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Recommended Resources

- [Web Site Hosting Service](#)
- [Internet Marketing](#)
- [Affiliate Program](#)

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Contents

Please Read This First.....	2
<i>Terms of Use</i>	<i>2</i>
<i>Disclaimer</i>	<i>2</i>
Contents	3
About the Author	5
Introduction	6
How Important is Your Résumé?.....	7
Writing Your Résumé	8
<i>The Basics</i>	<i>8</i>
<i>Keywords</i>	<i>9</i>
<i>Formatting</i>	<i>10</i>
Checking Your Résumé.....	11
Your Powerful Profile	12
Your Networks.....	13
Your Web Site.....	15
<i>“Free”e Web Space is Worth Nothing</i>	<i>15</i>
<i>Your Own web Site is an Investment in your Future.....</i>	<i>16</i>
Improving Your Social Skills.....	18
It’s like a Lottery.....	20
Your Mindset	21
Be Prepared.....	22
<i>Get a Check.....</i>	<i>22</i>
<i>Exercise.....</i>	<i>22</i>
<i>Change for the Better.....</i>	<i>22</i>
<i>Review Your Résumé Monthly.....</i>	<i>22</i>
<i>Improve Your Skills.....</i>	<i>23</i>
Write Your Own or Use a Résumé Service?	24
<i>Advantages of Using a Professional Resume Writer.....</i>	<i>24</i>
Dealing with Rejection.....	25

Should you use Pictures?	26
Dealing with Résumé Hot Spots	27
The Age Problem	29
What Job do you want Long-term?	30
At Your Interview	31
Resources.....	33
Social Media Sites	34
<i>Linked In.....</i>	<i>34</i>
<i>Facebook.....</i>	<i>35</i>
<i>Twitter.....</i>	<i>35</i>
<i>Pinterest.....</i>	<i>35</i>
Service Providers:	37
Information Sources.....	37
<i>Learn What Recruiters Do</i>	<i>37</i>
The Sky is NOT the Limit!.....	38

About the Author

Martin Wicks has been on both sides of the desk with employment interviews and knows that the task of getting a desirable [job](#) is getting harder all the time.

Martin shares what he learned from his own experience as an employee and a [business](#) owner.

Martin said, "I have watched as jobs became more difficult to keep, often because of factors beyond the control of the employee and even the [company](#) he/she worked for."

"The challenges are increasing. Many jobs are filled after someone in the employer's personal network makes a recommendation. Other jobs are lost to international competitors."

"Young people are finding it harder to get jobs where they can learn the ropes, and employers are finding it harder to get experienced workers."

"Many people are saying that résumés are not working any more."

"That's true, but only for the résumés our parents used.'

Martin wrote this ebook to help you reshape your résumé so that it becomes a powerful weapon in your quest for the job you want and the future you [dream](#) about

Introduction

This book is focused on helping improve your chance of getting the job you want.

Résumés are devalued by some people but they are still effective if you use them in ways that make them useful to employers and [employment](#) agencies in the current market.

The sort of résumés our parents used aren't worth submitting. Many employers have been spammed with hundreds of similar, unfocused offerings every time they advertise a position.

I will help you to produce a powerful résumé which helps you get past the pile of other résumés.

The résumé is just part of what we need in today's job [market](#). So, I will explain some of the other tools which are currently available to help you get your application serious consideration more often.

I will help you to be ready for future developments and make sure you are aware of some of the traps and problems which the new technologies have brought with them.

While we need to be aware of the modern options, there is still much value in traditional methods. You need a strong personal network and need to know how to protect it from potential damage.

Despite the hazards, we need to be [confident](#) and forward-looking in our use of the Internet.

And we need to be ready to make the best use of whatever is coming next.

BTW: The sites in the “**Information for Recruiters**” part of the Resources section are not mentioned in most books for job-seekers but they could be a valuable resource for you.

Those sites provide information for professional recruiters. Those people will either be on the other side of the desk when you get an [interview](#) or advising the people who are.

How Important is Your Résumé?

You've probably heard people say that résumés are not as important in this new digital age as they were when postal [mail](#) was the standard.



And you will read in this ebook that even the best résumés are sometimes ignored because many jobs are filled through personal recommendation from friends or respected business colleagues.

But, if the normal [recruitment](#) path is followed (that's about 70% of the time), your résumé is vital to your chances of success!

Time you invest in preparing your résumé is never wasted.

I compare the importance of your résumé for your job prospects to the headline of an_.

Successful copywriters may write a hundred possible headlines for each advertisement they produce before deciding which one to use. They may spend as much time crafting the headline as the rest of the advertisement.

That headline must *force* the reader to keep reading or the whole [advertisement](#) is wasted!

If your résumé doesn't hook the reviewer, it will be discarded and they'll go to the next application in the electronic stack they still have to check, and you will have lost this opportunity to get an interview or any kind of follow-up.

Some people will send a résumé based on one they found on the Internet after quickly inserting some specific references to the position and themselves.

But, those cookie-cutter methods are a waste of time.

Give yourself a better chance of [success](#) by investing more time in fewer applications which are of a standard that reflects well on you even when you don't win that position.

Writing Your Résumé

Remember that the résumé is to get you an [interview](#). It is very unlikely that the employer will hire someone from interviewing the top few possible hires unless they settle for someone that was recommended to them.

The Basics

These are some basic points to follow when you write your résumé or any other communications with prospective employers.

Keep it brief - NO FLUFF.

Always be focused on the needs of the EMPLOYER and the reviewers.

Never use any jokes or material of a religious or political nature unless it directly relates to the organization and the [job](#) you are applying for.



Write it to be read on paper and still be clear to review on a screen. The résumés of those applicants who get interviews will be printed, but the junior staff that do most of the preliminary reviewing will probably only see most resumes on [computer](#) screens.

Don't use abbreviations, technical or casual language.

Write the way that people in your type of [business](#) expect.

In some areas, a few employers may still expect qualifications, skills and history to be segmented from the body of the information you supply.

If you were told about the position by someone who is a friend or close contact of the employer, it would not hurt to mention that. A personal recommendation is very powerful asset in today's employment environment. It can be very influential.

Keywords

Advertisers use words which their research tells them that their potential customers use when searching for that type of service or [product](#).

You may attract the attention of the reviewer by using important descriptive words (called keywords) from the employer's position description through your résumé.

These are *their own words*, so the reaction should be good. I read that some résumé-reviewing computer programs give points for the presence of those words which were used in the position description of applications.

But, don't take that to extreme and use the whole position description as the skeleton for your application. This may seem a good way to ensure that you cover every important aspect and strike some "hot buttons".

There is a significant downside. The job description is formal in its arrangement, possibly to comply with [Human](#) Resources rules, and usually is very flat in tone.

You want to show your enthusiasm for the type of work and that particular company and sell your suitability for the position, so you must try to have your enthusiasm show in the way you write your resume.

Where possible, always illustrate your claims with brief examples from your work [history](#). Take care that the reviewer will understand how they relate to the employer's business.

That means focusing on your achievements, not just using broad descriptions of your responsibilities.

Don't use terms which may be misunderstood.

Check the clarity of everything you write. Simple grammar and [spelling](#) mistakes can be enough to eliminate your application.

The next section will help you to check your own résumé. It may seem easy but you can become too focused on the opportunity to check your own [writing](#) properly.

Don't be afraid to cut material from your résumé. But, I suggest that you save a copy of it in a text file with your résumé. Then, you can check if

the material you removed might be more suitable for another application you do.

When you review and update the résumé, the items in the text file may be more relevant than when you edited them out.

Formatting

A lot of people don't realize the importance of formatting their resume to make the best impression on the reader.

Use plenty of [white](#) space. If you use blocks on dense type, people will skip over it because it's not easy to read and understand quickly.

People that use fancy type, colored text and other flourishes are wasting their time, unless the job specification asks for them.

Bullet points make it easy for the reviewer to pick the factors you believe are most important.

Short sentences and paragraphs with only a few sentences are most common right now.

Stick with putting one topic in a [paragraph](#) and one thought in a sentence.

The exceptions are applications for academic and technical jobs.

Checking Your Résumé

I will share some points I learned from editing some of my own writing to help you check your résumés and other important documents.

When you feel you have finished [writing](#) your résumé, try to have at least a few hours and, preferably, a day before you start to check it.

This break will help you to look at your own work in a more detached [fashion](#) than if you checked it straight after your last writing session.

Try to get someone else to proofread it as well. That can be important because we all tend to read what we expect to see in what we wrote. So, it is possible that we may overlook some of our own errors.

Reading your résumé aloud can also help you to notice errors. When we read our own work silently, we use our brain for reading what is there as well as doing the error check. The [theory](#) is that listening to our voice will help us to pick up even small errors better.

I always print out something I review so that I see it as the employer will. I pick up more errors that way than when I read from a screen.

Your Powerful Profile

Every social site and forum which you join lets you publish a profile on their [site](#).

This often has the option to make some information public and other material is kept from public view.

Your profiles can be powerful tools but sometimes they can create a negative effect.

A public profile can be a fairly subtle way to let people know about the sort of [work](#) you do. But, if you are not careful, the profile can limit the opportunities which come your way.

Some might remember your profile if they hear that a friend or another contact of theirs is looking for someone to do that sort of work.

If someone reads your profile, they may get an impression that you would not be suitable or possibly even interested in a job they have available.

That can happen if the profile has not been updated and your circumstances or your [employment](#) goals have changed.

Photos are very important on a profile. Be sure that they do not reflect badly on you. It's very easy to use a happy snap which does nothing to encourage someone to hire you for a serious [job](#).

Photos can also cause a prospective employer to drop you from further consideration.

Your Networks

Your networks can be very important when you are looking for a new job. Most of the more interesting positions are filled without ever being advertised!

Your friends and associates in social circles can be valuable in letting you know about positions which might be suitable or even recommending you for them

If you are thinking about a job in a different commercial area, you could ask friends that work in that area for [advice](#) about the conditions and potential they see around them.

That way, you get an insider view of the actual industry and make them aware that you might be interested in any jobs which are available.



You may also get referrals from colleagues and people in similar businesses which you meet through your work and at events such as [business](#) conferences.

My grandfather used to say, "Mutual Admiration inspires Mutual Assistance."

He chose a couple of [community](#) groups to get serious about because he admired what they accomplished in the community. He was also a [member](#) of sports and other groups.

Your network is probably much bigger than you think.

You may be uncertain about contacting some people. You don't want them thinking that you only contact them when you want something.

But, most people will recognize that sort of person and be unavailable.

Also, I know that most people like to help others if the request is reasonable. You probably feel a nice glow when someone asks for your advice or opinion, too.

We could also be helping the employer find someone who really fits a vacancy they have.

Tell your contacts the sort of jobs which you feel qualified to do. Thank them and ask them to make contact anytime that you might be able to help them.

Your Web Site

You may not need a web site for your business activities.

But, I believe it can be a useful [tool](#) for making a positive impression.

It can be helpful for older job seekers as a passive but obvious indication that they are comfortable using the Internet.

If your name is Mary Smith and <http://www.marysmith.com> is available, I would register the name and get some web hosting to put it on.

Domain names with extensions other than .com may be more relevant to your needs, but having the .com is not expensive and could be a wise move in the long term. A .com domain name is the most common type used in business.

You may not use it much at the moment but it could be useful later on in your [career](#). With the rapid take-up of “name” domains, I would expect it to become harder to get your name on a domain with any sort of extension fairly soon.

If you take the step of getting your own website, you need to ensure it looks professional and then keep it updated.

Be careful to have nothing on it which might detract from your [business](#) reputation. Remember that people can probably find anything which you put on the Internet, even if it was back a long time. Someone will have a copy of your earlier adventures and they could be used to embarrass you at any time in the future.

“Free” Web Space is Worth Nothing

You can get free web space on some sites but this option has a fatal flaw. If you later want to move your content to a site with your name on it or a name which relates to your business, you will be virtually starting your web presence from scratch again.

You cannot keep the web address provided by your free [web](#) host and they will not provide a link on their site to your new site when you move away from them.

Your Own web Site is an Investment in your Future

It is best to start as you intend to go on. Take your time and build everything to a high standard. With your own web site, you can use color and change almost anything instantly.

I don't want to encourage you to do a lot of changes. That will take time which you should put into your work and networking on and off the Internet.

You should make at least weekly updates to your web site or visitors will stop returning to your [site](#). If there is rarely anything new, people will not return to your web site and they will not mention it to the people they know who could be good social or business contacts for you.

Remember that everything you do on the Internet remains available somewhere on it, probably forever.

Keep in [mind](#) that anything you create and put on the Internet may be stolen and re-used in some form at any time.

Keep copies of everything you produce on some storage device at home so you can replace anything if your site is hacked or lost for any reason.

Do not reproduce anything from anyone's site without first making contact and getting written permission. Such an action could cost you your reputation and also a lot of [money](#).

You can put your résumé or information about your business activities on your web site. If you have **any** your business information on your web site, you should avoid putting anything there which would affect your professional image or reputation.

If you have a web site which you have had anything which would not fit with your business plans, I suggest you get another web site to use for [business](#).

The earlier versions of your original site can probably be found at <http://www.archive.org> and it's possible that prospective employers might have someone look at them.

Look at the Resources section to see how a site called entelo.com is compiling job applicants' information from social [media](#) and other sites to

supply to the prospective employers. This is just one way that companies you apply for positions at can get your history on the Net.

Entelo seem to be responsible in the way they do it. It's likely that other companies are providing similar or more intrusive services but we just don't know about their activities!

Improving Your Social Skills

Many [goal](#)-oriented people concentrate their thinking and their efforts on improving their results in the work environment.



That's fine but it's even more important to be approachable and sociable.

Most employers want well-qualified people who can also get along with their colleagues and other people they deal with in the [business](#) area.

It's a cliché that every employee also has the title of "Company Representative".

The genius that first put their company's repairers in bright uniforms and gave them some authority to get satisfaction for the clients whose machines they repaired was handsomely rewarded by increased sales and improved customer loyalty. His customers started recommending the company's products to their friends a lot more. And, there's nothing more powerful in business or personal relationships than "word of mouth".

It's not always easy though. If someone is happy with the job you do, they might tell one person. If they're unhappy, they're likely to tell ten and keep telling more people for years!

Two of the most important characteristics of good socializing is how much you [smile](#) and how well you listen.

Check your **smile** in a mirror because some people have smiles that scare small [children](#)! Try a few different ways to see if the effect can be improved. It's worth it because serious research suggests that we like people that smile and demonstrate that they are happy. It's contagious in a good way.

When you pick up your phone, take a couple of breaths to relax and then smile before you start speaking. You should feel calmer during the call and get a more positive response over time from the people you talk with.

Listening is something we've always done but good listening is a learned skill.

Most problems with listening that don't have a medical basis are due to lack of understanding of how important it is for social and [business](#) interaction.

A good listener is much more rare than a good [speaker](#). And, they are always very highly valued.

The first step is to be more interested in the people you meet and what they say than anything else, just for a few seconds.

If you have difficulty remembering their name, ask them to repeat or even spell it. They won't [mind](#), but will appreciate your attention.

Use their name when you first reply to them. Try to mentally connect their name to their appearance. You may not succeed at first, but you will improve rapidly.

When they talk, [focus](#) on what they say. Many people start an internal discussion with themselves about how they will reply and don't hear what was said to them!

Can you imagine that people will ignore anyone that pays attention to them?

It's like a Lottery

Job seeking is a numbers game. It's like a [lottery](#) in that the result sometimes depends on luck more than anything else.

Although every organization will say that every application is carefully considered, it is common knowledge that a large proportion of all jobs are filled outside of the normal [process](#).



Employers and placement services are under great pressure to get the best person to fill the job and face equally strong pressure to do it in minimum time.

There are often many more applications for any [job](#) than a few years ago. The personnel manager will probably have junior staff screen the pile and only pass maybe a dozen on to him for serious consideration.

Any short-cut will be considered.

One of the most important is personal recommendation. Employers will ask other people in their industry for recommendations. The people they ask will only give solid suggestions because their own credibility is attached to them.

Some estimates are that more than one third of jobs are filled without any public announcement of the vacancy.

Many that are advertised are filled because of personal recommendations after a short selection process which may only be a formality.

This explains why it is important to develop a strong personal reputation and a network in social and [business](#) circles which helps you to become known.

The people you know can let others know about you and alert you to possible new employment opportunities which may not be public knowledge.

This can be particularly important with the rocket-like advancement of social sites on the Internet.

Your Mindset

Your mental attitude is an important factor in your job search.

Many people have sabotaged their own efforts because of a lack of [self-confidence](#) or fear about the future.

The doubts may come from:

- 1) Criticism from people they respect.
- 2) Earlier personal or business disappointments which they keep thinking about.
- 3) Uncertainty whether they can keep up with new [technology](#) and increasing competition in the job market.

These influences can be very powerful but we have the fixes within ourselves.

We can learn from sincere criticism and accept that it was probably intended to help, not destroy.



Realize that regretting past disappointments is wasting time because we cannot change those outcomes and the worry could affect our [health](#) and our future.

The new technology and pressure in the [job](#) market are constantly rising but they also bring opportunities for new tools and different jobs.

When they get a clearer view of the situation and start to feel positive about our ability to be successful in it, we will start to move forward again.

Be Prepared

Here are some simple things which we can do to help ourselves improve our job prospects as well as other aspects of our lives.

Get a Check

We all know that a regular health check is the cheapest and most effective insurance available.

But, many people put them off for various reasons.

Apart from the other obvious benefits to all aspects of your [life](#), being healthy makes you a better employee and able to give your best efforts to your applications and your work.

Exercise

Regular exercise is essential for keeping us healthy and improving our [ability](#) to avoid serious problems as we age.

There are many forms of exercise which we can use with little or no cost.

Make sure that you discuss any change in your [exercise](#) routine with [doctor](#) before you invest in memberships, equipment, or start the new exercise.

Change for the Better

Look at your current state of health and lifestyle.

Then, decide if there are any changes you want to make which you may have been putting off.

Consider what it will cost you to make those changes and what the potential benefits are.

You can probably find some small changes to start with. Then, use the completion of those goals as motivation for something more demanding.

Always discuss your ideas and concerns with your [partner](#) or people closest to you. You may find their support an important ingredient in your success.

Review Your Résumé Monthly

Assign some time to work on your résumé at least every month.

This will keep your information current.

It also ensures that you are ready to prepare an [application](#) for any new opportunity which appears.

Regular maintenance on your résumé will help you to remember details of accomplishments which you might have forgotten if you did not put it in at the time.

Be like the officers in the British [Army](#) who were said to have a Field-Marshal's baton in their case so they would be ready when an opportunity came up.

You are more likely than they were to have opportunities for a better job offered to them and you should be ready for that.

Improve Your Skills

You should put some effort into improving your skills and abilities which you will need in more responsible positions or the other business area which you want to move into when you are ready and an opportunity appears.

Write Your Own or Use a Résumé Service?

Your résumé needs to be professional in every respect and target the [company](#) as well as the position you want.

Should you use a professional to write it for you?

It can be a wise [investment](#) if you:

- ✓ Have not applied for a job for years
- ✓ Cannot promote yourself and your abilities
- ✓ Have limited time to prepare it
- ✓ Procrastinate
- ✓ Have had a good résumé writer recommended to you by someone you trust.

That last condition is very important.

You will still need to check that you communicate well with each other.

Many professionals in this area have their own strong views about some aspects of résumé preparation.

This may mean that some résumés would not fit the type of business you are in or you may not fit with them.

And, there are some professionals who are better at promoting themselves than they are at producing results for their clients.

Advantages of Using a Professional Resume Writer

A good résumé [writer](#) may be able to see values which you have to the particular employer which you overlooked.

They have probably met or surveyed major firms in their area about what they value most in applicants and what may count against an applicant's chances of being hired.

Some of their advice may [help](#) their clients with applications they prepare themselves later. You need to ensure that your chosen writer understands what you want and all the content which you provide.

Dealing with Rejection

Be prepared for [rejection](#) of your application. It can be a shock to the [system](#) even though you are aware of the great odds against you at each attempt.

Remember that not being hired does not mean you were not suitable for the job.

I've shown you that there can be many reasons for the best applicants not being successful.

The time between sending your application and being notified of the result can be hard to [deal](#) with as well.

The best way to handle it is to start looking at other possible employment.

With the odds against selection being so high, the best way to improve your chances is to get more applications in play.

They should all be carefully targeted to the individual position.

That requires time and research. So, just waiting to hear about your result with one particular job is a costly mistake.

Look at each application as an [opportunity](#) to improve your skills.

These will be useful to you in the future because from our grandparents' world where people often did only one or two jobs in their lives are gone.

We face changing demands at every turn.

But, we also have new opportunities which they could not even have dreamed about.

When we start tweaking our résumé each month, we are preparing for the job of our dreams when it comes along.

Should you use Pictures?

In those industries where your appearance is central to your job, such as modeling and [entertainment](#), you would provide pictures and spend a great deal getting the best ones you could for the potential employers.

But, do not include pictures with your résumé unless you know they are normally included with job applications in your country.

Some countries have anti-discrimination laws which forbid using appearance or other personal factors when making hiring decisions. This can cause some employers to reject any applications with pictures to try to prevent any allegations their decision was influenced by some applicant's appearance.

I also recommend that you think carefully about any picture of yourself which you put on your website (if you have one) or any social [site](#).

Pictures can be misused or misjudged.

Prospective employers will look for information about some candidates on the Internet. A [picture](#) of you might give a negative impression of you and you might never know about that.

Dealing with Résumé Hot Spots

There are some things which may cause your résumé to be devalued or even removed from consideration which you will be able to avoid after you read this section

Check your résumé before you send it for these “red flags”!

Does not Follow Instructions: If the employer asks for current or desired [salary](#) information, you should supply it. If they ask for a cover [letter](#), supply one. If you don't follow their instructions, your application can be rejected. The exceptions would be if asking for the information might be against legislation in your country.

Using their current employer's equipment: This is very common even though the reaction of other employers is fairly certain to be negative.

Use your personal email address, not one provided by your current employer.

Don't send the application through their email [system](#).

Don't make, or accept, employment-related calls or emails in their premises on the time they are paying you for.

They don't want someone who does not value their present employer to come work for them and do the same things.

Decoration: Applicants have used many things to make their applications stand out. But, employers will discount résumés which favor glitz over content. Whether it's fancy or oversized fonts or irrelevant pictures, leave them off.

An Objective or Life Goal: They may be great but are irrelevant to the employer's needs.

Gaps in Your Employment History: If they are not explained in a way that does not raise other red flags, these can cause you to be rejected.

You might cover some gaps by just listing what employment you had in terms of the years and not getting specific about the months. This may get you through the résumé [battle](#).

Listing gaps as being due to unemployment (unless due to injury), jail or [sickness](#) which may recur are likely to ensure that your application will not go further.

If you did something productive in that period like volunteer work, [training](#), caring for a seriously ill close relative or even [travel](#), just tell them about that.

These are all things that a reasonable employer would accept. But, you must decide what is the best answer you can give if you are asked for more details by phone or during an interview.

Errors in Language Use: This will cause [concern](#) for two reasons. The reviewer will think that you did not take adequate care or they may think that you do not have sufficient fluency to do the correspondence which is involved in the job you applied for.

The Age Problem

Employers are not allowed to discriminate because of an applicant's age or other characteristics, but some reviewers might reject your résumé at the first check stage where they don't have to supply a reason.

You can reduce that possibility by not putting your age or anything which will strongly indicate it on your application.

Check each section to ensure that, for instance, your work history is obviously longer than most candidates will [list](#).

References to types of work that are no longer around can also be flagged. If you think I'm exaggerating, there are many, including elevator operators, typesetters for newspapers, [computer](#) operators and punch-[card](#) data processors.

There are many which are declining fast, including watch and [camera](#) repairers as well as mail sorting and delivery staff.

Using words and special terms which are out-of-date can also be noticed.

Young applicants can also face an age problem. One man told me he felt that some employers wanted twenty-year-olds (he is twenty years old) with fifteen years practical experience!

What Job do you want Long-term?

Unless you must get another [job](#) as soon as possible, always ask yourself, "What Job do you Want?" before you start the process of applying for any position.

Then, you will be subconsciously preparing yourself for that job with each step you take in your career.

Investigate what skills, qualifications or experience you would need to be successful in that type of job.

Would you need to relocate? You might be able to do that to take up a similar position to what you do currently while you prepare yourself for the other work.

Do you know any people that are involved in that work? Can they give you information about conditions and potential they see around them.

Maybe they could [help](#) you to learn some of the necessary procedures.

Don't think that your current or past [experience](#) is wasted. When you have a good reputation and proven ability, prospective employers will take notice even if you are changing the type of job you do.

At Your Interview

Although this [book](#) focuses on the resume, I felt it worthwhile to add some tips for the interviews which I believe you will soon be doing if you follow the advice I gave about improving and updating your resume.

Always be early for your interview. The one complaint I heard from almost every experienced interviewer was about candidates who arrived late for their interviews.

There are excuses which might get you a second chance sometimes, but the best suggestion I heard from a recruiter was, "Treat it like it was the [championship](#) and your favorite team was playing. You'd be sure to get there in time, wouldn't you?"

Learn to breathe. Breathing is another of those things we've been doing all our lives, so we all think we're experts.

But, you're probably not doing it as well as you could. If so, you're robbing your body of oxygen and that's [reducing](#) your ability to thrive and succeed at whatever tasks you take on.

If you don't get much [exercise](#), you probably don't realize how much you could improve your life with just a little effort.

You probably think you're doing okay, but you're really short-changing yourself every day.

Sit in a straight-backed, comfortable chair. Feel your back against the [chair](#). Turn off any music or other distractions for about ten minutes.

Close your eyes.

Gently put your hands flat on your stomach.

Draw a breath in through your nose. Don't force yourself – that won't help.

Feel it moving down into your chest.

If your hands don't feel a small increase in pressure, you need to concentrate on breathing more deeply so that the air goes into the level where the stomach is.

Until you get that right, you're starving yourself of oxygen and your [body](#) will suffer to some extent.

Take your time. Don't try to force anything.

You will get it right fairly quickly. In the meantime, the time you relax and switch off the whirl of activity around you will probably help you start to relax more effectively.

When you start [breathing](#) better, your body will be getting more oxygen with each breathe you take for years to come.

That's worth the effort and time to get it right.

Resources

Always do your own due diligence before you give out any personal information. Be careful what information you share on any sites and carefully screen who you share it with.

You should check the site's Privacy Information to see if they can access and use any of the Private material. You cannot be sure what other people or the site might do with that information!

The sites listed here include [service](#) providers and information suppliers which I believe can be helpful to job-seekers.

I've included the sites which are currently well-known but also some which may be new to you which seem to have plenty of potential value to job-seekers.

Social Media Sites

Linked In

Linked In is a Social media juggernaut which is entirely business-related.

They are maintaining their premier position because they tweak and improve the features and potential for their members continuously.

You are encouraged to post a profile about your business [life](#) and achievements and desires.

Linked In is a **business** network). You should be [business](#)-like in your approach. Read and follow the guidelines which the site provides.

Your profile should contain details of your current position and two previous ones. A recent [photo](#), some skills and a summary statement.

Networking is built-in to the structure of LinkedIn. You should find as many contacts as you can within LinkedIn.

The organization provides free monthly webinars for job seekers - see <http://learn.linkedin.com/jobseeker/index.html>

It doesn't stop there. There are many companies which actively encourage people to apply for positions with them through LinkedIn. The applicants get access to tools which help their research and the businesses can be [confident](#) that the information on your LinkedIn profile is accurate.

There are also more than a million **LinkedIn Groups** for people that do similar work, are in the same industry or have some other common interest. Among other features, they can be a valuable source of information about jobs and conditions in a particular location or industry. Businesses can have a presence in LinkedIn for their corporate activities and many list information about vacancies and hirings. These pages can be useful for getting information about a company including its policies, products and services as well as new developments which could require more employment opportunities.

Members provide mutual support which may include job referrals when you have established your connections and shown that you are willing to participate and share your own knowledge and ideas.

Facebook

[Facebook](#) has some useful features for career improvement. The frequent updates and new features should be reviewed.

Always remember that Facebook, like many other high profile sites, collects information which you may not always be aware of.

Facebook has groups where people have common interests and you may find people there that do the type of work you do or are looking for.

They also have a [Marketplace](#) which has some job advertisements.

All the options are being continually reviewed for popularity and value to Facebook as well as its members. Any of them may be added to, tweaked or deleted at any time.

Twitter

[Twitter](#) has been used to get job offers and to broadcast availability.

Some job-search boards provide [news](#) about new positions if you sign up to get their Tweets.

There is a Twitter-based job [search](#) and many independent sites which you can sign up to get job announcements from.

Pinterest

[Pinterest](#) is a site where people show and share their favorite pictures, recipes and other Internet finds. Some people are using the site to display their talent in decorating and other creative pursuits.

The potential for catching the eye of a potential employer there may be low but it might be worth trying.

I would not post original work on there as Pinterest's Terms of Use give them rights to use anything which is put on their site in almost any way they see fit!

I would also be careful about the Terms of Use on any site where I found something which I wanted to put a [copy](#) of on Pinterest.

I think that Pinterest is worth watching because it has been one of the fastest growing sites on the Internet.

As it develops further, you might find some way to use it to connect with other people in your industry. Then, you might help each other over time by sharing your views and ideas and any job opportunities which you hear about.

Service Providers:

Internetsushi: <http://www.internetsushi.com>

This site offers [college](#) students and graduates in the U.S.A. the opportunity to create and submit video résumés (one minute long) and digital profiles seeking internships in areas of “business which are difficult to break into”.

The site has a basic free [service](#) which allows someone to upload one Standard Video résumé and has a limit of ten applications per Semester.

A paid “Premium” level (currently about \$10/month) includes unlimited applications and [video](#) résumé uploads and other benefits.

Information Sources

Mashable: <http://www.mashable.com/>

This site offers news, links and other resources for people using modern [technology](#) in their lives and businesses.

Entelo: <http://www.entelo.com> offers a service for potential employers and is focused on the hi-tech businesses. They compile information about individuals who are applying for jobs in the hi-tech area. That information covers their activity on social media sites and sites concerned with the sort of work which they do.

They do accept requests from people who want to be removed from their database.

Learn What Recruiters Do

I included these two sites which are by the same person, because I believe they may help some readers learn about current tactics and thinking of the people on the other side of the desk at interview time.

<http://thesearchologist.com/> is a site dedicated to helping recruiters.

<http://www.therecruiterslounge.com/> is another site by Jim Stroud which is more light-hearted but has some information which is directed at job-seekers as well as recruiters. This page gives some interesting statistics about its readership and the way they review résumés;

<http://www.therecruiterslounge.com/about-the-recruiters-lounge/>

The Sky is NOT the Limit!

Thankyou for buying and [reading](#) my ebook.

I hope that it has given you more confidence as well as lots of useful ideas for your future job hunting.

I believe that many people are worried about the problems that new technology and other changes have brought. They have some good points but I hope you will, like me, learn more about what is really happening so that you can take advantage of the great opportunities which are also coming our way.

Knowledge is power and helps us to deal with problems and opportunities alike.

Martin Wicks

[Another eBookWholesaler Publication](#)