seeking to find a different career path.

Led Career Development Services at St. Petersburg College in Florida.

College Professor (*Career and Life Planning, Study Skills, and College Experience*).

Former Workforce Development One-Stop Career Centers.

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IMPORTANT: This book contains links for jumping to internal pages and external websites. To work properly, please view this book on a computer with Internet access. Links are in **red** and **underlined**.

Instructor of *Career & Life Planning* at St. Petersburg College in Florida.

Administrator/Labor Market Specialist.

Career guidance consultant to major corporations including Apple, Disney World, Pearson Publishing, and Monster.com.

Developer and Host of “ThePerfectCareer.com” and “CareerSmartz.com” websites.

Past member of the *National Career Development Association (NCDA)*.

BS in Education, MS in Guidance & Counseling, State University of New York at Plattsburgh.

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To Do List TABLE OF CONTENTS

Print a copy and refer to it daily!

Check off items as they are completed.

- [] Read and complete the **Introduction** chapter
- []
 - Gather the necessary resources (computer, printer, etc.)
 - Print the *Keys to Success* and *Understand the Realities* and post on my frig.
 - Start learning about Artificial Intelligence (AI).
 - Set up a calendar of dates and times to devote to looking for employment.
 - Create a list of activities to keep me healthy – post on frig.
 - Hire a Job-Search Coach.
 - Check out **Swift To-Do List** (<http://www.dextronet.com>)

- [] Read and complete the chapter: **Step 1 - Complete the prerequisites**
- []
 - Complete a review of all sample items (1-5).
 - Try out ChatGPT (**OpenAI**) to create samples of items 1-5.
 - View videos on **YouTube.com** regarding how to create items 1-5.
 - Complete item 6 – make copies of important documents
 - Complete item 7 – confirm your references
 - Complete item 8 – develop a Support Team
 - Complete item 9 – create a resume template

- [] Read and complete chapter: **Step 2 - Define Your talent**

- [] Read and complete chapter: **Step 3 – Define your ideal job and employer**

- [] Read and complete chapter: **Step 4 – Publicly promote your talent**
- []
 - Create web page portfolio
 - Open a LinkedIn account
 - Post to my Social Media accounts

- [] Read and complete chapter: **Step 5 – Identify target employers**
- []
 - Print list of job search strategies. Check preferences.
 - Identify target employers and record on Form C (Part B)
 - For each target employer, complete all remaining Steps: 6, 7, etc.

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[] Read and complete chapter **Step 6 – Define your employment value**

- [] • Complete Form E for target 1: *
- [] • Complete Form E for target 2: *
- [] • Complete Form E for target 3: *
- [] • Complete Form E for target 4: *
- [] • Complete Form E for target 5: *
- [] • Complete Form E for target 6: *
- [] • Complete Form E for target 7: *
- [] • Complete Form E for target 8: *
- [] • Complete Form E for target 9: *
- [] • Complete Form E for target 10: *
- [] • Complete Form E for target 11: *
- [] • Complete Form E for target 12: *
- [] • Complete Form E for target 13: *
- [] • Complete Form E for target 14: *
- [] • Complete Form E for target 15: *
- [] • Complete Form E for target 16: *
- [] • Complete Form E for target 17: *
- [] • Complete Form E for target 18: *
- [] • Complete Form E for target 19: *
- [] • Complete Form E for target 20: *
- [] * Enter name of target employer

[] Read and complete chapter **Step 7 – Resolve your employment obstacles**. Note: considering that you may need time to identify solutions to all of your obstacles, you should continue to pursue each targeted employer while simultaneously completing this step. Hopefully, you will find solutions to all obstacles before they are encountered.

[] For every target employer, follow the directions in **Step 8 – Apply for employment**. Repeat this step for each targeted employer until I secure a desired job and employer.

[] For every interview, follow the directions in **Step 9 – Interview for employment**. Repeat this step for each interview until I secure a desired job and employer.



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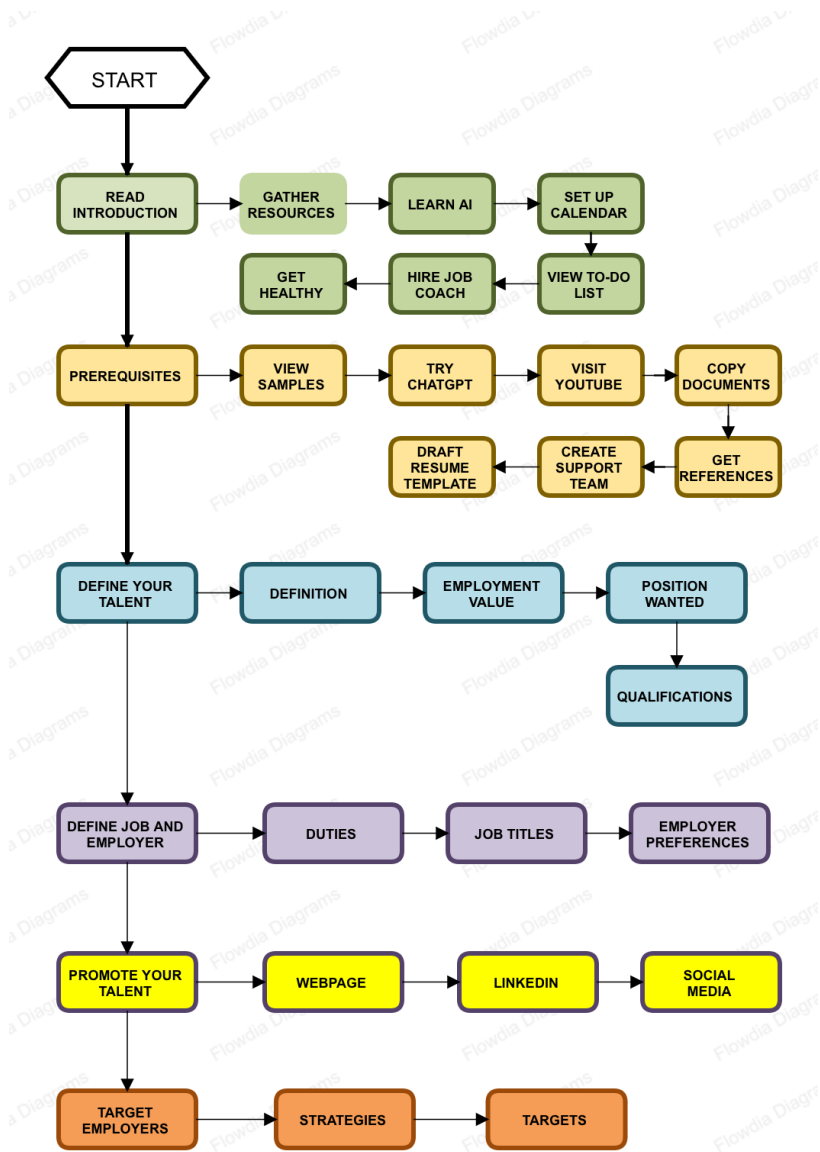
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- [] Follow the steps outlined in **Step 10 – Start your new job on the right foot** to begin work at my new position and employer.

- [] Share my thoughts regarding ***How to Land Your Ideal Job and Employer*** with the author (James C. Gonyea) via jamescgonyea@gmail.com.

Flowchart of the guidance process in *Landing the Perfect Job and Employer*

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