

## EMPLOYMENT PREPARATION SURVIVAL CHECK LIST

You are a self employed entrepreneur/contractor and must sell yourself. Remember, it is all about sales. Make sure you have the following in your employment credential "quiver" -- especially for those special jobs:

1. There are two types of cover letters:
  - a. A general letter for mass direct marketing
  - b. A detailed or specific letter, much like responding to an RFP, addressing all of the employer's points
2. Minimum of three résumés;
  - a. Long -- no more than 2-pages
  - b. Short - 1-page
  - c. Internet - formatted to the left, using \*\*\*\* as your bullet points and plenty of white space for ease of reading;
3. Reference list with all of the correct contact information;
4. A minimum of 2-letters of recommendation -- the more the merrier. They are your testimonials from other people about your skills and abilities; you read them all the time when you go to buy most products; it is your marketing/branding medium.
5. Portfolio, or project list, writing or work samples -- all these types of visual aids contribute to show your professionalism, dedication, and mastery of your field of endeavor;
6. Thank-you letters and emails, in both mediums, certainly in at least one medium. Each person you interview with requires an individualized follow-up thank you communication. Target your communication to specifically address one of their comments, concerns, needs, or ideas, expressed during the phone interview and/or personal interview.
7. Additional follow-up letters and phone calls are a must, even after the thank you letter is sent; it is important to keep your name in their "top-of-the-mind" awareness. The brightest and best are not the most successful; it is those individuals that have the greatest persistence that win this race.
8. Interviews: Source interview questions on the Internet; prepare written answers to all questions; rehearse all of your questions and answers with someone skilled enough to provide you with constructive feedback; always look for an opportunity to interview, even if it is not for a job you are seeking, the practice will prepare you for that "interview of a lifetime", when it presents itself, you will be ready -- and, don't forget to prepare four or five question to ask your interviewer.