

TABLE OF CONTENTS

THE ROAD TO JOB SEARCH SUCCESS

PAGE	TITLE
2	DEDICATION
3	ABOUT KOKOPELLA
4-6	TABLE OF CONTENTS
7	GET YOURSELF AND YOUR WORKSPACE READY
7	Take Charge of Your Attitude, Your Family and Your Emotions
10	Age Discrimination
10	Organize Your Work Space
11	ORGANIZE YOUR SEARCH
11	Kokopella's Job Search Philosophy
13	Our Wish For You
12	Which Role Will You Play?
14	Same Job/Same Industry?
15	Same Job/Different Industry?
16	Different Job/Same Industry?
17	Different Job/Different Industry?
18	Which Industry Do You Want to Work In?
18	What Salary Can You Expect?
19	CREATE STRATEGIC, ATTENTION GETTING JOB SEARCH DOCUMENTS
19	Resume
19	Analyze Typical Job Ads
20	Rotate Your Mindset 180°
20	Which Format for Which Situation?
21	Chronological
21	Functional
21	Hybrid
22	Curriculum Vitae
22	Un-Impressive
22	Resume Creation
25	Lessen the Chance of Age Discrimination on Your Resume
26	Develop Your Accomplishments
27	What Are Accomplishments?
28	Develop Accomplishment – PARM – Stories
29	Develop Resume Content
30	Chronological Content
31	Functional Content
31	Hybrid Content
32	Curriculum Vitae Content

THE ROAD TO JOB SEARCH SUCCESS

TABLE OF CONTENTS cont.

33	Develop a Career Summary
35	Resume Examples
36	Sample Chronological Resume
37	Sample Functional Resume
38	Sample Hybrid Resume
39	Sample Curriculum Vitae
42	3000 Characters Resume
42	Develop A Cover Letter That Sells You To The Job
44	Sample Cover Letter
45	Sample T Cover Letter
46	Business Card
46	Goodness of Fit Document
48	References
49	Thank You Note
50	Bridesmaid-Best Man Letter
50	President's Campaign
51	CONDUCTING AN EFFECTIVE SEARCH
52	Job Boards, Reaching Out To & Attracting Recruiters
54	Keep Your Resume on Top to Attract Recruiters
54	Career Fairs
55	TARGET COMPANIES
55	Categories of Information on Your Target List
56	Target Market Plan Example
57	How to Use Your Target Market List
57	USING LINKEDIN & SOCIAL MEDIA
60	ACCESS THE HIRING MANAGER
60	To Secure an Interview
61	To Impress After an Interview
62	To Clinch an Offer
62	NETWORKING: Reach Out, Call on People and Make Connections
63	Reach Out to Your Warm Market With Your Target Market Plan
64	Reach Out to New Contacts
66	Reach Out to Referrals
67	Learn About the Company
67	Announce Your Availability
67	Shop Talk
67	Showcase Your Skills
68	Wrap Up The Conversation
68	Attend Local Networking Meetings
69	Some Successful Networking Scenarios

THE ROAD TO JOB SEARCH SUCCESS

TABLE OF CONTENTS cont.

70	INTERVIEWING: Cultivate an Offer
70	The Process That Leads You to an Interview
71	Prepare For a Screening Call
72	Prepare For Interviews
72	Positioning Statements
74	Scheduling Your Next Interview
75	Behavioral Interviews
76	Interviewing With The Hiring Manager
76	Principles to Incorporate into Your Interviews
78	Interview Questions
79	Team or Panel Interviews
80	Video Conference Interviews
81	Blessing Interviews
81	What if a Job Isn't a Good Fit?
81	MANAGING YOUR PRODUCTIVITY
82	NEGOTIATIONS
83	Receiving an Offer
83	Negotiating the Offer
85	Close the Deal & Ask for a Signing Bonus
86	Recruiters Negotiating on Your Behalf
86	CLOSING YOUR SEARCH AND TRANSITIONING TO YOUR NEW JOB