

**WELCOME TO THIS
EDITION OF CAREER
COMMUNIQUE!**

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Annemarie's Muses

Hello all!

I trust you have all had a fruitful month, and are continuing to make steady progress towards your careers goals and aspirations? For those of you who have kept a learning journal over the last month—check out the metaphor in our Coach's Corner this month. A very powerful message that we can all learn from.

I had the pleasure in meeting a group of incredible job seekers at a Jobwise Self-Help Group at Box Hill Tafe this month, where I gave a presentation on how to optimise the development of their career marketing tools—Resume Writing 101.

Re-entering the job market after a career break, (especially if you are trying to gain entry into a highly competitive and constantly-involving industry) can have its challenges, and if you are a mature aged candidate, can unfortunately present even more obstacles. However, with the right tools under arm, a positive and enthusiastic attitude, heightened

endurance (to power through any obstacles), and a well thought-out job search plan, I'm confident each of those talented job seekers will soon re-establish their careers.



For the benefit of those job seekers I compiled many of my articles and resources in one central location, and wanted to share this resource with you as well. If you have a friend, associate or family member that is

mature aged and trying to re-enter the workforce, but is either experiencing difficulty or wants to ensure they prepare as best as possible, they will be able to get instant access to these resource by sending an email to freeresources@annemariexcross.com.

Being in Melbourne, we're taking off for Cup long-weekend, to soak up the warm evenings and beautiful sunsets. [[Check out the picture!]] Have a great month everyone, and continued success in your career!

Till next month.

Annemarie

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Check out: www.resume-showcase.com for more information.

Our Sponsor:



www.acethatinterview.net

Want to outshine your competition?

Ace that Interview! Cutting-edge interview techniques EXPOSED! is the resource you have been looking for, jam-packed with interview strategies. Including:

- ◆ Command what you are worth with strategic salary negotiation tactics;
- ◆ Understand the complexities behind a 'behavioural' interview;
- ◆ How to answer 'Why should we hire you' and other more difficult questions.

"I recently sat an interview for a Government position and the expert help and guidance I received from "Ace that Interview", combined with a telephone consultation with Annemarie Cross assisted me greatly in a successful interview process. Thanks Annemarie for your professionalism and knowledge."

Shane Jacobs

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Interviewing 101—Avoid being labelled 'Overqualified'

Being labelled "overqualified" can often mean that the interviewer has a number of concerns. Namely that you have too many years of experience; would soon be unchallenged with the role and leave; have a salary range that is way above their salary offer; are going to be inflexible in your expectations; or that your skills are outdated. Another concern could be that you would leave if a better offer was received, or that you could set your target for their management role.

Here are some great responses to avoid being labelled 'overqualified'.

- ◆ "Overqualified? While it may seem that my experience and skills are overqualified for the role – I would say that they position me as being fully qualified to perform the duties of this position. Being able to achieve performance levels better than expected would certainly be advantageous to an organisation would you not agree?"
- ◆ "I certainly enjoyed my senior roles however I've reached a time in my career where I would prefer a more hands on role and be able to work more closely with customers."
- ◆ "I no longer have dependent children and am therefore no longer driven with salary or title. I prefer a hands-on role and the references I provided will confirm

that I am a dedicated team member that consistently achieves goals and deadlines. I'm positive we can come to a mutually agreeable salary level."

- ◆ I realise your organisation is a dynamic company and experiencing significant growth in the market. This is exactly the sort of organisation I want to establish my career with. Rather than your company having to spend thousands of dollars in training, I offer an immediate return on your investment. I'm sure you value a team player with skills and aptitudes to support your corporate vision towards further growth?"
- ◆ "You have mentioned my background confirms senior level roles however I am at a time in my life where I wish to stand down from the stresses of a senior position and regain a healthy work/life balance. This position is exactly what I am looking for and will provide me with more time to spend with my family, which is something my previous roles have not allowed me to do."
- ◆ "It's gratifying that you believe my skills expertise would generate further head-hunter offers and that I would leave should another opportunity present itself. However this role is exactly what I am looking for and I would be prepared to sign an agreement committing to an 18 month period.

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Visit our website at www.aresumewriter.net/military.htm

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Growing your network... to achieve your career goals

We have had an overwhelming response to our free 8 week e-course **8 keys to exposing, exploiting and conquering the hidden job market.** [If you haven't already done so, sign up for this terrific course at:

www.career-coach.com.au

An integral part of this course is to begin development of your network contacts list; a document which is pivotal to your being able to target **unadvertised** job opportunities and get your name and resume in front of decision makers.

In my research I stumbled across a fantastic (free) resource, which will not only guide you in the development of your contact list, but also provides some additional excellent tools to support you in your career goals.



The FloWork SNAudit (<http://www.socialnetworkaudit.com>) is an online social network audit tool, which will allow you to manage and create a social network map so you can visualize your network. In addition, goals can be created and linked to specific contacts in your network.

The intention of this site is to provide you with the opportunity to identify the contacts in your network and how you may utilize those contacts to reach your goals. Also, because you may not be aware of your contacts connections, you can email them through the SNAudit system to get them to add contacts to your network in order to help you achieve your goals.

This simple exercise will allow you to identify the contacts which exist in your network and the potential flow of information you may receive. If you notice that you're lacking in one particular area of interest, you can then take the necessary steps to make contacts that can provide you with the information necessary to achieve your goals.

In addition, you can monitor your network over time and determine if your network has grown.

Most people do not know how their contacts can help them. Conducting a social network audit will provide you with a structured process for uncovering the power of your network one contact at a time!

The SNAudit system will allow you to:

- Manage all your contacts online and in one central location
- Map your network and allow you to create customized maps
- Create and manage goals that are attached to your contacts which can be monitored
- Search your contacts by specialty and skill set
- Export your contact list to a .csv file which can be used in any spreadsheet program
- Email contacts request for new contacts which are automatically inserted into your maps
- Conduct a social network audit which produces statistics on your network and helps to determine if there is growth.

Check it out and drop me a note on how you went!



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I recently came across an article that reinforces my own thinking about sending a thank you letter to an interviewer following the interview. The impact that such a simple gesture can have within your job search campaign is quite significant. So why are there so many job seekers still not sending thank you notes?

A recent "How to Get in the Front Door" survey developed by Career Builder.com showed 15% of hiring managers would choose not to hire someone should they neglect to send a thank you letter after the interview, with 32% of hiring managers stating that they would still consider the applicant, though would certainly think less of him/her.

Additional survey results showed that most hiring managers expected to be sent thank you letter with one-in-four preferring an e-mailed thank you; 19% preferring an e-mail followed by a hard copy; 21% preferring to receive only a hard copy; and 23% opting for just a handwritten note.

Job search etiquette – thank you letters!

Whichever way you decide to send your thank you letter, it is important to forward this immediately following the interview, with 26% of hiring managers preferring to be in receipt of the letter within 2 days after the interview, and 36% preferring to receive it within 3 to 5 days.

Forwarding a thank you letter confirms your enthusiasm for the role while also allowing you to keep your name in front of the decision maker.

Following are 4 hot tips to make your thank you letter sizzle:

1. Keep your content concise

Don't be tempted to write a long and involved letter. Rather, thank the interviewer for the opportunity to interview in the first paragraph; tailor the second to showcase your talents and value you offer the organisation; with the third paragraph confirming your interest and enthusiasm in the role.

2. Target missed opportunities

A thank you letter provides a perfect opportunity to add additional information that you may have forgotten to address within the interview. You may also like to take the opportunity to address any doubts that the interviewer may have raised, or clarify points that may have been unclear during your meeting.

3. Edit and edit again

Don't be tempted to forward your letter without careful editing. Every piece of correspondence is a reflection of you, and even at this stage in the selection process for an interviewer to discover a typo in your thank you letter could be detrimental to your campaign.

4. Target your letter

Rather than sending out a generic letter, tailor your letter to specific job requirements and around relevant topics you were able to discuss with the hiring manager.



Education & Learning

In last month's issue we spoke about personal and professional growth and whether that was something that you aspired to. As learning and education is such an important area in our lives, I suggested that you kept a journal of all of the learning you have experienced during the month. How did you go? Were you able to gain a valuable lesson from the situations that presented themselves?

I came across a powerful metaphor which I'd like to share with you. Perhaps you will find a learning in its message...



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Coach's Corner

Cracked Pots

An elderly Chinese woman had two large pots—each hung on the end of a pole that she carried across her neck. One of the pots had a crack in it while the other pot was perfect and always delivered a full portion of water. At the end of the long walk from the stream to the house, cracked pot arrived only half full. For a full two years this went on daily, with the woman bringing home only one and a half pots of water. Of course, the perfect pot was proud of its accomplishments. But the poor cracked pot was ashamed of its own imperfection, and miserable that it could only do half of what it had been made to do.

After two years of what it perceived to be bitter failure, it spoke to the woman one day by the stream. "I am ashamed of myself, because this crack in my side causes water to leak out all the way back to your house." The old woman smiled, "Did you notice that there are flowers on your side of the path, but not on the other pot's side?" That's because I have always known about your flaw, so I planted flower seeds on your side of the path, and every day while we walk back, you water them. For two years I have been able to pick these beautiful flowers to decorate the table. Without you being just the way you are, there would not be this beauty to grace the house."

So, remember that each of us has our own unique flaw. But it's the cracks and flaws we each have that make our lives together so very interesting and rewarding. Learn to take each person for what they are and look for the good in them. **Have a great month and remember to smell the flowers on your side of the path!**



Do you have a career or job search related question?

Let one of our career experts answer your question on our job seeker forum. [Click below!]



Check out our job search/career related posts on our blog— Catapult Your Career

Please come on over and drop us a line. We'd love to hear from you!



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Q & A

Dear Annemarie,

I've been keeping an eye in the newspapers for months now, with nothing closely resembling my job target being advertised. Can you suggest any other ways to jump start my job search?
Susie.

Dear Susie,
You are certainly not alone in your dilemma, with many job seekers experiencing similar situations in their job search.

Statistics have shown that only about 20-30% of job vacancies are advertised, with the additional 70-80% of opportunities never reaching the advertisement stage.

The 70-80% of unadvertised opportunities is termed the 'hidden job market' and your best way to tap into those hidden opportunities is to begin networking.

Our free 8 week e-course—"8 keys to exposing, exploiting and conquering the hidden job market provides step by step strategies on how to prepare and launch your campaign to expose those hidden opportunities. Here is an excerpt from the e-course:

Targeting the hidden job market is not the quick solution to your job search

concerns – it takes time, research, preparation, tenacity, persistence and above all commitment.

The benefits of tapping into the hidden job market:

- ◆ Provides the opportunity for you to position yourself against jobs that would never be advertised;

- ◆ Allows you to market yourself proactively to the jobs you want, rather than responding to jobs that are advertised;

- ◆ Positions you ahead of the crowd should the job eventually be advertised;

- ◆ Avoids wasting time in applying for positions that may already have been filled, do not exist, or attract significant competition;

- ◆ Provides an opportunity for you to position yourself as a credible contender;

- ◆ Greatly increases your chances of success as you will not be competing with as many applicants when compared with applying for advertised roles.

To sign up for this free and extremely powerful resource go to: www.career-coach.com.au

