



## The Application Process

Career Development III, IV, and V  
Essential Question:

When I apply for a job what are the steps I should take?



## Applying for a Job

○ Applying for a job isn't just filling out an application!

○ Four (4) steps to applying for a specific job:

**C** 1. Write a Cover Letter

**R** 2. Create a Resume

**A** 3. Fill out a Job Application

**F** 4. Follow-Up



## Info from [www.about.com](http://www.about.com)

○ What Employers Expect in a Cover Letter

○ Tailored skills from the job description - 33%

○ Clarity (specifying job applied to) - 26%

○ Details from resume - 20%

○ Your (personal) value - 19%



## 1. Cover Letter

○ Should include:

○ Your Contact Info

○ Date

○ Employer Contact Info

○ Salutation

# 1. Cover Letter

## ○ Body of Cover Letter

- The body of your cover letter lets the employer know
- 1. what position you are applying for,
- 2. why the employer should select you for an interview, and
- 3. how you will follow-up.

# 1. Cover Letter

## ○ First Body Paragraph

- The first paragraph of your letter should include information on why you are writing. Mention the position you are applying for. Include the name of a mutual contact, if you have one. Be clear and concise regarding your request. Convince the reader that they should grant the interview or appointment you requested in the first paragraph.

# 1. Cover Letter

## ○ Middle Paragraphs

- The next section of your cover letter should describe what you have to offer the employer. Make strong connections between your abilities and their needs. Mention specifically how your skills and experience match the job you are applying for. Remember, you are interpreting your resume, not repeating it. Try to support each statement you make with a piece of evidence. Use several shorter paragraphs or bullets rather than one large block of text.

# 1. Cover Letter

## ○ Final Paragraph

- Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up. State that you will do so and indicate when (one week's time is typical).

## ○ Complementary Close, then Signature

# About.com Youtube Video

## o Cover Letter Video

Dear Director of Your Store,

Please accept my enthusiastic application as Your Store. I would like the opportunity to be a fulltime, permanent member of your excellent clothing program. As you can see from the description of the program, I think I can be a real asset to your store.

I have extensive clothing experience in a variety of fields. I have worked in fashion as well as retail. I have always had a keen eye for fashion, and I have always been able to identify the latest trends in fashion. I have always been able to identify the latest trends in fashion, and I have always been able to identify the latest trends in fashion. I have always been able to identify the latest trends in fashion, and I have always been able to identify the latest trends in fashion.

I am interested in working for your successful corporation. I will be an excited sales associate because I have experience with your merchandise, and I personally adore it! I am a perfect match for this job.

I am very fashion forward. I have 8 years' experience with math and maintain a 3.5 G.P.A. I have a reputation of being talkative and bright even on my worst days. I have reliable transportation, and a very flexible schedule that can be altered as needed to fit your needs.

I will anxiously be waiting for a phone call and/or e-mail regarding my request of a position as a cashier/ clerk at your facility. I am very interested and behold a hardworking, determined personality. I will be following up with you in the next seven days.

Sincerely,

Melissa Madrigal

Melissa Madrigal  
27869 La Piedra  
Menifee, California 92584  
(951)555-222

October, 3, 2012

Abercrombie & Fitch  
2324 Winchester Road  
Temecula, California 92563

Dear Hiring Manager:

I am interested in working for your successful corporation. I will be an excited sales associate because I have experience with your merchandise, and I personally adore it! I am a perfect match for this job.

I am very fashion forward. I have 8 years' experience with math and maintain a 3.5 G.P.A. I have a reputation of being talkative and bright even on my worst days. I have reliable transportation, and a very flexible schedule that can be altered as needed to fit your needs.

I will anxiously be waiting for a phone call and/or e-mail regarding my request of a position as a cashier/ clerk at your facility. I am very interested and behold a hardworking, determined personality. I will be following up with you in the next seven days.

Sincerely,

Melissa Madrigal

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## The Resume

- Answers the question "Why should I hire you?"
- A potential employer will take a maximum of 30 seconds to decide if he/she will give you an interview
- You won't be hired because of your resume, but you will be given an interview because of your resume

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## Types of Resumes

- Chronological- focuses on prior experience. For applicants who have had one specific career focus over a period of time and highlight prior work history
- Functional- highlights your abilities rather than your chronological work experience. (\*We will create a Functional Resume)

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○ Resumes should always be compelling and easy to read!

○ "Everything about your resume should address the key points of the job description and answer the question?: Are you a perfect fit for this job? If you can review the description and honestly answer "I addressed all their requirements, either through my branding statement, career summary, key words, or accomplishments" Then you can be assured you're the perfect fit for the position and you have a **Brand Driven Resume**"

- Jessica Holbrook Hernandez  
[www.careerrocketeer.com](http://www.careerrocketeer.com)

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## Remember:

- Use bullets, not paragraphs!
- Quantify Achievements: Be specific whenever possible with numbers#, percentages%, and \$ amounts.
- Don't be vague! Provide tangible results that show how much of an impact you made on previous employers/volunteer organizations.



## Contents of a Resume

- Contact information
- Branding Statement
- Keywords (skills)
- Experience/Volunteerism
- Awards/Accomplishments
- Technology



## Sample Resume

- For a tutoring position (see sample)
  
- Remember, before you create your resume you **MUST** have a copy of the Job Description of the position you are applying for. This will ensure you match your skills with the duties and responsibilities!



## Contact Information

- Should always be in a proper format with current, up-to-date information.
- First and Last Name
- Street number and name
- City, State, Zip Code
- Phone number with area code and email

## Branding Statement

- Should be compelling and easy to read- Your Reputation!
- Example: "A highly motivated, organized student with skills in reading and mathematics, relationship building and leadership. Motivating and enthusiastic mentor who engages successful performance-driven teams who is ready to find solutions creatively."



**Your turn! Research on the internet to find an example of a Functional Resume. Identify the Branding Statement.**

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## **In Pages**

- Find a Resume Template you would like to use. Be sure it has no graphics or colors. Keep your resume basic. White paper; black ink.
- Use 10-14 pt. Times New Roman Font
- Start with your contact information.

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## How to create your own branding statement

In determining your unique personal brand, ask yourself:

- What ONE WORD best describes you? (Examples of powerful words include: robust, tenacious, effervescent, courageous, persuasive and resilient.)
- What is your leadership style? Are you an influential leader? Supportive mentor?
- What is your communication style? Are you an attentive listener? Articulate communicator?
- What makes you stand out from the competition? Are you Bi-Lingual? Possess relevant business knowledge as a Subject Matter Expert? Earned a reputation as a student leader?

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## Do's and Don'ts of a Job Interview

- Watch [Monster Jobs Interview Tips](#)
- YouTube [Monster Jobs Video](#)

While watching the video, write down the four questions.  
Next, answer the questions and submit them to me for evaluation.

## Do's and Don'ts of a Job Interview iMovie

- You will create a iMovie depicting the appropriate and inappropriate responses to interview questions.

## Review: Interview

- 1. Inform the receptionist that you have an interview, whom it's with, and the time of the interview
- 2. When you meet the interviewer, look straight into his/her eyes, look them in the eyes and give a firm handshake.
- 3. Smile, be confident and wait until you are offered a seat

## Review Interview

- 4. Be positive in your communication, Remember- You are selling yourself!!
- 5. Don't be too bold or too shy. Let the interviewer lead the interview, but express you are happy to have the opportunity to interview.
- 6. Be thorough with your answers. Never answer with just a no or yet.

## Why people aren't hired

- Poor personal appearance
- Inability to communicate clearly, poor voice, and grammar
- Lack of enthusiasm and confidence
- Failure to look the interviewer in the eye
- Limp handshake

## Why people aren't hired cont.

- Late to the interview
- Asks no questions
- Lack of knowledge about the business or position
- Does not thank the interviewer for his/her time.

## Class Activity



- The Mock Panel Interview
- Seven students will participate in a mock panel interview. 1-Receptionist 1- Job Applicant 5- Interviewers
- All other students will evaluate the Job Applicant

## Follow-Up Letter

- Within three days after interviewing, the job applicant should always send a follow-up letter.
- This should reiterate your core strengths and emphasize the value you offer.
- The Follow-Up letter could distinguish you from the rest of the applicants.

### Sample Thank You Letter

13 Main Street  
Springfield, MA 04307  
June 2, 2000

Mr. Joe Smith  
Saco Defense  
122 Main Street  
Saco, MA 04072

Dear Mr. Smith:

Thanks you for the opportunity to speak with you last Monday about the exciting possibility of an internship position in the Drafting Department at Saco Defense.

After our conversation, I was extremely interested in this apprenticeship and would be proud to work for such a reputable company. I feel confident that my work experience and coursework in drafting would be beneficial to the company.

I am available to provide any other information you may need and am looking forward to hearing from you. Once again, thank you for your time, attention, and interest in me as a potential intern.

Sincerely,

Waylon Smithers

**Always call the company about a week after the interview to find out if they've made a decision. If they have not, find out when they expect to have a decision made.**

