

To clients and colleagues,

Happy Fourth of July!!

Feel free to pass this E-zine on.

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Announcement:

On July 23rd, I will be giving a half-day seminar on "Networking" at the Marriott in San Mateo. For details click on <http://www.6figurejobs.com/>. Pre-registration is required.

This month's featured articles are:

#1. The Two Biggest Mistakes That Job Seekers make in Interviews

#2. Applying Online: 5 Points for Resume Submission

#3. Networking venues--Business Journal Websites

#4. Success Story

#5. Humor Department

#1. The Two Biggest Mistakes That Job Seekers make in Interviews

1. *Talking too much.* In my 30 years of interviewing thousands of candidates, I find that giving too much information is a chronic problem with many. Just answer the question and seek permission or ask if the interviewer would like an example or a story to illustrate your point. When you talk too much you are not having the true dialogue you seek.

2. *Overconfidence.* Many job seekers are overconfident in their interviews. Many clients say, "If I can just get the interview, I know I will ace it." Many say when the interview is over, "I blew the interview." Overconfidence can intimidate the interviewer or make them feel unsure of your motives for wanting the position. Overconfidence gets in the way of determining whether or not the chemistry is right for the overall fit in the organization. Putting on a different face or personality will actually turn the interviewer off. Allow your self to be yourself and answer the questions honestly.

#2. . Applying Online: 5 Points for Resume Submission

My friend and associate Darrell Gurney wrote this article

1. Include your resume both in the body of the e-mail (never snail mail) as well as in an attached Word file. Some career experts advise not including an attachment due to virus scares, but I disagree. An interested recruiter will want a nice hard copy of your resume to present to hiring companies. If you're sending directly to a company, a professionally formatted version of your information always looks better on a hiring manager's desk. Since most organizations utilize anti-virus software these days, the attachment is not a threat. Plus, if your resume is in the body of the e-mail as well, they can choose, based upon interest, whether or not to open the attachment.
2. State the title and location of the position for which you are applying. Recruiters and companies posting positions to various online job boards are often assigned a listing ID#, to which they pay no attention. When you apply for "Position ID# 1234567," they have no idea which opening you refer to. So, state exactly where you saw the position listed as well as the title and location to help them focus more quickly on evaluating your qualifications for the job. If you're just sending in for any applicable positions, say so, instead of mentioning any particular position you saw.
3. Always include every bit of personal contact information in your cover letter and resume, including both cell phone and private e-mail address (as opposed to corporate). Not only are all avenues then made available for immediate contact, but you stand a greater chance of having at least one avenue still "alive" when the recruiter tries to call you again a year later when another appropriate opportunity arises. Be smart and keep all your "career partners" updated

whenever you move (homes, employers, etc.), but in case you forget, they'll have an easier time tracking you down with more contact info.

If you have submitted to a recruiter once, you might as well update your file continually, keeping it "live" in their system for other opportunities that might interest you down the road. You won't move unless it's right for you, but it never hurts to know what's going on in your field.

4. Include basic cover letter information in the body of the e-mail such as positions and industries desired (for general openings submissions), preferred locations, and salary history. Drop the salary info for letters going directly to companies, but definitely include it when sending to recruiters.
5. Sounds silly, but e-mail yourself first so you can "see" what you're sending out. Make sure your e-mail text flows smoothly and all attachments are indeed attached and downloadable

#3. Networking venues--Business Journal Websites

Looking for upcoming events to share your talents? Check out these websites of Business Journals. Go to the calendar page. (Thanks to John Trewin, Financial Consultant)

<http://www.bizjournals.com/sanfrancisco/stories/2003/05/26/calendar.html>. "The San Francisco Business Times": Scroll down to "Community" in the lower left corner.

<http://www.northbaybusinessjournal.com>. "The North bay Business Journal": "Events" is on the left side top of the home page.

<http://sanjose.bizjournals.com>. "The San Jose Business Journal": Scroll down to "Community" in the lower left corner.

#4. Success Story

Louis, early fifty's

Louis had over 20 years of successful experience as a business development and marketing executive. His industry background included medical devices, plastics and chemicals.

Outgoing and articulate, he was able to network well but unable to find a full time permanent position as a marketing executive. He had a few short term consulting assignments but he thought there ought to be something more. He liked his independence and valued solving company marketing problems.

After coaching and deliberation, he has elected to be a "broker" of services ranging from legal, to marketing to engineering to human resources. Louis has chosen the top consultants in their respective fields. The consultants he represents pay him a monthly retainer plus a bonus with each contract award. He visits all of the companies in his vast network (as well as new ones). He can now offer a wide range of solutions to a potential client.

Louis will have his website up soon, signing up potential clients and has his stable of experts ready to go. He says he is having "the time of his life".

#5. Humor Department

Job Ad Translators:

"NATIONALLY RECOGNIZED LEADER": Inc. Magazine mentioned us a few years ago.

"SALES POSITION REQUIRING MOTIVATED SELF STARTER": We can't supply you with leads: there is no base salary to speak of; you will with 30 days for your first commission check.

“SEEKING ENTHUSIASTIC, FUN HARDWORKING PEOPLE”: Who won’t notice our internship level salaries.

“COMPETITIVE ENVIRONMENT”: We have a lot of turnover and lots of intra-office back stabbing.

EXCITING AND PROFESSIONAL WORK ENVIRONMENT”: Guys in gray suits bore you with tales of Total Quality Management.

--from www.empty.net/jokes

WORDS THAT INSPIRE:

“A discovery is said to be an accident meeting a prepared mind.”

--Albert Szent-Gyorgi (1893-1986).
Hungarian Nobel Prize Winner in Physiology or Medicine.

Commercial: I am now offering 2-hour Career Review sessions for \$95. In each session we will review what has worked and is working, what areas that could use some help, and a plan to get to the next steps. If you are interested, hit the reply button or e-mail me at randy@randyblock.com.

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Your comments and feedback on this E-zine are welcome!!