

# FINDING A JOB WITH YOUR NEW CV

## INDEX

<b>Introduction</b>	<b>Page 2</b>
<b>Your Options</b>	<b>Page 4</b>
<b>Applying for a Job</b>	<b>Page 5</b>
<b>Replying to Advertisement</b>	<b>Page 5</b>
<b>Networking</b>	<b>Page 8</b>
<b>Writing a Speculative Letter</b>	<b>Page 11</b>
<b>Bearding the Lion in His Den</b>	<b>Page 12</b>

## FINDING A JOB WITH YOUR NEW CV

### INTRODUCTION

Now you have your new CV, or will have within a short time, it is necessary for you to consider how you are going to use it to secure a new step forward in your career. Many people are quite passive when it comes to looking for a new job. They scour the newspapers, perhaps, or sign up to a website that will send details to them of jobs that surface and they think that that takes care of things. Then, they realise that a month has gone past and they are no further forward. When it comes to three months, panic sets in, but they still have no sense of direction.

While there is no universal panacea when it comes to unemployment, there are many ways of approaching the search for a job. Not only are there still a lot of jobs available in the UK, but there are opportunities for people in areas which, previously, never existed. These opportunities exist because of the internet and it is because of the internet that you are reading this. As a consequence, you may want to consider things that you can do for yourself, making use of this amazing resource. To that end, let me tell you a story.

Way back in the early part of the twentieth century, a Glaswegian man found himself washed up and almost penniless in his home city. Desperate for work, he went to see if anyone knew where work could be had. Someone told him that there was a job at a nearby gentlemen's public toilet, cleaning the floors and making sure that it was spic and span. He was checked out by the supervisor to see if he could do a decent job of washing floors, tidying and scrubbing. He passed the test with flying colours and all looked well.

“All we need you to do now is to complete the daily report,” said the supervisor, pushing a form across the desk to the man. However, the man had to apologise that he couldn't fill in the form as he could neither read nor write. As a result, he was told that they couldn't employ him.

Extremely disconsolate now, the man wandered aimlessly about the city and, feeling hungry, checked his pockets to see how much cash he had left. It was threepence, or a little over a penny in modern money. The value of the money was greater at that time, but it was still hardly anything. He toyed with the idea of buying something to eat and decided that he would buy an apple. He wandered to a stall in a nearby marketplace and bought an apple, but he decided to keep it for later. However, having walked further on in the city, he decided to sit on one of the bridges, in the sun and enjoy his apple. He was lost in thought and polishing the apple on his jacket when a man, walking past said, “How much do you want for that apple, mister?”

Without thinking, he said, “Sixpence!”

Before he knew it, he had a shiny new sixpence in his hand and a contented man was strolling off in the sunshine, enjoying what had been his apple until thirty seconds before.

Now, our friend, the nameless man, sat on in the sunshine for long minutes, thinking. Then, he stood up and walked back the way he had come.

## FINDING A JOB WITH YOUR NEW CV

Our story now goes forward several years. After his initial surprise at selling an apple he had bought for his own consumption, the man went on to involve himself in buying and selling fruit and vegetables. Indeed, so successful did he become, that he ended up a millionaire.

As he had reached that point in life when he realised that he would never need to work again (lucky man!), he decided, one day, that he would buy himself a yacht. I don't mean a little dinghy, either! He was looking at a pleasure craft that he could travel the world in and one that would require a crew of its own.

He looked at various large yachts that seemed promising. After looking over several, he found one that was absolutely ideal. He shook hands with the owner and said he would make payment in cash the next day, once he had spoken to his bank.

“Cash?” Asked the seller, appalled. “My dear chap, just write me a cheque in the usual way!”

The man smiled at him and shook his head. “If I could sign you a cheque for your yacht,” he said, “I'd be a lavatory cleaner in Glasgow today.”

I know that may sound like a parable. It's not meant to be. I don't know how true it is, but I heard that tale many years ago. It may even be true. It does contain one universal truth, however. That is that sometimes, adversity can offer us choices we would rather not face, because we doubt ourselves. Sometimes, the choice occurs without our being conscious of it, until we realise that a door has opened and we have the choice of walking through it or not. Faced with choices we may not wish to make, we must opt for one or other. Sometimes, that choice can deliver results we would not have believed in our wildest dreams.

## FINDING A JOB WITH YOUR NEW CV

### YOUR OPTIONS

What this little 'ebook' covers is the approach you should consider when you make your move. You will probably decide to use your CV to find another job. That is its main purpose. Other uses of CVs can be for existing employers who require up-to-date resumes (companies in pharmaceutical research sometimes require this). Sometimes, people need a CV for academic purposes, but usually, it is as a job search tool that we require one.

If you follow the guidance given in this ebook, you should be able to find employment for yourself more quickly than would otherwise be the case. If you do so, we would like to hear from you to let other people know! However, it may require a bit more input to achieve the success you aim for. No one said that finding a job was anything other a job of work. The more directed you are in your approach to it, the better. Use this guide as your handbook. If you are interested in looking at ways of making a living while hunting for a new job; if you are keen on the idea of being your own boss, then you may want to look at this site:

[www.4-a-job.com](http://www.4-a-job.com)

where you will find ideas on how to make money while you are seeking a new career in the ebook you can buy there. The ideas will not make you rich. Some may be a useful stop-gap while you look for employment in your normal speciality. They are ways to keep the home fires burning and pay the mortgage and the gas/electricity, but they may help keep you sane! If you feel that you would like to start doing something in business online, there is a free download in this book which gives you a lot of information from one of the early success stories of the internet. It is written by Tom Hua and it's packed with information about how to set up an online business.

Whatever you do decide to do, you will be much better equipped to find what you are looking for by taking the information in this ebook on board and by applying the lessons in the accompanying ebook, 'Preparing for the Interview', you will be able to make the best impression possible when you meet a potential employer.

## FINDING A JOB WITH YOUR NEW CV

### APPLYING FOR A JOB

#### REPLYING TO ADVERTISEMENTS

Applying for a job that has been advertised in the newspapers or on a bulletin board, there are certain points that must be taken into account. When an advertisement specifically requires you to have experience of a particular type, you need to point out where your experience is relevant and, if possible, to echo the way in which the advertisement is written. For example, if an advertisement states

#### **“SYSTEMS ADMINISTRATOR**

Hargreaves Norton is a sizeable, south-coast company located in Hastings. Due to recent expansion, we have a new vacancy in our Information Technology Department for an experienced Systems Administrator. The successful applicant will be responsible for the configuration, implementation and maintenance of various technologies managed by the Information Technology Department. This role will focus on the company’s network infrastructure: including desktops, servers, network equipment and software applications. An important aspect of the role will involve assessing and identifying appropriate solutions to be integrated into the company’s systems operation and making recommendations for implementation. Experience in a similar environment would be preferred.”

“

**Peter Wilton**  
**4 Newtown Road,**  
**Woking**  
**Surrey**

24<sup>th</sup> January 20--

James R Bloggs  
Manager  
HR Department  
Hargreaves & Norton Ltd  
5 Main Street  
Hastings TN21 5RA

Dear Mr Bloggs

#### **Reference: Systems Administrator**

I note your advertisement in today’s Daily Telegraph (24<sup>th</sup> January 20--) for a Systems Administrator. As you will see from my enclosed CV, I have gained 6 years experience with W.J. Perkins and Sons, a company employing 1500 staff at their Stamford Bridge

## FINDING A JOB WITH YOUR NEW CV

Head Office. As you may be aware, W.J. Perkins and Sons is a company engaged in the same industry as Hargreaves Norton.

In my present role as Systems Administrator, I am responsible for the configuration, implementation and maintenance of the technologies managed by the Company's IT Department. My responsibilities are concentrated on the Company's network infrastructure and my responsibilities include desktop pcs, servers, network equipment and software applications.

In my current role, I am very solutions-orientated and I am involved in making recommendations on a daily basis with regard to Perkins's systems operation"

While I have actually copied much of this advertisement and changed the odd word here and there, it is in order to underline a basic point here. The initial sorting of the wheat from the chaff will often be done by an HR officer. He or she will not necessarily be very IT-literate. However, they will identify those CVs which press the right buttons (if you'll pardon the pun). In essence, what we are saying is, "Here is a candidate who meets all the criteria laid down for this job." Now, that may well not be true in the case of every job that you apply for, for example. In many cases, you need to underline where your experience or knowledge is identical to the requirement stated in the advertisement. Granted, you will have points where you differ from the spec that is outlined in the advertisement. Those are not things to mention in your application, since they will make you less likely to be considered. The important points are to highlight what the recipient *wants to read*.

The nub of the point in the application letter is the same point I have made in relation to other aspects of this matter. The whole object of this exercise is for you to secure employment. I specifically do *not* advocate lying at any time, but you have to use the **truth** as effectively as you can. This can take the wiles of a politician who does not answer the question he has been asked, because he doesn't want to give out the information being requested. He would rather answer a question which hasn't been asked.

In the job search, you need to push those things which you know will appeal to the company you are applying to and minimise those points that they won't like. After all, if you manage to get invited for a meeting, you can still get the job by good footwork at the interview!

Another important thing to remember with letters of application is that, if possible, each one should be individually written **by hand**. Remember that each job advertised is advertised uniquely and, as a consequence, the letter of application should reflect that uniqueness by being prepared specifically for the vacancy in question and referring to the requirements of the job and how you meet those requirements. However, it must be remembered that there will be jobs that you wish to apply to for which your experience is not ideally suited. We call this a "differ from spec". That is to say, your experience differs from the job specification in some details, but not in others. What you wish to do in your letter of application is to highlight where the relevance of your experience meets

## FINDING A JOB WITH YOUR NEW CV

the requirements and to minimise the differences from their specification where you think they are not too relevant. This is, of course, a matter of personal style. However, bear the following points in mind:

- (a) Your letter should never be more than one side of an A4 sheet of paper;
- (b) It should be justified to both left and right;
- (c) It should be (where possible) written in your own handwriting, as this is still expected by many companies and, in some cases, will be analysed by a handwriting expert;
- (d) It should be addressed to a specific person *wherever possible*, or alternatively, addressed to Dear Sir or Madam;
- (e) When addressed to the specific individual by name, the letter must, of course, be terminated with the words, “Yours sincerely” and, where addressed to, “Dear Sir or Madam” it should be concluded with the words, “Yours faithfully”;
- (f) You should always remember to have your home address and telephone number at the top of the letter and the name and address of the person to whom it is addressed at the top left underneath the date;
- (g) Finally keep a copy of each letter you send in a folder so that you know which companies you have written to and when you get a response in writing, make sure that you keep it alongside the letter you have sent out. That way you can keep track of your applications and not apply to the same company twice, which does not look particularly clever!

Your letter should detail the points mentioned above, referring to the date and name of the publication in which the advertisement appeared (or the name of the bulletin board in question), and the position you are applying for should be detailed as a heading before you explain why you are applying for the job. You should say why you feel you are suitable for the job in the same terms as expressed in the advertisement and add any other points you think are important below that. Such points could include reinforcement of your relevant experience, qualifications, etc and reasons why you are interested in working for the company concerned. This means that you should read up about the company concerned in order to be able to explain what interests you about them. This is treated in more detail further on (page 37 et al.). These may relate to your knowledge of their importance in their particular market, their excellent reputation or it may relate to success they have had in their particular field and the fact that you wish to join a winning team. Whichever approach you take, the letter should be couched in very positive terminology, but not excessively so. One of the points I need to reinforce to job-hunters like yourself is that on this side of the Atlantic there is a tendency to downplay your hand. In the United States of America the tendency is perhaps to be rather more overly positive than we would regard as being normal in this country. I always strongly advocate a “mid- Atlantic” approach. If you don’t blow your own trumpet, no one else is going to do it for you! In other words, do so, but within bounds of normality.

## FINDING A JOB WITH YOUR NEW CV

### NETWORKING

“What exactly is networking?” In fact, it’s a simple enough matter to explain. You will be well aware of how some families operate. Historically, groups of immigrants to most countries – the USA, the UK, France etc, have tended to be mutually-supportive. Thus, if you arrived in London in 1900, for example, from somewhere in Eastern Europe, more likely than not, you would seek out a cousin or a friend of a friend to give you a leg-up. This was and continues to be a highly successful way for any group that feels vulnerable to succeed in an alien society. The same means can be used when push comes to shove in a situation of unemployment.

When you do not know how to find your next job because there don’t seem to be any available, you need to think laterally. You may not be able to return to your own specialised field, as discussed above. However, your transferable skills are always going to be in demand, whatever they are. What is needed is input that you can only provide to a limited degree yourself. You can ask favours of family and friends in terms of securing employment. If this doesn’t address the real issue – perhaps all that you can find is manual work, or low-level clerical duties which will pay a pittance – then you need to start chasing people who have some real clout. You will probably be aware of local entrepreneurs who have established and built up successful businesses. If they are still personally involved in running their company, you should establish exactly what the spelling of their name is and write them a personal letter. This should be a short letter that tells them what they want to hear. No ‘bleeding hearts’ letters, in other words. A simple description of exactly what you can do **to help their business** is the best approach. They don’t have time to be charitable institutions. It would be most unusual if they didn’t expect you to ‘sell’ them (see below under ‘Sales’) your services as someone who can do for their company what they and their staff can’t. However, don’t simply stop at that. If they don’t have a job for you, then ask them to recommend someone else to you, preferably at least two other prospects who may be able to help you find something. REMEMBER: if you don’t ask, you don’t get. Faint heart never won fair lady.

However, there are only limited numbers of such highly-successful entrepreneurs. Most of the contacts you will approach will be, perhaps, former employers of yours, your own friends and family, acquaintances from the golf club, friends from university, contacts on [www.linkedin.com](http://www.linkedin.com), from [www.facebook.com](http://www.facebook.com) and so on. Use these contacts to the full. I have found that most people you get to know in such situations, or through such a medium are more than willing to lend a hand, but if you don’t ask, you don’t get! When you approach these people, you need to make it clear that you are seriously applying to them for a job. The contact should be direct. In other words, telephone them, don’t write. That would take a month of Sundays. This is a fast-moving field. A call expects an immediate response. Sometimes, of course, you will have to call back because your contact is in a meeting, or away on business. If so, diary forward to ring again, so that you don’t forget.

When you speak to the person recommended, mention your contact’s name. Say, “My

## FINDING A JOB WITH YOUR NEW CV

name is Peter Wilton. I am a friend of Bill Wise, who I believe you know? I was speaking to him yesterday about finding a position as an accountant. He recommended you to me and he suggested that I contact you directly. I'm looking for a job that will use my strengths in analysing companies' accounts. I reckon on saving the average company between ten and fifteen percent of their annual variable overheads expenditure. Could that be of any interest to you?"

I reckon that anyone who went to any business and said that they could save them hundreds – or, better still, **thousands** of pounds of unnecessary expenditure every year, would be killed in the rush by entrepreneurs fighting over them. This is the approach to take. Exploit their weaknesses. They have them too. Just as they want to know whether a market is gasping for their products, you want to know whether they will be gasping for your services. You must make yourself **irresistible** to them. If you reckon that you have services that you can offer them which will save them money or make them more money, say so. Of course, you will need to prove this. Perhaps you are an administrator. If you could look at the administrative structure of a company and make them more efficient and cheaper, removing log-jams and speeding up order processing, that would be of great interest to a company. Equally, as an IT specialist, you may well have contacts that could save a hefty percentage of a company's hardware budget by using your contacts and your technical knowledge to make their IT function more cost-effective and, again, address the bottom-line which is a major feature of every entrepreneur's thinking!

In order to do this most efficiently, you will do your homework, as you will find is heavily underlined in this book. So, you will have prepared this in advance, and you will be able to write directly to the entrepreneur and make your case. The case you make should, of course, knock them off their feet. However, as a form of insurance, always ask for the names of two business contacts that the entrepreneur can recommend to you in case he or she does not take this amazing offer. This is something you need to become second nature in any such approaches that you make.

Apart from the movers and shakers of this country, also make contact with those who are perhaps less astral in their entrepreneurial success through your friends. The technique is very simple. You ask each of your friends or business/personal contacts to give you the names of two of their personal/business contacts. You then contact these friends and explain that your friend – whatever his or her name may be – has recommended them to you and explain briefly, what it is you are looking to do. You will need to script this to make as effective an introduction as you can in as brief a time as you can. I don't expect that most business people will want to spend more than one minute hearing your explanation about why you are telephoning them. This means that you need to **make an impact!** Don't be silly, or over-the-top about this. You are doing something which is central to any business you can name. What is that, you may ask? Simple. It's **SALES**. Businesses can't survive without it. Without an effective sales function, they'd be out of business. That means that you have to make your pitch to them and hope that you ring some of the right bells when you indicate what you can do for them. Bear in mind that you will need to show that you can do what you say you can. If, by any chance you don't succeed, you must ask that businessman or woman kindly to recommend two people they

## FINDING A JOB WITH YOUR NEW CV

know to whom you could also make an approach. Often, they will respond well to this approach, as these successful business people admire someone with a bit of get-up-and-go! You should tell each person you speak to who gave you their name. It is an 'open sesame' to most doors, since a familiar name ("Bill Brown recommended that I give you a call!") will usually succeed where a cold call might not. If their receptionist is not for connecting you to the contact, just say, "Tell him/her that I'm a friend of Bill Wise who suggested I call him." That will almost always succeed. If they can't offer anything to you, then ask them in turn for two names that they can recommend to you. This has to be good news, hasn't it? For each unsuccessful call, you double the number of contacts that you can pursue even if you don't get an interview! That makes the law of averages work in your favour.

## FINDING A JOB WITH YOUR NEW CV

### WRITING A SPECULATIVE LETTER TO A POTENTIAL EMPLOYER

This is a matter of research. You have the tools available to you (see Resources above) to choose companies in any area in the UK to whom you wish to write. You may wish to consult certain professional organisations to check where their members are to be found. If you are a member of a particular body, you will be familiar with their website already. Most, though not all, professional bodies will give fellow members access to such information which they will not impart to non-members.

When writing to a potential employer, you need to address *their* concerns, *not* yours. They will want to know what they have to gain by speaking to you. It is, after all, only human nature for them to take that view. Thus, you will save yourself a lot of wasted effort if you understand that from the start. It is well worth your while phoning the organisation concerned to establish who you should write to by asking their receptionist. If you are using a cheap telephone service like Toucan, Tiscali, Talk-Talk or Skype, these telephone calls should cost you nothing anyway. If you don't have such a service, I suggest you sign up as soon as you can!

When writing to the employer, you need to have something to appeal to them. If you are a specialist in their particular line of country, then you should address that and refer to how your expertise will fit into their particular setup and benefit them thereby. A typical letter will, therefore, be addressed to the appropriate person. It will be short – certainly no more than one side of writing-paper and it will be hand-written, enclosing a typed CV, as outlined below. You should aim to send out twelve (12) CVs a day. This will generate a gradual build-up of responses which should produce an average of one interview per day. This depends upon the breadth of your search area, of course, but it is a good rule of thumb.

## FINDING A JOB WITH YOUR NEW CV

### BEARDING THE LION IN HIS DEN

I have always felt that the ‘proactive approach’, that is to say the direct approach is often more likely to bring dividends than a purely ‘reactive’ one. In other words, as some say, God helps those who help themselves. If you really are wanting a job, then you need to plan a campaign. First, you need to know where you want to work. If you have decided that you want to work for Smithers & Co’s sales department, for example, then you may wish to consider the following plan. You need to know who counts at Smithers & Co. on the sales side first of all. So, ring up and say you have a letter to writer to the Sales Director. Ask for his or her name and establish the correct spelling. See if he or she is a member of any trade association and if they have any letters after their name. Also, check the name of any sales managers. Note down their names too. Do bear in mind that this may require more than one call as companies may sometimes not wish to divulge the names of staff. If they aren’t prepared to do so, you may find a degree of difficulty arising. This is particularly the case with companies in the pharmaceutical industry and with companies that conduct medical and animal tests. Even a Google search will fail to give you their names!

If you have the names, or even if you don’t, you can now progress to the second stage of the plan. You need to establish whether there will be any trade fairs, conferences, ‘Milk Round’ get-togethers etc and find out where they are. This is a matter of research and it is too broad a subject for me to do any more than point you in the right direction and say that you should consult those parties who are organising such events to find out which companies will be there and which departments will be represented. Usually, the organisers will not know the names of specific individuals who will be attending. However, it is your opportunity to put a face to your name.

When you have found out where the conference etc is being held, it is up to you to do the leg-work and (probably) target more than one company. It is the norm for companies’ staff at such events to wear identifying badges, so you need to have a notebook (a smallish one you can carry around to make notes in) which fits into a pocket, to note down who is who. It’s best if you can drift around while others are occupying the company’s people in order to gauge what their stand says about the company and to nab any information they may have available. That is less likely, however, than for someone to bear down upon you, hand outstretched and wanting to talk to you. What could be better? If you bear in mind the information in the booklet accompanying this (‘Preparing for the Interview’) about how to dress and act in an interview situation, you should make the right initial impression. Of course, it is unlikely that anyone is going to interview you then and there. Far from it. They have other fish to fry. Nonetheless, you should endeavour to make a good impression and to have a prepared little speech to introduce yourself and to give an excuse for being there. A card with your name, address and other contact details would be a good idea and, of course, your CV! Just explain to them that you are fascinated by whatever the subject of the get-together may be – agricultural machinery, if it’s at an agricultural fair, for example – and you came with your CV in case you saw any companies that looked interesting, though (of course) **their** company

## FINDING A JOB WITH YOUR NEW CV

was the one you were really hoping would have a stand. And there they are! Fantastic! Don't forget to ask them for their business card(s). They will, undoubtedly, have them.

Don't overstay your welcome. If things are quiet, then they may be prepared to give you more time than when they're busy. They may suggest you come back later, or you could ask them if they would have a minute to have a chat later on. After, all, you have the time to spare. It may be worthwhile checking them at times when things are quiet. Try very early on, before things hot up; or try lunchtime, as long as they don't look as if they're starving.

Make a list of companies that you want to buttonhole at such events and make sure that you have at least another half-a-dozen or so CVs and cards in a folder to keep them uncreased. Putting your CV in a clear, plastic sleeve can bring it to the recipient's attention once he or she is back at their office. It prevents it being lost among other papers.

When you get home, write a short note to the person you spoke to who you think may be the one who can decide whether to progress matters in your case. Having made sure that your name and address are clearly at the top of your letter (and your telephone number(s) and email address, say something like:

“Dear Mr Jenkins,

Thank you for taking the time to speak to me earlier today. You may remember that we met at Oil Enterprise PLC's stand at the Birmingham Exhibition Centre. I hope I did not take up too much of your time. However, I must say that I was most impressed by the quality of manufacture of your company's Skyhooks. As I explained, I am very keen to secure a sales role within Oil Enterprise selling such high-quality tools and I would be delighted to have the opportunity of discussing any role you think my skills and experience would fit within your Company's Sales Department.

Please feel free to contact me with any queries you may have. I hope it will be possible for us to meet and discuss any suitable openings for which my experience seems suitable.

Yours sincerely,

Thomas Arnold”

In the end, there are no guarantees of anything in this world, except, as the man said, 'death and taxes'. However, you can even up the odds in your favour by using these tools to ensure that your applications for jobs are more professional and more focussed than those of your competitors. I wish you all success!