

# Study Guide



**Business**

**Soft Skills**

**Career Enhancement**

**A Business Soft Skills lesson  
for your career enhancement**



**BUSINESS  
SOFTSKILLS, INC.**

Level One / 2.0

## ***“Business SoftSkills Career Enhancement Study Guide”***

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## Lesson #7 “Finding a Job”

### LESSON #7 “Finding a Job”

Getting a job today can be difficult. Looking for a job IS a job in itself. This video will present six different methods to finding a job. After reviewing these methods, we will discuss the negotiating process and job offer letters. This will be followed by a review and a quiz, then wraps up with the summary.

Video Lesson Timing															
VIDEO	Entire Lesson	Open	Intro	CHAPTERS									Exercize	Review & Quiz	Summary
				1	2	3	4	5	6	7	8	9			
Finding a Job	25:40:00		1:14	4:38	1:15	1:50	1:39	3:59	1:26	1:12	2:00		4:25	1:59	

### Script

[“As Spoken” script – not edited for grammar]

#### INTRO

Hello, my name is Kathleen Stelts, and this video lesson is on “Finding a Job.” Getting a job today can be difficult. Looking for a job IS a job in itself. This video will address all those students just getting out of school, anyone who has been recently laid-off, and any person returning to the workforce, such as military personnel, seniors or stay-at-home parents.

Everyone you talk to has a different method of finding a job. We are going to present six different methods to FINDING a job in today’s market. We recommend you try each method until you are successful. Remember, you only have to find ONE job! After reviewing these six methods, we will discuss the negotiating process and job offer letters. This will be followed by a review and a quiz, then finally the summary.

## Lesson #7      *“Finding a Job”*

Some people take advantage of being jobless and enjoy their time off. They call it “Fun-employment.” It is OK to put job hunting on hold for a while, to take some time for travel, seeing friends or to get reacquainted with a favorite hobby. But it is only a temporary distraction from reality and at some point the financial burden may become overwhelming. This video will show you the different methods to find a job.

### Chapter 1

Whether they call it laid off, downsized, between jobs, discharged, dismissed, pink-slipped or jobless, it is scary to be out of work. The first thing to remember is, don't panic. Start to put your plan together.

Make sure your resume and references are completed before you start your job hunt. Refer to the Resume Writing and Interviewing videos for additional information.

The number one method to finding a job is still word of mouth. It is important that you let EVERYONE know that you are looking for a job. Don't be embarrassed to do this. Unemployment happens to everyone at some point in their career. The first step is to notify your business contacts, past and present. Include everyone you can think of; peers, managers, vendors, anyone that knows you. After you talk to these contacts, send a copy of your resume.

By the way, anyone in sales or HR is an exceptional contact because they usually know a lot of different people and companies. But don't stop there. Continue to ask everyone else you know such as: family, friends, neighbors, your hair stylist, doctors, dentists, PTA members, church members, alumni or school contacts. If you don't get a reply, don't be afraid to ask again a few weeks after the first request. Some people won't make an effort until they hear your second request and know how sincere you are about this process.

The “word of mouth” method includes using social networking programs such as Facebook, Myspace, Twitter, Plaxo or Friendster. Some sites are primarily set for professional networking services such as LinkedIn or Jigsaw. Put your job pitch in their bio section of these sites.

Speaking of Twitter, a good way to find job resources is to use the Twitter search function and type in job search; for example, “job openings,” “looking for a job,” or “healthcare career.” Additionally, you can search out others in your career field on sites

## Lesson #7 “Finding a Job”

like “Twellow.” Twellow, T-W-E-L-L-0-W.com is a search directory of people by their area of expertise. Your next job could be just a “tweet” away. If you don’t belong to any of these groups, take time to join. They can assist in widening your professional network quickly. And, a lot of recruiters are now using social networks to find candidates.

### **CASE STUDY #177**

*Here is a Case Study. Bob was an experienced programmer. The project he had been working on was unexpectedly dropped and Bob ended up without a job after 10 years of employment. One evening he was browsing at a local book store. As he was standing in line he saw the person in front of him had a new programming manual on C++. He asked the man if he was in the computer business. He introduced himself as Phil and said, “Yes, I am trying to keep up with the latest changes in programming languages.” Bob said he was looking for a job as a C++ programmer and did he know anyone hiring. Phil thought for a moment and said, “Yes, they just created a job opening last week, but had not started advertising for it.” Bob got his email address and two weeks later had a new job. He used the “word of mouth” method on a total stranger and found a job!*

### **Chapter 2**

The second method is searching the Internet. There are thousands of Internet job sites and each is a little different. A few large sites such as Monster.com and Careerbuilder.com handle all industries, locations and job titles. Other job banks are based on a key area of the country, an industry or job descriptions. You may be sending different resumes for different positions so it is a good idea to start a list of each location, job and website.

Try to look for job banks that are close to your physical location as well as your job description. Ask other people in your industry what sites they are using on the Internet. You can also use Google or Yahoo to search for additional job banks. Most job banks are free, but you may find that some will charge you for their use. Be cautious when paying for job banks. By the way, we have put together a list of websites for you to use when you start your search. It is located in the Study Guide provided with this video

## **Lesson #7      “Finding a Job”**

package. There is a special Armed Forces section just for military personnel returning to civilian life.

### **Chapter 3**

The third method is Internet posting. Some job banks and other specialized Internet sites allow you to post your resume so that employers can find you. It is OK to post your resume but it is a good idea to just use your email address as your primary contact information. Remember, anything you post on the Internet becomes as public as putting it on billboard. Everyone can view it. Also, your resume may be copied and placed on other web sites without your knowledge or permission. Once you place your resume on the web site, it's there forever.

Do a search on the Internet for companies in your industry that are in your local area. Send email resumes to each HR department. The objective is to get your resume into their database. Once you are in their database, you have a good opportunity of being contacted if they have a job opening that matches your experience. You may need to fill out a “mini-application” form to get into their database.

If you hear of a company that has jobs available, email them your resume. If you are planning on moving out of the area, look for companies in the new location and plan on a trip when you get interviews scheduled.

Some trade associations have resume postings or job openings just for members. Recruiters will frequently look at these sources to find resumes. Also, there are some newspapers or other publications that allow FREE resume postings. Post your resume wherever there is a good possibility for employment. Don't sit back and wait for people to call you after you have posted your resume. Be proactive with the other job finding methods we are presenting.

### **Chapter 4**

Publications – the fourth method to finding a job. Most major newspapers now have Internet sites available to assist you in your job search. Some will allow you to look at job openings posted six months ago. Go ahead and look as far back as possible and send your resume to any opening that matches your experience. The person who took a similar job four or five months ago may have not worked out and the hiring company

## Lesson #7      *“Finding a Job”*

may be looking for a replacement. It is also a good idea to keep an eye on the business section to see if any organization is expanding, moving to your area or is showing impressive sales growth. Business journals, both online and hardcopy are good sources for advertisements and similar types of information.

The Wall Street Journal always has good information on business activities. And don't forget the phone book for finding companies in your area that may not have web sites. Yes, there are still organizations that don't have web sites.

It is easy to send out emails with your resume attached or embedded. Once you have built your list of companies in your area, you can look for their websites and HR contact information. Occasionally, you will not be able to find an email address and you may have to resort to using 'snail mail.' If the company is close by, you might want to drop off your resume directly. Do what ever it takes to get your resume inside that organization.

### Chapter 5

Method number five: Attend meetings. This includes job fairs, associations, lectures and trade shows. Job Fairs are an excellent method to look for a job. In some situations you may be able to interview at a job fair. Look in your local newspapers and on the Internet to find job fairs in your area.

Let's take a minute and talk about how you should 'work' a job fair. First of all, if you have a list of participating companies, highlight the ones you would really like to work for. Be sure to wear comfortable shoes, and dress to impress. It is a good way to stand OUT in a crowd. Take plenty of resumes and references with you and get there early. Try to visit every company that is in your industry or could hire you. Be enthusiastic and engaging when talking to company representatives. Treat this like a mini interview. Brush up on the 'elevator speech' that you developed during the Interviewing video. Try to collect business cards for each company you visit. And remember to send follow-up emails to everyone you spoke to. Attend any workshops available at the job fair. You may be able to pick up some additional job seeking ideas.

Job fairs are a good place to meet other people in your industry and allow you to do some networking. Give yourself enough time to visit all relevant companies at the job fair.



## Lesson #7      *“Finding a Job”*

Investigate your community and surrounding areas for any networking or mixer type of meetings. Some of these meetings may SPECIFICALLY be for job searches. Also, look for any exhibits or trade shows for your industry.

Let's look at four different approaches to work a trade show when looking for a job.

Point Number one: Look for people whom you might know in your industry when attending the show. They may be working a booth or just walking around, so keep your eyes open.

The second point is: When you go to Registration, make sure that you get the Directory of Exhibitors. Look through it and determine the companies that may need your talents and note their location in the convention hall. Wait until the booth does not have a lot of customers, then ask one of the employees if they are hiring. Try to determine key staff members' names, especially the name of the Human Resources manager. Try to keep your conversation brief because most of the time the company is only there to sell their products. If you are lucky, they may be recruiting at the same show. Be sure to get as many business cards as you can. After the show, send either a thank you note or your resume.

Point Number Three: Trade Associations often attend industry conventions. Look for the ones related to your line of work. You may find associations that you were unaware of. Ask them how their association can help your career and job seeking activities. If they look good, join them as soon as possible.

Here is the Fourth and Final point for Trade shows. After it is over, review the Exhibitor's Guide and send resumes to any company that you missed during your visit, even if they did not attend the show. Email your resume to everyone you missed. Choose company vendors who work with your industry and who could use your talents.

Industry lectures and seminars are excellent places to meet some of the movers and shakers in your industry. Even the person sitting next to you may know of an opening for you. By attending meetings like this, you can expand your network group and the chances of finding a job are greatly improved.

## Lesson #7      *“Finding a Job”*

### Chapter 6

The sixth and final method for job seeking is through recruiters. You need to find a recruiter that knows your industry. They often know job openings that are not advertised.

There are basically three types of recruiters: contract, retained and contingent. Contract recruiters are usually paid hourly by an organization and will look only for candidates that the hiring manager needs. Retained recruiters usually are looking to place upper echelon staff and are paid in payments. Contingency recruiters are only paid when a hire is made. They usually have a database of candidates to draw from. Contact some of your peers and ask them if they know any good recruiters for your industry. You can also get on the Internet and create you own list. When you contact these recruiters tell them your situation and only send your resume to them if they agree to contact you BEFORE they send it out. You don't want to be sending your resume to a company you are already negotiating with. Recruiters can also get you into companies you have not penetrated. They may have direct contacts with HR or the hiring manager in these companies. It is always a good idea to establish and maintain relationships with professional recruiters, even after you have found a position.

### Chapter 7

During the interview process, you may be asked the salary range that you are seeking. If you really need a job, determine the dollar amount you can live on. That is the number to target as your minimum. When you do get a job offer, it may be possible to negotiate. If you have discussed money and benefits during the interview process, and the employer meets your target, you really should try not to renegotiate anything higher. Some employers may offer you less than you requested. When this happens, ask again for your original package. The employer will not take the first offer off the table if you do this, so you don't have anything to lose. If you say, "I was really hoping for the package we discussed," they may give it to you.

If they don't give what you requested, ask if you can be reviewed in three or six months and receive an increase if you meet their objectives. Or you might ask for a longer vacation in lieu of the increase. You never know when you can improve your original offer. Just don't push the negotiations into a long drawn out process. You need a job and they need employees.

## Lesson #7      *“Finding a Job”*

### Chapter 8

Now let's talk about offer letters. In order not to have any misunderstandings, most employers will send out an offer letter for you to sign when you accept the job. It should contain the following information: Your title, your supervisor's name and title, the salary, it may be by week, month or year, the start date and shift times, your work location, any bonus, overtime consideration or other benefits, the insurance program or programs available, the amount of travel involved and your review date and goals.

These items cover the “basics” of the offer letter. If there is anything unique or special that was agreed on before the offer, make sure it is in the letter before you sign it. Also, make sure you keep a copy for your files.

Now, I would like to talk to anyone who is graduating from a college or a trade school. You may have a real challenge due to your lack of experience in your new trade or major. If you were fortunate enough to have interned at a company during school, you may have a good chance of getting a position with that company. Even if it is not exactly what you wanted, it may be a good idea to take it in order to start getting experience. Don't worry about getting a “top” salary at this point; you need the experience first.

Work with your school's career center and ask your instructors if they have any contacts with businesses. Some classes may have outside businesses that were given presentations to your class. You might want to contact them and see if they have any leads for you. Some colleges will have alumni associations that can be a great networking source. And remember our first job search method, ask EVERYONE you know. See the Study Guide for websites dedicated to new graduates.

## Lesson #7      *“Finding a Job”*

### *Review and Quiz*

Questions are in **BOLD** and answers are underlined

Now, it's time to get a pen and paper out. We're going to see a review and then have a quiz. Occasionally you will see a slide with a missing word or multiple choice question. You will have eight seconds to write the answer before it appears on the screen. Ready? OK, good luck. Here we go into the Review and Quiz portion of this lesson.

The number one

method to

finding a job is

word of mouth

Contact everyone

you know

when looking for a job

Use social networks

to post your resume

Second method:

Searching the Internet

## Lesson #7      *“Finding a Job”*

### TRUE or FALSE

**Find job banks that  
are in your area and  
fit your job description**

Third method:

Internet posting

Use your email  
address as your  
primary contact

Be proactive  
when finding a job

Fourth method:

Publications

Search back four or five  
months ago and contact  
companies that meet your

## Lesson #7      *“Finding a Job”*

job description.

It could be available again.

Good publication sources:

- Business journal
- Wall Street Journal
- Phone book

Fifth method:

Attend meetings

This includes:

job fairs, associations,

lectures, trade shows and mixers

**TRUE or FALSE**

**Bring plenty of  
resumes when  
attending job fairs  
and trade shows**

## Lesson #7      *“Finding a Job”*

Helpful tips:

- Rehearse your “elevator speech”
- Collect business cards
- Send follow-up emails

### Point 1

- A) See who else is looking for a job**
- B) Buy coffee for potential employer**
- C) Look for people you might know**

### Point 2

Get the “Directory  
of Exhibitors and  
create a list of companies to visit

### Point 3

Look for trade associations  
and join those that meet  
your career objectives

## Lesson #7      *“Finding a Job”*

TRUE or FALSE

**Point 4**

**You should call all the companies  
on your list before sending them  
an email of your resume**

Sixth method:

Contact recruiters

Find recruiters that  
know your industry

Three types of recruiters:

- Contract
- Retained
- Contingent

Contract recruiters

find candidates that

hiring managers need

and are paid hourly



## Lesson #7      *“Finding a Job”*

Retained recruiters

find top echelon staff

and are paid

in payments

Contingency recruiters

are only paid

when a hire is made

### **Before an interview you should:**

- A) Eat a good meal**
- B) Determine your salary range**
- C) Plan your vacation**
- D) Buy a laptop**

It is ok to negotiate

salary when you

get a job offer

Offer letters should contain:

- Title
- Supervisor's name/title

## Lesson #7      *“Finding a Job”*

- Salary
- Start date
- Work location

Offer letters should contain:

- Bonus, overtime, benefits
- Insurance program(s)
- Travel (if any)
- Review date and goals

Be sure you:

- Verify all agreed areas  
before signing an offer letter
- Save a copy for you files

### **SUMMARY**

Looking for a job IS a full time job. It will take time, effort and organization on your part to find one. I know it is difficult and at times, frustrating. But DON'T GIVE UP! Just keep at it! Keep working the process that we have outlined in this video, and you will find a job.

My name is Kathleen Stelts, your virtual mentor. I wish you good luck and good job hunting.

**Lesson #7      “Finding a Job”**

**Lesson #7 “Finding a Job” Test**

**TRUE or FALSE**

1. “Fun-employment” means having a good time while you are working a steady job .....T or F
  
2. When you are out of work, it is important to prepare a job search plan, resume and references first .....T or F
  
3. The number one method of finding a job today is through Internet job boards .....T or F
  
4. The word-o-mouth job search method includes friends, family, peers, and previous managers .....T or F
  
5. Job recruiters use social networks to find candidates .....T or F
  
6. Jobs on the Internet are contained in databases called “job banks” that often specialize in specific industries, geographical areas, or job descriptions.....T or F

**Lesson #7      “Finding a Job”**

- 7. When searching for a job on the Internet, target your desired area and your preferred job description(s) .....T or F
  
- 8. When you post your resume on the Internet you should list your full name, address, and phone number .....T or F
  
- 9. You can search on the Internet for companies in your local area and email your resume to their Human Resources department .....T or F
  
- 10. Joining a trade association is good for finding a job using the word-of-mouth method but it is usually not useful for finding open job postings .....T or F
  
- 11. Older job openings are not very useful and you should stick to only current job openings .....T or F
  
- 12. Job fairs are a good source of potential jobs but associations, lectures and trade shows are not .....T or F

**Lesson #7      “Finding a Job”**

13. When attending networking meetings you don't really need to prepare anything in advance – just attend.....T or F

14. Collecting business cards from business networking events is an important part of gathering job leads .....T or F

15. When attending a trade show it is important to get a directory of exhibitors .....T or F

16. Spend as much time as possible talking about job openings with trade show vendors.....T or F

17. Recruiters usually handle job openings across many industries so any hard-working recruiter can help you find a job .....T or F

18. Contingency recruiters are paid hourly and usually work on specific openings that a hiring manager needs.....T or F

**Lesson #7      *“Finding a Job”***

19. You should determine the minimum dollar amount you need to live on in case you need to discuss a salary range during an interview .....T or F

20. An offer letter is not that important because everything can be negotiated after you get the job .....T or F

## Lesson #7      *“Finding a Job”*

### Answers

1. “Fun-employment” means having a good time while you are working a steady job.

**FALSE**

2. When you are out of work, it is important to prepare a job search plan, resume and references first.

**TRUE**

3. The number one method of finding a job today is through Internet job boards.

**FALSE**

4. The word-of-mouth job search method includes friends, family, peers, and previous managers

**TRUE**

5. Job recruiters use social networks to find candidates.

**TRUE**

6. Jobs on the Internet are contained in databases called “job banks” that often specialize in specific industries, geographical areas, or job descriptions.

## Lesson #7      *“Finding a Job”*

**TRUE**

7. When searching for a job on the Internet, target desired area and your preferred job description(s).

**TRUE**

8. When you post your resume on the Internet you should list your full name, address, and phone number.

**FALSE**

9. You can search on the Internet for companies in your local area and email your resume to their Human Resources department.

**TRUE**

10. Joining a trade association is good for finding a job using the word-of-mouth method but it is usually not useful for finding open job postings.

**FALSE**

11. Older job openings are not very useful and you should stick to only current job openings.

**FALSE**

12. Job fairs are a good source of potential jobs but associations, lectures and trade shows are not.

**FALSE**



## Lesson #7      *“Finding a Job”*

13. When attending networking meetings you don't really need to prepare anything in advance – just attend.

**FALSE**

14. Collecting business cards from business networking events is an important part of gathering job leads.

**TRUE**

15. When attending a trade show it is important to get a directory of exhibitors.

**TRUE**

16. Spend as much time as possible talking about job openings with trade show vendors.

**FALSE**

17. Recruiters usually handle job openings across many industries so any hard-working recruiter can help you find a job.

**FALSE**

18. Contingency recruiters are paid hourly and usually work on specific openings that a hiring manager needs.

**FALSE**

**Lesson #7**      ***“Finding a Job”***

19. You should determine the minimum dollar amount you need to live on in case you need to discuss a salary range during an interview.

**TRUE**

20. An offer letter is not that important because everything can be negotiated after you get the job.

**FALSE**

## **Lesson #7      “Finding a Job”**

### **Support Materials**

#### **Web Sites For Military Job Seekers**

(Note: These Websites were active at the time of publication but may or may not be active in the future)

1. [www.vetjobs.com](http://www.vetjobs.com)
2. [www.military.com](http://www.military.com)
3. [www.Civilianjob.com](http://www.Civilianjob.com)
4. [www.HireAHero.com](http://www.HireAHero.com)
5. [www.Hirevetsfirst.gov](http://www.Hirevetsfirst.gov)
6. <http://www.taonline.com>
7. [www.recruitmilitary.com](http://www.recruitmilitary.com)
8. [www.Rileyguide.com/vets.html](http://www.Rileyguide.com/vets.html)
9. <http://www.transitionassistanceprogram.com/register.tpp>
10. <http://www.dodtransportal.dod.mil/dav/lsnmedia/LSN/dodtransportal/army.htm>
11. [www.Monster.com](http://www.Monster.com)
12. [www.Careerbuilder.com](http://www.Careerbuilder.com)

## Lesson #7      *“Finding a Job”*

13. [www.Indeed.com](http://www.Indeed.com)

14. [www.Snagajob.com](http://www.Snagajob.com)

15. [www.Studentjobs.com](http://www.Studentjobs.com) (for students)

16. [www.idealist.org](http://www.idealist.org) (Entry-level green jobs)

17. [www.GovernmentJobSearch.com](http://www.GovernmentJobSearch.com) (Government Jobs)

18. [www.JobsOnline.net](http://www.JobsOnline.net)

19. <http://www.collegegrad.com/student/student-job-bank.shtml>

20. [www.militaryexits.com](http://www.militaryexits.com)

**Lesson #7      *“Finding a Job”***

***QUICK REFERENCE CARD***

[See next page]

The Quick Reference Cards for this lesson are located on the next two pages. These cards provide the rules and key points of this lesson.

The Quick Reference pages can be printed on a heavy card stock then cut into individual cards for easy access. They can also be printed in the 8 ½ x 11 format and laminated or put into a notebook .

Use them whenever you need a quick referral to key points of this lesson.

## Finding a Job

### Lesson 7

Level One

1. Word of mouth is the #1 way to find a job
2. Search the Internet and keep a list of where you apply

## Finding a Job

### Lesson 7

Level One

3. Post your resume on the Internet job banks or on the Internet
4. Use publications to locate companies: e.g. newspapers, Wall Street Journal, business journals

## Finding a Job

### Lesson 7

Level One

5. Attend meetings, job fairs, associations, lectures, and trade shows
6. Use recruiters carefully, choose them wisely, maintain recruiter contacts

## Four Points for job searching at Trade Shows

## Finding a Job

### Lesson 7

Level One

1. Look for people you might know
2. Get a Directory of Exhibitors and determine companies that might be a fit

## Four Points for job searching at Trade Shows

## Finding a Job

### Lesson 7

Level One

3. Look for Trade Associations attending a Trade Show and consider joining
4. Attend industry lectures/seminars to meet the movers and shakers in your industry

## Salary negotiations

## Finding a Job

### Lesson 7

Level One

1. Determine the dollar amount you can live on and make this your minimum
2. Once an offer is made, you may try negotiating “up”

## Salary negotiations

## Finding a Job

### Lesson 7

Level One

3. Do not negotiate “up” if you agreed on money and benefits with an employer during the interview

## Salary negotiations

## Finding a Job

### Lesson 7

Level One

4. If you need a job and they don't meet your minimum target, ask if you can be reviewed in 3 or 6 months and receive an increase if deserved

## Salary negotiations

### Finding a Job

#### Lesson 7

Level One

5. Don't make negotiating a long process or they may choose someone else

## Offer letters should contain:

### Finding a Job

#### Lesson 7

Level One

1. Your title
2. Supervisor's name and title
3. Salary

## Offer letters should contain:

### Finding a Job

#### Lesson 7

Level One

4. Start date and shift times
5. Work location
6. Bonus, overtime, or other benefits

## Offer letters should contain:

### Finding a Job

#### Lesson 7

Level One

7. Insurance program
8. Travel required
9. Review date and goals

## Helpful Tips

After cutting these apart, use them often. Keep them in your pocket, wallet, briefcase, or somewhere convenient. Review these cards and apply what you have learned from this lesson.

## Helpful Tips

Be sure to listen to all the different Soft Skills Lessons in the order suggested. These lessons can help you become more successful in business.