

# STRATEGIES FOR CAREER SUCCESS



Welcome to the premier online issue of **Strategies for Career Success** newsletter by Pathways Career Success Strategies.

Every other month we will offer effective strategies to assist you in your career development or job search.

If you haven't already subscribed to our free bi-monthly newsletter, sign up today!

### Inside this issue:

Cold calling.....1

Cover letter do's and don'ts.....1

Developing your pitch.....2

Climbing up the career ladder.....2

### Coming in May:

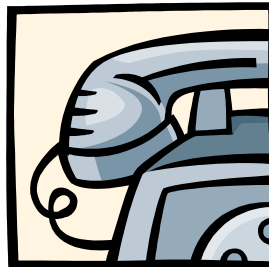
- Resume do's and don'ts
- How to handle illegal interview questions
- Hot jobs

## Take the Chill Out of Cold Calling

Do you rely primarily on the classifieds to get a job? While this technique should be part of your job search plan, it should only be a small part. Be sure to include cold calling in your search. Cold calling is simple, but not necessarily easy. Calling up an employer that has not advertised a job, terrifies some folks. Gather up your courage, because this technique may land you your next job. Cold calling gets at the "hidden job market" - those unadvertised jobs.

### How do you start?

Before you call, do your research to identify companies that spark your interest. Bypass Human Resources and talk directly to the hiring manager. Introduce yourself presenting your interest, qualifications, and ask for an interview. You just may call at the right time. Either the manager hasn't had a chance to yet advertise a position or your credentials are so impressive the company wants to snap you up before someone else does.



### Jump Start Your Job Search

Using several different job search methods can help you secure a position sooner than simply relying simply on the 'want ads.' Pick up the phone and start dialing.

## Cover Letter Do's and Don'ts

- Always include a cover letter with your resume unless asked not to
- Proofread your cover letter for typos and grammatical errors



- Address your cover letter to a specific person if at all possible; avoid using "To Whom it May Concern"
- Tailor each cover letter; do not produce a "master" cover letter to use for every position you apply to

*"To discover your focus, just follow your bliss. Do what you love to do. In the earthly dimension, there's always a place which no one can fill but you."*

## CLIMBING UP THE CAREER LADDER

If your goal is to climb the career ladder, you need to continuously market yourself. Successful marketing is necessary during networking, interviewing, and moving ahead in your career. Never stop selling your skills, abilities, and accomplishments once you land a new job. Keep learning new skills to maintain your marketability.

Moving ahead in your career requires you to continually update and enhance your skills. Be sure you keep a record of what you've accomplished. Research indicates that 50% of our skills become outdated in three to five years. With technological advancements growing by leaps and bounds, lifelong learning has become extremely important in maintaining your marketability in the workplace.

Today's fast paced technology requires you to keep your computer skills current. With downsizing, companies have removed their hierarchical layers. No longer can managers expect access to an administrative assistant to type their correspondence.

Take advantage of training that may be

offered through your employer or take classes or seminars through a local technical school or community college. Volunteering is another good way to learn new skills, and it doesn't cost anything. Perhaps you would like to gain some skills in the fundraising arena, consider volunteering on an election campaign. Maybe you would like to acquire some training experience, offer to teach a workshop at a non-profit agency. Document your skills so you can add them to your résumé.

Get noticed by upper management by offering to work on a special project or volunteer to work on a committee. Demonstrating effective leadership skills can help you up the next rung on the career ladder. Offer to chair a special committee or identify and fill a need that is not being addressed. Keep your manager apprised of your accomplishments. Don't be afraid to "toot your own horn." If you don't, who will?

Due to downsizing and restructuring, companies must now rely on teamwork to get the work done. To demonstrate you're a team player, determine what contributions need to be made and how you can support the group in achieving its goals. During interviews, be prepared to give examples of when you demonstrated effective teamwork.

You climb career by



won't the ladder merely

performing your job description duties. To get ahead you need to go the extra mile, displaying initiative and competence. Today's marketplace requires you to think of yourself as a business.

To be a successful business, you need to continuously market yourself. Actively promote yourself throughout your career by selling your skills, abilities, and accomplishments to current and potential employers. Start climbing the ladder!



## Developing Your Pitch

Let's say you're looking for work and you find yourself sitting next to the President of a company for which you would like to work. Now I realize that's a long shot, but what would you say? Many of us would find ourselves tongue-tied in this situation.

You've probably heard the phrase "elevator speech." Basically this is a 30 second commercial of "YOU" - your name, job interest, and skills and qualifications for a particular job. The reason it's called an elevator speech is that 30 seconds is the typical length of time it takes to get to your floor and the right amount of time to deliver your pitch.

Being able to articulate your pitch is a good self-marketing strategy. Be sure to keep a stash of networking cards with you at all times. You never know when you're going to meet someone who could potentially offer you your next job.

*"The supreme accomplishment is to blur the line between work and play."*

- Arnold Toynbee