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More Than A Resumé

# LAUNCHING



Launching your career requires More Than A Resumé.

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## Hired before you graduate

Whether you are a soon-to-be graduate looking to land your first job after college, or possibly a college junior seeking an internship, you are ready to launch your career. You are committed to moving to the next, new personal and professional level, and prepared to do whatever it takes to bring that result.

It's time to commit to the process that will bring you a successful job search. To stand head and shoulders above the rest of the job-seeking crowd, it's important to lay out an effective job search plan.

Picture yourself one year from now. What do you see? Doing working you love? Living in

your place of choice? Success feels pretty good.

[Get tips on [job search strategies](#)]

A first step in achieving success is defining your goals. Take time over the holidays to really analyze what you want and need most from your life, career and education over the next year.

To get started, brainstorm writing down your initial ideas. [\[Read more...\]](#)

## When to start a job search

For undergraduate degree students there is no official hiring season. **Hiring is based on just in time**, meaning that employers seek to fill positions quickly when there is a need. Hiring for summer internships can start as early as February and employers seeking graduate students look to have their hires wrapped up early in the academic year but do extend hiring into the spring or beyond.

You should be ready to jump when you see the right opportunity. Your job search plan which includes an accomplishment-based and personality-rich resumé needs to be ready at the beginning of 2nd semester for seniors and those juniors seeking internships.

Are you ready to jump when you see the right opportunity?

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## Working with a career-launch coach



Employers are reporting that while the economy remains sluggish there is **a demand for talent. Companies simply have to hire.** This is great news for college grads entering the job market. But that's not say that the competition won't be fierce.

Do you know what it takes to find a job in today's marketplace? If you don't, it makes sense to consult with an expert as you embark on the search for your first professional job. Working with a career-launch coach equips you with the skills and behaviors required for an effective job search.

Working with a professional career-launch coach you'll be ready to:

- Present and promote yourself with confidence.
- Target the employers that are right for you.
- Make the right first impression every time.

Working with a career-launch coach is a collaboration and the work you do should be personalized to your needs and goals.

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## Hired before you graduate

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Next, create a framework to evaluate your ideas following these steps.

1. **Create a clear statement of what you want and need.** Your brainstorm should give you a 30,000-foot overview of your goals for the next year. Now you need to distill them down to one, actionable sentence.

For example, *"In 2012, I will work in New York for leading marketing services company in its client service department."*

2. **Understand the career path to achieving your goal.** It is helpful to distinguish your long-term goals from your short-term goals.

For example: if your long-term goal is to use your degree in cultural anthropology, know the fields where this degree will be most valued.

3. **You need a plan to START.**

**Specific** – goals and action steps

**Targeted** – to those organizations where you potentially are a good fit

**Achievable** – apply only for the position you are qualified for

**Risk** – you have to put yourself out there

**Time sensitive** –do something related to your job search every day

4. **Tweak your plan.** Your job search plan is a living document. By doing your research you will learn more about what you want, what fields are right for you, the employers to target and the best tactics to uncovering the job you want.

As you celebrate the new year, celebrate that you have a jump-start in planning your future.

<http://www.morethanaresume.com> ▪ <mailto:info@morethanaresume.com>