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## Job placement Boot Camp Series

### First Essential Course: Marketing Yourself for Employment

72 Hours

**Objective:** This course is a hands-on workshop designed to give you a thorough understanding of how a well-planned job search methodology will help you in finding employment regardless of the country's economic conditions. Veterans enrolled in this course will learn how to make the most of their military as well as their past employment experience and apply their personal employment history to the current job search. The student will become more marketable and learn how to incorporate the most commonly used websites, personal networking skills, temporary placement agencies and more in their search for employment.



**Free Repeat:** Two **FREE** repeat sessions of this workshop available for eligible individuals.

## Course Syllabus

Course covers several items including but not limited to the following

- What is an employer looking for?
- New techniques to find employment
- How to market yourself
- Personal Development and how to boost your confidence
- How to overcome today's harsh economic climate
- Self-confidence formula
- Determine your competitive/minimum acceptable salary
- Power verbs to be used in a resume
- Key ingredients of preparing an eye catching resume
- Six approaches of preparing an attractive cover letter
- Preparation for interview, Interview techniques
- Dress for Success and Importance of dressing appropriately at interview
- **MOCK** interview and critique
- The first impression
- Standard and tough questions asked during interviews
- Questions you can ask during interview
- Evaluating your interview and steps to be taken after interview
- How to access a web based job market

# Lessons



## **Lesson 1 - Employment Focused Assessments**

Assessment of knowledge, skills, and abilities will help in identifying the "gap" in your employment history. This will allow us to explore the causes and reasons for the gap and methods for explaining the gap in a satisfactory manner to a future employer.

The Employment Focused Assessment consists of the following:

- Assessment and Individual Employment Plan (IEP): One-on-One Consultancy
- Each student will be required to fill up a brief standardized information questionnaire about their background, experience and educational program completed during their participation in the Vocational Rehabilitation & Employment Program.
- Testing for Job Readiness

## **Lesson 02 - Marketing Yourself**

In today's extremely competitive job environment it is increasingly important for each person to understand that while looking for job they are in reality marketing themselves. A professionally prepared sales campaign must be created to market the individual so that prospective employers can easily understand who you are, what professional skills you offer, and based on your accomplishments determine that you are the best candidate for the vacancy position they are advertising. The following topics will be covered to take you through the process of marketing yourself in the job market:

- Personal Development
- Self-confidence formula
- Determine competitive and minimum acceptable salary
- Resources needed for today's Job Search; computers, cell phone and voice mail
- Getting to know yourself; Learning from your past and transferable skills
- Communication and its role
- Strengths and weaknesses
- Power verbs to be used in a resume
- Key ingredients of preparing an eye catching resume
  - What to say and what not to say in your resume
  - How to quantify a resume and how to write it in achievement format
  - Strategies used in resume writing for people returning to work
  - Who are you and how do you want to be perceived
  - How to identify and sell your strengths
  - Use of power words in your resume
  - Make your resume qualify for an interview
  - How to eliminate confusion with structure and context
  - Editing your resume and tailor-making your resume for a particular job

Each student would be asked to prepare a resume customizing for a particular job discussed in the class.

## **Lesson 03 - The Cover Letter**

A well-crafted cover letter many times make the difference between getting a job interview and having your application ignored. A thoughtfully created cover letter help jobseekers much more than you may think.

## • **Key ingredients of preparing an effective cover letter**

- Introductory Paragraph
- The body of the letter which has six approaches
  - Mentioning a name approach
  - Discussing the company approach
  - Asking a question approach
  - The Conservative approach
  - The Bragging approach
  - The Quote approach
- The next paragraph
- Closing the letter
- Last paragraph, closing

Each student will be asked to prepare a cover letter to go with the resume prepared in lesson 2.

## **Lesson 04 - The Job Interview**

The job interview is like an employment test that involves a conversation between you (the job applicant) and a representative of the employer. Interviews vary in the extent to which the questions are structured from totally unstructured and free-wheeling conversation to a set list predetermined of questions each applicant is asked. This lesson will prepare you for the Job Interview and will include preparation for the interview by discussing how to dress for the interview. You will learn about:

- **Preparation for interview, Interview techniques**
  - Knowing what information to gather before you call the employer
  - Research companies you like to work for
  - Presentation on what is the job market
  - What to say on the telephone
  - Preparing for a telephone interview
  - Preparing a small speech about you to give out during telephone interviews
  - Small script to practice, (rehearsal)
  - Keeping things organized for a smooth interview
  - What is an employer looking for?
- **Dress for Success**
  - Importance of dressing appropriately at interview
  - The first impression
  - What to wear on interview and what not to wear
  - Self confidence
  - What is an employer looking for in a prospective employee?
  - What is being noticed when you enter a room for an interview?
  - Why should they hire you?
- **MOCK interview and critique**
  - Standard questions asked during interviews
  - Tough questions
  - Questions you can ask during interview
- **Evaluating your interview and steps to be taken after interview**
  - How to make changes before the next interview
  - Feelings about your prospects
  - Follow up letters and telephone calls
  - Who and when to call?
  - Letter / Telephone calls

**Methodology:** Training is offered partially in person, webinar based workshops and over telephonic conferences plus one-on-one guidance format. A major portion of the training and assignments are hands-on, closely coached environment and augmented with materials and multimedia presentations, such as video presentations, books, audio and other guidance materials.

**Attendance Requirements:** Each veteran enrolled in this program must attend a minimum of 85% of the total hours scheduled in order to graduate. In addition, each veteran must complete all projects, participate, and demonstrate the ability to perform the various tasks required of a successful job seeker. Veterans with full participation will qualify for free repeat if not employed during first time taking the course.

### **Interview Tools Provided**

The Interview Master System - A job interview preparation tool-kit. This is an A-Z system of job interview preparation. The instructors will walk you through every step of preparing for your interview and teach you how to transform yourself into the “Perfect Candidate” through the use of “over the shoulder” videos as well as powerful worksheets, checklists and cheat sheets that will get you as prepared as you could possibly be for the interview.



## **Job Interview Attire Provided to Class Participants:**

### **For Men**

- 1 Business Brief Case
- 1 Business Suit
- 1 Dress Shirt (White)
- 1 Pair of Shoes (Black)
- 1 Pair of Socks
- 1 Tie
- 1 Belt

### **For Women**

- 1 Business Brief Case
- 1 Business Suit
- 1 Dress Shirt/Blouse (White)
- 1 Pair of Shoes (Black)
- 1 Pair of Socks
- 1 Belt
- Additional accessories if needed

## **Additional Accommodations**

- Laptop Computer system with printer (if needed)
- WebCam with appropriate software provided (if needed)
- Pre-paid telephone (if needed)
- Transportation service supported for interview if needed on case by case basis

## Books and Supplies

- Job search with more than 1000 sites with clickable links for job search categorized by job type category
- Get Job Fast, Author Saleem Sheikh
- Military-to-Civilian Career Transition Guide
- Getting to Know Your Skills DVD
- Expert Resumes for Military-to-Civilian Transitions Second Edition
- Transferable Skills Scale
- Job Search Knowledge Scale
- Military-to-Career Transition Inventory
- 150 Best Jobs for the Military-to-Civilian Transition
- Expert Resumes for Military-to-Civilian Transitions, Second Edition
- Quick Military Transition Guide booklet
- Military-to-Career Transition Inventory
- Essential Soft Skills for Career Success
- How to Ace an Interview
- Fighting Job Loss and Unemployment Woes
- Resume Magic, 4th Ed: Trade Secrets of a Professional Resume Writer
- How to Say It on Your Resume: A Top Recruiting Director's Guide to Writing the Perfect Resume for Every Job
- Cover Letter Magic, 4th Ed: Trade Secrets of Professional Cover Letter Writers
- Interview Magic: Job Interview Secrets from America's Career and Life Coach
- Fliers and handouts
- Successful Career Skills by ICDC
- What to do Before, During, and After an Interview
- Job Seeking Skills Handbook
- No One Is Unemployable by Elizabeth Harney
- What Employers Want From Their Employees
- Day Planner
- Pens, highlighters, etc.

