

Career Change – Special Report

Presented by www.Your-Career-Change.com

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1. Drive Your Career Change With A Direct Approach

If your career has gone off the road or not going in quite the direction you want, take control and drive yourself back to job satisfaction with a direct approach.

When you're looking for that new job or a career move it's easy to think that 'they' hold all the cards.

But if you can change the way you think about it, you can get back in the driving seat, and after all, this is your career we're talking about.

Remember 'they' don't hire you for the sake of it; **they hire you to help them make a profit!**

So two things first – how you are (attitude) and how you react (the way you see things)

1 Attitude

Everyone goes on about positive mental attitude, don't they? But what does it mean?

To some extent we can all have some influence over what happens to us. I don't mean to say that we can make everything go right all the time, but we can hold an attitude of expecting things to go right

If we expect things to go well they're more likely to.

If we expect things to go badly they probably will.

So even if everything doesn't go right we can get past the things that go wrong so much easier. This is what I mean by positive mental attitude.

2 The way you see things

- Instead of thinking they're in charge, why not try 'I'm in charge'
- Instead of waiting to be chosen, decide what you want and present some proposals;
- Instead of dreading interviews, think of yourself influencing key decision-makers;
- Instead of scouring the adverts, read them as sources of inside information;
- Instead of worrying about vacancies, think of them as needs waiting to be met;
- Instead of having to accept the offered terms, think how you can negotiate;
- Instead of them getting what they want, you both get what you want.

Job banks, search engines, job listings, and job guides are all useful tools in your employment search; however they won't find you the unadvertised jobs. Statistics show that perhaps up to 60% of all jobs are unadvertised and are found informally - that is to say through networking and the direct approach - so the unadvertised jobs are what you really need to uncover.

You can uncover these unadvertised jobs and get back into the driving seat by putting together a carefully crafted direct approach letter.

This direct approach is no more and no less than a 'marketing' exercise to a specifically qualified target audience. It is NOT a mail-shot and certainly NOT 'speculative' letters that some people would have you waste your time writing.

Compared to a direct approach letter, the speculative letter or mail-shot is a complete waste of time, effort and possible opportunity. **So don't do it!**

Why do I say that?

Because:

- A speculative mail-shot aims to cover as many possibilities as you can, so inherently it's not specific to any particular reader.
- A speculative letter labels you as a jobseeker and gets sent to the Personnel Department (if they have one and it gets past the waste-basket).
- Unless you want to work for the Personnel Department (if they have one) that's the last place you want your letter to go.
- Mail-shots in general usually have less than 2% response rate so to generate some interest, (even before an interview is offered) you'd have to spend maybe £300 on postage alone.
- This approach at best will bring you what 'they' think you should have, not

necessarily what you want for yourself.

And the most important reason:

- Because you try to cover all the possible employers you then make it virtually impossible to approach them again or in any other way. (Oh yes, you already sent your details in to us didn't you?)

So what should you do?

- Each direct approach must be tailor-made for the reader;
- Your letter must include a business proposition;
- Only address to the decision-maker who can employ you;
- Research the organisation in detail;
- Be businesslike and professional;
- Do NOT include your CV

You should also:

- Make it clear you would like to arrange a meeting;
- Be prepared to follow-up quickly once sent;
- Be persistent – they need you.

You already know there is so much more to job or career change than waiting for the right advert to appear so if you want to get back in the driving seat prepare a good direct approach.

Remember - fail to prepare - prepare to fail

Use your research and personal achievements to pack real benefits into your letter; the research you do will show you exactly what proposition you need to develop.

When a need exists because of...

- expansion or new locations;
- departure or retirement of employees;
- new product launches;
- new markets at home or overseas;
- downsizing (businesses often lose people they'd rather keep);

- change in legislation.

...somebody has the problem to solve.

You simply present yourself as the solution, and so remove their headache.

Use this direct approach as one of the main tactics in your overall career change strategy; your time is better spent on this and networking than scouring the papers for adverts to reply to.

2. Creating Massive Cover Letter Impact

When writing your cover letter or application letter what you need to do above all is create impact and interest. You may be the most talented finance manager or account executive, market analyst or horticulturalist but if that talent doesn't flow through your cover letter then you might as well forget it.

This is not the time to be boring or submit a fact-laden covering letter that has no oomph! What you want is a sharply focused, punchy letter that leaps up and demands attention.

How do I do that?

Like this:

Crisp white paper with clear black print is the starting point. Ensure all the address details, both their's and your's are easy to spot and there are no errors or typos. Use a headline in bold to identify the position or job your cover letter refers to; along with this include the date and publication where you saw the advert. Address the letter formally.

Now the next part is the most important.

You have to catch their attention in such a way that they want to read on. (If they don't, you're out of the running anyway.)

Start by including the reader in your application. You do this by your first words which should be:

"Your advert..."

What this does is turn their thoughts to the content they produced and OWN.

Now extend this by adding how it interests you:

"Your advert really interests me..."

This shows you are interested in something they produced and own and starts to make you sound interesting.

Now you must say why you are interested:

"Your Advert really interests me because..." and continue with your reasons i.e. specific comments about their products and company reputation.

With this you have engaged the interest of whomever is reading your cover letter, so now is the time to start making your own case. Follow your comments about the employer's business with "...and I am confident that I have all of the skills and experience that you require."

Just the use of words like '**confident**' is enough to grow the stature of your application.

With a maximum of five bullet points you can summarise what these skills and experience are, relating them closely to the demands of the advertisement. Finally close your covering letter by referring to any instructions such as enclosing a CV or Resume, stating location preferences or salary details and say that you are looking forward to MEETING them at the interview stage. Of course you haven't been asked yet to attend an interview, but you must assume you will be called.

After all you are sure to be of interest and you know you have the skills they need, so why wouldn't they want to interview you? Get more help with [writing cover letters](#).

3. Six Reasons To Send a CV Cover Letter

When you realize there are at least 6 good reasons to send a CV cover letter, it is surprising that some people still don't write and send one with their CV when applying for a new job. Perhaps it's because they don't understand the importance of this cover letter, or may be they are just too lazy to send one.

That's never good enough; when you are trying to make an impression with your job application, you cannot afford not to send a CV cover letter.

Here is why:

1. Some hiring managers only read the covering letter, so if there isn't one you're out;
2. The CV covering letter allows you to express your interest in a precise and targeted way;
3. Recruitment advertisers often ask for some specific information which belongs in the covering letter;
4. You will be seen as (a) lazy or (b) disinterested if you don't send a covering letter;
5. The main advantage of the cover letter is that you can match yourself to the employer's needs;

6. You can demonstrate why you are the strongest candidate as well as gently flattering the receiver.

When you do send a CV cover letter that is well written and demonstrates your interest and suitability, you are giving yourself the best possible start to an eventual relationship with the prospective employer.

You should not underestimate the importance of this cover letter in your approach to the new organization; they expect you to make an effort and help them to select you for interview.

So when you realize there are at least 6 good reasons to send a CV cover letter, there is no excuse for some people not to write and send one with their CV when applying for a new job. If you did not previously understand the importance of this cover letter, you should think differently now so don't let yourself down by being too lazy to send one. Get more help with [writing cover letters](#).

Follow the link for more help with [how to write a resume](#).

4. Self-Introduction Is The Key To Interview Success

Once you have been invited to an interview you must get ready to create the image of someone they will surely want to hire above all other job applicants. Everybody has an opinion as to how you do that, but what do you actually do and what do you say? Self-introduction is your key to interview success because you are starting from a baseline position where they have no experience of who you are or what you are like.

Yes, they should have read your resume and cover letter you sent in, but that only gave them enough for them to want to see you in person. Now you are going to meet the hiring manager in person, you have a one-off make or break opportunity to get them to see you as the only person they want to employ.

As you know, interviewers will often rely heavily on their first impressions, to the extent that the interview becomes merely a confirmation of that first impression, either good or bad. So if self-introduction is your key to interview success, the first and most important aim is to create a positive first impression. Everybody has an opinion as to how you do that: look 'em in the eye, give 'em a firm handshake, speak up and don't mumble; know your stuff. All good ideas, but what do you actually do and what do you say?

Create A Favorable First Impression

The way to create a favorable first impression is to be sure you appear confident and open. When you meet your interviewer for the first time, make eye-contact at the introduction and repeat the interviewer's name as you shake hands and thank them for inviting you to the interview. As you get seated, smile to indicate you are ready to get down to business.

What often follows is the invitation to 'tell them about yourself' which allows you to commence your self-introduction that is so important to your interview success. This is the phase where you develop the rapport that will carry you through to the positive outcome at the end of the interview.

Because self-introduction is your key to interview success, you must have previously prepared exactly what you are going to say. This is not some lengthy story about your life, but a short focused statement that sounds interesting to the listener. You make it interesting by keeping it short (less than 3 minutes) and by showing that you are interested in both the job and the organization. This means you need to do some research about the business beforehand.

Strengths And Achievements

In your self-introduction you will include some examples of your strengths and achievements which relate directly to the requirements of the new job. This must also demonstrate your personal qualities that you apply when you are doing the job because the type of person you are is often far more important than just having the ability to do a job.

The way you outline your self-introduction, in particular the way you speak, tells the interviewer whether you are confident in your abilities so you must rehearse it well, but don't try to be what you are clearly not - you'll only be found out at a later date. Get a friend to listen to your self-introduction with a critical ear, because if it sounds false it will set the alarm bells ringing with the interviewer who will detect that it is not the real you and destroy the rapport you were building up. Practice speaking faster or more slowly, louder or quietly and try to vary it throughout.

When you have prepared your self-introduction, ask yourself this question: 'What does the interviewer need?'

The answer is that the interviewer needs to identify the best candidate to hire, whilst keeping the costs to a minimum and the fewer people interviewed the better. The need is also for the person who appears to be the best 'fit' in terms of both personality and technical ability. Also remember that they may need to justify their decision to hire you, to someone higher!

Prepared well, this self-introduction is your key to interview success because it helps to create that all-important first impression, helps you to build the rapport with the interviewer and satisfies the questions about whether you are the sort of person who will fit in to the organization successfully.

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5. Interview Presentation & Your Nerves

Sooner or later, the interview invitation is going to say you are required to give a presentation as part of the selection process. And like most people you may dread having to do it. You may think that you cannot speak publicly because of nervousness but all good speakers are nervous, and you can overcome those nerves.

What you can do is control those nerves and make them work for you rather than against you. There are several techniques for doing this which you should be aware of:

Tension should be released first in the lungs:

Short, panicky breathing should be replaced by slow, deep breathing - through the nose (to prevent drying out your throat prior to speaking). This can be done quite unobtrusively as you are being introduced, or asked to start your presentation.

When the introductions are over:

First slow things down - stand slowly, clear a place for your notes if necessary, arrange your spectacles or otherwise control your space.

Second when about to speak - drop your shoulders:

This will give a feeling of relaxation and of tension dropping away. If your body feels relaxed you will quickly become relaxed.

Third smile at the audience generally:

Or at individuals you know or have contrived to meet prior to speaking, and stand quietly for a moment or two. If you can communicate some degree of warmth for them they are most likely to return the compliment.

When you have their full attention (and only then) you can commence your presentation. Again nerves may be encountered here so:

- know precisely what you are going to say in the first sentence;
- Always start with good morning/afternoon/evening ladies and gentlemen and introduce your subject;
 - Let your audience know how long you expect to speak for;
 - Say whether you will take questions during your talk or at the end.

Some individuals find the sound of their own (projected) voice quite disturbing initially and one should be prepared for this phenomena. It is only off-putting if unexpected.

Practise at home in front of the mirror as if you were talking to your audience, using your presentation or reading something out loud just so you get your voice muscles moving,

and you get more used to hearing your own voice.

The interview presentation is becoming more common and the sooner you come to terms with your interview nerves, the sooner you can relax and present confidently.

Peter Fisher is well placed to guide job seekers through the steps needed in order to achieve that all important new position.

Go to <http://www.public-speaking-courses.com/7-great-tips.php> for 7 Great Tips For Public Speaking at interview.

6. Self Describing Skills: Key Strengths

You need to be the best you can at describing your best qualities; particularly your key strengths. In my coaching practice I generally, at some point, ask my client: "What are you good at?" purely as a means to establish if they have already thought through this most important question.

Some have, but more often they haven't and the answer usually involves lots of head-scratching, umms and arrhs and then quite often a monologue on what they're NOT good at!!

Your answer to this should be your key strengths statement which we talked about in personal marketing on my website - let me remind you.

A "Key Strengths" statement is a summary of your most powerful skills and attributes.

The Key Strengths statement

- Highlights your most important skills and abilities
- Differentiates you from others
- Avoids generalisations
- Provides examples of your achievements
- Spoken naturally should take no more than two minutes

Of course at interview, the question may take many different forms:

"What are your main strengths?"

"why should we hire you?"

"what do you think makes you the best candidate?"

"convince me you're the right person for us"

"how do your skills match our particular needs?"

As with all your Presentation Statements it should be so well rehearsed that it sounds completely spontaneous.

This example I've given you here should get you thinking so give your Key Strengths statement some thought now.

"I have very good communication skills; I work well either leading or being part of a team and I am self-motivated and capable of working on several tasks at once.

As a leader of small teams I involve people in the decisions so that they feel involved and ensure they have the opportunity to contribute to tasks facing the team. I manage the information, plan and organise and make the decisions as required.

With my strong communication skills, I have been able to motivate the staff to higher standards of performance meaning we have also helped our profits figures through increased sales and tighter cost-control.

Alongside this I have encouraged innovation and my team has produced several very good ideas for new products, services and markets. As an example the new widget has taken off in Eastern Europe and is contributing 7% of profits in less than 18 months.

Most importantly I actively seek to develop members of my team for their own careers sake but also for the future of the business itself. This means I also look for personal development opportunities to ensure my skills are kept up to date."

If you refer to the [resume tips](#) page on my website, sample resume #1 is for a Chief Engineer. The Key Strengths statement from him might go like this:

"I have very good communication skills and work across all departments to ensure that issues are identified and practical solutions are prepared. Coupled with my project management skills and my hands-on leadership style I am able to consistently deliver and commission projects on time and to budget.

I am focused on internal and external customer's needs, rather than purely functional needs and I apply specialist skills in continuous improvement and world class manufacturing to increase efficiency, reduce waste and losses due to downtime.

As Chief Engineer I have initiated and managed strategic change programmes and implemented effective quality improvement programs all the way through to successful local level implementation. This has led to savings of £750k per annum and helps to maintain the position and financial strength of my employer".

These key strengths statements naturally answer many of the interviewers questions whilst being reassuring in content. You will find though, that they will create new questions for the interviewer, so be aware that you must be able to substantiate everything you claim.

Try working on your own statement using your own words and skills, blending them together to create a strong "key strengths" statement to meet your needs.

You'll be surprised how often you use this one!! For everything else you might need to know about interviews especially the top interview questions and answers go to [Interview Questions](#)

7. Avoid Your CV Ending Up In The Bin

Cover Letters must grab the reader's interest so that they immediately want to learn more about the writer (you).

Your cover letter is generally the first document those potential employers will read. So your job is to make sure it introduces you effectively and positively.

The 5 Best ways to make sure your CV or resume **does** get thrown aside:

- You don't include a powerful cover letter
- The same cover letter was photocopied or obviously used for another job
- The cover letter doesn't include all the information the employer specified
- The cover letter contains spelling, grammar or typo errors
- Your skills and qualifications don't match the job description or person specification

You really want to avoid your CV always ending up in the bin don't you, so when writing your cover letters, be sure to:

- Customize the cover letter to the particular job you're applying for
- Emphasize exactly how you expect to contribute to the company or organization
- Show interest and enthusiasm in the advertised job.
- Tell them you know about what they do and why you are interested in joining them
- Illustrate how your skills match the job description
- Check carefully for spelling errors and typos
- Address your letter by name to the person advertising (ring for the name if possible)

Your cover letter will get much better results if you show that:

- You know what employers want
- Your strengths have the edge over the competition

- You tailor your cover letter to meet their specific employer's needs

If you need more specific guidance on writing great cover letters or could use some examples to help you just visit our [Cover Letter Resources](#)

8. A Better Salary? Negotiate Your Way

You can't force your boss to stump up more money, but you can attempt to negotiate a better salary. Here are some simple strategies that are easy to use and that will boost your case if used carefully.

1. Choose the best and most receptive time for your boss. Ask for a meeting midweek, when the initial issues of the week have been dealt with and the end of the week is in sight. Most people are in a slightly more amenable frame of mind at the midweek point;
2. Make sure you have all your performance statistics at hand to show how you have added value. Your boss is only interested in paying for results, so what can you show?
3. Don't go in aggressively or in an adversarial frame of mind however much you need the extra money. Start pushing and you may as well forget it;
4. Use friendly language and gestures - the issue needs to be a "what can we do?" discussion, rather than a "what will you do?" confrontation;
5. Be prepared to chat about general business subjects before getting down to business;
6. Try to arrange your seat at an angle or around the corner of the table rather than directly face-to-face.

Negotiations can break down over the smallest misunderstanding; so if there is any doubt over a statement or quoted fact make sure you query and get it clarified immediately.

Before you enter the negotiation, check your strategy here first. It just may make all the difference! To find the right information, negotiation tips and advice take a good look at <http://www.negotiation-tips.com/a-better-salary.php> – or take a look at how to [negotiate a pay raise](#) you are sure to find some negotiation tips that fit your discussion.

9. Six Ways to Actively Manage Your Career

It is a statement of fact that the people who achieve most in their careers are the ones who actively manage their careers. If you still think that your organization or employer is going to look after your future, then you may have a big shock coming. Things are uncertain enough without leaving your career to chance.

So that you are in no doubt about what you can do, here are 6 ways to actively manage your career and they are not particularly difficult, they just need systematic application:

1. You need to know clearly where you're going;
2. You need to start planning how you'll get there;
3. You need to understand and make the most of your options;
4. You need to find out if anyone knows about you;
5. You need to learn what others think about you;
6. You need to be able to measure your impact.

When you apply these 6 ways to actively manage your career, everything starts to fall into place and your activities become focused on doing your job with a purpose. Your organization gains from your input and you gain more clarity and skilled understanding which leads to a sustainable career.

Some pointers to help you apply the active career management strategy:

1. Do you know where you're going in terms of the short, medium and long term; do you know what skills or new knowledge will be required to progress in your job and your company?
2. Do you know how you'll get there? Do you have the right education and experience; do you network with individuals who have the information and skills that you need to understand? Do you keep up to date and read journals, newspapers and books on management and business in general?
3. Are you making the most of your options by understanding where and why work opportunities are increasing or declining. Are you familiar with company policies and practices on career development?
4. Does anyone know about you? Do you get involved in cross-departmental activities or problem solving groups and develop contacts in areas that do not have regular dealings with you?
5. What do others think about you? Do you have good relationships with your superiors, people who work for you and customers?
6. Do you measure your impact by seeking feedback on your performance? Have you had recent experience of how others might see you (via your network or a test job application)?

Things are uncertain enough without leaving your career to chance. Use the 6 ways to actively manage your career and be confident that you are enhancing your career and your employability together. For everything else you need go to [Career Success](#)



I hope you have enjoyed reading this document.

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Best Wishes for Your Career Change Success

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