



# Job readiness resources

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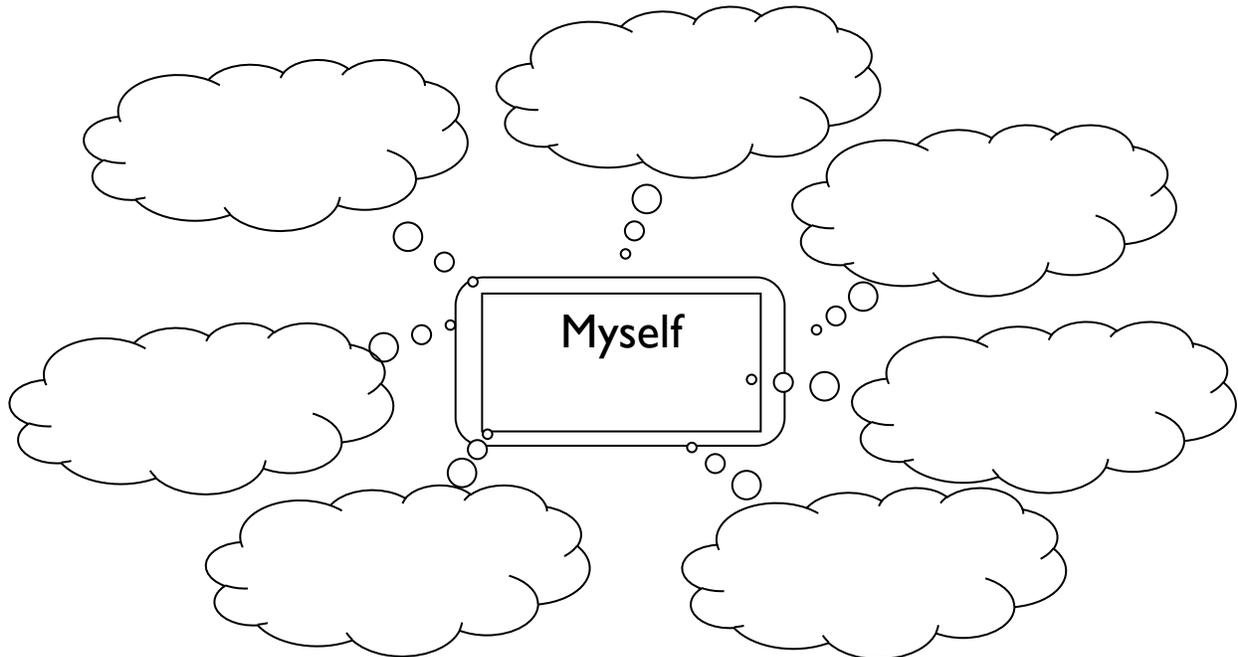
## overview

This packet is a collection of resources gathered at Diversity in Health Training Institute (DHTI) covering resumes, cover letters, interviews and other job readiness skills.

## self-assessment

Self-assessment is a good tool to use especially when we are planning for education or looking for a career change. We get to know what we are good at and what we need to work on which helps us explore other careers. Take a few minutes and think about yourself. Consider these questions:

- What are you naturally good at? What are your strengths, gifts, or talents?
- What courageous things have you done that you are proud of?
- What are qualities that your good friends admire or respect about you?
- What praise or acknowledgement have you gotten from past employers or colleagues?
- What skills do you have from other jobs that you think will be useful in the next?
- What is important to you? What do you value?
- How do you like to work? Surrounded by people? Alone? Something else?
- What kind of schedule do you like? Set hours? Hours that change each week? Something else?



## resume writing

### *What is a resume? Why do we need a resume?*

- The word **Résumé** is stemmed from a French word that means “**summary**”. It is a one to two pages document that illustrates a job applicant’s work experience, education/training and skills.
- A resume is one of the first elements we need when we are applying for a job. Its main goal is to provide an employer with a detailed picture of the qualifications of a candidate.
- It is an opportunity to describe your relevant skills and experiences for the job.

### *Is the Resume the same thing as a CV?*

Let’s first identify what is a **CV** or **Curriculum Vitae**. It is actually a Latin word that means “**course of life**”. As it is with the resume, a CV is meant to provide a summary of a person’s qualifications, skills and experiences. Yet, there is a difference between them.

Curriculum Vitae	Resume
<ul style="list-style-type: none"> <li>- Is mainly used to highlight the academic accomplishments.</li> <li>- It is used when applying for academic positions, fellowship, grants, research.</li> <li>- It is usually longer: two pages and more. Its length depends on the years of experiences.</li> <li>- It should include a whole list of a person’s academic history: education, research experience, publications, dissertations, presentations, awards, affiliations and honors.</li> <li>- It always starts with the education section and the academic experiences.</li> <li>- <b>CV</b> is mostly used in other part of the world apart from USA and Canada: Europe, Middle East, Africa and Asia.</li> </ul>	<ul style="list-style-type: none"> <li>- Is used to provide a concise summary of a person’s qualifications and skills</li> <li>- It is used mainly when applying for a job: industries, non-profits, private and public sectors</li> <li>- It is mostly 1 page and sometimes two pages can be accepted but not more.</li> <li>- It focuses on work-related skills and related work experiences.</li> <li>- Education is most of the time highlighted towards the end but it depends on the fields as well.</li> <li>- <b>Resumes</b> used in USA and Canada at large scale.</li> </ul>

### *Common formats for a resume:*

- **Chronological resume:** as the name states it, there is some chronological order in it. The candidate should list all their work history in a chronological order starting from the most recent one. This type is often the most preferable by the employers because it gives them an idea about the jobs that person has worked in and shows if the person has some sort of stability in their work experience. This type can fit mostly people with a more solid and strong work history with no gaps.

- **Functional Resume:** This format illustrates the person's skills and experiences rather than the chronology of a work history. It is mostly used and most applicable to those who have gaps in their employment history or who has changed careers.
- **Combination of Chronological and Functional:** this format takes from both types: it highlights the skills and experiences and also adds the chronological order. This format helps the candidate to provide more details to the employer about the experiences and give a clear picture of what kind of an employee they are.
- **Targeted:** in this format, the candidate should customize and tailor the resume to meet the job description they are applying to. Every part of the resume has to meet to reflect the job requirements starting from the objective, summary of qualifications, skills, work history and education.

### **Components of a resume:**

- **Contact or Personal Information:**
  - First & Last Name
  - Email Address (professional version)
  - Mailing Address
  - Phone Number (make sure to set up your voicemail with professional greeting)
- **Objective:** This section is not a requirement, but can be included if it feels relevant to your job search. Under your contact information at the top of your resume you can put a description of your future job objective/goal. *Example: To obtain employment as a nurse in a hospital setting serving the local community in Oakland.*
- **Highlight/Summary of Qualification:** This section is not a requirement, but can be included if it feels relevant to your job search. Under your contact information at the top of your resume you can put a big-picture summary of your skills and experiences relevant to the job application. It should be concise: 3 to 5 brief sentences/bullet points. The main goal of this section is to convey an idea about a candidate's attributes and strengths. This may also be what you share in a cover letter, so may not be necessary in your resume. *Examples:*
  - *Excellent at managing responsibilities in a high-volume atmosphere*
  - *Skilled at interacting with customers of all socioeconomic backgrounds*
- **Work Experience:** This section describes the person's work experiences including a description of the tasks and duties that were allocated to the person. Also, under tasks in each position, a person should put the skills needed for it and their accomplishments. This section should be like an inventory of a person's work history and accomplishments. Yet, it should be customized to meet the potential job opportunity. This section can have not only paid jobs but also un-paid ones if they are relevant. Or, you can create a separate section that covers Volunteer Experience. Tips:
  - Put most recent work or volunteer experience first
  - Include employer name, location, dates of employment and your position
  - Use bullet points rather than paragraphs
  - Use ACTION VERBS to describe your experiences. For example, *"Connected approximately 15 clients per week to relevant health information and community resources"* or *"Registered approximately 15 clients per week into health coverage based on their income level and/or immigration status"*

- Use correct verb tense (past or present)
- Emphasize impact over tasks. Use numbers to articulate impact when possible.
- **Education:** In this section, a person has to show what level of education or what degrees they have completed. Include:
  - Most recent education experience first
  - Include current education experiences, even if you haven't graduated or completed them
  - Include name of the school/university/institution, location, program/degree, graduation date or expected graduation date
  - Professional trainings and certificates can also be included in this section
- **Skills section:** This part of the resume is usually formatted in bullet points that are easy to scan and read. This provides the employer with a clear idea about the candidate's skills and is often toward the end of the resume. Language and computer skills are good to include.

If you like, you can include additional sections. Some examples:

- **Awards / Honors:** if a person has received awards or honor certificates as a recognition of their accomplishments, that could be stated as well.

### ***Other tips for resume writing:***

Spacing and margins:

- Standard margins are approximately 1 inch, but you may reduce them to fit to the page.
- Single-spaced between lines.
- Remember: Blank space is visually pleasing, and aids reader in processing information.

Spelling and verb tense

- Use spell check, and have someone edit your résumé
- Capitalize proper nouns (names of people and places)
- Use present tense for your current work / volunteer experience, and past tense for all previous work / volunteer experiences

Formatting/Fonts text

- Whatever you do, do it consistently
- Don't use bold, italics, and underline in a single section of your résumé – you can use 2, but not all 3
- Bullet points are your friends – increased readability
- Recommended Fonts: Garamond, Arial, Calibri, Times New Roman
- Now is not the time to experiment with “fun” fonts

Length

- 1-2 pages and blank space
- Too much blank space looks like you've run out of things to say
- Too little blank space looks cluttered, and makes the content hard to read

## resume templates

### Name

Street Address

City, State, Zip

Phone Number — Professional E-mail Address

---

### Objective

Write job objective here

### Work Experience

Organization, *City, State*

XX/XXXX – XX/XXXX

Position

- 
- 
- 

### Volunteer Experience

Organization, *City, State*

XX/XXXX – XX/XXXX

Position

- 
- 
- 

### Education

Current School, *City, State*

Degree expected XX/XXXX

- What you're studying / majoring in
- Any classes you're taking or have taken that are relevant to the position

Past School, *City, State*

Graduated XX/XXXX

- GPA or academic awards you received
- Academic organizations you participated in, your role, and how long you participated

### Additional Skills

- 
-

**FIRST AND LAST NAME**

Address (only city, state and Zip Code)

Phone Number

Email Address

**PROFESSIONAL SUMMARY:**

*(A very short paragraph that best describe you as a professional with a mention on the kind of job you are seeking)*

**PROFESSIONAL SKILLS**

*Use bullet points to indicate your skills → usually the skills that one needs to include here should be a response to the job description list that a potential employer may be looking for. For ex:*

- Providing Excellent customer service
- Good team player that enjoys collaborative working environment
- *Language Skills*; Multilingual or bilingual in:.....
- *Computer Skills*: Proficient in MS Office suite: Word, Excel, PowerPoint, Access, Publisher

**PROFESSIONAL EXPERIENCE**

**Title** Start Sate – End Date

**Company Name**, city, Country

*Also in bullet points, provide a synopsis of the tasks and duties that you had in each position. Make sure you have the quantitative (numbers/ percentages) and qualitative (how well did you do your task or accomplishment) aspect in the details*

- List accomplishments per position
- Mention the types of people you dealt with, managed or helped
- Use Action words (implemented, created, ..etc)
- Result words such as (Ensured, enabled, etc) that describe the outcomes you brought to the company

**Title** Start Sate – End Date

**Company Name**, city, Country

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- Result words such as (Ensured, enabled, etc) that describe the outcomes you brought to the company

**EDUCATION**

Training year of Completion

School Name. City/ Country

Highest Degree year of Completion

University/ School Name, City

Highest Degree year of Completion

University/ School Name, City

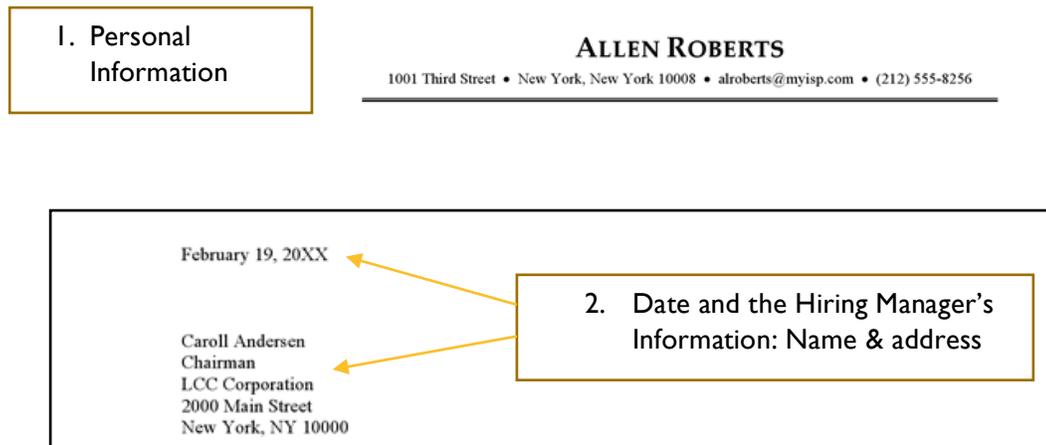
## cover letters

### **What is a cover letter? What is the purpose of the “Cover Letter”?**

- Introduce yourself to an organization
- Talk about why you are a right fit for the job
- Demonstrate your interest in the company or a specific vacancy
- Allows you to make an argument about how you’ll benefit the employer
- Draw attention to your resume and motivate the reader to interview you
- Often this letter is the first contact you have with a prospective employer

### **What are the steps to follow in creating a “Cover Letter”?**

The cover letter includes your personal information, the date and the contact information of the hiring manager. If you don’t have the name of the contact person, you can use a neutral salutation/ greeting such as “Hiring Manager.”



The body of the letter usually includes 3 paragraphs.

- **In the first paragraph you express your interest in the position.** You need to mention your interest and the name of the position you are applying for as well as where you heard about it: it might be the newspapers, an ad on the radio, from internet, from an acquaintance (a friend/ colleague/ previous boss, supervisor, etc.).
- The **second paragraph is where you explain why you are qualified.** You should share your relevant skills and experiences that you have that can be transferable or can fit the job. Also share what can you bring to the company/organization/institute. When writing this part, you should think of examples where you applied those skills in your previous experience (s) and how you see this to be beneficial for the potential position.
- The **last paragraph is closing your letter and indicating how to keep in touch.** In this third paragraph, you want to mention your desire for the next step in the hiring/job search process and you want to make sure that you thank the person for their time to read your letter. You can include your phone number in this paragraph as a way to contact you to set up for an interview.

4. The body of the message / cover letter

With a stellar track record of increasing market share, profitability, and product offerings, it is a pleasure to submit my resume for President of LCC's North American Division. I believe that, upon review, you will recognize that my innovative strategies are exactly what LCC needs to lead it to the next level.

My greatest strengths match those most essential to consistent growth and success:

- ◆ Expertise in developing profitable partnerships and forging global strategic alliances.
- ◆ Proficiency in identifying untapped markets and business opportunities, nationally and internationally.
- ◆ Strong track record of bottom-line responsibility for product launch, pricing, marketing and promotional initiatives.
- ◆ A career-long history of consistently increasing productivity and reducing costs.

My keen business insight and in-depth knowledge of improving operations while leading tactical marketing activities will enable me to impact your bottom line. I am confident my combination of drive and experience will provide you with an invaluable resource.

LCC Company intrigues me as an organization that realizes the importance of inspiring teams to reach new heights, which is the very type of vision that has defined and propelled my career. I look forward to discussing your objectives and how we can work together to accomplish them.

At the end, don't forget the complementary close (Best Regards, respectfully, etc). Also, your signature and your name.

Sincerely,

Allen Roberts

5. The closing line and your name

This is an example of how a cover letter should look like

**ALLEN ROBERTS**

1001 Third Street • New York, New York 10008 • alroberts@myisp.com • (212) 555-8256

February 19, 20XX

Caroll Andersen  
Chairman  
LCC Corporation  
2000 Main Street  
New York, NY 10000

Dear Ms. Andersen:

With a stellar track record of increasing market share, profitability, and product offerings, it is a pleasure to submit my resume for President of LCC's North American Division. I believe that, upon review, you will recognize that my innovative strategies are exactly what LCC needs to lead it to the next level.

My greatest strengths match those most essential to consistent growth and success:

- ◆ Expertise in developing profitable partnerships and forging global strategic alliances.
- ◆ Proficiency in identifying untapped markets and business opportunities, nationally and internationally.
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Sincerely,

Allen Roberts

Enclosure

**Do's and Don'ts of a Cover Letter:**

<b>Do</b>	<b>Don't</b>
Proofread your cover letter before you send it in	Submit a cover letter with any errors
Use action verbs when describing your experience (e.g. planned, oversaw, generated, etc.)	Start all of your sentences with the word "I"
Make your cover letter stand out, be descriptive about why you are the best candidate for the position	Make your cover letter boring
Keep your cover letter short	Make your cover letter more than one page
Tell the employer how you can meet their needs and contribute to the company	Just restate what is on your resume. The employer will read this information when they read your resume
Make a new cover letter for each different position that you apply for	Send your resume without a cover letter
Request an interview in the conclusion of your cover letter	Send every employer the same cover letter

## cover letter template

[Your Name]  
[Street Address]  
[City, ST ZIP Code]  
[Phone Number]  
[E-mail Address]

February 27, 2017

[Recipient Name]  
[Company Name]  
[Street Address]  
[City, ST ZIP Code]

Dear [Recipient Name]:

I recently learned of your need for a [Position Name], and I am writing to express my interest in this position. I believe my education, employment, and volunteer experience are in line with what you are looking for in a potential candidate.

I have reviewed your [position description / website] and I believe I have a good understanding of what you are seeking. I have [number of months or years] of experience as [job title / volunteer position / skills that are relevant to the job you're applying to]. My specific skills include [list specific skills]. I think that my skills and experience makes me an excellent candidate for this position.

I would appreciate the chance to discuss the [Position Name] position at your [business / organization / company]. I can be reached at the phone number and e-mail address above. If I have not heard from you within five working days, I will follow up with another [phone call / e-mail]. Please do not hesitate to contact me if you need additional information.

Thank you for your consideration.

Sincerely,

[Your Name]

## interview skills 101

Video: [https://www.youtube.com/watch?v=DHDjrj0\\_bMQ0](https://www.youtube.com/watch?v=DHDjrj0_bMQ0)

### **Strategies to prepare for an interview:**

1. Research in 3 areas
  - a. Yourself
  - b. The position
  - c. The organization and industry
2. Develop short relevant stories: show and tell method to demonstrate your skills
3. Practice with commonly asked questions
4. Make a good first impression
  - a. Arrive early
  - b. Dress to impress
  - c. Keep your energy positive, confident and upbeat
5. Three types of interviews
  - a. Behavioral: "Tell me about a time when..."
  - b. Technical: Solve a problem
  - c. Case interview: Scenarios
6. Telephone/skype interviews
  - a. Quiet environments
  - b. Think about the background, lighting and what you are wearing if do Skype
  - c. Test your equipment
7. Prepare questions to ask the employer as well
8. Establish next steps at the end of the interview: What are the next steps?
9. Closing statement
10. Thank you note within 24-48 hours

## questions to expect in a job interview

*This information is courtesy of WorkSource.*

### **About Your Qualifications**

- Tell me about yourself.
- How do you think a friend or someone who knows you well would describe you?
- What do you think is your greatest weakness?
- Can you summarize the contribution you would make to our organization?
- Please tell me about the greatest professional assignment you've ever handled.
- What accomplishment has given you the most satisfaction?
- Tell me about your experiences at school.
- What has been the most rewarding college experience?
- Tell me about your most significant work experience.
- How would those who have worked with you describe you?
- Why are you the best candidate for this position?
- Have you ever supervised anyone?

### **About Your Ability to Work in the Environment**

- Why are you interested in this job?
- What do you know about us?
- In what kind of work environment are you most comfortable?
- What criteria are you using to evaluate the organization for which you hope to work?
- Are you a team player?
- How do you work under pressure?
- How do you handle conflict?
- What major problem have you encountered and how have you dealt with it?
- How competitive are you?
- What do you expect from your supervisor?
- What qualities should a successful manager possess?
- Describe the relationship that should exist between a supervisor and those reporting to him or her.

### **About Your Career and Personal Choices**

- What are your long-range career goals? When and why did you establish these goals and how are you preparing yourself to achieve them?
- What are the most important rewards you expect in your business career?
- What do you do in your spare time?
- What kind of salary are you looking for?

### **Welcome to the Real World**

- For the most recent graduate, here are some tough questions specifically tailored to discover your business potential.
- Why did you choose [school]?
- What led you to major in \_\_\_\_\_?
- What course have you liked the least? The most?
- I'd be interested to hear about some things you learned in school that could be used on the job.
- Do you think your grades adequately represent your abilities?
- If you could do so, how would you plan your academic study differently? Why?
- We have tried to hire people from your school/your major before, and they never seem to work out. What makes you different?
- Have you ever had difficulties getting along with others?
- What problems do you see in your school? How would you go about correcting them?
- What have you done that shows initiative and willingness to work?

### **Hard Questions**

- Did you ever have a group leader or boss you disliked? Why did you dislike him/her?
- How would someone who dislikes you describe you?
- Talk about a group situation in which there were problems. How did you handle the situation and what was the outcome? What role did you play in the group? How could the group improve its performance?
- Tell me about a time when you experienced a failure and how you reacted to it.
- Tell me about a time when you were under considerable pressure to meet one or more goals.

- Describe a situation where you had to resolve a problem at work and explain how you resolved it.
- Give me an example of how you are a risk taker.
- If you could have any job in the world, what would it be?
- What motivates you?
- Why do you want to work for us and not for our competitor?
- Why should we hire you over everyone else we spoke to today?
- What do you think is the most important/difficult ethical dilemma facing corporations today?
- Give a one sentence positioning statement of yourself.
- How do you go about deciding what to do first when given a project?
- Tell me about an experience you have had in a working environment (school, work, or community).
- Describe a situation where you did not agree with something your boss asked you to do and how you resolved the problem.
- Can you work under pressure?
- What did you like/dislike about your last job?
- What would you like to be doing five years from now?

### **The Stress Interview**

- Would you like to have your boss's job?
- See this pen I'm holding? Sell it to me.
- Why should I hire an outsider when I could fill the job with someone inside the organization?
- Why were you out of work for so long?
- Describe a situation when your work or an idea was criticized.
- Your application shows you have been with one organization a long time without any noticeable increase in rank or salary. Tell me about this.

### **For Career Changers**

- Why would you be interested in this kind of work?
- How do you expect to get up to speed in all the areas that will be unfamiliar to you?

### **And, the Most Dreaded Question, "Tell Us about Yourself"**

- This is also your greatest opportunity. You are likely to be asked this, so plan to use the open-ended nature of the question to your advantage. It is not necessary to answer autobiographically. You may choose to organize your thoughts around your interest in the job and why you are prepared to do it.

### **questions to ask in a job interview**

*This information is courtesy of WorkSource.*

### **Do You Have Any Questions for Us?**

- The right answer is always yes, or you risk appearing uninterested. Prepare some questions in advance, but, above all, ask questions that show a response to what you

have learned from the interviewers, and that are thoughtful, rather than formulaic. Some examples include:

### Advancement

- What skills would I need to be successful in this position?
- Can you tell me how success in this position is measured?
- How do you encourage your employees to keep current with professional developments in the field?
- Could you tell me about your training program? What are some of the typical career paths that others who have been in this position have taken? What would be a realistic timeframe for advancement in this position?
- What are the opportunities for personal growth?
- What is the retention rate of people in the position for which I am interviewing?
- Is it organizational policy to promote from within? What is the work history of your top management?

### Responsibilities

- Tell me about a typical day in this job.
- Who would I work with most closely on a day-to-day basis?
- How often can I expect to relocate during the initial years of employment with your organization?

### Being New on the Job

- What do you consider the most challenging aspect of this position for someone who is new to your organization?
- What does the new [job title] need to accomplish in the next 6-12 months?
- What qualities are you looking for in your new hires?
- What are your expectations for new hires?
- Could you describe a typical first assignment?
- What are the most challenging aspects of the position?

### More about the Organization

- Why is this position available?
- What are your department's major projects in the coming year?
- What do you think are your organization's greatest competitive strengths with clients?
- What is the overall structure of the department where the position is located?
- What is the work environment like?
- What makes your organization different from its competitors?
- What are your organization's strengths and weaknesses?
- How would you describe your corporation's personality and management style?
- Why did you join the organization? Why have you stayed with the organization?

### thank you note

Among the important actions to take after an interview is to send a Thank You card or email to the interviewer. This action will help you stand out of the crowd. The thank you note should be sent as soon as possible, preferably the latest within 24 hours from the interview day. This way, you remind the interviewer of who you are. These days it typically happens by email, but it can

### THANK YOU

*Dear interviewer,  
 [thank them for their time] +  
 [mention something about your conversation that  
 you found interesting or helpful] +  
 [reiterate your interest in the job and company] +  
 [emphasize what about your experience would make  
 you good at the job]  
 Best, [you]*

also happen through regular snail mail as well. It should not be a long letter or long note. It should be concise, professional and relevant to the interview content. Here is an example:

*Dear Interviewer Name:*

*Thank you very much for the opportunity to interview for the position of [job title] yesterday [or today, if appropriate]. I enjoyed speaking with you, meeting other members of the staff, and the opportunity to learn more about this position. I am very interested in this position and the opportunity to join your team.*

*This job feels like a very good match between my skills and experience and the requirements of this job. As we discussed, you need someone with strong [whatever] skills, and I have extensive experience with [whatever technology or tool that is important to the job and that you have experience using].*

*Again, thank you for considering me for this opportunity. Please let me know if you have any questions or concerns or need more information. I look forward to hearing from you.*

*Best regards,*

*[your name]*

*[your email address]*

## job references

### **What is a Job Reference?**

A reference is an individual who is usually contacted by the potential employer to verify or get more information about the candidate's work experience, work ethic, character, background, etc. Usually after the interview, a candidate is required to provide the employer with a list of professional references and/or personal references.

- Professional Reference: is a person who can speak about your qualifications and skills for a potential job. It can be a previous manager, supervisor, colleague, client, vendor, etc; in short, someone you worked with who can recommend you for a job.
- Personal Reference: for someone who just graduated and didn't have any work history, a personal one can be appropriate. Who can serve as a personal reference? It can be a neighbor, a friend, a professor/teacher, counselor, and if you have done any volunteering, a leader or any staff member of the organization/ institute you volunteered in can do it.

### **How Shall a Job Reference be presented?**

Job Reference list should be presented in one page in a format that provides clear information to the potential employer and easy to read. It should contain the following:

- The first and last name of each reference person
- The title of each person
- Address (if possible), phone number and email address for each person

- And a note with a short description of your relation with that person.

#### Professional References

Jean Doe  
1212 Mockingbird Lane  
Munster, OH 55555  
(555) 555-5555  
[jdoe@address.com](mailto:jdoe@address.com)

---

Joe Smith-Jones, Executive Director  
Clarify Corporation  
2222 Second Avenue  
Munster, OH 55555  
(555) 555-5556  
[joe@samplemail.com](mailto:joe@samplemail.com)

*NOTE: Joe was my boss at Clarify for two years.*

Smithy Josephson, General Manager  
Other Company  
3333 Third Avenue  
Munster, OH 55555  
(555) 555-5766  
[Smithy@samplemail2.com](mailto:Smithy@samplemail2.com)

*NOTE: Smithy was my boss at Clarify for one year. He is now at Other Company.*

Timothy TimTim  
Clarify Corporation  
2222 Second Avenue  
Munster, OH 55555  
(555) 555-5557  
[Tim@samplemail.com](mailto:Tim@samplemail.com)

*NOTE: Tim was a fellow project manager at Clarify.*

Laura Laurason  
Yet Another Company, Inc.  
4444 Fourth Avenue  
Munster, OH 55555  
(555) 555-6756  
[Laura@samplemail3.com](mailto:Laura@samplemail3.com)

*NOTE: Laura was my boss for three years at Yet Another Company, Inc.*

Also, you should include your name and personal information at the top of the page the same way you do in your resume.

← Here is a sample of a job reference list.

**Important:** *Before submitting a list of references to the potential employer, a candidate needs first to get the permission from the people they are listing as a reference and share information with the reference person on the job they applied to.*

**What are some of the questions that a potential employer may ask the referenced person?**

Usually, after the interview, a potential employer is seeking more information about the candidate either on character traits or professional skills.

#### Here are some examples of the questions:

- Do people like working with the candidate?
- What are the strengths and weaknesses of the candidate?
- What are areas that the candidate needs to improve?
- Examples of outstanding things that the candidate has done?
- How does the candidate deal with stressful situations?
- What about time management?
- What's a memorable accomplishment of the candidate?

#### email etiquette

Here are some basic tips for writing & sending emails:

- **Evaluation:** one should keep in mind that each email sent is a piece of evaluation: the character of the person, the tone, the intention and then the simple main intended message (the main purpose of the email).
- **To, CC, Bcc fields:** be sure to reply to the people who need to be included, using reply all if needed. Check that all the relevant people are included. When filling out CC and BCC fields, one should be mindful of:
  - **Cc field:** this field is used to keep someone informed of communication, but is not the direct recipient of the communication. When using this field, a person needs to be sure that the receivers are acquainted and they are involved in the same topic. If any of them is somehow new or likes to keep their contact info

- private, the sender needs to ask permission before adding that person to the CC field and/or name why they included the CC person.
- **Bcc:** In order to respect the privacy of receivers, the sender can use this field when sending an email to a group of people who either do not know each other or are not open to exposing their contact info to others.
  - **Subject Field:** the subject line of an email describes its content and attachments in a short sentence or even one word that clarifies the intention of the message. It is the primary means that can help the email to be read or to be postponed or even ignored. It provides the topic of the communication and gives an idea to the receiver about what is in the email. The formatting of the subject is also important and can affect the possibility of reading the email or not. It should not be all Capital letters, not small letters and should be free from mistakes or typos.
  - **Formality/Courtesy:** an email especially a work-related one should always be formal. Avoid casual language, symbols, all capitals, and abbreviations. Being formal in written communication protects the image of professionalism one built from the first time. Especially at the beginning of a professional relationship, address people formally “Hi Dr. / Mr. / Mrs.” Once the other party open up and offers to be called or addressed with a more relaxed courtesy, the sender can go ahead and switch to that.
  - **Formatting:** when writing and typing an email, use standard font and size as well as refrain from excessive usage of Bold, Capitalization, etc. It should be as simple and clear as possible.
  - **Simple/short:** Keep emails easy to read, short, and clear. Simplify sentences and list items as much as possible. Save everyone’s time by linking to resources instead of leaving everyone to find them individually.
  - **Signature:** include a signature with contact information: the name, title, company name, phone number and the link to the website.

## elevator pitch

**Video:** <https://www.youtube.com/watch?v=uyxfERV5ttY>

### *What is an Elevator pitch?*

The elevator pitch is a short and strong speech with which a job seeker presents themselves. It is usually about 30 to 45 seconds, but up to 60 seconds. It is used in different situations such as career/ job fairs, networking events, job interviews and cold calls. Basically, it should give a very concise idea of the person/ candidate, who they are, and what makes them unique.

There are different formulas to craft an elevator pitch and they differ slightly based on the field and professions. Yet, they all share the baselines:

- Who are you?
- What field are you in?

- What communities or populations do you serve?
- What is unique or special about you?
- How do people benefit from your work?
- What can you do for the employer?

### Activity:

Take a few minutes, think about yourself, your skills, experience and what you are looking for and write down ideas. Then, develop those ideas in a very short, succinct story-like paragraph. Don't forget to use the steps above. After that, share with the others.

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### professional bio

According to the muse website, your professional bio may be the most important piece of copy that you ever write because it is the first introduction to who you are and what you are interested in/capable of doing. You can post it to different platforms, including social media, and may be reason that people contact you about a job. Here is a template adapted from the muse website:

[First & Last Name] is a [title] who works with [who you help] to [how you help them].

[First or Last Name] knows/believes [what you know/believe about the work you do.]

[First or Last name] has [landed/secured/worked at/supported] [insert your most compelling experiences and achievements].

[First or Last Name] is [trained/certified] [insert relevant trainings, awards, honors, etc.].

[First or Last Name] holds a [insert degree] in [insert area of study] from [insert university].

#### Example:

*Alex Honeysett is a Brand and Marketing Strategist who partners with CEOs, executives and solopreneurs to grow their personal and professional brands, human-to-human. After spending nearly a decade working in PR and marketing for multimillion dollar brands and startups, Alex knows what truly drives conversions, sold-out launches, and New York Times interviews—and it's not mastering the marketing flavor of the week. It's how well you connect with the heart-beating people you're trying to help and communicate your understanding back to them.*

*Alex has landed coverage in print and broadcast outlets around the world, including the Today Show, Wall Street Journal, Mashable, BBC, NPR, and CNN. Her own articles have been featured in The Muse, Forbes, Inc., Mashable, DailyWorth, and Newsweek. In addition to her extensive PR and marketing experience, Alex is a trained business coach.*

*Alex holds a BA in communications and journalism from the University of Delaware.*

**\*\*\* Unless otherwise noted above, content is from previously existing material at DHTI.\*\*\***