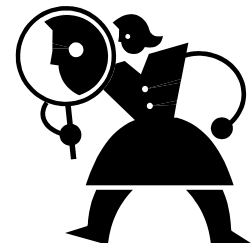


JOB SEARCH STRATEGIES

- 1. Revise any social networking sites like Facebook and MySpace.** Googling an applicant is common practice among people looking to hire. Any professional impression you have presented may be lost over one Facebook photo taken during an “entertaining” night out. Potential employers sometimes use social sites like Facebook and MySpace to get a general impression of what you are really like and answer some of the questions they are not allowed to ask.
- 2. Consider revising your e-mail address if it doesn’t appear professional.** An address like “cuteandsingle” at gmail.com is not the presentation of yourself that you wish to make.
- 3. Be aware.** Start paying extra attention to the news to see where the job market is heading. Listen to the radio, attend job fairs, take advantage of free career counseling that is sometimes offered through communities or the “Y”. Start a research file with articles from the internet, visit career sites like Workopolis, Craig’s list, and maybe even career blogs.
- 4. Take the time to customize your cover letter to be consistent with the job description.** Remember, your cover letter is often the first impression you make. It should be sincere, personal and passionate.
- 5. Triple check everything that you do and then check again.** Spell check, grammar check and content check. Then have a friend repeat. One of the most common mistakes applicants make is re-using a past cover letter and forgetting to change the name of the recipient and the job title that they are applying to. Take the time to diligently review any e-mail or document you send to a potential employer or recruiter.

For additional tips please contact:
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** Please note: recommendations will vary according to the recruitment group or company that you are talking to.*