

How to Get a Job as a Fresher

The Most Effective
Step-By-Step Guide
for Students and Graduates

You Will Learn the Following Secrets

- ✓ Why desperate persons don't get hired
- ✓ High paying jobs nobody knows about
- ✓ How to make employers chase you

Ali Al Lawati

HOW TO GET A JOB

Ali Al Lawati

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Introduction

The idea of this book came about my involvement with our job board www.jobibex.com. During my work with recruitment and my association with HR professionals I have discovered that most of the challenges faced by employees and job seekers require simple solutions. Over the time, I developed the analytical skills that have helped me predict who gets hired and who does not. I could also observe employees and job seekers behavior and attitude to determine the level of their success.

In addition, I managed to talk business owners and manager as well as HR managers I interact with to open up and reveal some secrets. They just wish if job seekers and employees make some efforts and unveil these secrets by their own. Employers, at any point of time, strongly believe that the scarcity in competent human resources are chronic.

When discussing this issue on the national level, experts as well as a layman will either blame the education system or the employers for being demanding and greedy. This act comes in handy for frustrated job seekers as it places the blame on somebody else while projecting them as innocent victims. Unfortunately, humans are enchanted to believe any theory that takes the blame off their shoulder and projects them as victims.

The philosophy of this book is to teach you how to acquit the system from all charges and accuse yourself for not realizing your dream. Fortunately, the book is not after your confession just to convict you. It should help you change and succeed. It will simply reveal the gap between what you currently are and what you aspire to be and then will help you bridge this gap. Just like anything else in the world, this book will greatly benefit you if and only if you read it and apply its concepts. If you are too lazy to improve or reluctant to change and want a simple and quick solution I have one for you. Just write down the follow quote and place it on the mirror of your bedroom:

“When you blame others you give up the power to change yourself”

Being Caballero

Beginning Exercise



Before you start reading this book, I want you to start discovering yourself. Look at yourself from a different angle to know what you have been missing. Answer to the questions below and proceed with your reading.

1. What is your No. 1 dream right now?

2. What is your main goal during the next 12 months?

3. Do you think that getting hired or promoted (if you already have a job) will bring you closer to your dream?

4. During the time since your graduation, have you gain new skill or knowledge that will increase your value in the market?

5. What, in your opinion, are the skills and knowledge that will boost your market value and get you hired or promoted?

6. What is stopping you right now from acquiring these skills and knowledge?

Keep your answers somewhere and refer to them when you are done reading this book.
The result will shock you!

Chapter One



Fixing Your Inner Self

Wayne Walter Dyer an American philosopher, self-help author, and a motivational speaker said “Never overestimate your power to change others and never underestimate your power to change yourself”. If you want to realize any improvement you need to change from within. The world will never change the way you want it to.

The Big Secret

Here is a shocking fact: good things come to those who need them the least. Moreover, good things do not come for those who deserve them. As a matter of fact, they do not even come to those who work hard for them!

Now repeat to yourself “the universe will never give the needy and I will not get a job by telling recruiters that I need a job”. To illustrate this issue think about how recruiters desperately chase those who already have jobs and neglect those who are unemployed whether or not they have experience. Like in any relationship in the world, recruiters avoid the needy and will never consider them unless a low-end job is on the stake. Only charitable persons would like to entertain the needy. You surely do not want to become a receiver of any sort of charity while you have all the qualifications and the qualities of becoming a charitable person yourself. Nature repulses the needy, period.

You will never get hired on the account that somebody believes you deserve the job. As a matter of fact, there is no proven method to help determine if a candidate deserves the position more than other candidates. Even working hard to get selected for a job might not be rewarding due to many reasons. The most obvious reason could be that the employer does not recognize your hard work to start with. The employer may have a different definition and perception of hard work. Even worse, the employer might think that you are putting too much effort on a simple task.

So, who gets the job? The answer is really simple and straightforward. The universe identifies the persons who are prepared to receive and gives them whatever they ask for. That includes great jobs too. This means that your task at this stage is to make sure that you are ready to receive.

There is no magic and it is no abracadabra or open sesame stuff. It is a real proven science call the [law of attraction](#). Spend some time learning about law of attraction and it will change your perception about your entire life not only to jobs and career.

The further appreciate the power of the law of attraction consider two job seekers competing for the same job. One has a positive perspective. He believes that he will get

the job if he follows a given strategy. The other has little faith and is somewhat sure that she will not get the job. The positive person will do everything that make him win while the negative person will give the recruiter all the excuses not to hire her.

False Conceptions and Perceptions

False assumptions and conceptions could have a very damaging effect on you only if you are accustomed to believe everything you hear. These false assumptions could become part of your reality and force you to act as if they exist. Your action could be to ignore a fact that actually exists or fear a myth that never exists. In either case, you are making decisions that are based on wrong information. Below are some false statements repeatedly dictated on students and fresh graduates regarding the job market:

1. Only good education can get you a good job

First of all education is a mean not an end. It will only work for you if you use it in the right way. Besides, if you were not fortunate enough to receive expensive education that does not mean your life should stop. Also consider the large number of successful entrepreneurs and senior executives of large corporations who received modest education. In contrast, there are many who graduated from top class colleges and ended up in mediocre jobs.

2. Great jobs are limited to a few sectors

In our part of the world we have been brought up to believe that only banks and oil and gas companies can offer that bright career and financial freedom. It could be partially accurate in this part of the world and during this phase. However, have you considered the possibility of banks automating larger section of their operations and laying off people to cut cost? Similarly, the same could happen in the oil and gas sector. As a matter of fact, oil and gas companies were forced to cut a lot of employee benefits when oil prices dropped in late 2015. On the other hand, a new set of hot jobs started to surface. Examples of these jobs include: App Development, Social Media Consulting and User Experience Design.

3. So many job seekers and so little jobs

There have always been enough supply of jobs and there will be for as long as we occupy this planet. Even during economic slowdown and recession, the market literally readjusts and reshuffles jobs around the market and never cut the supply. So if you graduated college and never found a job, the market is not denying you a job, you are just not trying

hard enough to find the job the market has stored for you. One critical mistakes fresh graduates make is to assume that jobs are limited in one geographic location. More often than not, you may need to relocate and maybe travel to another country to find a job.

4. Freshers Limited Opportunities

It is no secret that the world is full of jobs that require no experience. Larger corporations struggle every year to absorb fresh graduates with great potentials. More often than not they are disappointed with the attitude of those who apply for these jobs. You are probably blinded by the overwhelming propaganda that jobs are only offered to those with experience. You must have come across that classic cartoon about the fresher's dilemma who cannot get a job due to lack of experience and cannot get an experience due to lack of employment. Well, this is not true. Many major employers are actually interested only in those who have no experience but have proper education and the right attitude.

5. Some mafia is controlling the job market

This lame excuse goes well with the classic conspiracy theory. It is a perfect excuse for those who are too lazy to realize their potential and unlock what nature has for them. They are made to believe that jobs are given only to certain people because of their association with certain lobby. Relief yourself from such a destructive thought. The market is too big to be controlled by one party. Even if we assume such control exist the people behind it need to have the best talents. You still need competent people to run this cartel otherwise it will fall apart.

6. Job is a means to money

If money is your key reason for searching for a job you are just an average person who will struggle to pay the bills. The first mistake job seekers commit is the way they perceive money. They treat money as an end rather than a means that brings them closer to higher ends. Examples of these higher ends are good health, excellent family relationships, healthy social relationships and inner peace. Therefore, we searching for a job consider the value this job will bring to your life and how it will contribute to your higher ends.

Acquire Healthy Mental Habits

Your mental fitness is key to getting a job and placing your career on the fast track. As this book is not about psychology and spiritual activities I will only provide you with some tips that will improve your mental fitness and. You may explore the internet and dig deeper in the topic as it will surely help you develop new perspectives.

Here are some tips to foster your mental health:

1. Avoid negative people and chronic complainers

Remember, part of the problem could be caused by associating with these types of people. Your classmate who keeps telling you that jobs are only given to those with connection. Your elder brother who keeps complaining about how he was denied a promotion because his boss envied him. The lady you meet at the gym who always complains about her small paycheck. If cannot cut off your relation all negative people around especially family members and friend then limit their access to your brain. Do not allow their words to influence you whatsoever. Even better, take their negativity and turn it in your favor. Say to yourself “these people are not happy and they are kind enough to show me how I could avoid being unhappy like them”.

2. Hangout with Positive and Successful People

Some ancient wisdom states that you will have a similar level of health, income and lifestyle as the 5 people you spend the most time with. So if you want to be fit then starting hanging out with fit people. If you want to get a fast track job socialize with those who already occupy such jobs. These people will not only help left up your spirit but they can also help you get a job. You may have to avoid your unemployed friends for the time being.

3. Stop Negative Thoughts in Their Tracks

It is hard to be a constantly positive person and negative thoughts are going to bubble up from time to time. These will be more frequent in the beginning but will subside as you practice. When you start to notice negative thoughts you can use a pattern interrupt to

stop them in their tracks. So the next time you feel frustrated or angry for not getting hired do something that breaks the pattern. Start humming a song or remember an old joke and draw a big smile over your face.

4. Practice Some Law of Attraction Techniques

I cannot emphasize on the importance on and veracity of the law of attraction in people's life. Personally, if I am asked about the major thing that changed my life it would surely be the law of attraction. There are so many books and audio and video materials you can refer you on this topic. There is no magic about involved and it does not defy anybody's faith or religion. The law of attraction simply states that in order to receive you need to set up your antenna on receiving mode. Holding negative thoughts is one way of lowering your antenna and telling the universe that you are not ready to receive.

5. Create Your List of Objectives

You cannot achieve your goals if you do not know them. You should always have a list of goals you want to achieve and state the time span for each of your goals. If you read this and saying to yourself: I know that already but you still have not identified your goals you are fooling nobody but yourself. Writing down your goals will force you to clarify what you want. It will also motivate you to take action to attain those goals. Your written list will also assist you to overcome any resistance that might hold you back. It will also enable you to see and celebrate your progress.

Attitude towards Work

The general attitude towards jobs is that it is tough, demanding and as dirty as the money it brings. We were brought up to believe that it is natural to suffer while making money. So if we spend 8 hours a day at work and 8 hours in bed it is fine to be unhappy for 50% of our waking time. What makes things even worse is the amount of negative association our society has developed towards work. We are made to believe that only mentally instable persons love their job. With this amount of negativity associated with employment and work you are basically telling job seekers that you work hard to get a job that you will never like. It is like having people stand in queue waiting eagerly for the bus that will take them to the Torture Land.

Off course, if you are given an option to receive money without working you will not think twice. For the time being this option is not available. You need to find a job and go to bed early to wake up early and beat the traffic to the workplace. However, you can adjust your attitude so work does not feel that bad. You can actually reverse your psychology and find joy in your work. In fact, there are a lot of people who love their work more than anything else.

Exercises

Exercise 1: Visualizing your goals and write them down

- 1-.....
- 2-.....
- 3-.....
- 4-.....
- 5-.....

Exercise 2: Defying your fears- Write down what is holding you back from achieving your goals

- 1-.....
- 2-.....
- 3-.....
- 4-.....
- 5-.....

Exercise 3: Stocktaking of your strengths- what makes you different

- 1-.....
- 2-.....
- 3-.....
- 4-.....
- 5-.....

Exercise 4: Observing a successful person- Choose someone who is successful and write down what you think made that person what he is today

Exercise 5: Fine Tuning Your Beliefs- Do you think that the successful person you observed shares your beliefs about success or failure? Just take a guess.

Chapter Two



Beating the Beast

Now as you have dealt and fixed personal issues and reprogrammed yourself to success in the job market you need to learn the principles of successful job hunt. As promised, the techniques used in this book will help you diagnose the job market and fully understand its loopholes. You have successfully analyzed dynamics of the universe and it is time to understand market dynamics. Time to show that beast who the boss is.

While Still at College

Most college students wait till after graduation to start the job search. They are swamped by study load during the academic year and filled with laziness during summer time. Some of students have summer internship as part of their academic curricular. Sadly, most students treat summer internship as a sentence to serve. They never handle the experience of temporarily working for a company as an opportunity to land a permanent job with the same company or with any other company. Sadly, both the intern and the temporary employer feel relieved on the last day of the internship.

Even the academic evaluation of the internship is not taken seriously. The college is concerned about the completion of the internship period in terms of number of days or weeks. Interns are fully aware of this fact therefore they make little or no effort to take full advantage of the whole experience. While the company is happy to have fulfilled its dues as a socially responsible entity but it is surely sad that it failed to identify a bright future talent one more time.

The essence of summer internship is to prepare students to the job market and provide them with potential employment opportunity. A successful internship program is the one that the student is asked to return as a full time employee next summer. Even if there was no job offer involved a good recommendation, reference or just career advice could come in handy. To achieve this objective, interns have to fine-tune their attitude and act responsibly while doing their internship. They should simply treat the opportunity as a full time job that puts bread on their table.

Sadly, most of the potential readers of this book have already completed the stage of summer internship and are struggling to find a job. You can never go back in time and do what you did in the past differently. However, knowing your mistakes will help you avoid similar mistakes in the future and advise your siblings and friends to take summer internship very seriously.

Actually, even after graduation you can still ask for an internship program. You may contact the same company you did your internship with or any other company and ask if you could do some training. You may tell them that you want to gain some practical

experience before taking up any job. While you are there make sure that you strive to make the most out of the opportunity and rectify all the mistakes you made during your official internship. This will surely bring you closer to a job offer if you have not received one so far.

Professional Association with a Given Organization

This is simply to choose a company to associate yourself with while studying. It entails spending every summer holiday working with the same company and using this company as a subject for all your academic projects. It is a way to trick both the company as well as your own subconscious mind that you actually work for this company. You just fake it until you make it.

I have done it myself and got my first job one year before graduation with no interview and without even submitting a resume. The company could not help to appreciate my interest in their work and decided that I have the motives to be part of the company. I know of some college students who associated themselves with large companies and got a startup salary that is twice the salary often offered to fresh graduates.

Once again, even if you are already past this stage and cannot go back in time you can always advise others. You may also get associated with a company of your choice even after holding the title "job seeker". Pick a company that you wish to work for. Study and read its annual report and financials if it is listed or just thoroughly go through its website. Establish a contact with someone who works there and ask for introduction to someone at the HR. Show the person your passion and healthy obsession with the company. Ask for a job and you might get it especially if you apply the right combination of the low of attraction.

Who will Hire Me Right Now?!

The number one mistake job seekers make is that they all look for jobs at more or less same place. They all head to HR of larger companies to submit their applications. There rational is that large companies provide better future prospects. More often than not, their application is rejected given the large number of applications competing for the same job. They will then search for job ads and desperately apply left, right and center. Once again, they get the same result. That is when they go around and complain that there are no enough jobs and the market is tough.

The recruitment process at large organizations usually consists of rigid and lengthy procedures. It could include one or two written exams a couple of job interviews and a set of medical test and security clearances. At the end of each stage someone will get eliminated from the race and only *la crème de la crème* are selected.

The mistake most job seekers make is that they seek employment in highly competitive areas. As a fresher it is highly advisable to evade competition whenever possible. Look for an empty branch to nest until you are ready for the competition. Your limited knowledge of the job market might suggest that promising jobs are only available where the crowd is amassing. You may also think that in order to have a secure and stable career you have to seek employment with a large company. Well, these assumptions are all wrong and it is time to expand your horizon. I am not suggesting that you completely forgo opportunities with larger companies. You just need to keep your options open if you do not succeed in securing a job with a large organization.

To understand the value of hidden employment opportunities that are overlooked by the majority of job seekers you need to define the term “large”. There are large companies that hire thousands of people and achieve large profit. There are also small companies that employ a fewer number of people yet produce large profit. The difference between the two is, obviously, profit per employee is much higher at the later. The other key difference is that the former is crowded with job applications while the latter is struggling to find good candidates. The main reason is simple, job seekers do not see these opportunities and are not aware of these companies.

I bet I got your attention now and you are wondering about how to find these companies. Example of companies that produce large profit while employing fewer people would be investment and money management companies. These companies are always on the lookout for excellent candidates that can be groomed. They want people that can be groomed to become market analyst, portfolio and fund managers and relationship managers. The pay is usually much higher in this sector and those who make it could easily assume higher positions in banks and other large corporations.

Personally, I had a chance to live a similar experience. I got a scholarship at Boston University and towards the end of the program I was asked to complete an internship program. Most of my classmates headed towards the prominent names and had to struggle for acceptance. I did something very different. I avoided the herd and contacted a small pension consulting company located in Portland Oregon asking for an internship. I got a positive answer a few weeks later and flew from the East Coast to the West Coast. The company I worked with had a workforce of less than 50 people yet it was the fourth largest pension consulting company in the world with hundreds of billions of assets under management.

Now, start looking around and make a list of profitable companies that take care of their employees and are often overlooked by job seekers. Unlike large corporations, these companies usually have flat structure and you can probably have access to the CEO or managing director. Approach the key person and ask if you could join their company. You may also ask for recommendation from their major clients, lawyer, auditor, stationary supplier or any other contact you may find.

Money will Come Later, I Swear!

Robert Kiyosaki is a famous businessman, self-help author, educator and motivational speaker has a great advice for his audience; work to learn no to earn. The most deadly mistake you could do as a fresher is to place the salary as your key determinant for choosing a job. Recruiters tend to discount candidates that focus on the salary more than the job profile. Most renowned executives today will likely tell you that they started with ridiculous paycheck. They had to wait until they enhanced their market value and, then, they had to wait again until the market realized their enhanced value.

Seek a job that adds value to your profile not to your bank account. The money part will take care of itself sooner or later. I always advise job seekers I interact with to work for free if they have to. Seek employment with organizations that are known for having a systematic career path and know how to develop fresh graduates. In addition, get yourself a mentor that can guide you on how to develop your skills and, thus, enhance your market value. If you want a high paying job right from day one you are likely to get one but remember, these jobs usually have poor future prospects.

Chapter Three



Your Weapons

With the right mindset and attitude the proper knowledge your goal of finding your dream job has never been closer. There is on last step before making your debut. You need to get your weapons ready for the battle. The two important piece of your arsenal are your cover letter and resume.

Cover Letter

The objective of this letter is to propel the reader to go ahead and read your whole CV. Therefore, you need to draft a letter that helps achieve your objective of getting your desired objective. The following guidelines should help you draft a cover letter that is hard to turn down:

1. Address it to a known person

Avoid “to whom it may concern” letters. Do your homework and find out the name and the designation of the person you should address when seeking employment at the organization you wish to work for. It could be the head of Human Resource department, head of functional division or even the General Manager.

2. Structure it potently

Just like any other letter, the cover letter consists of introduction, body and conclusion. However, it differs slightly as each section highlights a separate area rather than regulating the flow of information.

In the *introduction* part, mention the purpose of this letter which is basically getting a job at the organization. You can simply start by saying: “I would like to apply for An Assistant IT Technician in IT Department in your company (XYZ Company). Just keep it straight and avoid lengthy introduction that sing praises to the recipient of the letter without even knowing him/her!!

The next part is the *body* where you introduce yourself and why you believe you are fit for the job. Briefly talk about your past achievements, studies, experience and any other relevant information. Focus on presenting yourself as a candidate who would add value or solve a problem such as cutting cost or maximizing return. Remember to be concise as you do not want to bore the reader with irrelevant information. Next, establish the connection between your abilities and the job you are applying for. Indicate clearly why and how you qualify for this job. Try to sound confident as at this point the reader is evaluating whether he or she should call you for an interview.

You then need to conclude your letter by asking for an interview to complete the process. State clearly that you would appreciate the opportunity to meet with the employer to prove your credential. You can then close the letter by common closing salutations.

3. Keywords that attract reader's interest

Executives get tons of applications every day and basically go through them with the intention to eliminate the unfit ones rather than identifying suitable candidates. Therefore, you need to keep your application in the race by attracting the employer's attention. Use powerful statements that reflect your desire to be given a chance to prove yourself. Avoid sounding like: *I need a job, any job*. State why you want this job and why you believe you should be given preference over other applicants. Convey that you are a person of action with sincere intention to influence and be influenced by working with professionals. Use positive words like: learn, achieve, lead, initiative, progress, add and other words that convey power and confidence. Avoid lame and negative words like: maybe, good, nice, failure, problem and any word that indicates uncertainty.

4. Enticing recipient's action

Make sure that your cover letter grants you an interview by simply asking for one. Indicate that you are available for interview any time and you are ready and eager to meet with the reader. Even suggest that you may call the person's assistant to schedule a mutually convenient time as you understand that the executive might be very busy. This trick might work in getting you the appointment.

5. General tips

- a. Keep it short, preferably half an A4 page
- b. Use your best judgment for the best form of the letter; email, fax, letter...
- c. Use a businesslike email address, preferably yourname@hotmail.com rather than nicegirl143@hotmail.com
- d. Ask for confirmation of receipt of your application, nicely off course
- e. Wait for about a week before calling to follow up

Your Resume Your Passport

Your CV is a brief bio of your educational qualifications, work experience, skills, abilities, knowledge acquired, and, of course, you as a person. It is your visiting card that speaks for you among employers looking for employees. Therefore, it is very important that you direct it in a manner that entices prospect employers to call you up for an interview. Since most organizations use English as a language to conduct business, your CV should be written in good English to ensure it receives the highest attention.

1. Essential Contents:

a. Personal Information and Contact Details

This section contains name, date of birth, marital status, mobile number, fax number, email and mailing address. You may include other relevant information you believe are important to get you closer to the job.

Adam Ali aaa2002@zmail.com +968 99xxxxxxx P.O.Box: 1234, P.C. 717 City, Sultanate of Oman
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b. Experience

This is probably the most important section of your interview especially if you have had previous work experience. However, if you are a fresh graduate with no formal experience use training programs or internship you have attended. If you have never had any training in the past you may leave this section out and never mention it.

Start with the last job and then the one before it. Use a clear template and format to list your experience. For each job, start with the time period, name of the organization, place, job title and responsibilities as shown in the following example.

2009-Present	ABC Muscat Co.	Muscat, Oman
Assistant Accountant		
Responsibilities:		

- Perform bank reconciliation
- Provide daily expense report to department head
- Receive and verify invoices received from vendors
- Prepare financial statement

As shown in the above example, use present tense to describe your responsibilities if you are still working in that job and past tense for earlier jobs.

2006-2009	Dubai XYZ Co.	Dubai, UAE
HR Officer		
Responsibilities:		
<ul style="list-style-type: none"> • Received and reviewed HR requirements from department heads • Reviewed and evaluated job applications and candidate profiles • Arranged for candidates to be interviewed by relevant staff • Managed recruitment process for new staff 		

As shown in the two examples above you should focus on verb and action. Employers are mainly interested in your past achievements and what can you offer them.

c. Education

This section is very important for some employers while it has minor weight for others who focus primarily on experience. It certainly makes sense if the candidate graduated 15 years ago and worked for several organizations and at various capacities. However, for fresh graduates with no prior experience this section is very essential.

As in the experience section, follow a similar format. Start with the time period; from-to, name of the institution, place, major and degree and key courses. The example below illustrates this order:

1997-2001	Babson College	Boston, USA
B.S. Computer Science		
<ul style="list-style-type: none"> • Technology Communication 		

- | |
|---|
| <ul style="list-style-type: none"> • Network Operating Systems • Programming Languages-CC, UNIX, JAVA |
|---|

You should also include your major project, dissertation, or any significant work you produced during your academic years. Organizations might require a copy/sample of your project and work to assess your fitness for the job. If you have received any academic awards or distinctions, make sure you bring it forward.

For those who are looking for internship while pursuing their studies they should use the template below:

2009- Present	Bristol University	Bristol, UK
B.S. Finance (Expected in June 2013)		
<ul style="list-style-type: none"> • International Finance • Financial Statement Analysis • Corporate Finance 		

If you have other professional qualifications (nonacademic) like CPA, CFA and the like, they can use the previous template to list these qualifications. It is advisable that you list the professional qualification right after Experience and before Education to reflect its true importance.

As for short courses and workshops, they generally do not get any interest by employers seeking for talents. Therefore, you do not have to include them in your CV unless they are of significance to your application or they are widely recognized and accredited.

d. Skills

You can categorize skills into subcategories like: computing skill, communication skills, social skills and others. For instance, if you are a competent computer programmer or have skills that are worth mentioning in the field of IT you need to list a separate category for these skills. Try to emphasize on your communication skills such as public speaking and presentation or technical writing or influencing and leadership skills. Useful skills can greatly compensate for work experience. If you are an excellent salesperson, capable of motivating other, gaining customers' confidence, an effective marketer and promoter or have any other skills, you will surely stand a better chance than the others.

e. Awards, Achievements and Extracurricular Activities

In this section, highlight your personal achievements such as winning the award for best logo design or photography contest held at your school or region. The same applies to charitable involvement that had a positive impact on others' lives. If you have some achievements in sports as an athlete you would be surprised to know that some employers would consider you more seriously.

If you speak Arabic and English, you do not have to mention them as everyone nowadays speaks them by default. However, if you speak a third major language such as French, German or Spanish, it would be very important to mention that in this section. If your third language happens to be a local or regional language and is not commonly required in the business front just leave it out of your CV unless it is essential to the job you are applying for.

f. Hobbies and Personal Interests

This section sort of relieves you and the reader after discussing so much of serious and personal stuff. It would relieve you further during the interview when the employer asks you about a particular hobby and when you picked up and other related questions.

g. General Advice

- The ideal size of your CV is one page especially if you have less than 5 years of work experience. Employers receive many CVs every day and do not have the time to read lengthy ones. So, keep it short and simple.
- Be honest and sincere while presenting your data. Do not exaggerate or provide false information.
- Use verbs that indicate achievements while describing ordinary activities. Verbs like: develop, increase and assist will have better impact. Also use numbers to indicate achievements such as in increasing sales or decreasing wasted time.
- You can perform minor tweaks to your CV every time you apply for a different job. If you are applying for an accountant job in a bank, you may mention your abilities to deal with customers. However, if you are applying for the same job but at a factory, you may need to focus on other abilities as you might not get to interact with many customers in the factory.
- Use terms that get you closer to the job you are applying for. If you are seeking a job in accounting, use pure accounting terms to demonstrate that you actually belong to the accounting field.
- Remember, the reader of your CV probably reads hundreds of CVs every day. Thus, the best and only way to pass through his initial screening is to produce a

killer CV. Hold on to quality and never exaggerate by using fancy decoration. Also keep your CV live and interesting to read and keep it clear of any error.

- Leave out additional personal details such as ID or Passport number as these details are only required after you are selected for the job.
- Seek simplicity and avoid glamorous details and fancy borders or drawings that make your CV file too large to be carried by common email servers.

2. Nonessential Contents

You kill more trees by using more papers while printing your resume and contribute to further warming the planet by consuming extra kilobytes when circulating it electronically. Therefore, keeping your CV short does not only grant it the attention of potential employers but also makes you environmentally responsible.

What I am about to tell you is something that employers have always been pestered by the fact that job seekers are totally oblivious to it. They have been waiting for someone to reveal it to the world on their behalf as none of them wants to be the one who reveals *the secret*. Actually it is more than one secret but rather a collection of undisclosed facts.

These facts are:

1. If someone shows you a picture of a car you would know it is a car, you just do not need to write the word “car” on the car for people to recognize it, and the same applies to your CV so why do you consume half a page for the two- letter “CV”? And does it really have to be in bold font all the time?
2. “I would like to join an organization that allows me to use my education, experience and skills....” Does that sound like the objective statement you are using on your resume? Well let me tell you something: nobody, absolutely nobody, reads your objective statement anymore!
3. Your driving license expiration date is useless unless you are applying for a driver job. Your weight is your problem so do not include it as part of your personal information unless the job you are applying for requires certain features and physical attributes. We

even have hundreds of resumes on www.jobibex.com that contain “Military Status” of the candidate!

4. Short training and courses attended generally do not excite serious employers nor do they add to your market value. The same applies to courses taken in college if you graduated more than a decade ago.

5. Your knowledge of and ability to use PowerPoint or Microsoft Word or posting photos on Instagram cannot be considered as part of computer skills. So unless you are a Java, Python, C++, Arduino or Ruby programmer, Wordpress or Joomla website builder or have any technical computer knowledge or expertise that is relevant to the job posted just leave out this section.

6. You are able to work under severe pressure, active team member, like new challenges, willing to learn new stuff and acquire new skills and self-motivated, great stuff, you are so unique, just like 8 billion other people living on this planet. Now, could you please tell us what makes you unique?

7. Avid internet user, like to travel, regular reader of articles on concurrent financials issues and, of course, enjoy swimming are keywords found on more than 80% of the resumes on our job portal. Guess what dear, not even 1% of the employers read or care about what you have listed as your hobbies. If you have an interesting hobby that will spark a stimulating conversation with the interviewer you should include it.

8. Finally, you need to understand the “reference” part and its magnitude in the process of getting you hired. Interested employers will certainly seek some reference before making an offer. The secret is simply: Employers will seldom use any of the reference you listed on your CV and they would instead check you out through their own references.

Chapter Four



Your Interview Your Battle

The interview is an opportunity for employers to get a closer look at candidates. The organization does not know much about you except for what you put in your resume. Therefore, it would be worthwhile to meet you in person to make sure you are the right choice. Mostly, job interviews last less than an hour and you have a challenge to utilize this time to achieve your object, i.e. get the job. However, your success is not dependent on what you do during that one hour interview. It actually depends on your preparation for the interview, and certain steps to take after the interview.

Pre-Interview (Preparation)

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1. Know everything about the organization

Gather as much relevant information about the organization such as its sector, core business, products and services, head office, number of branches and employees and its legal form and whether it is publically traded, limited liability or a sole ownership. Find out what makes this organization different from its competitors. Learn about the corporate culture and values as this brings you closer to the heart of the decision makers. Ask the workers about facts that might be invisible to outsiders. Off course, do not forget to visit the company's website to gather important details.

2. Know the vacancy

Be well-informed about the position you are applying for in terms of responsibilities and requirements. Learn the job title and the department it belongs to and the role of the department within the organization. Familiarize yourself with basic knowledge and skills required for this job.

3. Prepare answers to common interview questions

The following questions are very common in most interviews:

a. Tell us about yourself

While answering this question, focus on your qualifications and experience not your childhood or personality traits. Highlight what you have accomplished in your life, what makes you different from others and your strengths. Only highlight areas that project you as a suitable candidate.

b. What makes you want to work for us?

Mention that you respect the work environment and career potentials offered by the organization. Tell them that you like their products and their contribution in the national economy and admire their social responsibility. Tell them that you believe you would contribute positively in a given field based on your prior knowledge that the organization is very unique in this field and this should help you.

c. What do you know about us?

This question should be easy to answer as you spent time researching the organization. Remember to focus on important and positive facts. Do not mention irrelevant information or anything the employer does not want to hear. Make sure your information are accurate.

d. Why do you want to leave your current job? (in case you are working)

You are looking for a better opportunity to advance into your career. Therefore, you are here going through this interview hoping to get the job. Do not mention your desire to get higher salary, despite this being one of your key reasons. Stay positive even if you are looking for another job because you are about to lose your current job. Mention that you want to secure a better future and your qualifications and abilities entitle you to get a better chance and you have a lot to offer.

e. How do you think you will benefit us?

Be brief and mention your skills and abilities and how you intend to apply them in your next job. An excellent technique is to through the same question back to them. Ask them how they want you to benefit them. When they answer, just tell them that you could do that.

f. What are your career objectives?

Present your future plans and how you intend to achieve them. Categorize your plans into short and long term plans and indicate that you have a proper course of action for achieving them. You may mention that you intend to pursue further

education and attend training programs that help you acquire new skills. For instance, you can mention that you are learning a new programming language or want to become an articulate speaker by attending some specialized public speaking courses.

g. What are your strengths and weaknesses?

As for your strengths, this is your chance to shine by listing them. You may mention your ability to handle pressure and challenges or like dealing with demanding customers. You may also present your problem solving skills or attention to small details. Remember, the employer is only interested in your strengths in the workplace not in the basketball or car racing.

h. What is your expected salary?

This maybe the hardest question to answer as you do not want to overestimate the salary budgeted for this post and, consequently, getting eliminated from the race. On the other hand, you do not want to run the risk of asking less than what is originally budgeted for the post and depriving yourself from the opportunity to earn higher income. It could get even worse as you might be perceived as being desperate or *cheap*. So, the best strategy to answer this question is by studying the salary structure in the market especially for those in similar position. This should allow you to answer by saying: given my experience and qualifications, I believe the salary should range from... to You can then state that at this point of time you are more concerned about the value addition you would gain from your association with the right organization and you trust that you will be presented with a fair offer. In case you have specified your salary and you are confident that you would get it either from this organization or from any other organization, please do not hesitate to mention it as this saves both parties time and hassle.

i. Do you have any question about the job?

Having collected sufficient information about the organization, you should not have difficulty coming up with “smart” questions that support your application. You can ask about incentives and extra benefits or other minor job responsibilities. You should also ask about the role of this particular post in achieving the organizational objectives. Also ask about training and orientation programs provided by the

organization to help members attain their responsibilities in the short term and long term.

Of course, questions may vary depending on the job but we have listed the most common ones. Although these questions would be asked *during* the interview, we have listed them in the pre-interview section to emphasize the importance of preparing in advance. If you manage to handle the expected and common questions, you would be in a better position to handle the less expected questions. You should also anticipate questions arising from your answers to earlier questions. For instance, you might be asked about your reasons for changing jobs and your answer would be to get a chance to enhance your learning. At this point, the employer might ask you: *what do you expect to learn from our organization?* You may then mention that the organization is known for fostering the growth and development of junior staff through its well-structured long-term training methodology.

All you have to do is anticipate questions and prepare answers. Avoid conflict in your answers like saying, for instance, that you plan to climb the corporate ladder by staying with the organization for a long period of time while you answer to another question that you plan to work for one of the multinational organizations in the future.

4. Check out your appearance

Job interviews and selling and marketing are very much alike. You must have seen many promotional materials on TV and newspaper and must have been influenced positively by some of them and negatively by some other. Just put yourself in the shoe of the employer steering the interview and think about how your outside appearance might influence him or her. Even if you happen to be the right fit for the job but you show no consideration to your appearance your inappropriate look is likely to distract the interviewer(s). The best advice is to be the least noticeable among other candidates so the employer focuses on your practical side.

Here are some advice regarding your appearance:

Men

- Clean and pressed clothes
- Matching and conservative colors (take off that yellow shoe!!)
- Wear business attire or the national dress if you have any
- Clean and polished show
- Shave or groom and trim your hair and facial hair

Women

- Wear decent and socially acceptable clothes
- Wear businesslike such as female business suite
- Use conservative color
- Avoid strong perfume
- Avoid colored contact lenses

5. Final Touches

It is highly advisable to rehearse in front of friends and relatives or even, the mirror, for the interview. Ask yourself questions and answer them. Time the answer for each question to avoid running over time. Repeat the scene time and again. Write down your questions and answers and make your answer appear spontaneous and not robotic.

6. Reaching the Venue

Arrive at least 15 minutes early to avoid tension caused by late arrival. Make sure you know the direction and the exact place as you do not want to go to the factory of an industrial company at the industrial zone while the interviewers are waiting for you in the head office in the business district!

Obtain a map and detailed direction of the place. Also make sure that you have any necessary gate pass to enter the building as procedures for obtaining such pass might consume a lot of time. Ask where you can park your car and whether parking space is

available or you might have a friend to give you a ride instead of using your own car. Find out the right gate for visitors and keep the name and the number of the contact person arranging for the interview handy.

During the Interview

1. Invading the arena

Enter the room with confidence and a slight genuine smile and introduce yourself in a clear voice for everyone in the room to hear. If you are carrying a suitcase make sure you hold it into your left hand while your right hand is free to shake hands. If you are a male, take the initiative to shake hands with males and wait for females to indicate whether they want to shake hands with you. If you are female extend your arm to shake hands with female members and wait for male members to indicate if they want to shake hands. If you do not want to shake hands smile lightly while keeping your right hand to your side.

Make sure there is nothing of possible distraction during the interview. Switch off your mobile. Wait until you are told on which chair to sit and sit comfortably.

2. Treat your interview like a sales presentation

During the interview, you are a salesperson trying to persuade the employer to buy into your product. You, or rather your skills, qualifications and abilities, are the product you want to sell to your potential employer. So make them feel it's an excellent deal.

You are selling yourself as a suitable candidate to the employer on two fronts: as a likeable person and as a competent candidate. Therefore, job interviews start with the employer working to figure out whether you are a person whom he or she can deal with at a personal level. It is amazingly important for organizations to confirm that candidates are fit for their work environment, culture and shared values. They want to make sure you make a great ambassador of the organization to the outside world.

3. Take the initiative

Start by speaking to the interview panel by thanking each of them for allowing you the opportunity to apply for the given post and their interest in your CV. Then, remain silent to allow the panel the time to present themselves and start asking you questions.

4. Receive questions and give answers

Listen carefully and attentively to your interviewers and take questions and answer them and do not rush into answers prematurely. Appear as if you are listening to the person in front of you and you are encouraging him or her to continue. Maintain eye contact with the person talking to you and do not appear distracted. Make sure you are actually listening to what is being said. Control your body language and demonstrate confidence and avoid showing any sign of nervousness. Try to infer what is important to the person from the questions asked and the terms used. This would help you provide better answers.

Answer each question briefly and with a confident tone and avoid Yes and No answer. Do not be afraid to admit your inability to answer certain questions as there is no faster path to failure from pretending that you know everything. Never brag about knowing all the answers. Do not hesitate to ask the interviewer to repeat the question if it was not clear to you. Again, observe your body language and eliminate any uncontrollable or sudden move or body gestures. Employers have sufficient experience in observing none verbal cues that demonstrate lack of confidence. So do not allow your body to fail you but rather use it to achieve success.

Finally, try not to monopolize the speech and allow your interviewer to speak. As a matter of fact, if they keep talking to you by asking more questions, this is a positive sign that they are interested to hear more about you.

Just make sure that you speak with enthusiasm and avoid boring them by using a tone that might show lack of confidence. Show that you are looking forward to be part of their organization but do not overreact as this might sound phony.

Post interview

1. Demonstrate interest by following up

Once your interviewers indicate that the interview is over ask them about the procedures that follow this interview. Inquire whether there would be another interview and the recruitment process. Ask about the indicative time for final selection so you know the time period you have to wait until you know whether you have been selected.

2. End of the interview

Extend your thanks and gratitude to everyone and inform them you have enjoyed the time you have spent so far. Mention that whether or not you have been chosen for the job you have been honored to meet them and know more about the organization. On the way out, greet everyone including the receptionist and leave shortly.

3. Furnish additional information

You might be asked to provide further details like references or samples of your previous work. Be punctual while providing this information.

4. Send a thank-you note

Send an email or a letter to each and every one of the panel thanking them for the opportunity. This is a clever strategy to stay on their mind without intruding or spamming. You may include in that note some of your achievements that you forgot to mention during the interview.

5. Present a solution to a pain area within the organization

Seek to present yourself as a consultant to the organization. Present ideas and solutions to a particular problem. This might be easy to find from your interaction during the interview. You may present a solution that helps eliminate a problem and mention that you can actually implement the solution suggested if you are given the job. This might play an effective role in conveying the message to the employer that you are not only capable of adding value but you are also eager to work and provide the missing link.

6. Keep your focus on the desired job

Be prepared for further interview with the organization. Continue gathering relevant information. Get new information on topics discussed during the interview. Think about further question. This would indicate your keen interest to join the organization and achieve your goal.

7. Use all available resources

Continue building contact and searching for individuals that might influence the decision in the organization by recommending you. Befriend with employees at the target organization and have them help you get the job.

8. Learn to accept rejection

In case the organization decides to hire another candidate do not get upset and accept it in a professional manner. Keep the relation you built during your pursuit for that particular job. You never know as the person selected for the job might not fit and leaves shortly or another opportunity arises within the organization. Do not bad mouth the organization and its management as you do not know what could happen in the future.

General knowledge is a very essential social skill. Interviewers are not interested in your subject knowledge as they believe college has already taught you that. They want to make sure that you are an intellectual person who can enrich the workplace. They do not want someone who is boring to be around. Even if this person was an A student and is very much capable of handling the work.

Suggestions for Useful Knowledge

Acquiring general knowledge does not mean memorizing a few volumes of the encyclopedia and reciting them like a parrot. It is about interacting with the outside world and keeping up-to-date what concerns people most. Here are a few excellent techniques that will transform you into a social magnet and will project you as an excellent candidate:

1. Install Quora App into you mobile

Quora is a platform that allows people to ask all sorts of questions to be answered by professional and experts. You can have it as an app, regularly visit Quora website or subscribe to their newsletter to receive highlights.

2. Watch TED Talk frequently

“Riveting talk by remarkable people, free to the world.” These are the kind of bright ideas that I would like to fill my head with.

3. Read a random article of Interest

Try visiting www.howstuffwork.com every day. The website provides information that are quick, easy, instructive, and give you a glimpse of a subject that you may decide to do more research on later!

4. Read for half an hour every day before bed

This is such a monumental suggestion. The habit of reading for 30 minutes every day can really kick start your goal of “getting back into reading” and of course educating yourself

as well. Thirty minutes is not too hard to set aside at the end of the day. Just get yourself into bed 30 minutes earlier if you have to. If you read for 30 minutes every night you should be able to get through at least one book every two weeks. That is 26 books a year. With this kind of reading rapport you are bound to make a sizable dent into your reading list.

5. Learn more about your field and the job you want to occupy

Take the time to really enrich your knowledge about your major. Learn new stuff that was not taught in college. Even if this is a job you have been at for years, there is more to discover. Do some research on the company you want to work for, where did they come from? And what do they really do? There are great opportunities for growth and learning even while we are out of college and waiting to get hired. Although it may seem that you are just a fresh graduate with no working experience, your potential employer may see you as an expert in your field. So make sure you are one!

6. Make learning something you do for “fun”

Well, it should already be fun that you are taking the time to invest in yourself and learning more about your world. It does not have to be boring or taken as just another boring and demanding assignment you had in college. Engage others such as family members and friends in your learning. Discuss new and fresh topics with them and learn what they already know.

7. Sharpen your Mental Abilities

This could be jigsaw puzzles, riddles, math puzzles or even a game of Sudoku. Anything that requires you to practice your mental acrobatics. You can buy simple “Train your brain” books from your local bookstore. You may also play online games or take IQ tests that help foster your mental abilities.

8. Read books, magazines and newspapers

Try to force yourself to read books that are actually a little bit challenging. This will not only help you become “well read” but also to provide you with the opportunity to expand your vocabulary. Magazines help you keep up-to-date with various topics. Newspapers supply local and international news that can be excellent topics of discussion even for people meeting each other for the first time.

9. Play www.freerice.com for a few minutes every day

Work on your vocabulary whilst simultaneously feeding the hungry! You may pass GO. You may collect \$200. The great thing about playing this every day is that they tend to repeat words, so you really start getting used to remembering new words that you were not initially used to.

10. Learn a new word every day

Most of the online dictionaries have a “Word a day” feature that you can subscribe to by e-mail, or simply check online. Learn a new word every day, and make it your intention to use that word 3 times in your day.

11. Watch documentaries

Watching documentaries has never been easier! You can watch them on TV, and even on YouTube. It is fun to watch documentaries on things you have no prior knowledge or real interest in. Excellent documentaries to watch are: Planet Earth, Wild China and National Geographic.

12. Follow some interesting blogs

Find some bloggers that inspire you and fill your mind with bright ideas and thoughts, and follow them. Another option is to subscribe to a magazine that really fascinates you. Avoid useless blogs especially by those calling themselves “fashionista”. You do not want to waste your valuable time watching what shallow-minded people do on their free time.

13. Take a class

What better way to affirm to yourself that you are educating yourself than to take an actual class? Find a topic that you would not mind learning more about, and register! Avoid spending a lot of money as your status as a job seeker does not allow that anyway.

14. Learn a new language

Are there any languages that you have been interested in learning? Well, why not start now! Take a class, get private lessons, and watch videos online. Whatever it is, find time in your life to immerse yourself in this new pursuit!

15. Take up a new hobby or put more effort into your current hobby

Everybody should have a hobby. Something that you can really throw yourself into. That you do just for fun, makes you happy, improves some aspect of yourself and something you can commit to. If you cannot think of one – create one. There are plenty of hobbies out there. Pick one as picking them is easy. Staying committed is hard. Even though hobbies are fun, a degree of commitment is required if you ever plan to see some kind of result. Create a schedule in your week to really commit to your new hobby – a certain number of times a week, a couple of hours a day – it really is up to you. Learn all about your new hobby, both the theory and the application.

16. Start cooking and try new recipes

You could buy a new cook book, subscribe to a cookery magazine, or even browse the miracle that is the internet. To make this fun, you could have themes and goals each week, like “eating healthy”, raw food, desserts, smoothies, appetizers, main courses, salads, fruits and so forth. It may sound irrelevant to your quest in finding a job but you will learn that food and eateries are of high value in the corporate world. It is very seldom in which you see people gathering without having food around.

17. Practice memory games

Stuffing your head with all this information is one thing, and accessing this information again is completely different. No genius is considered a genius if she cannot remember what it is that she knows. By working with your memory, you can work on your ability to keep your new knowledge available for you to retrieve it.

18. Make a conscious decision to learn

Whenever you are making a trip or doing something new take the time to learn a little bit about it. If you are ever stuck for new things to learn, this is a great way to give you some ideas. Use your life as an inspiration. If you are planning on going to a new city for the long weekend – learn about it. If you meet a new friend who is a marble merchant, learn all about being a marble merchant.

19. Discover what you may stumble upon

Just visit www.stumbleupon.com and find out what you can learn. It is a goldmine of information that should be used more often.

20. WIKIPEDIA

You can browse random articles on Wikipedia. You could use it as a great starting point for your own private nerdy research in an area of your choice! Awesome.

21. Play agoogleaday.com

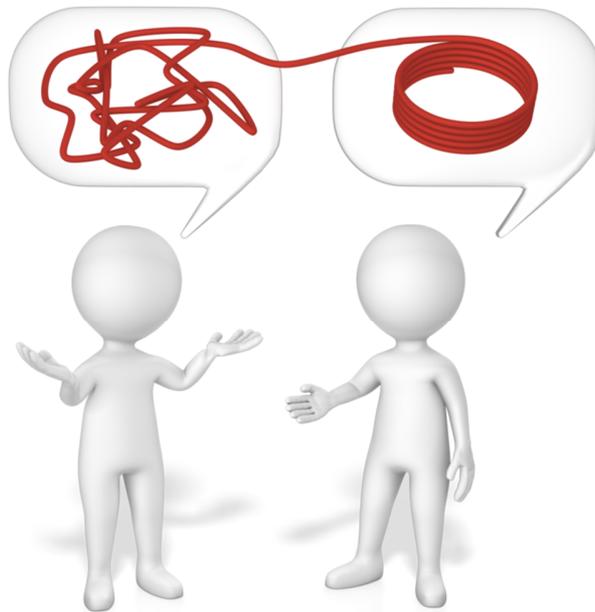
You must try it for yourself as it does not take more than a few seconds a day.

Exercises

1. Calculate total waste in useless activities per week, list each activity and the amount of time spent

2. Assume that you cut the time spent on useless activities by 10%, imagine you use this 10% to acquire a new skill, what skill would you learn?

Chapter Six



Good Communicators are Excellent Candidates

Developing your communication skills can benefit you in all aspects of your life. Communicating effectively with clients and colleagues is one of the most essential skills a candidate can have. However, it is not just a matter of being able to express yourself. It involves broader issues, such as considering the overall impression being conveyed and being aware of the emotion behind the information being expressed.

The topic on communication skills is wide and cannot be covered entirely in this book. Besides, some communication skills take time and practice to develop. Some skills require decades of experience and practice. Therefore, I am going to focus on the skills that you can learn right now in order to succeed in your next interview.

Speak to Fascinate

At this point of time you need to develop a salesperson mentality as you are selling yourself to potential employers. Good salespersons strive not to bore potential buyers by adjusting their voice tone. You can do that with some practice. Here are a few tips on how to develop a fascinating tone of voice:

1. Think about what a friendly voice sounds like to you

What makes a voice sound friendly? A "friendly" voice lets people know that they can trust, rely upon, and be reassured by you. This will usually involve speaking clearly, naturally, with confidence, and without any nerves constricting your voice. The opposite of a friendly voice would include shouting or yelling, speaking too quickly, mumbling, and sounding urgent or irritated. Another way to perceive sounding friendly is as a way of speaking from the heart. This is best achieved by speaking with a deeper pitch of voice, slowing down the pace of delivery, observing plentiful pauses, and not trying to make your words appear too crafted or clever.

Watch how actors or speech givers you admire project a friendly voice. Think of an actor in a role where you perceived their character as friendly and note the tone, speed of delivery, facial expressions, and body language they present when in character. Use online videos to listen to their voice and watch their facial expressions as many times as needed.

2. Record yourself speaking

Find a paragraph in a book or newspaper you are reading, and speak as naturally as possible into some recording device. Speak as normally as you possibly can for the recording. Use the recording facilities in your cell phone or computer.

3. Watch yourself speak.

Do this by standing in front of a mirror while reading the same paragraph. Watch your face carefully, paying special attention to how your mouth moves and your facial expressions. Which facial expressions don't seem to be helping you appear friendly? Lose them!

If you have video recording devices, such as a webcam, record yourself as you speak and play back both sound and image. Watch your body language as well as listening to voice tone because your overall projection is important for giving across a sense of friendliness.

4. Identify where you need to improve

Listen as objectively as you can to your recording and observe yourself in the mirror or video recording. What were your first impressions of your speaking voice? It can be especially surprising to hear it back from a recorded source and not just from listening to yourself speak.

5. Pay attention to common problems

Most people have a similar idea as to what the ideal speaking voice is. These qualities vary only slightly:

- *Varying pitch (inflection)*

Avoid the dreaded monotone by raising and lowering your voice to emphasize or de-emphasize certain points of what you are saying. This often varies by region, so pay attention to your friends and neighbors as they speak. Put feeling into what you're saying: include an element of sounding excited, motivated, or thrilled about some of the things you're conveying to others, such as when complimenting a person or their work, as this will help you to sound friendly.

- *Soft volume*

Nobody wants to be yelled at, so speak just a little softer than you normally would, especially when talking to someone who is physically close to you. This doesn't equate to being a pipsqueak though; draw strength of voice from your inner core to sound firm, assured, and confident. In fact, depth of voice is the important aspect to imparting a sense of friendliness and trustworthiness, so concentrate on developing a firm depth in your voice to overcome too much softness.

- *Relaxed tone*

If there is tension in your throat or chest, your voice will sound hoarse and forced, almost as if you have laryngitis. Relax your upper body, including your shoulders, neck and abdominal muscles, and your voice will sound more gentle and pleasant.

- *Gaps*

A need to speak without pausing and to fill in gaps causes people to feel uncomfortable and impatient. People tend to be more attracted to a speaker who talks with adequate pauses and not too quickly; this gives a sense of authority and confidence in what is being said. In addition to making space for gaps, taking time to breathe deeply and slowly will improve the delivery of your words, especially if you feel stressed or pressured.^[1]

- *Smile*

When you speak, introduce smiles into your voice. Initially, try smiling and speaking together. Then, consider how you can introduce a sense of a smile into your voice without necessarily having to smile (since smiling isn't always appropriate). It helps to have a genuine visualization of your friendliness underlying your intention to speak this way. And definitely smile when speaking over the phone; it's noticeable to the listener.

6. Practice your new speaking voice

Record and watch yourself again, and decide whether you did an adequate job at correcting the problems you identified earlier. Be careful not to overdo it; your voice will sound obviously fake if you change it too much. Once you have struck a balance that you like to listen to, practice reading out loud or even talking on the phone with close friends. Continue practicing regularly over a few weeks, until it becomes second nature.

If you don't notice changes or find this too difficult to achieve alone, consider a voice coach for a few sessions. A voice coach can teach you a lot about proper diction, emphasis and strength of voice, as well as using your breath (diaphragm and lungs) and voice (mouth, vocal cords) in unison to achieve perfect resonance.

7. Try different methods of message delivery

Change the word emphasis or stress in sentences to reflect curiosity, excitement, interest, responsibility, and other positive emotions. Turn around a demand or defensive comment, or even a bossy or offensive statement, with a positive projection just by shifting the emphasis on the words, thereby making you sound much friendlier. For example:

- "What *would you* like me to do about the broken shelf?" – a defensive emphasis
- "What would you *like me* to do about the broken shelf?" – cooperative, willing to dialog
- "What would you like me to do about the broken shelf?" – apathetic monotone, shrinking violet or poor decision-maker.

8. Watch your language and your thoughts

It is not only tone but also content that foster communication. Friendliness can be projected through the words used. The emphasis should be on using courteous, thoughtful, and caring language when engaging with others. People are less likely to find someone who curses, gossips, or complains as a friendly person. Your thinking can easily infiltrate through the tone of your voice. So, look out of your thoughts and avoid projecting a different message from the one you are seeking to put across.

Be careful of such signs of impatience, lack of forbearance, or irritation as sighing, tutting, muttering under your breath, and clicking your tongue. These are not friendly noises and they can undermine your attempt to sound friendly if used.

Other Important Tips on Communication

1. Keep Writing

With content marketing shaping up as one of the most important marketing skills to have on your resume, getting a handle on writing could really benefit your career. I have seen candidates being selected due to their superb writing abilities for jobs that require no writing at all. Writing is intimidating to a lot of people, particularly those who do not write for a living or blog on a regular basis. The good news is that writing does not have to be agonizing, and almost anybody can hone their writing skills with a little discipline and a willingness to learn.

Your objective is to improve your writing skills to get a job and not to become a writer. Therefore, you do not have to learn sophisticated writing tricks and techniques. You just do not want to appear as someone who is poorly educated and cannot write. Therefore, develop an intermediate understanding of the basic principles of writing. This does not mean you need to enroll in a prestigious creative writing program at an Ivy League university, but you will need to know the basics of grammar and spelling. For quick and easy online resources, bookmark Grammar Girl and, of course, Merriam Webster.

If you want to get better at something, you have to practice. Unfortunately, there are few shortcuts that can transform you into an amazing writer overnight. Even the most talented writers had to learn their craft over a period of many years.

The best writers are also keen readers, and reading on a regular basis is an easy way to start developing your writing skills. I don't just mean blog posts, either – diversify your reading material. Expand your horizons to more challenging material than you typically read, and pay attention to sentence structure, word choice, and how the material flows. The more you read, the more likely you are to develop an eye for what makes a piece so effective, and which mistakes to avoid.

If you want to improve your writing skills, writing on a regular basis will not only diminish your fear of the blank page (or blinking cursor), it will also help you develop a unique style. So, even if nobody reads it, keep writing. Practice makes perfect. You can only become an excellent writer if you practice writing until you perfect it. Choose a topic or tell a story to write about. Learn about technical writing used in your particular field. If you are a petroleum engineer pretend to write a message reporting a technical issue at on the of oil rig to the top management. If your major is economy write a report on the fiscal budget and how it will affect the employment market next year.

2. Loose Lips Sink Ships

Loose lips sink ships is an American English idiom meaning "beware of unguarded talk". As a job seeker and even as a human, avoid excessive talk. Now, and as you have worked on your communication skills, remember that the number one communication skill is listening. The greatest communicators are the ones who learn to listen more than they speak. Learn to listen and observe. By doing so, you will not only learn new stuff but you will also be liked by employers. They will be under the impression that you are a good communicator just because you know how to listen.

Ending Exercise



Having completed reading this book, I want you to find out how it affected you. Relook at yourself from a totally different angle to know what you have learnt that will change your life. Below are the same questions you had before reading this book. Answer them and see the progressed realized during the time spent on this book.

1. What is your No. 1 dream right now?

2. What is your main goal during the next 12 months?

3. Do you think that getting hired or promoted (if you already have a job) will bring you closer to your dream?

4. During the time since your graduation, have you gain new skill or knowledge that will increase your value in the market?

5. What, in your opinion, are the skills and knowledge that will boost your market value and get you hired or promoted?

6. What is stopping you right now from acquiring these skills and knowledge?

Conclusion

As any other self-help book, this book does not provide the magic spell that will get you hired right away. However, it will surely show you the way and the right techniques. The rest depend on your willingness to take action. You may act like 90% of the readers who nod their head in agreement or raise their eyebrows to express interest in what the book reveals. Unfrequently, this will never help you achieve your target. Sooner or later you will find yourself falling into your old grief and blaming everyone for not finding a job like the rest of your classmates.

By the way, if your concern is to find a job, you will eventually get hired. It is rare for people to stay unemployed in their entire life. The issue is that the “eventual” job you will get will be below your aspirations and qualifications. It will probably be given to you on nonprofessional accounts.

So the choice whether to start shaping your life today is totally yours. You can start applying the principles you learnt from this book and measuring progress and cultivating results. The other option is to let go your dreams and wait for 20 years and then suddenly realize that you took the wrong turn. Do you really want to spend the rest of your life regretting something that you could avoid today by a simple action?