



Y. O. U.
Your Own Universe
Job Search Guide
Thirteen Steps to Your Employment Success

By
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Dragonfly Depiction

The dragonfly depicted on the front cover and throughout this book represents the concepts of transition, transformation and change in the universe. In early Native American cultures and mythology, dragonflies were the carriers of influence and information to tribal spiritual leaders who developed and taught value systems that collectively supported cooperative decision-making, self-sufficiency, personal growth, and responsibilities of the individual in making contributions to the survival of the community as a whole. These same values are an inherent benefit found in the Y.O.U. Job Search Guide.

Preface

Many texts and manuals have been written and published in recent years regarding job search. And, many more are likely to be produced as the job market and careers continually change. In general, this fact illustrates a very significant and crucial truth about the mindset of hundreds of thousands of hopeful applicants and their approach to establishing careers and finding employment opportunities. Looking for employment in a chosen career field or chosen occupation can be, and often is, a full time job. Job search is a relentless, constant and consistent process that can and does try the patience of many job hunters.

Quite frequently job hunters get impatient or just plain lazy about investing their personal (recreational) time looking for a job. So, in an effort to convince themselves they are looking for a job they become dependent upon job search texts, and the gurus who write them, because they all market a vague and subtle promise that someone else is going to provide the solution to achieving their job search goals. The idea that the latest job search book on the market will lead to promising employment opportunities fits a growing generation of individuals with expectations for quick fixes and immediate solutions.

Unfortunately, the one element missing from the body of these texts, is not the notion that what job hunters seek is well within their grasp, because it is. But, what is absent is a model for learning how to recognize what it is job searchers are really looking for in the first place - the dynamics behind and within the instruction of what it really takes to get a job these days.

In our modernized and mechanized society, the emphasis is predominantly placed on finding a quick-fix solution to everything – the end product and the pay-off. Unfortunately, it is no answer to today's evolving high tech, service oriented, and competitive work environment. It now requires planning and a certain measure of insight into what makes your life and the job search process meaningful, productive, and lasting.

Taking the time to reflect upon what you believe can lead to some understanding of why you do the things you do. The reasoning-out of what your true values are as it relates to setting and achieving goals is part of what job search should be about. This process should determine how and when you act, how you go about getting what you really want in life, and in many instances, objectively identifying what it is you are not doing that keeps you from getting what you desire the most.

As a user of this guide you will discover that the focus of your approach to finding and securing meaningful employment is placed on the process and the journey one takes to achieving self-discovery, self-reliance, and self-sufficiency, while old and new ideas about conducting job search are being analyzed, evaluated, and applied.

Miraculously, the desired outcome as if guided by some mysterious or magical force suddenly materializes, but only when you are able and ready to recognize the opportunity. It is similar to the old adage, “the teacher will appear when the student is ready.” Thus, the **Y.O.U. Job Search Guide** will enable you to become your own teacher. The question is, are you ready?

In the simplest of learning terms, a contemporary job search text should merely function as a guide, a catalyst for encouraging the elimination of old beliefs; while at the same time providing for the development of new strategies for accessing the intuitive and creative genius “within.” Such genius being that certain something that every job hunter is born with, but in the past has seldom found. It is **Y.O.U. – (Your Own Universe)** – it is your special job search resource there to tap into whenever you need it. The basic strategy to solving any perceived mystery one might have about successful job search can be found in the following analogy:

There was an old Zen Master that was visited by a university professor who wished to know all about the practice and meaning of Zen.

The old man served the professor some tea. He poured the cup full, and then continued to pour. The professor watched the overflow until he could no longer restrain himself. “Stop it! No more will go in!”

“Like this cup,” said the Zen master, “You are full of your own ideas and speculations. How can I show you Zen unless you first empty your cup?”

The information to follow in this guide provides a paradigm (model) for overcoming your reluctance to change – going beyond the secure confines of mediocrity and your own comfort zone (your cup). It suggests the means to create above average and abundant employment opportunities. Simply stated, your job search will become a state of mind that is identified through positive attitudes and willingness to accept that learning is an ongoing event – if you stop learning your progress stops also.

This guide serves as a reminder that sometimes we do need to guard against falling into the mental trap (the ongoing and sometimes misdirected self-talk that goes on in our heads) of continuing to believe what we have been accustomed to accept as true, and the resentment aroused when doubt is cast upon any of our assumptions, which leads us to seek every manner of excuse for clinging to them. The result is that most of our so-called reasoning consists of finding arguments for going on believing as we already do.

The intent of this guide is to expose you, the reader, to some of the dynamics of facilitating change in your life by opening the door to self-discovery, personal empowerment through planned risk-taking, and learning to think and operate outside the box (your comfort zone). It is the beginning of a never-ending journey towards creating and mastering an understanding of **Y.O.U. (Your Own Universe)**. This journey will never really end as you will soon discover and come to appreciate.

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Introduction

This guide is all about Y.O.U.!

It is designed to take you on a journey that can lead to success in locating and acquiring the kind of career employment that matches your ambitions and talents, the kind that dreams are made of.

Y.O.U. is an acronym for **Your Own Universe**. It is a place where the real you exists – a creation of your own special world where success is the norm rather than the exception. It is that part of you which intuitively and instinctively knows better than anyone else what you want out of life – what you need in the way of meaningful employment. Once you learn how to tap into this resource it will establish with prospective employers, and with yourself, just how unique and qualified you really are.

The Y.O.U. Job Search Guide provides you with thirteen steps that lead to, not only the clarification of career goals, but to the successful attainment of employment that is right for you. It also provides the means of making informed life decisions that benefit you the most.

Each of the steps involved, collectively, are designed to provide you with an overall understanding of how the entire process of job search really works. Once learned, it will become an integral part of your life decision-making skills.

Each step is sequential in nature. It prepares you, the potential candidate, for completing each of the steps that logically flow from one to the other. It is similar to the child's puzzle game of connecting the dots until the hidden image of what the puzzle represents appears – one dot at a time, one step at a time.

There are two reasons why we take one step at a time.

First, each step is a learning experience in and of itself, and the successful completion of the step that follows is based upon how well you understood and practiced the previous step. If you can grasp the meaning of “a baby first learns to crawl before it walks,” then you are on the path to understanding how the **Y.O.U. Job Search Guide** is designed to function and assist you.

Second, the other reason why you only take one step at a time is based upon the way we learn. Some of us learn best by our sense of touch – doing things with our hands (a hands-on approach to learning). It is called the *tactile* experience.

Others learn best through hearing of things being explained. It is known as the *auditory* experience; while some learn through seeing things demonstrated – this is the *visual* experience.

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Many people learn better as a result of utilizing two of the three experience combinations. And, there are some that learn best utilizing a combination of all three methods. How we receive, perceive, and process information is defined as our *Learning Modality* or learning mode. However, there is one factor that remains constant throughout these processes, no matter what our learning modality happens to be, and that is as humans we are only able to process small bits and pieces of information and/or completion of tasks, each, one at a time.

So, once a piece of information is presented and/or a task completed, what was learned is catalogued away in the brain to be recalled and used again some time in the future –(as life situations prompt, trigger or reference themselves to these previously learned tasks). This is our *reticular activating system*. And, if you think about it, this is generally how a computer works – bits and pieces of information are stored on the hard-drive to be recalled and used at some other time. As a matter of fact, the human brain serves as the model upon which today's computer systems have been constructed.

With humans, information stored in the brain when recalled and acted upon generally occurs in a prescribed or natural order as we've mentally and/or physically rehearsed it – a process that, for lack of a better term, can appropriately be called *sequencing*. The more this process is repeated (doing the same things over and over again), the less likely we are to think about what it is we are doing, and the more likely it becomes instinctive (more commonly referred to as learned behavior), and the results are generally predictable.

Sometimes, life situations occur out of sequence – interrupted by competing new incoming information, immediate tasks to be performed, and new events to be considered – a process we can call *non-sequencing of events or stressors*. When such unplanned activity occurs, it can lead to unpredictable, and in many instances, undesirable outcomes.

Loss of a job is a good *non-sequencing of event or stressor* illustration of how someone might react especially when it isn't expected. The loss generally comes at the hands of so-called modern business practices – down sizing, reorganization, outsourcing, and in many instances being fired (the politically correct term used these days is called involuntary termination), the results are almost always the same. People become panic-stricken, “I have bills to pay, mouths to feed, car payments to make, and college to pay for! What am I going to do? How am I going to survive?”

How we view, prepare, and react to *sequencing* and especially *non-sequencing of events*, is what makes each of us the unique individuals that we are.

Our uniqueness allows each of us to process information, perform tasks, and handle those intervening events just a little bit different from our neighbor. An individual's reaction is for the most part based upon previous life experiences, and in some instances, a lack of it. This influences and determines our individual view of the world around us and the universe within.

But whatever your outlook or experiences in life are, it is after all is said and done, YOUR OWN UNIVERSE. YOU create it, YOU own it, YOU control it, YOU are responsible for it, and YOU can change how it functions as the need dictates.

The secret to using the **Y.O.U. Job Search Guide**, if one exists, is based upon the belief that information and tasks presented, processed, and performed in sequence are all easier to recall and perform efficiently and correctly, again and again. They can become a predictor and an initiator of successful outcomes.

As previously indicated, an unexpected change in events can occur, no matter how well we have planned, practiced, and how much we have told ourselves, “It’ll never happen to me.” Things don’t always turn out the way we expect them to. Sometimes, faced with difficult situations people stress out, freak out, break out and sometimes drop out when unprepared to deal with the reality of sudden unexpected intervening change in their lives. And make no mistake about it; this experience will happen to you because the Universe we exist in is also our teacher. Learning from our mistakes and moving forward in life is a basic principle of survival and of conducting a job search. The fact is that a job search can often be filled with disappointment as well as with the challenge of a sudden change when you least expect it.

The key to successfully coping with unexpected change is to mentally review and rehearse basic concepts or principles that indicate the way things are generally accomplished. This process of mental review and rehearsal results in an overall understanding of how things are supposed to work, but all the while we are also preparing to instinctively make modifications or corrections for any unanticipated changes that may unfold. Nine out of ten times you perform a task or complete a project and everything turns out okay. But, the tenth time you attempt it something unexpected occurs and you don’t know how to handle it, or you overreact and a really big opportunity is missed or wasted. So, one of the basic premises of the **Y.O.U. Job Search Guide** is learning how to deal with the unexpected.

In other words, you will learn to modify your behavior or response as situations dictate through a general understanding and application of the basic concepts behind a given task, and preparation through practice, rather than through resistance or overreaction to change. Learning to go with the flow and roll with the punch is what **Y.O.U.** is all about.

Y.O.U. Job Search Guide instruction is designed to provide the basic objectives to be obtained and the basic concepts behind each step in the process. Thus, it becomes an essential element in the sequence of learning events that are specifically designed to ensure your success.

Special Features

The **Y.O.U. Job Search Guide** is designed with special features that will enhance job search efforts and allow an individual to monitor personal progress by building upon each individual success achieved. No matter how big or small those successes are each one becomes the next step in mastering the process of finding, qualifying, and maintaining employment best suited to you. This process provides the tools for making informed decisions when the following Thirteen Steps and (Quick Start option) are reviewed, understood, and implemented:

STEP ONE:	The Change Process
STEP TWO:	The Hidden Job Market
STEP THREE:	Information Inquiries
STEP FOUR:	Designing Convincing Prompting Statements
STEP FIVE:	Constructing an Attention-Getting Resume
STEP SIX:	Designing an Effective Cover Letter
STEP SEVEN:	Completing the Employment Application
STEP EIGHT:	Preparing For a Successful Interview
STEP NINE:	Handling the Interview in a Convincing Manner
STEP TEN:	Establishing Immediate Interview Rapport
STEP ELEVEN:	Gifting the Employer with a Thank You Card
STEP TWELVE:	Job Survival
STEP THIRTEEN:	The Value of Internships & Voluntary Work Experience
QUICK START:	(Not recommended to a person inexperienced in job search)

Basic concepts of the **Y.O.U. Job Search Guide** are focused upon establishing a solid beginning foundation upon which the individual builds a personal perspective of what job search success is all about. In reality, this whole process is merely a starting point for inexperienced individuals desiring to conduct a productive job search that will provide opportunities for making significant contributions to their potential, their futures, and their careers. It also provides an efficient means of reconnecting to the job search process for those desiring to reenter the workforce after an extended absence. It is a realistic approach to conducting meaningful job

search in a fast-paced, rapidly changing, and competitive job market. Each of the thirteen steps presented are formatted with the following instructional and learning enhancements:

Objective

A brief statement of the primary goals associated with each step.

Your Reality

This is a presentation of how job search works in the real world. It is designed to showcase facts common to the process of locating and acquiring meaningful career opportunities and employment.

Scenario

Presented is a dramatization of life-related episodes designed to illustrate how the principles involved in each step of the job search process works.

Points to Ponder

A reflection and review of the most important and critical points covered in each step of the job search process.

Notes of Interest

Provided are quips and quotes from successful business leaders and persons of prominence and fame throughout the world who, by their words, thoughts, and deeds, promote the single most important factor involved with achieving success in life and the job search process – ATTITUDE.

Notations (Notes)

Throughout the **Y.O.U. Job Search Guide** there are statements and bits of critical information found in each Step. They are highlighted with a “Dragonfly”. 

These highlights are a combination and the culmination of ideas presented within each step that clarify and enhance a main theme. NOTE says to the reader, “aha, this is worth consideration!” Readers reflect to themselves, “Aha, now I get it, or that makes sense!”