

The Little Black Book of Job Hunting Advice



STAFFING ONLINE

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5 Signs of Great Candidates

When you are interviewing dozens of candidates, it can be difficult to know exactly what to look for and what sets the **mind-blowing** apart from the **mediocre**. Here are 5 things to keep in mind when trying to find someone **perfect** for the position.

- 1. Presentation-** Somebody that is dressed nice, neat, and professionally understands that they will be expected to dress similarly for their job every day and is taking the interview seriously. It's unlikely they will show up to their first day of work in a sloppy t-shirt and jeans!
- 2. Preparation-** Take note when a candidate comes in and has thought of absolutely everything! They brought their resume, their cover letter, a list of references, and whatever else they might need. If it's clear that they read up on the company and looked into exactly what the position will require, that is a person who has put effort into their interview and will likely put equal effort into their job!
- 3. Consistency-** While reviewing a candidates resume, take a look at how consistent their work experience is. It's understandable for young people to jump around to different jobs, but if it's every couple months then they might have a problem with commitment. You deserve an employee who will be there for the long haul, not someone who will quit after a couple weeks.

- 4. Innovation-** When searching for a candidate who has all the necessary skills for the position, do not disregard their other skills and experiences as well. You never know what their unique history and education might add to the table! Ask them if they have any ideas for your business, because someone with fresh new ideas should never be ignored.

- 5. Confidence-** During an interview, the candidates' demeanor and way of speaking communicates a lot about who they are as a person. Somebody who is well spoken, smiles often, sits up straight, and makes a lot of eye contact is probably a confident person who will also be confident in their work!

A good conversationalist is typically also a good team player, and team work is the backbone of any successful business.



Headline: 5 Things Your Resume Needs to Say

Your resume needs a few **key components** to really stand out, be easy to understand, and impress the employer! If you make sure to include these simple components in your resume, there is **no way** they will turn you away.

1. Be Unique

Capture the most **unique** and **interesting** facts and characteristics about you that support your immediate career goal! Include skills and experience, even if it's not directly from a job, that will set you apart from other candidates. Describe your objective goals with creative and exciting language! A resume is a way for your employer to get to know you, so be personal and add your own flair.

2. Comprehensive Overview

Give an overview of your career, what you have done and where. Use one of **Staffing Online's** easy resume templates so you know exactly how to list this information. Include all of your most recent education and experience, but also know what to leave out. Like the time you worked at a summer camp for two weeks when you were 15. Keep it **relevant** and essential!

3. Make Things Better

Show them how you have made things better in the past in your previous jobs and experiences! Did you solve a major crisis? Have you increased profits by 20%? Include these things in your prior job descriptions. They are way more **important** and impressive than a boring list of duties.

4. Change It Up

Every time you apply for a new job, do your **research!** Know what the company does, their mission, who is important there, and tweak your resume accordingly. Just add a couple specific lines that you now know will appeal to them and save a new copy of your resume. These little added phrases will make a **huge** difference.

5. All The Information

Your resume needs to feel like an **open invitation** to the employer that they can easily respond to. Do not forget to include your phone number, email, name, references, and address. You'd be surprised at how many people leave these things out! You need to convey that you are competent and smart, and most of all easy to communicate with.

Dos and Don'ts of Resume Writing

There is **absolutely** an art to writing an **amazing resume!** There are things that you should leave in, and things that you should definitely leave out. If you keep these tips in mind, you're sure to have a resume that will leave your employer **impressed** and wanting to know more!

What you should do!

1. Always include information that is entirely **true** and **honest**. You can still sell yourself without lying about your accomplishments. Imagine how awkward it'd be if your resume says you can do something that you can't and they ask you to prove it. Honesty is always the best policy!
2. Keep it **unique!** Use **exciting** language that will keep the employer interested and set you apart from other candidates. Employers read a ton of resumes every day and yours needs to stand out.
3. List your education and experiences **in reverse chronological order**. All that means is that your most recent jobs and experiences should be listed first, and your older ones should be last.
4. Include **other accomplishments** as well! Sometimes things that you have done outside of work are more relevant to the job you want, and that's totally fine. Your employer wants to get to know you, so don't be afraid to tell them about awesome things you've succeeded at.
5. Keep it **short and sweet!** Obviously you need to include all necessary information, but nobody wants to read a 10 page resume. Usually one page is all that you need, with two pages being acceptable at times.

What you shouldn't do!

1. Never hand your employer a **wrinkled** or **dirty resume**. If you can't neatly present them a piece of paper, they will think that you can't neatly present yourself at work either. To avoid this, always make a bunch of copies and keep them somewhere in your car just in case!
2. Don't use **distracting fonts** or **tacky images**. The font should be very basic 12 point Helvetica, with an occasional bold or italic at most. Including extra flair will take the attention away from the content of your resume. Your employer wants to see your accomplishments, not a colorful image or fancy script font.
3. Your **relatives do not make good references!** Even if they have an entirely different last name, if your employer finds out you are related it could ruin their, and more importantly your credibility. Only use previous co-workers, bosses, or teachers when it comes to references.
4. Make sure there are never any **spelling or grammatical errors**. If your resume has simple mistakes, it will make it look rushed and employers do not like that! Your resume reflects your character, so also leave out any slang words or cussing. Spell check is your best friend!
5. Do not use **places that you were fired from** as listed experience or references! Unless you parted ways on a pleasant note, leave them out. You don't want to risk your future employer calling them and hearing a negative report about you.

The One Thing Your Resume Is Missing! Your Magic Key To The World Of Employment

You might think that a resume is just a piece of paper with a list of your past experience, but it is truly **so** much more! With your resume, you can show an employer who you are and what you can contribute. You can impress them, leave them wanting to know more, and make yourself stand out before you even meet them!

It's going to take some self-examination, confidence, and pep talks, but don't worry. Together we will create a resume that no employer could possibly forget.

So, let's talk about:

- **Your Format**



- **What Goes Into The Resume**
- **Thought-Provoking Tips**
- **Our Secret "WOW" Factor**

A Format That Works For You

Remember, there is **no** perfect format for all resumes. You have to discover the format that's absolutely perfect for **you!** Choose one that fits your experience, suits the job and industry you are pursuing, and looks good to you. Let's discuss some different styles!

Keeping It Chronological

-This is the most common format. Your resume travels back in time, starting with your current job and ending with your last, providing brief descriptions of your job duties underneath each job title. Easy to understand, and communicate. If you have years of consistent experience, this might be the perfect format for you. If you don't, let's move along to our next option!

Fast and Functional

-The functional format emphasizes your skills and accomplishments, instead of focusing on the years you've worked. Achievements are grouped under headings like "Retail Management" or "Public Relations". Jobs titles are listed at the end, typically glossing over the years of employment. This is a great option if you change paths often!

Hybrid

-Career paths nowadays are anything but normal, and that is why the hybrid method exists! **Mix it up** by listing some specific and important jobs, and then grouping some other less pertinent ones together.

Other Important Components

Stating Your Objective

-A brief overall objective of what you want out of a job stated at the top of your resume can set the tone for the whole document, but it can also be a tad repetitive if you say the same thing in your cover letter. If you feel like you have a **little something extra** to offer by including your objective, go for it!

Education

-Put this information at the bottom if it's ancient history, perhaps leaving out the year of graduation if it is really prehistoric. **Don't forget** to include ongoing training programs that your current and previous employers have provided! Keep it recent.

Skills

-Adding a list of your special skills can give your resume that extra **oomph** it might need! Can you type 85 wpm? Do you speak sign language? Have you won extreme pie eating contests? Let them know! Just kidding about the last one, but any extra skills you feel set you apart from the competition and make you **unique** and **special** should definitely be listed!

References

-Your potential employer is going to want to hear about **you**, not only from your resume, but from people who have worked with you before! Don't just put your uncle or your neighbor. List 3 colleagues who will give you glowing reviews.

Thought-Provoking Tips

Craft a resume for each job and employer

-One size **does not fit all!** Research the employer and find out exactly what they are looking for! Are they formal and old-fashioned or innovative and new? Tweak your resume to include things you know will catch their attention specifically.

The Right Way to Write

-Use action verbs and adjectives—the kind your ninth grade English teacher liked. Keep it exciting! Do not use words that make you feel like yawning. Use eye catching dialogue that will tell them **exactly** what you want to say.

Spelling and Grammar

-Spelling is **absolutely essential** when it comes to writing your resume! Even one tiny typo or mistake could ruin your entire message. Spell check is **not** enough, so also proof read it yourself, and have someone else take a look too!

Keep It Honest

-Honesty really is the best policy. Put your best foot forward, but do **not** lie. If you are hired and unable to do what you said you could, that's just awkward. **You are enough**, so stay true to your skills and accomplishments!

Don't Get Too Colorful

-Stay **away** from resume gimmicks. Your resume shouldn't look like your old Myspace layout. Exceptions are made for artistic or creative jobs, but for the rest of us, its white paper, black type, and a normal type face like Times Roman!

Last But Not Least: Our Secret "WOW" Factor!

If you follow all our tips and tricks in this article, without a doubt you will have a stunning and impressive resume. Although, what is the **one thing** that you always wish you could accomplish with just a piece of paper? To us, it's leaving a personal first impression. On StaffingOnline.com, your resume will **not** just be another document. Your resume will literally **come to life**.

Photos That Impress

-By uploading up to **six photos** to your online resume, you can show your potential employer both what you look like, and what your work looks like! Are you a professional chef? Include photos of your beautiful culinary creations! Do you have experience in cosmetology? Show them photos of the best cuts and color you've done. Pictures can truly speak 1000 words, and in this case they will speak about all the **amazing things** you are capable of doing.

Introduce Yourself With Video

-Not only can you include photos in your resume, but you can take the next step as well. At Staffing Online, we believe in innovation and moving the world of employment in the right direction. Utilizing the resources of today, you can now introduce yourself with an exciting, authentic, **video greeting!** Your charming **personality** and **confidence** will shine through in ways that were never possible before with a simple document resume. You can even turn your resume into a video itself! Instead of simply reading, your potential employer will watch and listen as you tell them directly about your experiences and accomplishments.

Welcome to the **future**, and welcome to **Staffing Online**. We are glad to have you!

Confidence and Colors

The colors that you choose to wear to your interview can communicate **a lot** about how you see yourself and how you want the employer to **see you!** There is a science behind color. So, let's talk about what colors communicate **what you want** best!

Fun Fact: Surveys show that **blue** and **black** are the **best** colors to wear, and **orange** is the **worst!**

Black Means You're A Leader!

- Black is a very **serious** color, that implies power and confidence. It looks incredibly professional, and shows your employer that you are a force to be reckoned with!



Gray Means You're Logical!

- Grey is a very **conservative** color, and it gives a sense of self-sufficiency. Accountants wear a lot of gray, because it's not distracting or flashy, so your brain is the main focus!



Blue Means You're A Team Player!

- Blue is a **calming** color, and it also conveys intelligence and clarity. Politicians often wear a lot of blue because it is also a powerful color, while at the same time making you appear approachable!



White Means You're Organized!

- The color white is very **clean**, which implies that you are careful. If you are interviewing at a spa, you might want to wear white! It is very well received when it comes to health, beauty, and neatness.

Red Means You're Powerful!

- The color red is extremely **passionate**, and shows that you are strong, persuasive, and ambitious. Perfect if you're interviewing for management or something that seems out of your league!

Green, Yellow, and Purple Mean You're Creative!

- These colors are **fun**, unique, loud, and different from the norm! You might want to wear these happy shades if you are interviewing for an artistic job, like a graphic designer or art teacher.



Dress to Kill

What is the **very first thing** your employer is going to see besides your resume? **Your clothes!** The moment that you walk in the door, you can wow them with your clothing and confidence!

Here's how:

- **Read up.** Do some research! What kind of company are you interviewing at? Interviewing at an architecture firm? Wear a patterned tie with buildings. Veterinary assistant job? Wear some cute dog earrings!
- **Get fancy.** It's better to overdress than under dress! **DO NOT** show up in a t-shirt and jeans.
- **Beware of hair.** The clothing iron and lint roller are your new **best friends!** Even if you're dressed head to toe in Armani or Versace, that style is ruined if it's wrinkled or full of lint and hair.
- **Say no to stains.** Like to drink coffee on the way to your interviews? Always carry a stain remover pen in case of emergency! You can pick one up at the dollar store.
- **Smell fresh.** Wear some nice perfume or cologne (and don't forget deodorant) but also be careful not to drown yourself in it.
- **When in doubt.** If you're in a crunch and have nothing else to wear, some nice black pants and a solid color polo can do the trick.



Is Video Interviewing the Answer

With the age of technology upon us, we are constantly thinking of **new** and **innovative ways** to do things we've been doing for years. Job interviewing and finding the **perfect** candidate has always been a tedious and complex process, but it doesn't have to be! **Video interviewing** is the new solution to make your life **easier** and your business even **better**.

Convenience

Scheduling an interview is difficult. You have to sort out the location, time, necessary paperwork, and somehow fit it into your already incredibly **busy** schedule. If your candidate reschedules, doesn't show up, needs directions over the phone, or successfully wastes your time in another way, it can be very frustrating. You can easily avoid all these things with video interviewing! Schedule an online interview for any time of day and any place that is best for you, even from home or the coffee shop. Don't worry about no shows and last minute cancellations ruining your day. Interviewing should be easy for your candidates, but especially for you.

Forget Distance

Your business deserves the absolute best and brightest employees, so why limit it to only local candidates? Sometimes that perfect person for the job is a hundred miles away. Find someone who would be ideal for the job, and do not settle for less. Now you don't need to pay to fly them out and arrange everything. Simply connect online with a video interview, and save the rest for when they're hired! Even if you are just going out of town, but need to find someone new for the office by Monday, don't worry. With video interviewing, you can discover your next new hire from anywhere in the world.



Only The Best

Have you ever had somebody show up in a stained t-shirt and jeans to an interview who clearly isn't prepared, and you think to yourself "how could I have avoided this happening?". First impressions mean everything. Now that you can connect with a candidate online before inviting them into your office, you can see how they present themselves, how they speak, and how they would or wouldn't fit the position. Your time is precious, so save the in person conversations for somebody you are ready to hire and bring on board!

Dos and Don'ts of Video Resumes

In the always progressing world of technology, there are so many new and amazing ways to do everything **including** finding a job! Your video resume is your best and first impression to give an employer, so let's talk about how to make it **perfect**.

What you **should** do!

1. Speak **clearly** and with **confidence**! Convey your resume information in a creative and unique way. Employers will be impressed by your ability to radiate positivity and intelligence.
2. Pick a **professional setting** for your video. Sit at a desk in an office, but if you don't have one, you can always ask a friend or relative to borrow theirs! You can also try a hotel conference room, library, or contact a service that rents offices by the hour. Yes, **that exists!** If these options don't work for you, a nice blank wall could do the trick.
3. Dress to **impress**, and that means professional and put together. Wear your most stylish blazer or necktie, iron your shirt, and remember to lint roll!
4. Make sure that the location you choose has **excellent lighting!** If you are sitting in the dark covered in shadows, it will look more like a horror movie and much less like a resume.
5. Sit up **straight**, keep your **hands folded** in front of you, look directly at the **camera**, and **smile** with both your **eyes** and your **voice!**

What you **shouldn't** do!

1. Beware of saying **"um"** and **"uh"** over and over again. You may not even realize you're doing it, but to somebody watching and listening, it can be **very distracting**.
2. Your location **cannot be noisy!** If there are dogs barking, cars honking, voices shouting, or music playing then pick a different place. Noise will also be distracting, because the only thing the employer should hear is **your voice!**
3. Do not use an **old, blurry, or shaky camera**. A high definition video will look much more professional, and your employer will notice that. A **smart phone** camera will do just fine!
4. Holding your paper resume in your hand and **reading** it is a **huge no-no!** Memorize it beforehand and do not use cue cards or look off-camera at prompts in the distance.
5. Over doing it with music, graphics, and more can **work against you**. Keep it to a minimum. A simple intro graphic or some pleasant, upbeat (royalty free) music should be all that you add to your video. The focus should be on **you** and **your accomplishments!**

More Tips on Video Resumes

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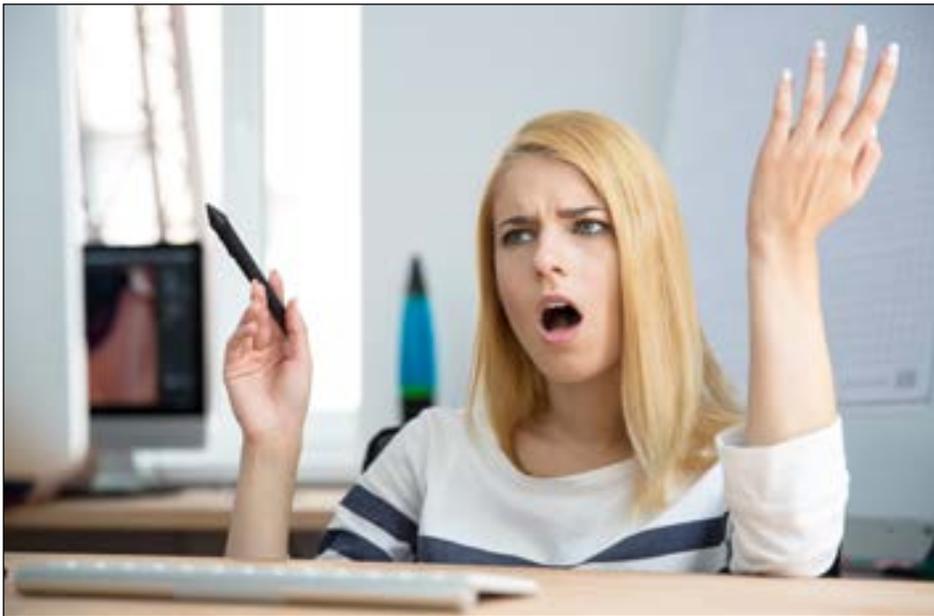
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Do's and Don'ts of Following Up

Let's face it. After a job interview you can't really think of **anything** besides "did I get the job or not?!" You're **dying** to call and find out. **Stop right there!** Put that phone down, and let's talk about the **do's** and **don'ts** of following up:

What you **should** do!

1. A couple hours after you leave, send a **thank you email** saying you are grateful for the amazing interview.
2. In that same email, ask if there is anything else they might need from you and **remind them** that you're **available** and open for questions!
3. If the employer said they'd call within 7 days and it's been 9, it's **perfectly fine to call** (or email) and let them know that you're still interested.
4. If they reach out to you in a call or email, **respond very quickly!** If not, they will move on.



5. Be smart, be professional, and **be patient**. Businesses are busy!

What you **shouldn't** do!

1. Do not ask **right after** your interview if they can validate your parking.
2. If you call them a couple hours later and **demand to know** if you got the job or not, they will throw your resume in the trash.
3. Don't call them **every day** to ask if they've made a decision yet, they will feel harassed by you. That's not **the kind of person** anybody wants to work with.
4. Never **show up unannounced**, regardless of the reason!
5. Remember, egging somebody's car is **never** a good idea.