SmartSTART

Your Guide to Finding and Keeping a Job

Get Started Now!



- Choose a Career
- Employability and Workplace Skills
- Applications
- Resumes and Cover Letters
- Networking
- Job Search Strategies
- Interviewing and Follow Up
- Career Success
- Education and Training
- Resources

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SmartSTART

Your Guide to Finding and Keeping a Job

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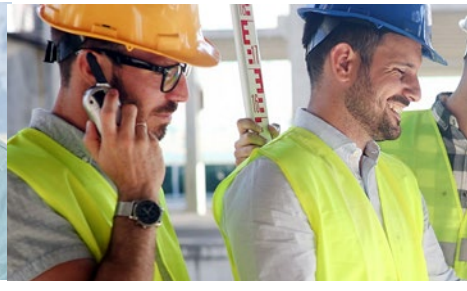
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How to Use This Guide

Use this step-by-step guide to find a job that is right for you. Each section is designated by a different color. You will find assessments, check lists, worksheets and examples to help you when choosing a career, preparing a resume, applying for jobs, networking and interviewing.

Find the entire publication here or scan the QR code.



Find over 50,000 open jobs online!

If you need additional help you can attend one of our workshops or ask for one-on-one assistance.

Choose a Career

"Find out what you like doing best, and get someone to pay you for doing it."

— Katharine Whitehorn



In this section:

Plan

Explore

Prepare

Assess

Get the Facts



Plan

Planning, exploration and preparation are keys to a successful career. Putting forth the effort to plan your career will help you choose something that will meet your needs.

Choosing a career begins with taking the time to get to know yourself by thinking carefully about your current situation, what you need and what you want. For example:

- Consider past jobs, classes you have taken and your hobbies. What did you like or dislike about them?
- Reflect on your current skills, talents and accomplishments and how you might use them in a job.

As you think about a career, it is important to consider and clarify your values and prioritize your needs. Focus on the things you are looking for in a job and, ultimately, your career. For example, do you require:

- A certain schedule and hours?
- A family-friendly employer?
- A specific pay rate with benefits?

Make a list of your values in order of importance and determine which are non-negotiable for you. It is important to understand that in order to have one thing, you may have to sacrifice another.

Explore

Once you understand what is important to you, along with your current set of skills and talents, consider taking an assessment.

Free, online assessments are available that can help you explore different options and confirm the types of careers that might be right for you. Assessments involve a series of questions that provide ideas for jobs you may be interested in based on your responses.

Once you take an assessment, the next step is to explore based on the ideas you receive from the assessments and what you understand about your current needs and priorities. If you see a job that interests you, explore further by finding answers to questions such as:

- Are there job openings in your area?
- How much does the job pay?
- Does your current level of education and skills qualify you for the job?
- Do you need more information or to explore education and training options to prepare for the job?

Prepare

Visit jobs.utah.gov or Careeronestop.org for tools, resources and information at the national, state and local levels to help you find answers to the types of questions listed above. Use tools and links to learn which occupations are in high demand in your area, pay good wages and relate to your skills or training.

If you are considering additional training for a particular job, research information about future job openings, education and training requirements, and average wages, as well as information about similar careers online.

The more you know about the job market, the more you can build career resilience. This means doing better at finding a job, keeping it once you're hired and getting re-employed if you lose a job.

Take a free online assessment to help you explore your options at careeronestop.org



Find wage data information here.

It is important to learn as much as you can about a career or job before you make a decision because you will spend a lot of time preparing, searching, applying and working. You have the power and resources available to take responsibility for your career decisions. Decide what you want and pursue opportunities to reach your goals. Your future self will thank you for taking the time to plan, explore and prepare.

Preparation and Exploration Ideas:

- Network by talking with others about potential opportunities
- Set up a job shadow or informational interview
- Volunteer
- Talk with academic advisors at your school
- Participate in an internship, apprenticeship or on-the-job training program
- Join a professional association in your career field



Assess

Interest Assessments

Interest Assessment at careeronestop.org may provide some career ideas you haven't thought of without too much of a time investment:

- There are 30 questions that build a profile of your interests
- It takes into account the activities you like, as well as those you dislike
- It compares your answers to the profiles of different careers, and the most similar matches are listed in your results
- It provides a list of careers that are good matches for your unique Interest Profile

Interest Profiler at mynextmove.org can help you identify your interests and how they relate to careers. You can find out what you like to do and decide what kinds of careers you might want to explore.

- There are 60 questions that build a profile of your interests
- It uses the Holland Codes to ask questions about your interests to help you identify which work personality you might have and related occupations

There are free online assessments that can help connect your interests and skills to careers by asking questions about what you like, don't like, what's important to you, and what your strengths are.



The Holland Codes is a system that classifies jobs into job categories, interest clusters or work personality environments. In the Holland Model, these categories represent work personalities.

Assessments and information

Utah Find a Job

Utah Career and Education

Artistic people are usually creative, open, inventive, original, perceptive, sensitive, independent and emotional



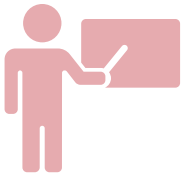
Enterprising people enjoy talking and use this skill to lead or persuade others



Realistic people are usually assertive and competitive and are interested in activities requiring motor coordination, skill and strength

Conventional people tend to like rules and regulations and emphasize self-control

Investigative people like to think and observe rather than act, to organize and understand information rather than to persuade



Social people seem to satisfy their needs in teaching or helping situations



Assessments help you identify hidden skills and abilities you might not realize you have.

Take an assessment:

Skills Assessments

Skills Matcher is an assessment tool for people who have had a job and helps you identify careers that match your skills.

- There are 40 questions that ask you to rate your level in a range of skills
- It provides a list of careers that are good matches for your unique set of skills
- It can help you identify and describe your skills so you can respond to key questions at job interviews such as *What can you do for the organization?* and *What problems can you solve?*
- It uses a statistical formula to compare your 40 skills ratings to the knowledge, skill and ability (KSA) ratings associated with more than 900 occupations

MyskillsmyFuture.org — Enter your previous occupation to see types of careers your skills and experience will transfer to.

Work Values Assessment

Work Values are important to consider when choosing a career. Career choices that match your values will provide you with more career satisfaction. Work values are beliefs about what's most important in our work. For one person, it may be helping others, while for another it may be career advancement or working independently. This assessment at careeronestop.org can help you identify the qualities that are most important to you in a career and the place you work.

- This assessment is an online card sort exercise that asks you to rank statements to define your ideal job
- Rank 20 statements about your ideal into six core work categories
- Values are your beliefs about what is important or desirable
- When your values line up with how you live and work, you tend to feel more satisfied and confident
- Living or working in ways that contradict your values can lead to dissatisfaction, confusion and discouragement, so there is good reason to clarify your values, and seek to match your work to them

Career Exploration

Explore and learn about the job market to build a career that meets your lifestyle needs, including career resilience. Career resilience is the likelihood of more easily finding jobs, keeping them once you're hired, and getting reemployed if you lose a job. Online resources can help you achieve these goals by helping you understand which occupations are in high demand in your area, pay good wages, and relate to your skills or training.

Get the Facts

There are many areas to explore. To get started, focus on the following:

- **Occupation outlook:** Find out if the job is in demand and if there are current openings. Also learn if this job Is expected to be in demand in the future.
- **Occupational wage information:** Wage information shows wages you can expect to earn in a particular occupation in Utah, other states and local areas. The wage information can be helpful in negotiating a starting wage when you are offered a job.
- **Training and education requirements:** Learn about the job requirements. If you don't qualify for the job, find information that will help you achieve your goals. You can view a list of education and training programs directly linked to the job that interests you, as well as a list of other appropriate programs of study. You can find Utah schools that provide education and training for a specific occupation and ways to finance your education.
- **Job descriptions:** You can view job descriptions to help you learn more about jobs that interest you, including the daily tasks and job requirements.

Developing career resilience helps you find and keep a job once hired.



For economic data for career exploration visit our website.

- **Related occupations:** Exploring related occupations can help you better understand your options. It can be helpful to research related occupations if you are in the process of making career decisions, but are not familiar with all of the types of jobs available. This information is also helpful if you want to move to a new job but are not sure how you can transfer your skills.
- **Current job openings:** Create an account on jobs.utah.gov to access information on current openings for the job that interests you.

There are three main sources of information you can use to explore career choices and help you make decisions.

1. jobs.utah.gov

Create an account on jobs.utah.gov and use the Wage and Occupational Openings Data link to access career exploration information.

Use the Utah Economic Data Viewer, Occupation Explorer to enter a job title and view information, including related occupations.





2. Career and Education Information

Access Utah's career and education information on jobs.utah.gov. Information is available to help you take the next step in your education, training or career. The Department of Workforce Services and its partners can provide career counseling, helpful information and funding for education costs to help you move forward in a career that's right for you.

3. **Careeronestop.org** is a good source because it connects directly to the online assessments on page 8.

The report on careeronestop.org provides information about jobs that interest you, including:

- Job outlook for Utah and the U.S.
- Career videos
- Wage information for the U.S., state and local areas (where available)
- Link to training programs
- Link to licensing information
- Link to apprenticeships
- Information about what people usually do in a typical day
- Related occupations

You can compare two occupations side-by-side from the Compare Occupations link.

Employability and Workplace Skills

Employability and workplace skills are traits that help an employer determine whether your interpersonal attributes are suited for a particular job.



In this section:

Match Your Skills to Employers' Needs

Transfer Your Skills

Use Your Military Experience

Use Life Experience

Identify Your Job Skills



Match Your Skills to Employers' Needs

Employability and workplace skills are traits that help an employer determine whether your interpersonal attributes are suited for a particular job. These skills can include problem-solving, organization, time management, teamwork and communication and provide an indication of how well you might adapt and perform in a new job.

Employers value employees who can effectively solve problems by finding the best course of action to take in any situation. This means identifying the problem without demonstrating strong emotions or opinions, asking for input from others and being open to different solutions. Being an effective and positive problem-solver shows that you are proactive and care about others and the organization.

Another important trait is being organized, because it helps you work efficiently and effectively. This means keeping your work area neat and orderly, scheduling appointments, using electronic folders on your computer and compiling and prioritizing a list of tasks and deadlines to review daily.

Good time management is reflected by maximizing your daily accomplishments and keeping the company productive and profitable. It involves prioritizing your workload, organizing information, being a self-starter and accomplishing the daily goals you set for yourself.

Written and verbal communication skills are both important regardless of the type of job you want.



Effective teamwork in the workplace benefits the organization by increasing productivity and morale. It is important to get along with your co-workers on a personal level as well as ensuring that you can work well with them on projects and problem solving. Be sure to support others and help them accomplish their goals. This requires cooperation, communication, collaboration and compromise with co-workers to get a job done.

Communicating effectively at work means you are able to share information and build relationships through speaking, writing and listening. Effective communication promotes understanding and cooperation and makes a workplace more productive and respectful. Ways to improve or develop active listening skills include:

- Looking the speaker in the eye
- Acknowledging the speaker's comments through body language
- Asking specific, relevant questions
- Not interrupting
- Restating the information in a new way to show understanding
- Concentrating
- Taking notes
- Listening with full attention while others are talking
- Following up

You will be more effective in your job if you are able to communicate clearly with others.

Written communication is important whether your job involves extensive writing or simple email correspondence. Tips for effective writing include:

- Organizing the message
- Emphasizing important points
- Writing what you mean
- Using simple language
- Keeping a professional tone
- Editing and revising
- Using easy-to-read formats
- Asking co-workers to proofread

Verbal communication is important in all jobs. It includes everything from speaking with one person to giving a presentation to a large group. Tips include:

- Pronouncing words clearly
- Being brief
- Using a pleasant voice
- Engaging the listener
- Adjusting your volume
- Showing appropriate enthusiasm with tone and pitch
- Using proper grammar
- Matching body language to comments

Transfer Your Skills

Do your skills and experience match what employers are seeking? Skills can be learned in a variety of settings including jobs, life experience, education, hobbies and volunteering.

Skills you have attained from your past experiences are called **transferable skills**. They are the skills you currently have that are valuable to employers in a variety of occupations. These skills are sometimes referred to as "portable skills" because they can easily transfer from one job to another and from one organization to another. They include skills that are useful in almost all jobs, such as self-management, teamwork, communication and problem-solving. They may also be professional or technical skills such as web development, project management or technical writing.

Transferable skills can be used to build on your experience when applying for a new job, and even in a new career field. You should take time to identify your skills as they relate to specific jobs. When you apply for a new job, you must be prepared to share them with employers and provide transferable skill statements. This means providing a description of the skill, an example of a time in your work, home or education experience when you used the skill, and a statement that connects your skill to the job for which you are applying.

For individualized career coaching, come to your local American Job Center.



Use Your Military Experience



If you have served in the military, you can translate your skills and experience into terms that a civilian employer will understand. Resources available to assist you with this include:

- Onetonline.org Crosswalk Search, Military
- Mynextmove.org Find Careers Like Your Military Job

Be sure to include military skills such as discipline, strong work ethic, dedication, team work and leadership skills. Military personnel are flexible, mission oriented and don't stop until the job is done.

Use Life Experience Skills

Along with skills you have gained from previous jobs, you may have developed potential job skills through education, hobbies, community activities and life experiences. For example, if you have been out of the workforce for a period of time, your skills may include managing budgets, multi-tasking, teaching or training others and having knowledge in human development. If you play basketball on a team, your skills may include interacting well with others (being a team player) or directing others (calling plays, coaching, etc.). Other examples of these types of skills include:

- Managing finances
- Balancing a bank account
- Hosting a party
- Teaching a child
- Shopping for a household

Top Skills in Demand

- Problem-solving
- Strong work ethic
- Analytical/quantitative
- Written communications
- Ability to work in a team
- Interpersonal communication
- Leadership
- Verbal communications
- Initiative
- Detail-oriented
- Technical
- Flexibility/adaptability



There are many tools and resources to help you understand how your current skills can transfer to other jobs.

One resource is myskillsmyfuture.org where you can search for jobs related to positions you have held in the past. You can enter the titles of the jobs you have had and the system will search for jobs that require a similar skill set. If there aren't any jobs that interest you, use the Skills Matcher Assessment.

Skills Matcher Assessment on careeronestop.org can help you identify careers that match your skill set, skills you have developed you didn't realize are job related or help you recognize skills you have attained from other jobs or education and training.

- The Skills Matcher will ask questions to rate your level in a range of skills
- Read each skill and think about how you may have used that skill in a job, volunteer or education experience
- Use the examples as general guidelines to help determine your level of skill
- Rate each skill as accurately as you can, if you rate most or all of the skills at the same level, you may not get reliable career matches
- View a list of careers that are good matches for your unique set of skills
- Explore the careers on your list of matches to learn about average pay, typical education, and the outlook (new job opportunities expected)

Utah Economic Data Viewer, Related Occupations website is a good resource to search for information about occupations.

- Enter a job title in the keyword search field
- View a list of related occupations
- Research information about jobs that interest you such as wages and outlook

O*Net Online, Skills Search is another online resource that can help you search for occupations based on your skill set. It will ask you to select a set of skills from six broad groups of skills to create your customized skill list.

- Begin by selecting skills from one or more of the six skill groups identified: Basic Skills, Complex Problem Solving Skills, Resource Management Skills, Social Skills, Systems Skills and Technical Skills
- Select as many skills as you have or plan to acquire, if you select only a few general skills (especially Basic Skills), you might get a large number of occupations that match your list
- After completing and submitting your choices, a table will display your results
- Occupations are presented that match at least 75% of your selected skills, with the following exceptions:
    - If you select only one or two skills, your list will show occupations that match all of the skills you chose
    - If you select three skills, your list will show occupations that match two and three skills — at least 66% of your selected skills





Your selected skills are compared to skill ratings for each occupation. If a selected skill is rated "Important" for a particular occupation, it is considered a match. Occupations matching all your selected skills are shown first, followed by those matching all but one of your selected skills, and so on.

There is a compare occupations feature on careeronestop.org that can help you compare the skills between two jobs that interest you or your current job and the job you want. This resource can help you:

- Identify the similarities and gaps between two jobs which can help you understand how prepared you are to move from one job to another
- Clarify the similarities between the jobs so you understand the transferable skills you currently have
- Show the skill gaps between the jobs which can be an opportunity for you to demonstrate how you might fill them or fix them
- Clarify prior experience that aligns with the job you want so when you apply for jobs, you can use the information to highlight relevant prior experience on your resume, application, cover letter and interview

Create or access your account at jobs.utah.gov to search for jobs you are interested in and see which skills are required for jobs that match your current skill set.

Identify Your Job Skills

Job skills are specific abilities related to a job or occupation. They are often listed in combination with transferable skills and workplace behaviors in an employer's job posting.

Job skills are related to job-specific certifications or licenses, tools and tasks. Each industry has its own vocabulary for required skills. For example, a truck driver must have a Class A CDL, office jobs may require proficiency with QuickBooks and Microsoft Excel and many jobs require a professional license such as pharmacy technicians.

There are resources to help you identify your skills. Check out onetonline.org:

- Enter your occupation in the "Occupation Search" keyword search
- Select the title that best fits your job
- View a description of the job and lists of tasks, technology skills, knowledge, skills, abilities, work activities and other information about the job
- Tabs at the top allow you to access more detail for each topic, create a custom report, link to other helpful web pages, and view the information in Spanish

Carefully read job announcements and highlight skills and keywords in the announcement.

Example of the job skills required for a certified nursing assistant:

As a CNA, you will provide assistive health care services to patients, including feeding, bathing, dressing, grooming, oral hygiene and other daily living skills. You will take and record temperature, blood pressure, pulse and respiration rates. You must possess a CNA certificate.

Pay close attention to the information provided, such as work hours, physical requirements, work location, education requirements, job skills, transferable skills and workplace behaviors. It is critical for you to emphasize skills that are required or preferred and include them in your resume, cover letter and during the interview.



It is critical to emphasize skills that are required or preferred and include them in your resume, cover letter and during the interview.

Examples of matching your skills to what employers want:



Retail associate seeking preschool teacher position: "As a sales associate in a retail store I successfully handled customers' daily needs and received employee of the month acknowledgements more often than any other sales associate. I had to be a patient and diplomatic problem-solver, skills that would make me a good teacher. My experience with creatively and patiently solving problems will help me to be an effective preschool teacher at your school."

Telemarketing agent seeking position in hotel management: "My work as a telemarketer required me to communicate with a diverse array of people, including some who presented challenges. I refined my communication skills to effectively solve problems and provide customer satisfaction. Communication, problem solving and decision making are exactly the skills that are vital to effective hotel management, and I am eager to apply my talents at your hotel."

Your Skills are Transferable

You can use the worksheets in this section to help you identify your transferable skills, employment and workplace skills, and job content skills. You can use them as you apply and interview for jobs.

Job content skills are related to job-specific certifications, licenses, tools and tasks. Each industry tends to have its own vocabulary of required skills. An example of a job content skill is a Class A CDL for a truck driver. Other examples include proficiency with QuickBooks, Microsoft Excel or OSHA or having a pharmacy technician license. List the job content skills you currently have:

_____

_____

_____

_____

_____

_____

Once you have identified your transferable skills, develop them into transferable skill statements you can use in interviews to show that you meet the qualifications of the job.

A transferable skill statement provides:

- A description of the skill
- An example of a time in your work, home or education when you used the skill
- A statement that connects your skill to the job for which you are applying

For example:

Skill statement 1: Customer Service: "I have experience problem solving with customers."

Example: "I have been working as a waiter at a restaurant for the past three years. I was laid off because the restaurant was not doing well. I would like a different job, maybe in an office."

Connection: "Working as a waiter for the past three years, I learned and applied many skills such as active listening, speaking, and social perceptiveness, which would be right in alignment with the qualifications for a successful customer service representative."

Skill statement 2: Organize tasks: "I am a well-organized person."



Example: "At my last job I received assignments from multiple people, so I had to organize and prioritize my time to satisfy everyone."

Connection: "If I could handle that confusion, I can deal with the organizational demands of this job."

Skill statement 3: Explain: "I can explain information clearly."

Example: "Whenever anyone at work had trouble understanding a procedure, they came to me for an explanation."

Connection: "I learn quickly, train new workers and help others."

Practice writing your skill statements:

Skill statement 1: _____

Example: _____

Connection:_____

Skill statement 2: _____

Example: _____

Connection:_____

Skill statement 3: _____

Example: _____

Connection:_____

Practice verbalizing how your skills transfer to the job you want.



Transferable Skills

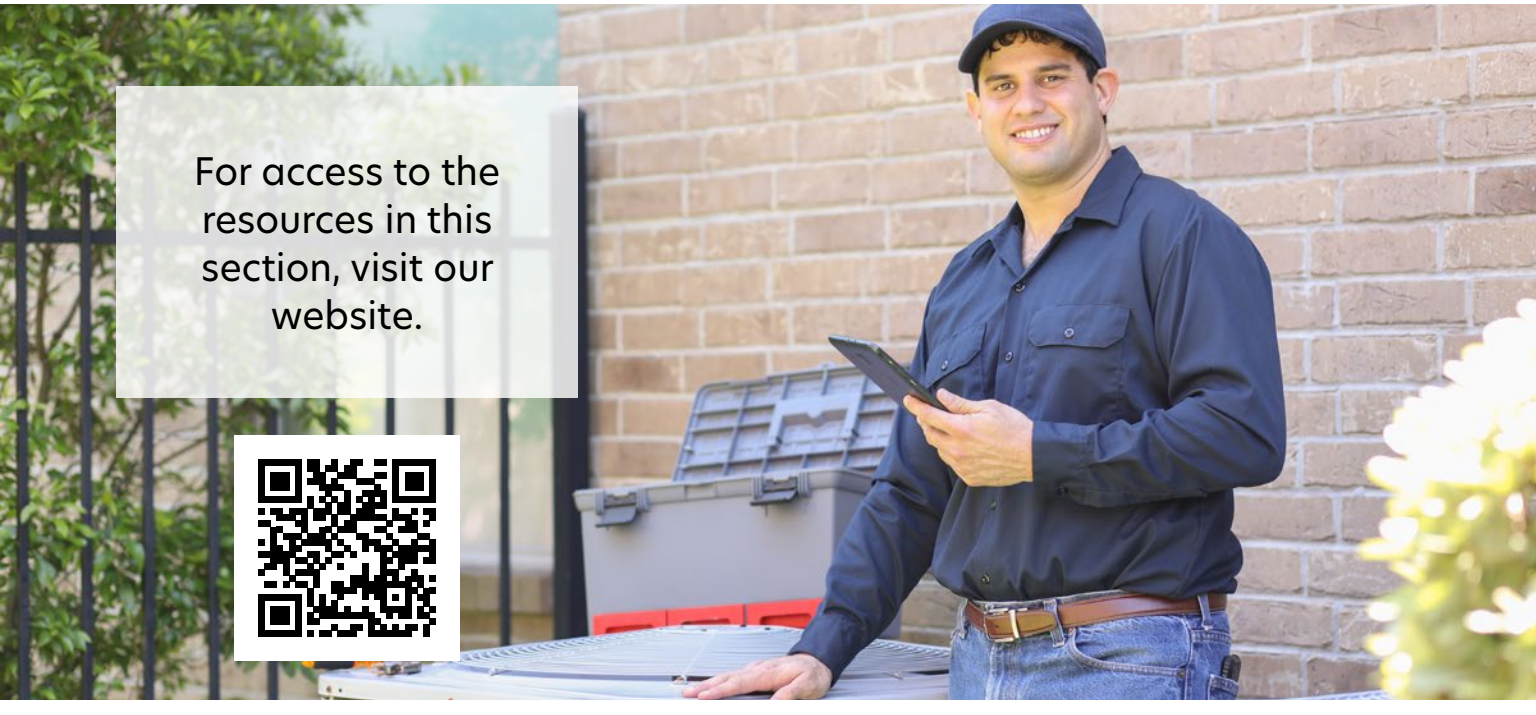
Review this list of transferable skills and check all the skills you have. Remember, skills can be learned in a variety of settings, including employment, education, hobbies and volunteering.

act or perform
adapt to situations
advise
analyze data
anticipate problems
appraise service
arrange functions
assemble products
assess situations
audit records
be detail-oriented
be precise
be responsible
budget money
buy products or services
calculate numbers
chart information
check for accuracy
classify information
collect money
communicate
compare data
compile statistics
complete data entry
compose technical writing
compute data
conceptualize
confront others
construct buildings
consult with others
contact others
control costs
control people
control situations
converse with others
coordinate activities
copy information
correspond with others
create
delegate
develop
develop policy
direct others
dispense information
distribute
draft
drive
edit
encourage
enforce
estimate
evaluate
examine
exchange
exhibit
expand
expedite
explain
explore
facilitate meetings
file records
find information
fix or repair
follow directions
follow through
fundraising
gather information
gather materials
give customer service
guide or lead
handle complaints
handle equipment
handle money
handle public relations
help
identify solutions
illustrate
implement
improve
improvise
inform
initiate actions
inspect products
install
instruct
interpret data
interview
inventory
investigate
lead
learn quickly
lift
listen
locate information
make decisions
manage a business
manage people
manage projects
measure boundaries
mediate problems
meet deadlines
meet the public
memorize information
mentor others
monitor progress
motivate others
move materials
negotiate
nurture
observe
operate equipment
order goods/supplies
organize data
organize people
organize tasks
own/operate business
perceive needs
persuade others
plan
prepare materials
process information
process materials
program
promote
recommend
recruit
reduce costs
refer people
rehabilitate people
remember information
report information
research
resolve problems
retrieve information
review
schedule
sell
set goals or objectives
signal
solve problems
speak in public
supervise
support
survey
tabulate
take instructions
think ahead
think logically
track
track information
train or teach
translate
travel
troubleshoot
type
understand
unite people
update information
upgrade
use hand/eye coordination
use words correctly
verify
visit
visualize
volunteer
work quickly
write procedures
write promotional material
write proposals
write reports

Soft Skills

Soft skills are employment traits that help an employer decide if your temperament suits a particular job. They are clues to how well you might adapt and problem solve. Soft skills can include time management, honesty, punctuality, efficiency, physical strength and motivation. Review this list of soft skills and check all the skills you have.

- ambitious
- assertive
- capable
- competent
- creative
- decisive
- discreet
- eager
- efficient
- energetic
- enthusiastic
- flexible and adaptable
- friendly
- good attendance
- good communication
- hard-working
- helpful
- humorous
- methodical
- modest
- open-minded
- optimistic
- organized
- original
- patient
- persistent
- positive attitude
- practical
- problem-solving skills
- reliable
- resourceful
- results-oriented
- self-confident
- sincere
- strong work ethic
- tactful
- team player
- tenacious
- thrifty
- time management skills
- tolerant
- trustworthy
- works well under pressure



Applications

When applying for jobs, use relevant information that is tailored to your application, resume and cover letter.



In this section:

Create a Quality Application

Know the Sections of an Application

Use these Application Tips

Create a Career Portfolio



Create a Quality Application

Create a Master Application

Gather and organize information about your current and past employers, work history, experience, education and training information, skills and references to create a Master Application before applying for a job. Preparing a Master Application, whether electronic or in hard copy form, will help you quickly and correctly fill out online applications without having to search for information. A Master Application also makes it easy to select relevant information and tailor your applications, resumes and cover letters to each job.

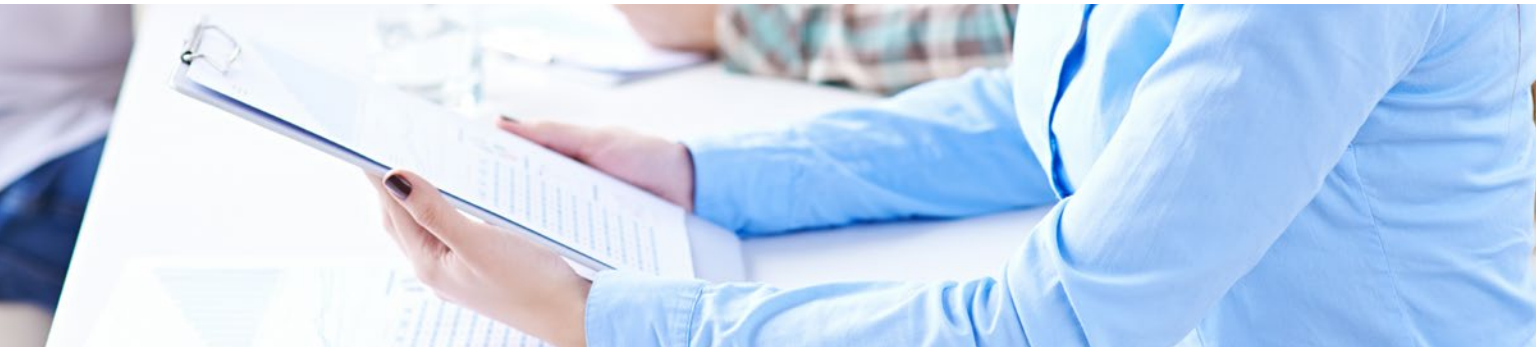
Completing Applications

Usually employers view your application before they meet you. To be interviewed, your application must make an outstanding impression. Employers may review thousands of applications each month, and incomplete and or generic forms are quickly tossed aside. Many employers use an applicant tracking system (ATS) to determine if your application or resume moves forward or not. This automated system can hone in on applications that are missing information or have incorrect key words. You can't control what the ATS looks for, but you can increase your chance of moving forward by ensuring information is correct.

Always have your Master Application accessible as some online applications have time limits. And, when going to an employer in person, some companies require an application to be completed onsite. Read through the application before completing it and follow the application instructions precisely.

Know the Sections of an Application

- The first section of an application usually asks for your contact information. Make sure this information is current.
- The second section typically asks for information about education and training. List all of your schooling and training, even if you didn't graduate. Sometimes there will be a field to note special honors, awards or membership in professional associations. This is an important section of the application because it can be used to enhance your qualifications.
- The most important part of the application is work experience, which usually begins with your most recent job. If you have held more than six jobs, you may wish to list only those most closely related to the job you are seeking. Others can be summarized or combined using dates from year to year, if allowed. Avoid showing long gaps in your employment history because employers will wonder why the gaps exist. If you have little or no previous experience, list part-time, summer or volunteer jobs. It is important to describe your experience with key words that are comparable to those the employer used to describe the job.



- Many applications ask for the reason you left your previous job. Use statements that indicate that you chose to move forward, and look for positive ways to describe the reasons you left or are leaving a job. For example, you could say:

- Looking for more responsibility
- Seeking advancement
- Seeking to expand skills
- Seeking a more challenging position
- Reduction in force
- Job change

Choose a statement that most accurately describes your situation and be prepared to discuss your reason for leaving in more detail during an interview.

Use these Application Tips

- Target your application to the specific position you are applying for. Do your research, study the job announcement and look for ways to target your skills and qualifications, using keywords, to match the specific job requirements.
- Specify the position you are applying for; do not write "any" or "will take anything" because employers do not want to take the time to figure out where you might fit. If you are interested in more than one position, fill out a separate application for each.
- Follow directions closely and read the entire application before you begin. Pay attention to sections that say, "For office use only." Also, read the fine print, which may give specific instructions such as "put last name first." Look for directives such as "do not call."
- Make sure your application is error-free in grammar, punctuation and spelling. If completing a paper application, print neatly and when signing, use black ink if no color is specified.
- Respond to all questions, avoid abbreviations, complete all sections and write "N/A" if a section is not applicable. Steer clear of health, personal, legal or financial problems.
- Some applications will ask for a desired salary or hourly wage. Note the starting salary or salary range the employer has posted and research the starting or mid-wage (Utah Economic Data Viewer) for the position. List the wage or if allowed, the wage range you find for the specific job or write "negotiable."



- Upload or attach your resume and if allowed or requested by the employer, attach a cover letter, letters of reference and references. Be honest! The information you provide will become a permanent part of your employment record when you are hired. False information can be grounds for dismissal. However, do not volunteer more information than necessary.
- Make sure that you submit the application in a timely manner. Remember to print a copy of your application just in case you need it later.

At jobs.utah.gov/jobseeker/js.html you can access or print a Master Application and Employment Application template.

Create a Career Portfolio

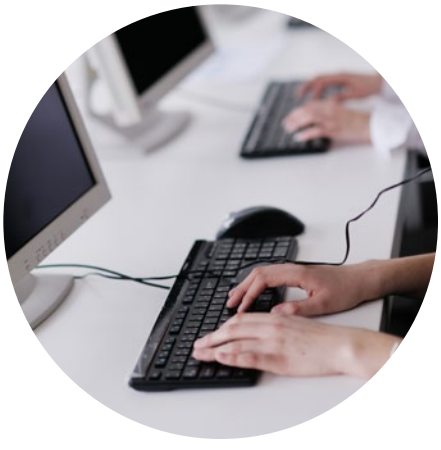
A Career Portfolio consists of the collected works and achievements that best showcase the skills and knowledge you've attained at this point in your career. It is more about the caliber of your work than a simple list of projects and jobs on your resume. It's an organized selection of the best examples of your career documents, work, certificates, awards and more.

It is important to select a professional-looking portfolio system which has compartments, pages or sections that makes it easy to organize and access your documents. Customize your portfolio for interviews, including quality copies of relevant documents, information and work samples to show the employer "proof" that you are a quality candidate for the job.

You may want to showcase your work examples electronically, by creating an ePortfolio, which is a web-based portfolio. For example, if you're a web designer, you may have screenshots of your best work that provide a showcase of project samples with a link to a website in your ePortfolio. Or as a journalist, you may have a link to your blog, a booklet of writing samples or an audio or video recording of your on-air material.

ePortfolio Websites:

- wix.com (free)
- networksolutions.com (fee)
- web.com (fee)
- squarespace.com (fee)
- WordPress.com (fee)
- SITE123.com (fee)



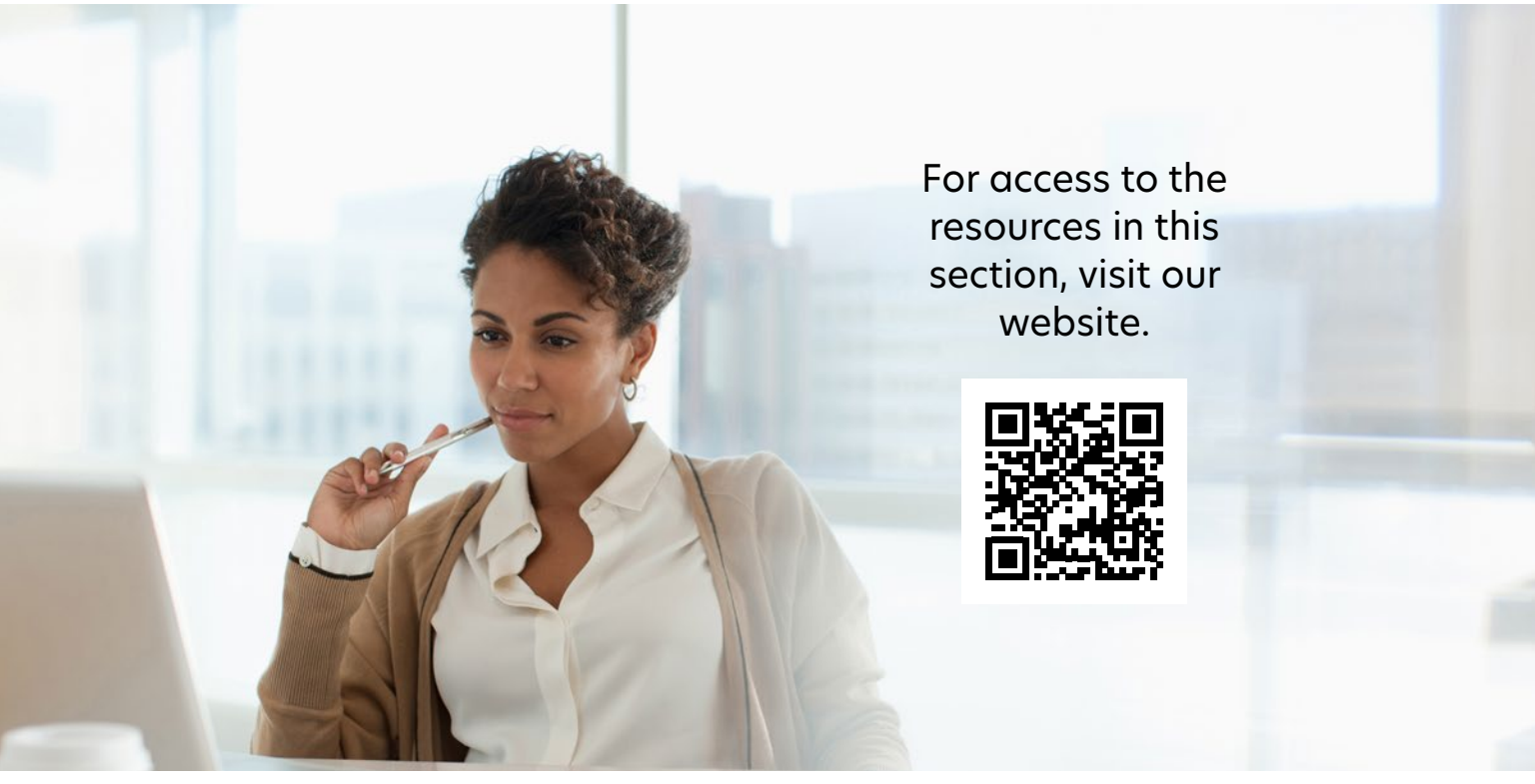
A career portfolio is a key marketing tool to help you find a job that's a great fit for you, stand out among the competition, feel confident during job interviews, gain a competitive edge and track your career development. It can even help you develop an effective profile on LinkedIn.

Download a master application and employment application template at jobs.utah.gov/jobseeker/js.html.

To-Do List

- Complete a Master Application
- Create a Career Portfolio or ePortfolio and customize for interviews including:
  - Master Application
  - Master Resume and Cover Letter
  - Marketing Message
  - SAR Interview Examples
  - Work Samples
  - References and Letters
  - Licenses and Certificates
  - Awards and Honors
  - Business cards

If you need additional help, you can attend one of our workshops or ask for one-on-one assistance.



For access to the resources in this section, visit our website.

Resumes and Cover Letters

Average resumes tell the employer WHAT a candidate did on the job; powerful resumes tell the employer HOW WELL a candidate did on the job.



In this section:

Learn the Sections of a Resume

Make it Scannable

Build a Resume

Avoid Resume Mistakes

Create a Cover Letter

Use References



Learn the Sections of a Resume

There are at least five sections of a resume, and possibly more if you include items such as professional affiliations and awards.

1. Contact Information

Start with your contact information at the top of the resume. Separate your contact information from the rest of the resume. You can do this with a line across the page. Include the following:

- Name (bold, 14-16 pt. font)
- City, state, zip code (include street address or P.O. Box for specific jobs)
- Cell phone or home number (with area code)
- Professional email address
- Webpage or LinkedIn URL

2. Summary Statement

A summary statement is a clear, concise statement of your experience, tailored to the job you are seeking. Emphasize what you will bring to the employer rather than what you want. Include the following:

- Job title
- Relevant skills
- Qualifications
- Years of experience
- Degrees, certificates or licenses
- Language skills
- Soft skills
- Leadership style
- Accomplishments

A summary statement is also called career summary, profile, career profile, career highlights, professional profile, professional summary or summary of qualifications.

> ***Example:*** *Highly motivated salesperson with more than eight years of experience initiating and closing transactions while providing exceptional customer service before, during and after the sale. Keen interest in fashion, retail sales, buying and management.*

3. Skills

Next, create a skills section. A skills section is not a laundry list of all the skills you possess. Rather, it is a carefully crafted list of nine to 15 targeted skills that are important to the job. Do your research to find out what the job requirements are and match keywords found in the job description. Make sure this section is easy to read by using columns and listing the most important skills first.



Emphasize what you will bring to an employer or an organization.



Action verbs help describe your skills more accurately and stand out in an Application Tracking System (ATS).

4. Experience

Be sure to include experience that is relevant. Remember, don't just tell the employer what you did in previous positions, but tell how well you did it.

- Include your employment history starting with most current experience first, going back 10- 15 years
- Include contributions, accomplishments and descriptions of how you used your skills
- Include full-time and part-time work, volunteer work, internships and temporary positions
- Start experience descriptions with action verbs

Examples:

- *Supervised a staff of 15–20 full- and part-time employees in the six-week absence of the store manager*
- *Achieved an average score of 93% on two federal safety inspections and 96% on five company audits.*

Add action verbs to your resume using the Resume Action Words on page 47; get the list.

5. Education and Training

In this section, include all types of education and training, listed in reverse chronological order. If you took courses relevant to the position you may include them. Do not list high school information unless you have not participated in any post-secondary education. List dates of attendance (if it was within the last 10 years), degrees, certificates or licenses, your major and your grade point average (if it was 3.5 or above). If you have not yet finished a program, include a projected graduation date. Place education after your experience unless you've graduated in the past few years. Ask yourself, "Which is stronger, my experience or educational background?" Include the following:

- Formal education
- Military training
- Specialized training
- Certifications
- On-the-job training
- Licenses
- In-service classes
- Workshops

Other Sections

All sections of your resume should contain information that is pertinent to the specific job you are applying for and show you in the best possible light. You may include a section for any of the following:

- Licenses and certifications
- Affiliations
- Volunteer experience and community involvement
- Honors, awards and recognition
- Professional development
- Personal endorsements

Sign up for a Resume Writing workshop and utilize Resume Builder and resume writing templates and tools.

Make it Scannable

Application Tracking System (ATS)

The main goal of an ATS is to make life easier for recruiters and hiring managers and determine who sees your resume. Companies often hire for multiple positions at once and receive hundreds, if not thousands of applicants for each job opening. When a recruiter or hiring manager receives that many resumes, it's not feasible for them to carefully read each one. ATS makes searching easier, saving time while avoiding human error.

- Make top skills and qualifications easily visible, with most important skills first
- Match your resume to the job description for comparison ranking to be a top-ranked candidate
- Include keywords in the job posting based on skills, experiences, education requirements
- Proofread to ensure there are NO grammatical or spelling errors
- Send your resume in a .doc or .docx file or PDF format

Power Up Your Resume

A resume is an essential career tool that lists and markets your best qualifications for a specific job. It is a memorable presentation of experience, skills, qualifications, knowledge and expertise that demonstrate your ability to produce results. The purpose of a resume is to get an interview. Your resume can structure the interview, generating resume-based questions that ask you to "prove it." Your resume will also remind the employer of your strengths during the selection process.

Consider the type of position you are applying for. The average recruiter spends six seconds scanning for six pieces of information in the following order:

1. Name
2. Current title and company
3. Previous title and company
4. Start and end date of previous position
5. Start date of current position
6. Education



The average recruiter spends six seconds scanning for six pieces of information.



Show vs. Tell On Your Resume

TELL	SHOW
Possess teamwork skills.	Provided training to over 100 new staff by involving them in important company projects, creating a better sense of teamwork and productivity.
Proficient with computers.	Created a database for management to track inventory costs. The system was easy and efficient and cut administrative costs by 65%.
Supervisor for a large team of employees.	Managed team of 21 customer service specialists, located in three departments with on-boarding, sales training and performance evaluations.



Tailor your resume to each job you apply for.



Resume Content Guidelines

- Tailor to meet employer's expectations — generic resumes don't work
- Prioritize most important information first
- Use action verbs
- Quantify results: #'s, %s, $ amounts, positive results and projects completed
- Remove personal pronouns (you, I, my, we, they, etc.)
- Use acceptable terminology; avoid jargon and abbreviations.
- Include job titles, company names, cities, states and employment dates
- Do not include supervisor's name, company address, salary or references
- Omit "References Available Upon Request"

Resume Format Guidelines

- One or two full pages in length
- Easy to read
- Phrases instead of sentences
- Lists instead of paragraphs
- 3/4" to 1" margins
- 11 - 12 point

  Serif Fonts: Times New Roman, Cambria, Georgia, Book Antiqua and Didot

  San Serif: Calibri, Helvetica, Verdana, Trebuchet MS and Lato
- Bullets, underline, bold and italics to emphasize important information
- Maximize visual impact to reflect professionalism
- Print on quality resume paper
- No errors in grammar, spelling and punctuation

Three Most Used Resume Formats

novoresume.com/career-blog/resume-formats

1. **Reverse-Chronological** – The most popular and practical resume format, this resume lists your work experiences and skills in reverse-chronological order. In most cases, we recommend this resume.

✔ Pros	✖ Cons
• Recruiters and HR managers prefer this format • Very easy to skim • Provides an easy-to-read chronological history of your work experience • Most popular resume format	• Hard to fill in for a recent graduate with no work experience • Makes career gaps obvious – if you're a career changer, try one of the other formats



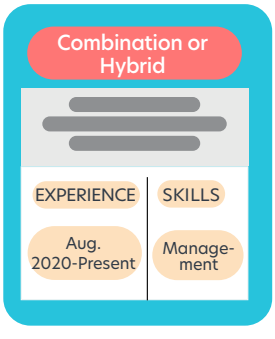
2. **Skills-Based** – The least popular resume format, this resume focuses more on your skills rather than your work experience.

✔ Pros	✖ Cons
• Good for highlighting specific skills • Useful if you're switching careers since you can explain how your skills transfer to your new job • Also useful if you're a recent graduate with practical skills but not much work experience	• Not as popular – most recruiters and hiring managers are not as familiar with it • Applicant tracking systems have a difficult time reading this format



3. **Combination or Hybrid** – A combination of the other two formats, this resume focuses on both skills and experiences.

✔ Pros	✖ Cons
• Allows you to show off more of your experience and skills using less space • Useful for very senior professionals who need to highlight more than just their work experience	• Applicant tracking systems have a difficult time reading this format • If you're a recent graduate or don't have much work experience, this format is not for you



1. Reverse-Chronological Resume



PAIGE WILLIAMS

(801) 555-5555 • Sandy, Utah 84093 • paigewilliams@job.com • linkedin.com/in/paigewsample

SUMMARY

Outstanding Mortgage Loan professional with 5+ years excellent customer service and dedicated management throughout the loan process. Skilled in training, coaching and mentoring branch staff on a variety of loan products and services. Successful building loyal customer base and exceeding sales expectations by 18% average annually.

HIGHLIGHTS

Personnel Oversight	Financial Planning Expertise
Account/Client Management	Equifax Application Engine
Issuance of CDs	Conventional, FHA, and VA Loan Process
Bank Security Issues	Excellent Sales and Presentation Skills
Debt and Credit Management	Computer Proficient Word, Excel, Outlook

EXPERIENCE

Mortgage Loan and Staff Development Officer, Utah's Bank, Murray, UT 2014-Present

- Recruit, train and supervise 5-7 new staff members bi-annually in department policies and procedures.
- Provide ongoing training of standard mortgage products, Conventional, FHA and VA loans.
- Adhere to all federal and state compliance guidelines relative to retail mortgage lending.
- Formulate quarterly reports for market movement and penetration regarding growth.
- Regularly exceed quarterly sales goals by 15-20% with annual average of 18%.
- Received "President's Award" for Leadership and Service, 2014.

Loan Officer, Chestire Homes, Salt Lake City, UT 2012-2014

- Managed 10-12 loan applications weekly through originating, processing, underwriting and closing/funding.
- Analyzed applicants' financial status, credit and property evaluation to determine loan feasibility.
- Received "Top Performer Award" for ranking first in rate of closed loans in 2013 and 2014.

EDUCATION

B.S. Finance, Westminster College, Bill and Vieve Gore School of Business, Salt Lake City, UT 2012
Magna Cum Laude (GPA 3.8)

CERTIFICATIONS & LICENSES

NMLS#334455 – completed for all 50 states.
Association of Mortgage Brokers, 2017
SAFE Mortgage Licensing Act of 2008 Certified
Team Leadership Training Certification – Dynamic Training, Inc., Salt Lake City, UT 2013

VALUE TO AN ORGANIZATION

"Paige is reliable, dedicated and eternally upbeat. Her engaging personal style enables her to interact effectively with clients and staff, and it is because of her excellence in this area that I repeatedly asked her to mentor new employees."

David Fenn, Vice-President, Utah's Bank

2. Skills-Based Resume



GLEN WHITE

(801) 555-5555 • gwhite@job.com • linkedin.com/in/gwhitesample

QUALIFICATIONS SUMMARY

- Technically savvy welder with 5 plus years' experience in layout, fabrication, installation and repair of industrial and commercial equipment
- Obtained strong management skills leading and training a team of 10 junior welders
- Knowledge and expertise of SMAW, FCAW and GMAW processes
- Adhere to industry safety guidelines and standards resulting in a 34% decrease in on-site accidents
- Recognized for ability to complete welding projects with efficiency and high quality standards

SKILLS & EXPERTISE

Management

- Oversaw and trained 10 junior welders in intermediate welding process, improving overall work quality by 26%
- Communicated with clients regarding complex job orders, maximizing clarity and work instructions
- Inspected and identified issues, immediately troubleshooting problems, saving $20k in potential costs

Technical

- Consistently complete welding projects 23% faster than average welder while maintaining high quality standards
- Completed 5 large welding projects valued at $275k each, one day ahead of schedule and $1.5K under budget
- In-depth knowledge and proven track record of implementing SMAW, FCAW and GMAW processes

Organization

- Efficiently organized and prepared tools and equipment prior to welding job, streamlining process and consistently completing projects ahead of deadlines
- Implemented strict safety procedures and training, reducing work-related accidents by 34%
- Maintained tools and equipment, ensuring proper function, minimizing repair and replacement costs

PROFESSIONAL EXPERIENCE

Gamma Precision, Murray, Utah – Senior Welder
ADF International, West Jordan, Utah – Welder
Loenbro, Inc., Salt Lake City, Utah – Junior Welder

EDUCATION

AAS degree, Welding, Salt Lake Community College, Taylorsville, Utah Welding Certification, May 2009

COMMUNITY INVOLVEMENT

- Best Friends Animal Society, community service volunteer since 2016

3. Combination or Hybrid Resume



JOHN SMITH

(801) 555-5555 • Blanding, UT 84511 • johnsmith@job.com • linkedin.com/in/jsmithsample

SUMMARY OF QUALIFICATIONS

Highly accomplished General Manager with direct experience in managing day-to-day operations and executing profitable business strategies that lead to high-growth market shares and successful turnaround of lagging businesses. Demonstrated ability in building strong, customer-centric teams through creating work environment that enhances the overall customer experience.

- Relationship Management
- Vendor Coordination
- Contract Negotiations
- Strategic Planning
- Customer Retention
- Leadership Development
- Team Building & Mentoring
- Human Resources
- Training Development
- Process Improvement
- Inventory Control
- Health & Safety Regulations
- Budgeting and Forecasting
- Marketing & Advertisement
- Effective Communication

PROFESSIONAL EXPERIENCE

IHOP – City, UT
General Manager/Manager 5+ Years

- Successfully met company objectives by implementing business strategies; establishing vendor relationships; developing and monitoring fiscal controls and initiating corrective actions.
- Monitored and tracked inventory; negotiated pricing and contracts with preferred vendors using powerful relationship management skills that consistently lowered the operational costs by 5%.
- Successfully implemented company human resource objectives by recruiting, hiring and training staff to be effective and highly successful in their positions in order to meet company directives.
- Effectively communicated job expectations by providing relevant, timely feed-back, fairly enforcing policies and procedures, and appropriately disciplining staff when necessary.
- Maintained a safe and healthy facility environment by establishing, following, and enforcing proper safety and sanitation standards which complied with all health and legal regulations,
- Established mandatory customer service training program for all customer-facing employees. Boosted guest satisfaction scores from 89% to 95% within 6 months of program launch.
- Increased employee satisfaction by 23% while cutting staff turnover in half by developing staff recognition and negotiating accountability programs that created a win-win environment.

Oasis Stage Werks – City, UT
Sales Manager 5+ Years

- Implemented relationship management and customer relations techniques that led to having one of the highest customer retention rates in the company. Exceeded sales goals 5 out of 7 years.
- Directed advertising campaigns that maximized sales by targeting not only new business, but creating repeat customers through innovative, highly successful sales promotions.
- Managed and responsible for day-to-day activities of sales team of 15. Created highly successful sales strategies that aligned customer needs with the mission critical needs of the company.

EDUCATION AND TRAINING

Three years towards a Bachelor's in Business Management
Ensign College • Salt Lake City, UT

ServSafe Certification Manager | Front of House Trainer | Back of House Trainer
Food Handlers Permit | OSHA Certified | PRP Management Training

Modern Resume

Modern resumes are visually enhanced to highlight skills. They might use a graph or chart to demonstrate proficiency within a skillset or icons for social media and web sites. Modern resumes are especially effective when applying for jobs in a creative field such as graphics design, social media marketing and content creation.



Modern resumes should not be used when applying through an applicant tracking system.

The modern resume template shown can be found at jobs.utah.gov. Other templates can be found online at the following websites:

- Resumegenius.com
- Templates.office.com
- Resume-now.com
- Template.net
- Maxresumes.com



LAURA EMERY
Digital Marketing Specialist

CONTACT INFO

Phone: (555) 555 -5555
Email: laura.emery@job.com
linkedin.com/in/lauraemery/sample

EDUCATION

University of Utah
Salt Lake City, UT
May 2017

Bachelor of Arts, Digital Media, Honors: cum laude (GPA: 3.8/4.0)

RELEVANT SKILLS

Digital Data Analytics
Digital Marketing
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
AutoCAD
Rhinoceros
Microsoft Office
Slack

CAREER SUMMARY

Highly creative Digital Marketing Specialist with 4+ years' experience in online marketing, branding, and business strategy across music, media, and enter-tainment industries. Skilled in evaluating financial needs and implementing multi-faceted digital strategies that increase revenue and drive brand growth.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist
Total Entertainment Group, Salt Lake City, UT| September 2019–Present

- Manage digital sales and streaming accounts to improve brand positioning and growth
- Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams
- Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 1M+ consumer sales and marketing database

Digital Marketing Associate
Redline Entertainment Inc. , Salt Lake City, UT | June 2017–August 2019

- Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion
- Devised and implemented robust digital acquisition plans, ensuring precision in financial reporting, budgets, and forecasts
- Increased conversions by 15% from paid sources (PPC, Grant, Display, and VOD)
- Enhanced conversion rates by 12% via A/B testing landing pages for a better performing conversion funnel

Marketing Intern
The Leonardo, Salt Lake City, UT | June 2016–May 2017

- Researched, wrote and edited blog posts for the Leonardo's website
- Determined relevant keywords and entities for pages using Semrush, Ahrefs, and Page Optimizer Pro
- Gathered and analyzed data from social media PPE campaigns

Resume Action Verbs

Management Skills

administered
analyzed
assigned
chaired
contracted
consolidated
coordinated
delegated
developed
directed
evaluated
executed
increased
organized
oversaw
planned
prioritized
produced
recommended
reviewed
scheduled
strengthened
supervised

Communication Skills

addressed
arbitrated
arranged
authored
corresponded
developed
directed
drafted
edited
enlisted
formulated
influenced
interpreted
mediated
moderated
motivated
negotiated
persuaded
publicized
reconciled
recruited
spoke
translated
wrote

Clerical or Detailed Skills

approved
arranged
catalogued
classified
collected
compiled
dispatched
executed
generated
implemented
inspected
monitored
operated
organized
prepared
processed
purchased
recorded
retrieved
screened
specified
systemized
tabulated
validated

Research Skills

clarified
collected
critiqued
diagnosed
evaluated
examined
extracted
identified
inspected
interpreted
interviewed
investigated
organized
reviewed
summarized
surveyed
systematized

Technical Skills

assembled
built
calculated
computed
designed
devised
engineered
fabricated
maintained
operated
overhauled
programmed
remodeled
repair
solved
trained
upgraded

Teaching Skills

adapted
advised
clarified
coached
communicated
coordinated
developed
enabled
encouraged
evaluated
explained
facilitated
guided
informed
initiated
instructed
persuaded
set goals
stimulated

Financial Skills

administered
allocated
analyzed
appraised
audited
balanced
budgeted
calculated
computed
developed
forecasted
managed
marketed
planned
projected
researched

Creative Skills

acted
conceptualized
created
designed
developed
directed
established
fashioned
founded
illustrated
instituted
integrated
introduced
invented
originated
performed
planned
revitalized
shaped

Helping Skills

assessed
assisted
clarified
coached
counseled
demonstrated
diagnosed
educated
expedited
facilitated
familiarized
guided
referred
rehabilitated
represented



For a complete list, go to jobs.utah.gov/jobseeker/oltools/resumeactionverbs.pdf

Avoid Resume Mistakes

Common Resume Mistakes

- ✖ Too long: The preferred length is one to two full pages.
- ✖ Disorganized: Information should not be scattered around the page or hard to follow.
- ✖ Poorly typed and printed: Content should not be hard to read or look unprofessional.
- ✖ Too sparse: A resume should give more than bare essentials like dates and job titles.
- ✖ Overwritten: Avoid long paragraphs and full sentences.
- ✖ Unfocused: Show what you accomplished on the job.
- ✖ Irrelevant: Height, weight, sex, health and marital status are not necessary.
- ✖ Full of errors: Resumes should be carefully proofread before they are printed and mailed.
- ✖ Trying too hard: Fancy typesetting and exotic paper distract from the clarity of the presentation.
- ✖ Misdirected: Too many resumes arrive on employers' desks unrequested. Include a cover letter.

Solutions for Potential Obstacles

If your work history isn't ideal, here are tips for overcoming potential obstacles in creating your resume. Be prepared to handle this information in an interview where you can provide a concise, honest explanation. Share what you have learned from past mistakes and how you want to make a positive contribution to the organization.

Education with Limited Experience:

- List education first.
- Detail classes as "Course Work" that focus on specific skills and knowledge learned through hands-on experience.
- Showcase affiliations, memberships and community involvement.

✔ Education

A.S. Business Management
Uintah Basin Technology College 2015
- Relevant Course Work: Beginning Accounting, Business English, Computer Literacy, Word Processing.

Lack of Experience:

- Apply for jobs where you meet the minimum required qualifications.
- Highlight community involvement, life skills, volunteer work and independent study.

✔ Complementary Experience

- Planned and organized activities, lessons and workshops for women's service organization and supervised committee meetings.

Experience that "Dates" You:

- Don't list dates of education beyond the last 10 years.
- List dates year-to-year or the total number of years worked.
- Say something like "more than 10 years experience" instead of "25 years experience."
- Leave the dates off completely.

✔ Education
High School Diploma • DHS, Kaysville, UT.
✔ Summary Statement
• Highly motivated individual with more than 3 years experience initiating and closing transactions while providing exceptional customer service. Keen interest in fashion, retail sales, buying and management.

Unrelated Experience:

- Start with professional experience and education that relates to the job.
- Put unrelated work history in a separate section called "Additional Experience" or "Prior Experience" at the end of your resume.

✔ Additional Experience
Fast Food Worker McDonald's, Vernal, Utah 2020–2022

Religious or Political Experience:

- Put relevant experience in "Complimentary Experience" or "Community Involvement."
- Avoid naming specific institutions, religions or political parties.

✔ Community Involvement
Volunteer Sunday School Teacher 2019–Present • Studied lesson material to learn curriculum and prepare lesson for eight children ages 7–9. Worked with children's parents to assist in teaching appropriate behavior.

Gaps in Work History:

- You can show the gap in your resume, just be prepared to address it in an interview. Or de-emphasize dates by listing them from year-to-year or by stating the actual amount of time worked (18 months).

✔ Experience
Cashier Smiths, Ogden, Utah 2019–2020 • Operate cash register to itemize and total customers' purchases. • Balance cash and checks in register with receipts. Consistently achieved 98% accuracy.

Too Many Jobs in a Short Time:

- Only include relevant jobs and list from year-to-year.
- Consolidate two or three related jobs and accomplishments under one title.
- Be prepared to discuss in the interview.

✔ Experience
Counter Attendant/Clerk • Two Years Blimpie/Subway/McDonald's • Took accurate customer orders, trained new employees, handled cash, placed orders and stocked supplies.



Evaluate Your Resume



Put yourself in the shoes of an employer or hiring manager. How would they respond to your resume? Ask yourself the following questions featured in the Resume Evaluation form and then ask others for feedback.

Resume Critique Form

As the job seeker, put yourself in the shoes of an employer. How would he or she respond to your resume? Use the form below as you write your resume. Give the form to others so they can critique your resume and give you honest feedback.

Appearance

Yes	No	Question
		Is the resume printed on high-quality bond paper?
		Is it a quality copy, free of stray marks and shaded or faded areas?
		Is there adequate white space?
		Is the selected font easy to read?
		Is the overall resume layout professional, attractive and reader-friendly?
		Are bullets, font changes, caps, underline and italics used sparingly and appropriately? Is the resume clean and sharp?

Content

Yes	No	Question
		Is the resume free of typos, misspellings, abbreviations and capitalization or punctuation errors?
		Are job descriptions written with resume phrases that begin with powerful action verbs?
		Is the resume free of all grammatical errors, including inconsistent verb tense?
		Does the resume writing reflect clear and concise vocabulary?
		Have redundancies been eliminated?
		Is the resume free of personal pronouns (I, you, my, we, they)?

Marketing

Yes	No	Question
		Does the Summary Statement emphasize the benefits of hiring the candidate to the employer rather than what the job seeker is looking for?
		Does the Skills List match the employer's job specifications and requirements?
		Does the most important information appear in the first quarter of the first page? Does it capture the employer's interest? Does it pass the "10-second test?"
		Does the resume provide quantified accomplishments?
		Is the use of insider's language and job-specific terminology appropriate?
		Has unnecessary information been eliminated?
		Is the resume an appropriate length, or is the length justified based on unique information?
		Is the resume tailored to the job description, answering the employer's question, "What can this job candidate do for me?"

Create a Cover Letter

A cover letter tells a prospective employer why they should read your resume. It gives you the opportunity to introduce yourself, make a positive impression and highlight the skills and experience on your resume that show you are a great fit for the job.

An effective cover letter begins with doing research so you can tailor your qualifications to the employer's needs. Find out the name of the person who will do the hiring and address your cover letter to that person. If not available, address the letter to: Human Resource Director or Hiring Committee. In addition, find out as much information about the company as possible to show how you are a good fit with the position and the company culture.

Cover Letter Format

- One page in length
- ¾" to 1" margins
- 11" - 12" font using Calibri, Arial, Times New Roman
- Contact information same as resume
- Appropriate business letter writing protocol and formatting
- Print on quality resume paper
- No errors in grammar, punctuation and spelling

Note: Include a cover letter with your resume unless otherwise specificed by the employer

A great cover letter will give your application an edge and polish that enhances your resume and showcases your qualifications to an employer.



Cover Letter Content

Your cover letter should include the three Cs of cover letter writing; carrot, content and closing.

1. **Carrot or Opening** – This should be an introduction that is fresh, interesting and relevant to convey why you want the job and to "hook" the employer into wanting to read more.

   Example of Appeal: Could your company benefit from a "work-smart" salesperson who built his client list from zero to 275 and transitioned the company's focus on high-margin sales from 36% to 75%? (Question format)

   Example of Intrigue: Little did I know that leaving my native France to work for the summer as a banking intern in Colorado would lead to a career in international business.

   Example of an Interesting Fact: Research shows that people change careers an average of eight times during their working life. I am pursuing one of those changes! As a career assistant, I wish to bring my government experience and skills to a creative setting. Your advertising agency is among my top choices.

2. **Content or Middle** – The body of the letter should "pack a punch" and prove or substantiate your skills, experience and qualifications, tailored to four to five key elements in the job announcement. This strengthens and supports your resume but does not restate it, and focuses on verifiable accomplishments.

   Example: The skills and strengths I can bring to Weyerhaeuser are outlined on the enclosed resume. You'll note that I've spent a decade in building materials sales, highlights of which match your key requirements.

3. **Closing** – Confidently summarize your qualifications, show how you add value to the company and suggest the next step to be taken—a call, a meeting or an interview. Finish your closing with personality by using phrases such as "respectfully," "enthusiastically," "best regards," "looking forward to meeting you" or "regards."

   Example: Given my technical skills, familiarity with the product line, and understanding of your clients' needs, I could step into the position and be of immediate assistance. I welcome the opportunity to interview at your earliest convenience.



End the letter with "Enthusiastically," and your name.



Below is an effective format for the corroboration or middle paragraph:

Your Requirements:	***My Qualifications:***
1. Ability to launch new territories	*Captured more than $8 million in sales volume while launching a new central California territory for JJB, Inc.*
2. Experience in building market share	*Gained 35% share of the commercial building materials market through expansion of ready-mix business.*
3. Focus on bottom-line issues	*Boosted profit margin to 6% above industry average through management of time, resources and systems.*
4. Supervisory experience	*Hired, trained and supervised an aggressive sales team who were well versed in competitive building materials.*

Cover Letter Example

PAIGE WILLIAMS

(801) 555-5555 • Sandy, Utah 84093 • paigewilliams@job.com • linkedin.com/in/paigewsample

July 19, 2021

Ms. Sally Jones
Gateway Mortgage Group LLC
9278 South 300 West, Bldg. A
Sandy, Utah 84070

Dear Ms. Jones,

CARROT (Opening)

I am excited by the opportunity to be part of the Gateway team, as I have been impressed with Gateway's dynamic growth as a leader in the mortgage industry, offering innovative product options, flexibility and community-focused lending. Highlighted below are strengths I would bring to your Branch Manager position:

CONTENT (Middle)

- **Manage high-energy, rapidly growing office, working closely with production personnel and support staff**: I was recognized at Utah Bank's State Leadership Conference as recipient of the "President's Award" for staff, increasing new business by 33% and customer satisfaction rating to 98% from 87% in FY14.
- **Train, lead and oversee execution of company processes and procedures:** I manage recruitment, train and supervise 5-7 new loan officers monthly, in all aspects of mortgage lending, including quality customer service, policies and procedures and new mortgage product evaluation and implementation. Branch management frequently asks me to train new staff at other Utah Bank locations throughout the Salt Lake City, Provo and Ogden areas.
- **Build strong sales relationships and contacts and manage loyal customer service base:** One of my greatest strengths is creating strong relationships with clients – 88% of new clients I have developed at Utah's Bank provided referrals or purchased additional mortgage products. I believe in putting "people first" and tailoring services and products to meet their specific needs, as well as providing new services and products – "creating customers for life."
- **Oversee multimillion-dollar pipeline in an efficient, streamlined and timely manner:** Currently, I service individual clients, businesses and community organizations with mortgage products and loan services averaging over $2.5 million annually. I received the "Top Performance" award for ranking first in rate of closed loans in 2013 and 2014.
- **More than 2 years mortgage and management experience, NMLS License and bachelor's degree preferred:** 5 years successful experience managing mortgage loan processes from start to finish and supervising trainees; NMLS License: #334455 in all 50 states and B.S. in Finance from Westminster College with 3.8 GPA.

CLOSING

It would be a privilege to contribute to Gateway's future growth, and I look forward to meeting you in an interview to discuss adding value to your team as a Branch Manager.

Enthusiastically,

Paige Williams

Use References

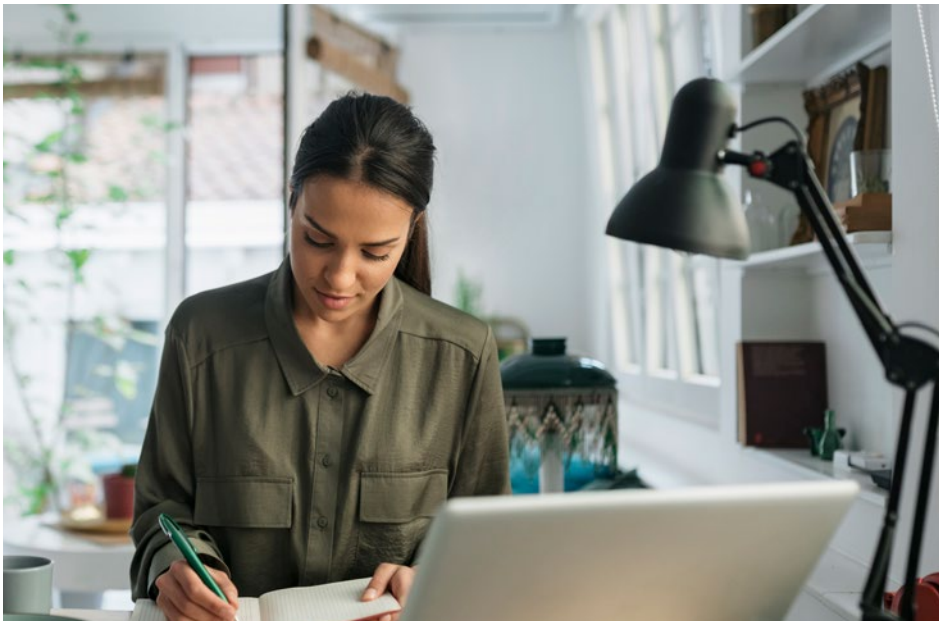
Your References

There is usually a reference section on job applications, but references should be listed on a separate sheet that features your contact information. List three to five professional references who can speak to your strengths, abilities and accomplishments. Don't overlook people that you've volunteered with or have gotten to know outside of the workplace. Be sure to include their name, title, company, address, phone number and email address, and make sure the information is accurate.

ALWAYS contact your references and get their permission before including them as a reference on your list. Let them know when you are applying for jobs and what skills you would like them to highlight. Surprise reference contacts generally don't work to your advantage.

- References are used to verify your work history and to help an employer evaluate your skills, work habits, communication abilities and motivation.
- Sometimes employers will ask for personal references. These are people who can attest to your good character. Choose people you've known for more than one year and don't include significant others, spouses or close relatives unless you have worked for them.
- Once you land a new job, contact your references and let them know. Be sure to thank them and offer your services as a reference for them in the future.

Positive employment references can get you the job you want.



To-Do List



- Contact each reference and let them know the job(s) you are applying for.
- Offer to send your current resume.
- Ask permission to use them as a reference.
- Ask if that reference would be willing to write you a letter of recommendation.
- Make sure to target your references to each job.

Reference Contact List

References should be listed on a separate sheet than your resume and include your contact information. Always contact your references before including them on your reference sheet. Select people who know your work capabilities. Use this tool to make a master reference list. Use the same font and format as your resume.

Name
Address
City, state, zip code
Phone number
Email address

REFERENCES

Name: _____
Title: _____
Company: _____
Street address: _____
City, state, zip code: _____
Phone: _____
Email: _____

LUCY HEMINGWAY

(801) 555-5555 • lucyhemingway@job.com • linkedin.com/in/lucyhemingwaysample

Professional References

Dr. Scott Bevan
Surgeon, Intermountain Valley View Medical Center
(801) 555-5555

Margaret Mcmillian
Nurse/Midwife, Rachel Lake Clinic
(801) 555-5555

Terry Ashton
Floor, Canyon Rim Hospital
(801) 555-5555
Terash1@job.com

Mike James
Certified Nursing Assistant, Canyon Rim Hospital
(801) 555-5555
Michaelbjames@job.com

Your final product should look something like this.



For access to the resources in this section, visit our website.

Networking and Job Search Strategies

Did you know that 80% of all jobs are found through networking? Networking is still the most impactful way to find new job opportunities.



In this section:

Identify Your Network

Polish Your Personal Brand

Create and Share Your Marketing Message

Find Job Opportunities

Have a Professional Image

Explore Your Resources



Identify Your Network

Networking starts with your "circle of influence," which encompasses people who may be able to help you in your job search, and continues to grow as they connect you to other people or new people you meet. Your network includes

- Friends
- Family
- Acquaintances
- Previous co-workers and supervisors
- Social and volunteer contacts and the people they refer to you

Your network can help you move up the career ladder, find advancement opportunities and build future connections.

Employers often rely on the people they know to help them find new employees, creating a "hidden job market." Networking is creating win-win situations with other people by helping them and allowing them to help you.

Networking is the fastest way to find a job for most job seekers.

Download a Networking Contact Sheet



Expand Your Network

- Join professional associations
- Volunteer
- Do community service
- Attend job fairs and recruiting events
- Take advantage of social networking sites

Organize Your Contacts

Make a list that includes the names and contact information for each of your contacts and set a date to begin networking. Include space on your list for other information or comments that will help you remember your last contact with that person and important information shared with you. Keep your list organized and current.

To-Do List

- Identify and expand your network.
- Create your marketing message that will convince employers to interview and hire you.
- Organize and track your contacts.
- Use the worksheets included at the end of this section.

Polish Your Personal Brand



Imagine you're a product going into the marketplace:

Why should a company "buy" you?

What makes you unique?

What are your strengths?

- **Polish your social media profiles** with a professional online presence. (98% of employers do background research about candidates online.)
- **Tailor your resume** to stand out (72% of human resource professionals say a resume is very important when evaluating an applicant).
- **Perfect your "elevator pitch"** (95% of employers consider an "elevator pitch" — your marketing message — important, and make sure it works for remote hiring).
- **Google yourself** (90% of employers factor a job candidate's social media accounts into their hiring decisions, and 79% have rejected a candidate based on their social media content).
- **Invest in a personal website** (43% of employers use Google search to research job applicants, but 80% say a personal website is important when evaluating a job candidate).

Source: themanifest.com

Create and Share Your Marketing Message

Your marketing message is a concise, impactful statement that describes you in a power-packed nutshell. After greeting or introductions, your message should state the type of employment you are looking for, the qualities, skills and successes you have achieved — your Personal Branding — followed by a request for information about openings, leads and referrals.

Step 1: Define your job goal — tailor your message to a specific job

Step 2: Share personal branding — your qualities, skills and accomplishments relevant to the job

Step 3: Highlight the greatest strengths you offer an employer

Step 4: Ask for information or referrals

Step 5: Share your marketing message



Write a paragraph or bullet points using the information from these steps. Read through each sentence and add relevant details.

- Edit your message and say it out loud until you can deliver it smoothly and comfortably.
- Read it out loud to others and ask for feedback.





Share your Marketing Message

Take advantage of everyday events and activities to share your marketing message. Let your contacts know that you are looking for work, and remind them of what skills and strengths you possess as well as the kinds of jobs you are looking for. Ask them if they know of any job opportunities or people who might have useful information. For example:

- Do you know of a company that would be interested in talking to me?
- Do you know of someone whom I can speak with who would be interested in my skills?
- Would you like a copy of my resume and LinkedIn profile?

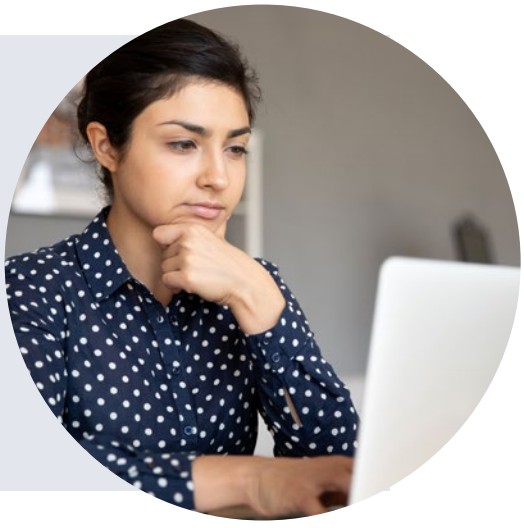
Email your contacts and update your LinkedIn profile to share your marketing message. Target your message to a specific contact instead of writing a mass email. Do not attach your resume or cover letter upon your first contact.

Always thank your contact for their time and help.

Learning about jobs via word of mouth can be a powerful and effective way to get past the gatekeepers and onto a short list of candidates.

Remember to follow up with a thank you note or email.

Savvy job seekers will use a variety of methods including a mix of digital, creative and tried-and-true strategies to find and land a great job!



Find Job Opportunities

Many employers post job openings on multiple websites. Make sure you check job boards on several sites, including company websites and set up alerts to increase your odds of seeing job opportunities as soon as they are posted. Develop a system to organize your efforts and keep track of jobs, usernames and passwords. Store them in a safe, orderly place.

Best Job Search Websites in Utah

- Jobs.utah.gov
- Salt Lake SHRM Chapter: slshrm.org
- Salt Lake City Human Resources: slc.gov/hr
- Salt Lake City School District: slcschools.org
- CareerBuilder.com

Source: zipjob.com

Best Job Search Websites 2021

- Best Overall: Indeed.com
- Runner-Up, Best Overall: Monster.com
- Best for Employer Research: Glassdoor.com
- Best for Remote Jobs: FlexJobs.com
- Best for Experienced Managers: Theladders.com
- Best for Startup Jobs: wellfound.com
- Best for Connecting Directly With Recruiters: LinkedIn.com
- Best for Up-to-Date Listings: Getwork.com
- Best for Hourly Workers: Snagajob.com

Utah's Job Site

Register at jobs.utah.gov. As a registered job seeker, you will have access to one of the most powerful job sites in Utah. Thousands of employers use jobs.utah.gov every year to post jobs and search for qualified applicants. It is convenient, fast and available 24/7. There is no cost to access jobs.utah.gov, and there are new job listings every day. You can also post your resume and access helpful links such as:

- **America's Job Bank:** A search engine for job openings nationwide.
- **Utah's Job Bank:** A list of current job openings in our database as well as any listings employers have placed themselves.
- **FirmFind:** A program that allows you to search for companies that typically employ people in your field.

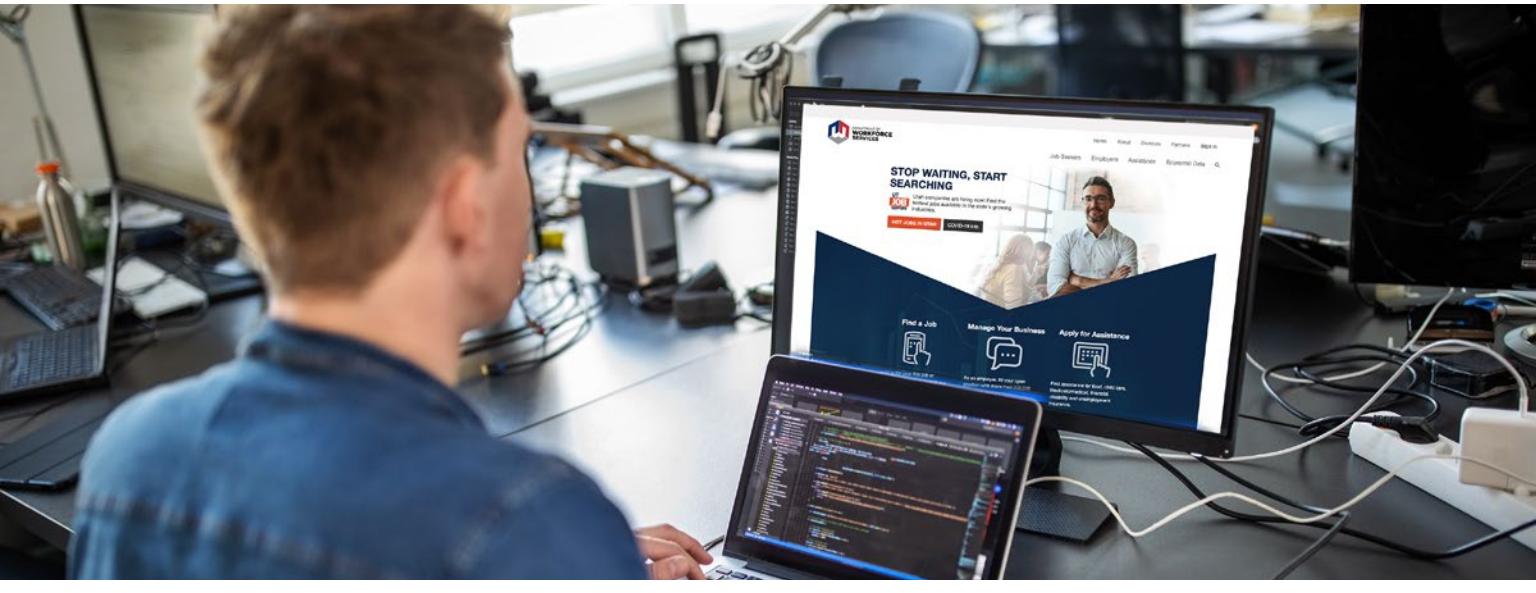
Jobs.utah.gov matches your skills, abilities and work experience to employers' job requirements. There is a wide range of jobs available in many types of industries. Both private and government employers list job opportunities. Jobs range from entry level to highly technical and can be permanent, part-time, temporary or remote work.

When you register, make sure you include a current phone number, address and professional email address. Ensure the skills you list and your availability to work are accurate. Carefully review each part of your profile to make sure it includes everything you would want an employer to see.

Allow employers to view any or all of your employment history entries. Make sure your job descriptions are complete and use correct grammar and punctuation. Employers could contact you for a job even before you have a chance to apply.

If you find a job you are interested in, it's easy to apply. Ensure your registration is complete so you can view the application instructions.

Check your status and update your accounts frequently on both jobs.utah.gov and other job sites. What you may not realize is that while you're on the site looking for jobs, employers are on the site looking for you.



Do Your Research

Doing your research can give you a big advantage over other applicants. Employers value job seekers who know key information about their company because it demonstrates interest and enthusiasm. Doing your research will also help you decide if the company will be a good fit for you.

When researching a company, consider the following questions:

- What products/services does the company provide?
- What is their mission statement?
- Who's who in the company and what do I know about them?
- Where is the company's headquarters? How many locations does the company have?
- What is the company culture?
- What is the reputation? What awards or recognitions have they received?
- What are their plans for the future?
- What are their strengths, weaknesses and challenges?
- What divisions of the company interest you and why?

Valuable websites for employer information:

- Utah Economic Data Viewer
- FirmFind
- Professional association websites
- Search engines



Have a Professional Image

Professional Voicemail Messages

As you apply for jobs, you want to make sure that employers will not get the wrong impression when they call you for an interview. Make sure you have a voicemail message that is clear and professional. Remove ringback tones and check your messages and return calls daily.

- Smile while you record your message
- Use your first and last name
- Speak clearly and slowly
- Eliminate distracting background noise while recording



Examples:

"Hello, you have reached Stacy Jones. Please leave your name, number and a message after the tone and I will return your call as soon as possible. Thank you, and have a nice day."

OR

"You have reached Joe Anderson. Please leave your name and number and I will return your call as soon as possible. Thank you, and have a great day."

Protect Your Information

It is important to protect your personal information. While most online job listings are reliable and trustworthy, some are designed to steal, sell or distribute your personal information. Remember, a legitimate and trustworthy employer will **never** do the following:

- Offer you a job on the spot without getting to know you first
- Require you to pay them money before you apply or start work
- Ask for personal information such as your social security number, credit or debit card numbers, bank account information or tax ID information

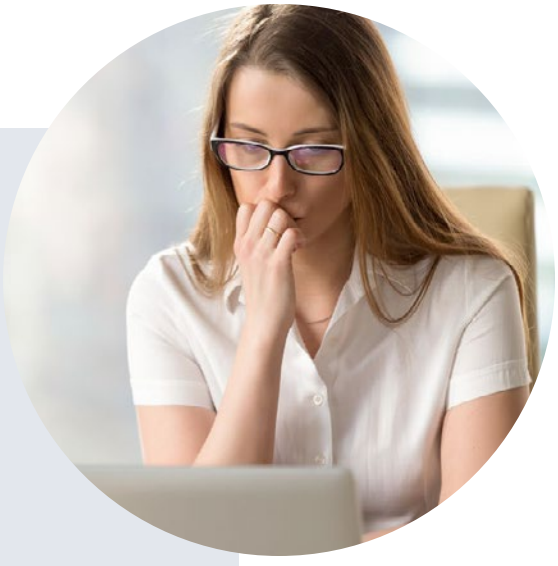
If you have concerns about whether an employer is legitimate, you should check:

- The company website or physical location
- The Department of Commerce to verify the business license
- The Better Business Bureau to identify complaints

Remember that your impressions of a company can help you. If you feel that a company is asking you for too much information or requiring you to do things before employment which aren't comfortable, you should think twice about pursuing that job.

If you are concerned that you have given too much information to an employer or online, here are some resources that can help:

- Visit idtheft.utah.gov
- Place fraud alert on credit reports at
  - Trans Union: 1-800-680-7289, transunion.com
  - Equifax: 1-800-525-6285, equifax.com
  - Experian: 1-888-397-3742, experian.com
- Close accounts that have been tampered with or fraudulently opened
- File a complaint with the Federal Trade Commission



To-Do List

- Register at jobs.utah.gov, a safe site managed by the state of Utah
- Keep a job search log or journal
- Do your research about companies, jobs in demand and what they pay
- Maintain a professional image online
- Record a professional voicemail message
- Use the worksheets in this section

Be positive and consider what you would want a potential employer to see.



Keep a Professional Image Online

Employers use the internet to research and connect with potential employees. Put your name in a search engine such as Google to see what employers might find. Make sure you present a **professional online image.** Be positive and consider what you would want a potential employer to see.

- Remove questionable photos and videos, highly personal information or controversial content on all social media sites and blogs or anything a Google search with your name would pull up.
- Use Facebook to post your marketing message.
- Create a career profile on professional networking sites like LinkedIn.
- Make sure profiles on networking sites like LinkedIn and Instagram are appropriate.
- Select privacy settings for personal social media accounts and consider opening an email or account just for employment purposes.

You can easily manage and track your online job search if you use a separate email account just for job searching. Make sure that your email address is professional, not offensive, not revealing and simple. For example, do not use addresses such as grandmaof4@job.com or goodkisser@job.com, but instead use something like joesmith@job.com.

Top Social Media Sites for Job Searching

LinkedIn is the world's largest professional network where you can post your resume and showcase your skills. LinkedIn helps job seekers network with and create new contacts by searching your profile and email address book to find contacts that have existing LinkedIn accounts and then connecting you to people you already know. If you are actively looking for a job, you can create an online profile, let your contacts know you are looking for employment, join groups related to your line of work, apply for jobs and research companies that you are interested in. Remember to keep your account current.

Facebook is another effective site for expanding your network. Use Facebook to post your marketing message, update your job status and let your friends know that you are looking for work. Update your friends and contacts on your progress and they will likely alert you to job opportunities that arise.

Instagram is an effective way to market your personal brand while showing your social media skills and enhancing your overall digital-savvy. It's also a smart platform to glean information and insights about a company where you might want to work. Instagram is a great way to see inside a company to demonstrate later how you'd be a good fit. Instagram also provides a feature to post visual samples related to your professional or academic accomplishments.

Twitter is a great way to develop and promote your professional brand by posting information of interest to individuals in their field. One benefit of Twitter is the free-flowing communication that allows you to talk directly to recruiters and hiring managers without the need to submit a resume first. Search for #recruiters and other keywords related to your industry. While Twitter is an effective networking tool, to get your marketing message out and connect with job opportunities, employers will want a link to a website or online platform providing them with more information about you.



According to Monster.com, 80% of employers are using social media as a recruitment tool.

Explore Your Resources

Utah's Job Outlook Tools

Our tool, Utah Economic Data Viewer at jobs.utah.gov, can help you search for economic and demographic information that may help you make long-term career decisions — what jobs are in demand, how much they pay, what education or training is required and what jobs are projected to be in demand.

Occupational Explorer — Estimates for the number of Utah job openings, wages, skill requirements, related occupations, what the employment outlook is, training and education information, and current openings listed.

County and Statewide Information — Economic and demographic profiles and publications for Utah counties, including employment information, population, sales tax and construction information.

Wages and Occupational Openings Data — Jobs in demand and what they pay, best rated jobs, and current job openings.

Utah Labor Force Data Viewer — Utah employment and unemployment data.

Local Employment Dynamics — Employment, job creation, turnover and earnings by industry, age, sex and race or ethnicity; find dynamic information that reflects the rapidly changing economy. Information is available by county, groups of counties or the state.

FirmFind — This will help you to research employers. Here you can look at the database of employers and businesses in Utah to find the following:

- An online directory of more than 80,000 companies or businesses in Utah
- Business name, address, phone number, industry group and employment size
- Company information by county, state or zip code
- Search options by industry group, by occupation, by name and by size (number of employees)
- Downloadable search results or entire directory



Industry Employment and Wages — Industry employment and wage data is collected through the Quarterly Census of Employment and Wages program.

Population Data Viewer — The official state and county population estimates.

Interviewing and Follow Up

An interview is an opportunity for an employer to see if you are a good fit for the position, department and company; it is also your opportunity to see if the employer is a good fit for you.



In this section:

Sell Your Qualifications

Be Ready to Answer Interview Questions

Look Professional

Communicate Effectively

Follow Up After the Interview



Sell Your Qualifications

An interview is an opportunity for an employer to see if you are a good fit for the position, department and company; it is also your opportunity to see if the employer is a good fit for you. The employer wants to verify what they know about you and to talk about your qualifications. When you have been contacted for an interview, be confident that the employer already knows you are qualified for the position. Your goal in the interview is to show that you can be of value to their bottom line.

Most employers form their first impression of you within the first 7 seconds of the interview. Interviews can be stressful, and the key to feeling confident is to be PREPARED. Preparation will help improve interview success and win the interview.

Most employers form their first impression of you within the first seven seconds of the interview.

Do Your Research

Ask the employer's human resources department for a detailed position description; research employer profiles on company websites and Glassdoor.com and network on LinkedIn to connect with contacts you may know who work for the company.

Use the SAR Technique

The SAR Technique — Situation, Action, Result — is an effective technique to use in answering behavioral-based questions with examples of your experience.

S **SITUATION.** Describe a specific situation. Give enough detail so that the interviewer can easily understand. Use an example from a previous job or another relevant event.

A **ACTION.** Describe what you did to address the problems and challenges of the situation. Keep the focus on you.

R **RESULT.** Describe the result of your actions. What happened? How did it end? What did you accomplish? How did it benefit the company? Always end with positive results.

The more you know about the job, the employer and the industry, the better prepared you are to target your qualifications and show how you are a great fit for the job.



Get a SAR template here.

Example: ***Tell us about a time you dealt with an angry customer.***

S **Situation:** *"When I was working for Voltage as a customer support specialist, I got a call from a very frustrated customer. She had already called a couple of people but had been passed from person to person without any resolution."*

A **Action:** *"I walked her through resetting and reprogramming her device. When we got to a technically difficult part of the process, I patiently coached her through it and stayed on the line until she could complete the process successfully."*

R **Result:** *"After much persistence and patience, I solved her problem. When we finished, she thanked me for being willing to go the extra mile to help her. She also sent an email to my supervisor and I was then recognized on the company website for the excellent customer service I provided. As a result of my actions, the company retained a customer that could have switched to a different cell phone service provider."*

Be Ready to Answer Interview Questions

1. Tell us about yourself.

Prepare an interview commercial that emphasizes your qualifications, strengths and experience tailored to the position. Remember to include specifics that bring your commercial to life. Be ready to share personal examples, if asked, that appropriately show your skills, qualifications and how you are a great fit for the job.

2. What is your greatest strength?

Discuss attributes that qualify you for the job. Share a SAR (Situation-Action-Result) example. *"When I commit to a deadline, I do whatever it takes to deliver. For example, I was having difficulty getting data I needed for a report, but through persistence, excellent communications skills and time management I was able to get the data and complete the report on time."*

3. What is your greatest weakness?

Avoid repeating the word "weakness." Describe a weakness that you have professionally, not personally, and focus on what you are doing to improve. *"I found recently that there were aspects of Excel that I didn't feel comfortable using. I have been working on that by taking an advanced course in Excel and by taking on projects where I can use my newly gained knowledge."*

4. What did you like least about your last employer or supervisor?

Stay positive and don't bash your previous employer. *"My last supervisor and I had different ideas about who to include on projects. However, when I focused on the expertise she brought to other aspects of project management, I began to appreciate her much more. It made it easier for me to work with her on projects."*

5. Why did you leave your last job?

This is not an opportunity to criticize your former boss or company. Be upfront but positive. *"I would like to be upfront. I found myself looking for more challenges. I am a dedicated employee and didn't want my lack of satisfaction to impact my work for the employer."*



An interview commercial is a brief professional summary of your experience, skills and strengths that explains why you are a good fit. Do not give personal information, such as number of children, marital status and political or religious affiliation.

6. Explain the gaps in your work history.

Be honest and prepared with a response describing what you have been doing. Let the interviewer know that you have been actively engaged in something, whether community service or obtaining more education. In addition, you can minimize gaps by using a skills-based resume when applying for jobs.

"I have been volunteering for a literacy program at an elementary school where I have learned skills in training, preparation and mentoring."

7. Where do you see yourself in five years?

Connect your answer to the job you're applying for. Express how you will continue to gain skills and find out ahead of time about the company's career path .

"My long-term goals involve growing with the company, and gaining the skills and knowledge to become a production manager for a team of high-producers."

8. What do you know about this company?

Use your research to answer this question.

9. Why do you want this job?

This is another opportunity to talk about what you can do for the company. *"Your company is one of the top in its field. You have several new products that you are ready to market and release soon, and I want to be a part of helping your company be successful."*

10. What do you think is reasonable pay for this position?

This is another place to show you have done your homework. *"Based on my research, people in this position with my level of expertise earn between $_____ and $_____. I would be willing to negotiate in that range."*





Download an Interviewing Commercial worksheet or schedule a mock interview at any of our offices on jobs.utah.gov.

Questions to Ask in an Interview

An interview is a two-way street. Usually the employer will ask you if you have any questions for them at the end of the interview. Be ready with questions that demonstrate your knowledge of the company. For example, *"I read on the company website that employees have recently done presentations at XX conference. Is that a typical opportunity for the job for which I am interviewing?"* Remember: Don't ask about pay, benefits or retirement, save those questions for when you are offered a job.

Sample questions might include:

- What is the most urgent or challenging part of the job?
- What opportunities do you envision for the company?
- What are the expectations of the supervisor?
- What is your company's management style?
- Can you tell me about your performance appraisal system?
- How would you describe the culture of this company?
- What do you like best about working for this company?
- When will you be making your decision?

Be ready with questions that demonstrate your knowledge of the company.



Look Professional

Keep Body Language in Mind

Your body language in an interview speaks volumes. Dr. Linda Martin, coordinator of the Communication Program at Louisiana Tech University, says, "People believe what they see over what they hear. Facial expressions and gestures account for 50% of meaning." Your body language sends a big message. You communicate your professionalism verbally and nonverbally.

Part of body language is the way you present yourself, including dress, grooming and behavior — whether you are an applicant or an employee. As an employee, you would represent the company. Your appearance reflects your attitude toward your job and affects your ability to grow within the company. As part of your preparation for the interview, find out the company dress code and meet that standard. Pay attention to your personal hygiene too.

Your appearance reflects your attitude toward your job and affects your ability to grow within the company.

Dress to For Success How-Tos

- Find out the company dress code and culture
- Try on your outfit to ensure it fits well
- Make sure clothing is clean and wrinkle-free
- Limit jewelry and accessories
- Maintain a neat and professional hairstyle
- Avoid strong smells, such as cigarette smoke, food and perfume
- Ensure nails are clean and manicured
- Brush and floss your teeth
- Use makeup sparingly
- Make sure facial hair is well groomed



Avoid:

- *Trendy, tight-fitting or baggy clothing*
- *Flip-flops, sneakers with holes and stilettos*
- *Crop tops, bra straps and underwear showing*
- *Yoga pants, sweats and gym clothes*
- *Loud patterns, crazy colors or t-shirts with logos*

Dress to Impress

First impressions are extremely important and how you look speaks volumes. You want to make a positive impression, so finding out the company's dress code and environment is key. If you can't find out ahead of time, then dress up a notch above what's appropriate for the industry. **Your interview outfit should communicate confidence, a high work ethic and a good fit with their culture.**



Business Professional Attire

Most employees in traditional industries, such as banking and finance, dress in more formal attire.

- Suits, pantsuits, slacks, dresses, jackets
- Dress shirts, collared button-up shirts, turtlenecks, nice sweaters
- Dress shoes, boots, flats, loafers, oxfords
- Neutral color like black, darker gray or navy (add a pop of color with tie or socks if you like)
- Accessories with a professional, personal touch (optional)

Be sure your outfit is polished and professional!



Business Casual Attire

Many companies prefer this style — slightly more formal than casual dress but less formal than business professional.

- Button-up shirts, collared shirts, cardigans, sweaters, turtle necks
- Chinos, slacks, khakis, corduroy, cotton, gabardine, twill, wool pants
- Dark-colored jeans
- Pumps, dress sandals, boots, loafers, oxfords and clean, professional-looking sneakers





Casual Attire

More and more companies are opting for casual attire. This does not mean you can throw all standards out and wear anything you want. Your clothes still need to be professional and appropriate for the workplace.

- Button-up shirts, cardigans, turtleneck, sweaters
- Jeans, corduroy, cotton, gabardine, khaki, twill, wool pants (no holes)
- Sneakers, boots, flats, loafers, sandals (no fip-flops)





Communicate Effectively

- Be prepared to shake hands, with a firm, welcoming grip and give a smile and head nod, elbow bump or wave when introduced in lieu of a handshake.
- When you sit, maintain good posture with your head up and your back straight. Do not slouch; this can make you look sloppy and uninterested.
- Sit comfortably and not too stiff which can make you look nervous or uptight.
- Keep your arms open and be aware of what you are doing with your hands. The best place to put your hands is loosely clasped on the table in front of you or in your lap. Consider bringing a notepad or padfolio to take notes during the interview.
- Maintain good eye contact and lean in slightly to show interest.
- Make eye contact when you shake hands. If more than one person is interviewing you, make eye contact with everyone the same as you would during a group conversation.
- Maintain eye contact that is natural or comfortable and keep an interested expression that is natural and relaxed. Nod and smile when it is appropriate.
- Be aware of nervous body movements and keep them in check — don't rock in your chair, drum your fingers, play with your hair, bite your lip, rub or touch your nose or click your pen.



Your nonverbal communication cues—the way you listen, look, move and react—tells others whether or not you care, if you're being truthful and how well you're listening. When your nonverbal signals match up with the words you're saying, they increase trust, clarity and rapport. When they don't, they can generate tension, mistrust and confusion.



Prepare an Interview Portfolio

Prepare an interview portfolio with quality copies of your resume, reference sheet, work samples, certificates and letter of recommendation to show and provide to the interviewer. For remote Interviews, you can share an ePortfolio or website ahead of time.

Gain an Edge in Remote Interviews

In today's market expect and be prepared for remote interviews — including virtual interviews, video interviews and phone interviews. A virtual interview is an online two-way interview, with live interviewers, using a computer or other device. Also, be prepared for a video interview which is a one-way interview using software that records your interview for the employer to watch in making the hiring decision. Be ready for a phone interview as well.

Preparing for remote interviewing involves most of the things you do to prepare for an in-person interview, with a few additional tips:

- Determine time zones when setting up the interview
- Test out technology (audio and video)
- Set up your space with good lighting
- Ensure your background is appropriate and visually appealing
- Remove distractions and noise
- Check for updates and do a test run
- In a group, mute your microphone
- Demonstrate you're a good fit for remote work

Practice, Practice, Practice!

Prepare an interview cheat sheet with your marketing message, answers to anticipated questions and SAR Examples. Include questions you plan to ask and practice saying answers out loud. Hearing yourself answer questions out loud can be an invaluable opportunity to hone your answers and get nervousness in check to sound more natural and conversational during the interview.

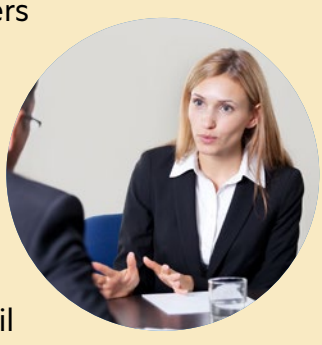
Participate in a Mock Interview

As the job seeker, put yourself in the shoes of an employer. How would they respond to your answers, body language, preparation, knowledge of the company and position during an interview? Ask others to help you prepare for interviewing by putting you through a mock interview and then providing feedback. Encourage them to be honest and constructive because it will help you improve and be better prepared. Remember that the purpose of the mock interview is to recognize strengths and weaknesses, give an opportunity to practice before the interview and set goals for improvement.

Download a Mock Interview Evaluation worksheet.

Interviewing Tips

- Dress appropriately – one step above what you would wear on the job
- Arrive and be ready 15 minutes before the interview time
- Bring an Interview portfolio or share an ePortfolio
- Offer your resume to each interviewer or email in advance
- Maintain good eye contact
- Be aware of distracting behaviors like pen clicking and fidgeting with objects
- Use the interviewers' names
- Research the company and prepare questions
- Be yourself; share positive, honest and skill-based answers
- Practice role-playing in person and on the phone
- Thank the interviewer with a note, card or email



Sign up for an Interviewing skills workshop.

Follow Up After the Interview

Write a Strong Thank You Letter



After the interview, follow up with the employer. Write a thank you note or email to each person who participated. Thank the interviewers for their time, restate your interest and qualifications and remind them of your intent to follow up. Let them know you are looking forward to hearing from them in the near future. Depending on the decision-making time frame, you can send your thank you by mail or email.

Write a strong thank you with the Thank you Letter Template.

Be Proactive After the Interview

What you do after the interview can also impact how the employer views you and your chances for being hired. Here are some tips on what to do after the interview:

- Always thank the interviewer.
- If you haven't heard from the employer in a week, make a follow-up call or send an email to find out if a decision has been made and to reconfirm your interest in the job.
- Be prepared to do a second interview. Many employers will interview top candidates more than once.
- Make the interview a learning experience. You may not be hired, but each interview you have will teach you something new that can help you with your next interview. Ask yourself these questions:
  - What points did I make that seemed to interest the employer?
  - Did I present my qualifications well?
  - Did I overlook qualifications that were important for the job?
  - Did I learn all I needed to know about the job?
  - Did I ask questions about the job?
  - Did I talk too much or too little?
  - Was I too tense or too relaxed?
  - Was I too assertive or not assertive enough?
  - Was I dressed appropriately?
- Make a list of specific ways you can improve your next interview. Remember, practice makes perfect. The more you interview, the better you will get.
- Send the employer a follow-up thank you letter.

If you do not get the position, continue to follow up on that position or others that might become available. If you were interviewed, it means you are qualified and have high potential. Learn from this experience for your next interview.

Protect Yourself Against Discrimination

The law does not limit the employer's right to seek full information about your work experience or other qualifications. There may be some unusual questions on the application form or in a job interview. Some employers may ask questions such as, "What are your child care arrangements?" or, "Do you own a car?" In most cases the employer just wants to make sure that you will be able to work. In responding to these questions, it may be best to simply say, "Arrangements have been made."

The law does restrict employers from asking questions about race, religion, disabilities or other subjects that could lead to discrimination. The following are examples of appropriate and inappropriate pre-employment inquiries.

AGE	
✔	"Are you over 18 years of age?" "If hired, can you submit a work permit if under 18?" "If hired, can you provide proof that your age meets legal requirements?"
✖	Questions that tend to identify applicants as 40-64 years old.
BIRTHPLACE	
✔	"After employment, can you submit a birth certificate or other proof of U.S. citizenship or age?"
✖	Questions about an applicant's birthplace or the birthplace of the applicant's spouse or relatives. A requirement that the applicant submit a birth certificate before being hired.
CRIMINAL BACKGROUND	
✔	"Have you ever been convicted of a crime?"
✖	Question asking if you have ever been arrested.
CITIZENSHIP	
✔	"If you are not a U.S. citizen, do you have the legal right to remain permanently in the U.S.?" or a statement that if hired, the applicant may be required to submit proof of citizenship.
✖	Questions about whether an applicant, spouse or parents are naturalized or native-born U.S. citizens or date when applicant or spouse or parents acquired U.S. citizenship.
EDUCATION	
✔	Applicant's academic, vocational or professional education and schools attended.
✖	Applicant's nationality or ancestry, length of residency in the U.S., nationality of applicant's parents or spouse, or "What is your native language?"
PHOTOGRAPH	
✔	Statement that photograph may be required after employment.
✖	Requirement or request for any photograph before employment.

PHYSICAL CONDITIONS	
✔	"Do you have any physical limitations that may limit your ability to perform this job?" or a statement that the job offer may be made contingent on passing a physical exam.
✖	"Do you have any physical disabilities?" or questions about general medical conditions or receipt of Worker's Compensation.
RELATIVES	
✔	Names of relatives already employed by the company or names and addresses of parent or guardian if applicant is a minor.
✖	Marital status or number of dependents, names and addresses of relatives of adult applicant, or "With whom do you reside?"
RACE or COLOR	
✖	Any questions regarding complexion or skin color.
RELIGION	
✖	Questions about applicant's religious affiliation or religious holidays observed, or asking,"Do you attend religious services?"

Ten Skills Employers Seek, From Forbes.com

1. Ability to work in a team
2. Ability to make decisions and solve problems
3. Ability to plan, organize and prioritize work
4. Ability to communicate verbally with people outside an organization
5. Ability to obtain and process information
6. Ability to analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Ability to create and/or edit written reports
10. Ability to sell and influence others



For access to the resources in this section, visit our website.

Career Success

Once you are hired, your goal is to learn and apply the skills necessary to be a successful employee.



In this section:

Succeed at Work

Make a To-Do List for Starting a Job

Commit to Keep Your Job

Prepare for New Job Opportunities



Succeed at Work

Tips to be a successful employee include:

- **Maintaining a positive attitude** is one of the most important factors in achieving job success. Look on the bright side and focus on solutions to problems instead of complaining. Be energetic and motivated and take pride in work by improving and learning new job skills. Do not carry negative feelings into your new workplace. Resolve them elsewhere.
- **Demonstrating a strong work ethic** by being at work on time, returning from lunch and breaks promptly, completing assignments timely and thoroughly, being dependable and honest and not using work time for personal business.
- **Being flexible** is important because businesses are continually growing and changing. This means embracing change and moving forward with decisions. The easier it is for you to adapt, the greater your chances of success.

Be energetic and motivated and take pride in work by improving and learning new job skills.

- **Showing respect** for yourself, your co-workers and leaders. Learn to accept feedback, avoid gossip and be courteous when expressing your thoughts to demonstrate that you are a professional member of the organization.
- **Actively participating as a team player**. Demonstrate your willingness to help, know the goals of your position and how your job fits into the overall organization. Avoid a "know-it-all" attitude. Try to fit in with the team, and keep a sense of humor.
- **Taking the time to get to know your co-workers**. Find positive and upbeat people. Avoid people who are negative, critical and spend time gossiping.
- **Making sure you are patient** with yourself and your employer. It takes time to get used to, learn about and like a new job and new people.

"Your talent determines what you can do. Your motivation determines how much you are willing to do. Your attitude determines how well you do it."

—Lou Holtz

Make a To-Do List for Starting a Job

- Have a positive attitude before starting your job — first impressions are formed on the first day
- Demonstrate professionalism by being on time and keeping your emotions in check
- Take care of your appointments with doctors, dentists, etc., prior to the first day of work
- Make reliable transportation and child care arrangements so you do not immediately have to take time off, and have an emergency plan for potential issues that may arise
- Embrace change and be willing to learn new things, take the initiative on assigned duties
- Be friendly, courteous and helpful to everyone
- Be willing to go the extra mile to create goodwill with supervisors, co-workers and customers
- Give positive feedback
- Show appreciation for your supervisor and teammates by letting them know you appreciate their training, support, input and feedback

Commit to Keep Your Job



Employers say more people lose their job because they don't use good work habits than because they can't do the job. You can put positive work practices in place immediately and continue to work on them throughout your career.

Problem-solving is a valuable asset in any organization. Be resourceful and use creative thinking to generate ideas, solutions and new approaches to problems. Be open to other's ideas, negotiate and collaborate to create win-win solutions for you and others.

Be thankful and celebrate success. Recognize and praise everyone who plays a part in achievements, project completion or improvements. A thank you can be given verbally, in an email, in a card or even as an appropriate gift. Positive feedback and specific compliments are great ways to share the wealth.

Always be on time. Allow a few extra minutes for traffic problems and getting children to school or daycare. Set an alarm clock to help you get up on time. Being reliable and dependable gains the trust and respect of your new employer. If you are going to be unavoidably late or out sick, notify your supervisor before you are supposed to start your scheduled shift.

Follow the proper chain of command. When you need to talk with your supervisor, ask when would be a good time to meet.

Be clean and well groomed. Wear clean and job-appropriate clothes. Pay attention to how your coworkers are dressed. Avoid wearing strong perfumes or colognes. Dress for the job you want.

Keep your personal life and problems at home. Do not use the employer's equipment and time to do personal things like make calls, use the copy machine or resolve your personal problems on the job.

Keep your emotions under control. Do not express your opinions, biases or prejudices about others while you are at work. Show respect for your co-workers even when you disagree. Diversity is a priority in the workplace.

Learn and follow all office rules, policies and procedures. Read the employee manuals. Learn all you can about the job you were hired to do before thinking about moving up.

Ask for help when you need it. If you make a mistake, let your supervisor know immediately. Find out how you can fix it.

Listen and learn. Be open to new ways of doing things, even if you were taught differently in school or at a different job.

Keep things positive. Do not be quick to find fault, criticize or complain until you can prove you can do something in a better way.

Take advantage of your performance reviews. Stay calm. Learn from them. Ask how you can improve. Show results or job-related classes you have taken. Most supervisors appreciate employees who are concerned about performance and in finding ways to improve. Your success is their success.

Accept criticism as constructive. Do not become defensive or take it personally. Thank the person for their input. If you are unsure how to handle the situation, check with your supervisor.

Be willing to learn new skills. Keep a record of classes you are taking that relate to the job. Review this with your supervisor at an appropriate time.

Look for opportunities to grow professionally. Volunteer for projects and committees if your work is completed and your supervisor approves.

Look for positive role models. Notice who your boss relies on and model yourself after them. Find a mentor, someone who knows the company and the job well enough to coach you or show you the ropes. Allow yourself to learn from the knowledge and experience of others.

Record your achievements, projects, assignments, daily responsibilities and outcomes on an accomplishments sheet. Create a professional portfolio with work samples, project results and recognitions to share in your next performance review. Also, forward thank you and recognition emails to your supervisor and management to let positive results speak for you.

Keep your resume updated. Maintain a record of specific, current examples of achievements, accomplishments and projects.





"Find a great mentor who believes in you, and your life will change forever!"

—Bill Walsh

Prepare for New Job Opportunities

You never know when a new job opportunity may arise at your current organization or somewhere else so it is good to be prepared. Successfully managing your career will empower you to be ready to seize an opportunity when it comes your way. Make sure you organize career documents, work samples and certificates in a file system. Completed interviews, performance reviews, letters of recommendation, awards and honors can be kept safe in your file system as well.

Change happens, so continually assess your skills, strengths and weaknesses to determine areas in which you want to improve.

- Set SMART goals, including specific objectives, steps and timeframes to achieve your goals
- Be ready for opportunities and be proactive in creating opportunities by networking, looking for new resources and looking for new ways to approach things
- Initiate ideas and be open to feedback from others
- Keep your options open and have a plan B (and C, D and E) to respond to change rather than react
- Control the things you can control to manage change
- Remember to take care of yourself.

For access to the resources in this section, visit our website.

Education and Training

Education and training is an important aspect of career exploration. Everyone should consider it as part of their career pathway.



In this section:

Keep Your Skills Up to Date

Choose a Postsecondary School

Pay for Your Education



Keep Your Skills Up to Date

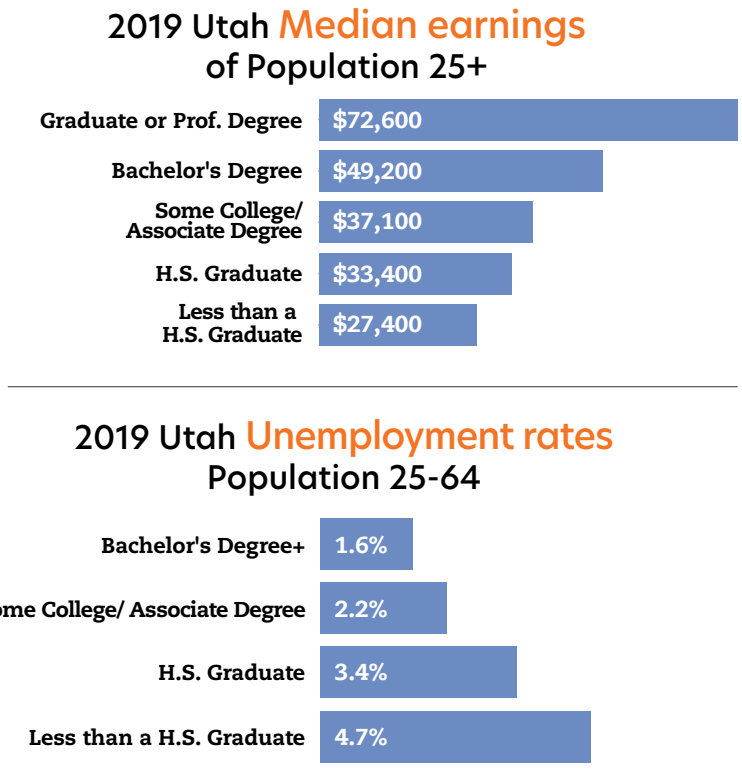
There are clear advantages to furthering your education and training. Educational attainment provides higher wages and security against unemployment as shown in the graph on the following page. One of the best ways to accomplish this goal is to finish high school and pursue post-secondary education. Post-secondary education includes any education received after high school, such as an associate degree, technical training, registered apprenticeship or bachelor's degree.

The choices you make should depend on your individual career pathway and personal needs.

- If you have to work while attending school, consider working a temporary or part-time job while you attend classes.
- If you want job security and high pay, plan your education and career carefully.
- If you are currently working, it is likely there are opportunities for you to move up your career ladder by gaining additional training or education. Explore your options to keep your career on track.

Registered apprenticeships are an "earn and learn" training model that combines on-the-job training with related classroom instruction.
Learn more at
apprenticeship.utah.gov

Education Pays



Source: U.S. Census Bureau; American Community Survey

As you increase your level of education and training, it is more likely you will earn higher wages and stay employed.

Research information about specific types of education and training:

High school diploma. If you don't have a high school diploma, you can earn a high school equivalency (HSE) now and get the full benefits of a high school diploma.

Improve basic skills. Employers look for workers who have reading, math and writing skills. If you want to improve in these basic skills, there are free classes offered through the Adult Basic Education (ABE) program, created by the U.S. Department of Education.

Short-term training includes any class or program that lasts less than two years. All short-term training can help you find a job, get a promotion, or earn more money. Many programs lead to a certificate, which can give you a helpful edge in the job market.

Certifications are credentials you earn to show that you have specific skills or knowledge. They are usually tied to an occupation, technology, or industry. Certifications are usually offered by a professional organization or a company that specializes in a particular field or technology.

Apprenticeships provide affordable pathways to high-paying jobs and careers without the typical student debt associated with college. They can be found in industries such as information technology, finance and business, healthcare, hospitality, transportation, and manufacturing.

College degrees can help you qualify for jobs, get promoted in your career and earn more money. There are two main types of college degrees including an associate degree that usually take two years of full-time college work and a bachelor's degree that usually require four years of full-time college work

Internships are short-term jobs often unpaid, that give students and other adults hands-on work experience.

Professional development means keeping up to date on the trends, skills, technologies and other characteristics of your field.

"An investment in knowledge always pays the best interest."

—Benjamin Franklin



Choose a Postsecondary School



There are a number of topics to consider when selecting a school that best fits your individual goals. Have conversations with family, friends and trusted advisors and consult with your current employer to see if your company has a tuition reimbursement program.

Visit campuses. Do not choose a school because friends are going there or you heard about it on television. Select the school that will best help you acquire the knowledge and skills you need to achieve your career goals.

Consider the type of school that best suits your goals. From one-year certificates to four-year degrees, from private to public institutions, the options seem endless. Consider working toward your long-term education and career goals by creating short-term goals. For example, find out about stackable credentials where education and work experience can be obtained in steps that build toward your long-term goals.

Think about the size of campus and student population that is comfortable for you. The number of students can affect your experience. Depending on size, schools may have more or less extracurricular options, majors offered, personal attention, and school facilities and resources.

The location of the school and whether courses can be accessed virtually may be important to you. Does the school offer non-traditional tracts for the program you are interested in? Does it accommodate your schedule by offering online or night classes?

The program you want to study should influence your choice of school. Make sure you research that academic department and training programs at various institutions, and network with those employed in that career field. If you are undecided, an academically balanced school is a great place to explore different programs while finding your focus.

Learn about the requirements to get admitted to a school or training program. The earlier you look at admission requirements, the better. Many schools have admissions application deadlines that are six or eight months before school starts while others have rolling admissions that accept students year round. Some schools accept the majority of applicants while others require a minimum GPA or standardized test score. If you are seeking a master's degree or higher, the program may require minimum scores on graduate-level standardized tests such as the GRE or GMAT. You can find admissions requirements for post-secondary institutions on their individual websites.

Think about where you see yourself once you have completed your program. Take a look at the retention, graduation and placement rates of schools. From one-year certificates to four-year degrees, furthering your education creates opportunity. Don't let anything stand in the way of reaching your goals.

Pay for Your Education

Education can be expensive, so covering the costs of post-secondary programs may seem daunting, but it can be more affordable than you might think. There are many ways to pay for your education, Career One-Stop.org has helpful information you can research online.

Explore financial aid possibilities to help you cover expenses. There are many opportunities for financial assistance from grants and scholarships to work-study to loans or reimbursement from your current employer. You can also search online to find college comparisons and get the best education for the best value. Take care to avoid scams or paying too much for a degree or certificate, and make sure you clearly understand how much you are taking on in student loans.

Financial aid is money you receive from a variety of sources to help cover the cost of education. Applying early and often for scholarship and financial aid opportunities is key, but being strategic is just as important. Studies have shown that over 90% of financial aid is made available through the institution students attend, so contact the school's financial aid office. Some of the basic types of financial aid resources include the following:

Grants are need-based aid that do not have to be repaid. Utah also has grant programs that may be available to those who complete their financial aid file by a school's priority funding schedule. Learn about federal grants you may be qualified to receive.

Scholarships, like grants, do not have to be repaid. Generally scholarships are reserved for students with special qualifications. Institutional scholarships can be based on financial need, academic ability or outstanding talent. Many scholarships are offered through public and private colleges, and thousands of private scholarships are available from other sources. Utah System of Higher Education has scholarship information available online.

Loans must be repaid with interest and include student loans, parent loans and private loans. Research federal loans and state loans.

Work-study provides students with employment opportunities on and off campus, normally based on a student's financial need. Generally, there are two forms of work-study programs at the federal and state level. Federal work-study allows students to work on or off campus and is based on financial need. Benefits for special groups include financial assistance programs for a person's ability, disability or community or military service. College counselors are aware of most of these programs and can help you find information.

Tuition reimbursement is provided by some employers to employees who want to pursue more education and training. You'll likely have to make sure your degree or field of study relates to your current job or other jobs in the company. Contact your human resources department to find out if your company offers this type of program.

Applying for financial aid starts with creating a budget, preparing copies of your income taxes, filling out and submitting the Free Application for Federal Student Aid (FAFSA) and getting an electronic PIN number from the Federal Department of Education.

Federal Aid Student Eligibility for most federal student aid is based on several factors, including financial need.

In addition to the resources above, go to the school's website and contact the Financial Aid office — don't be afraid to ask for help paying for school — there are resources that go unused — especially scholarships, so investigate your options and ask for help!

The Department of Workforce Services may be able to help you with training or related expenses if you are age 14 or older and are seeking a high school diploma, GED, ESL certificate or if you want to obtain certificates and degrees within a specific career.

The department can provide Workforce Services funding through:

Workforce Innovation and Opportunity Act (WIOA) which includes supportive and training services to eligible adults, dislocated workers and youth ages 14-24.

Trade Act Assistance (TAA) which provides benefits and training services to US workers who have lost their jobs as a result of foreign trade.

You can apply online by logging into your Job Search account and clicking on **Apply for Training Services**, or apply in person at your local Workforce Services office.

At jobs.utah.gov/career you can find helpful links to other education and training resources.



For access to the resources in this section, visit our website.

Education and Training in Utah

Find Utah Public Colleges and Universities. Universities offer a wide variety of coursework and degree programs, including some at a graduate level. Academic facilities such as libraries, laboratories and computer labs are numerous and well-equipped.

Visit the websites to learn what programs and degrees each institution offers.

- University of Utah
- Utah State University
- Utah State University–Eastern
- Weber State University
- Southern Utah University
- Snow College
- Utah Tech
- Utah Valley University
- Salt Lake Community College
- Bridgerland Technical College
- Davis Technical College
- Ogden-Weber Technical College
- Southwest Technical College
- Uintah Basin Technical College
- Dixie Technical College
- Mountainland Technical College
- Tooele Technical College

Commit yourself to lifelong learning. The most valuable asset you'll ever have is your mind and what you put into it.

—Albert Einstein



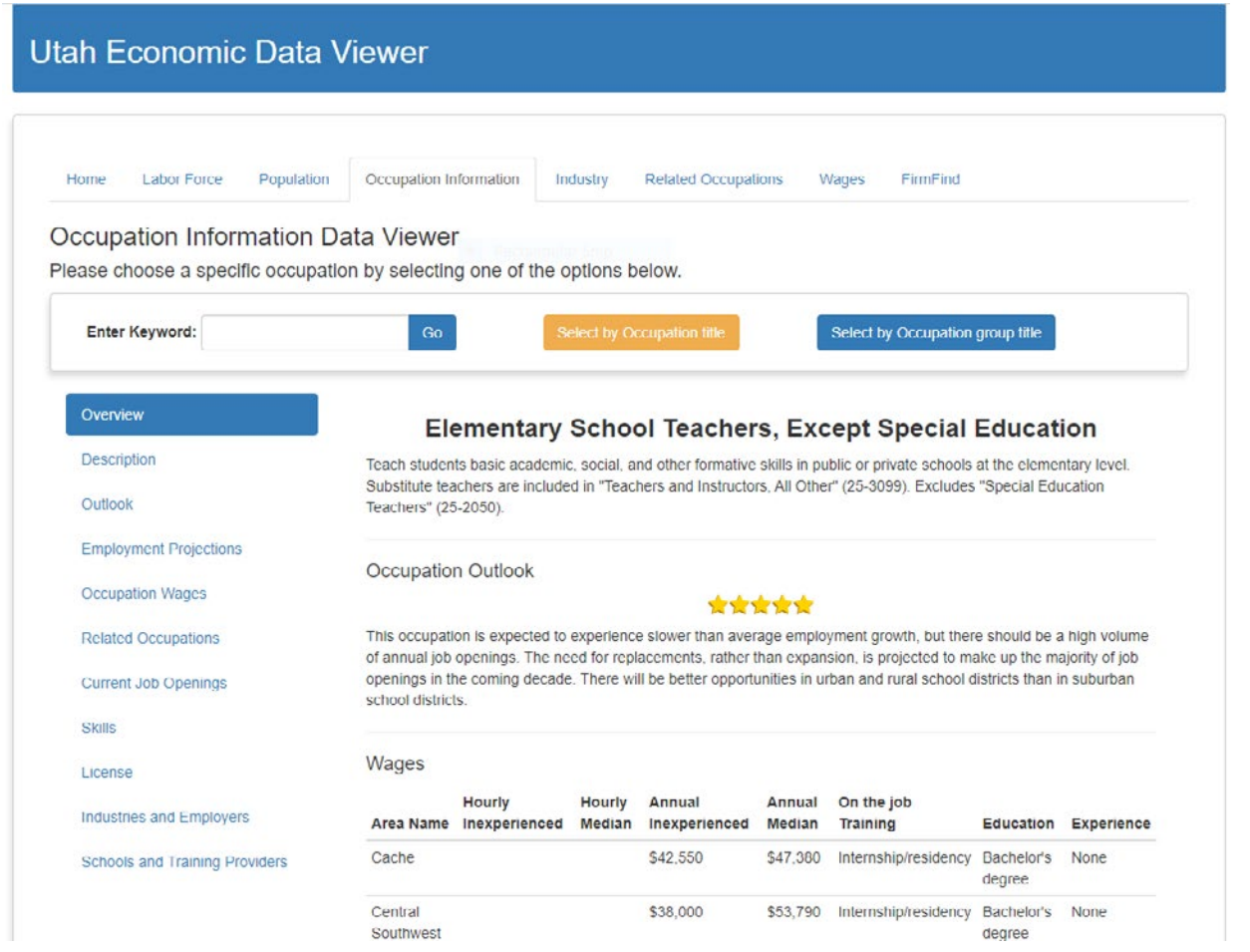
Education and Training Outside Utah

You can research information about schools and training outside Utah at Careeronestop.org, Find Training. This online resource allows you to enter a school or program and view basic information and access more information from links to the school and/or program.

Career Exploration

The more you know about the job market, the more you can build career resilience. This means doing better at finding jobs, keeping them once you're hired and getting reemployed if you lose a job. Use these tools and links to learn which occupations are in high demand in your area, pay good wages, and relate to your skills or training. Visit Career One-Stop.org, Learn About Careers to learn more about researching careers.

Information about Utah jobs can be found using the Occupational Explorer. Enter a job title or key word and view information about the job. Below is an example of a search for "Elementary School Teachers" and the information you can view in this system. View the Occupational Explorer at jobs.utah.gov/wi.



Resources

There are additional resources available for the targeted audiences listed below that can be accessed and utilized along with the information provided in this guide.

Young Adult

Career One-Stop.org/getmyfuture is a website with resources for young adults.

This website can help young adults overcome barriers and plan and achieve a path to career success. It has information, tools and links to resources for those from ages 14 to 24:

- Explore careers
- Learn about and locate training or education programs
- Conduct a successful job search

55 +

Does it sometimes seem like your age or experience is working against you in your job search? It's true that some employers may have reservations, but many see that hiring and retaining older workers will be key to staying competitive.

Whether exploring a new career or searching for a job, find special tips in this section.

Beat the bias

Explore a new career

Self-employment

Boost your skills

Social media

Online job banks

Resumes and cover letters

Interviewing and negotiating

Get help with your job search

Workers with Disabilities

Vocational Rehabilitation helps people with disabilities address their unique barriers and achieve employment. Vocational Rehabilitation supports individuals with disabilities in obtaining competitive, integrated employment through professional vocational counseling and guidance, and through partnerships with employers, school districts, higher education and other agencies. They also serve Utah businesses by offering training on hiring individuals with disabilities and workplace accommodations.

Whether your disability is visible or not, a recent change or a long-term condition, your participation in the workforce is in demand.

Careeronestop.org has information and resources below to move your job search and career forward:

- Defining disability and the ADA
- Gain skills
- Job search
- Interviews
- Disclosing a disability
- Job accommodations
- Vocational Rehabilitation



Veterans and Military Members

A priority at Workforce Services is connecting service men and women to Utah jobs including active members of the National Guard and Reserve and their eligible spouses by providing:

- Information on transferring military skills to civilian education and licensing credits
- Utah's largest online employment system for finding a job
- Referrals to employment workshops and temporary assistance programs
- Networking opportunities
- Work readiness activities

Put Your Military Experience and Training to Work

The **Accelerated Credentialing to Employment (ACE) program** assists service members by crosswalking military training and work experience to comparable civilian employment:

- Coordinate military educational credits, licensing, and certifications with Utah's post-secondary educational institutions and licensing/certification agencies
- Identify skills and training obtained through military service
- Learn job search techniques, resume writing and interviewing skills, and more. For more ACE Program information visit jobs.utah.gov/jobseeker/veterans/07_72.pdf

Ten Reasons Employers Want to Hire Veterans

1. Strong work ethic
2. Teamwork
3. Initiative
4. Work under pressure and meet deadlines
5. Flexibility and adaptability
6. Self-directed
7. Commitment to excellence
8. Client and service oriented
9. Planning and organizational skills
10. Give and follow directions

Refugees

The United States refugee resettlement program is based on "self-sufficiency as early as possible." Employment is the number one factor in a refugee's success in the U.S.

Refugees are legally authorized to work in the U.S. from the day they arrive; no work visas are required.

Workforce Services Refugee Services provides comprehensive employment assistance, support and resources to help refugees find employment, increase their wages and become self-sufficient.

A team of specialists provide assistance to help ensure refugees are successful in their employment. They screen and assess applicants, provide employment workshops and services, and support employers in hiring refugees.

Innovative Programs

- Utah Refugee Education and Training Center helps refugees access the training needed to obtain family-sustaining employment.
  Partners: Salt Lake Community College, Utah State University and Utah Department of Workforce Services

Individual Job Search Assistance

- Resume development
- Mock interviews
- Job application assistance
- Career development
- Onboarding assistance
- Interpretation and transportation assistance

Employment-Related Workshops

- Job Connections
- Soft-Skills Development
- Work Success
- Career Education
- Occupational Trainings

Hiring Events

- Onsite Recruitment
- Job Fairs and Resource Fairs
- Employer Site Tours
- Application Labs

Employment is the number one factor in a refugee's success in the U.S.!

Re-Entry

Job searching with a criminal background can be challenging, and assistance from Workforce Services can help with navigating through challenges and finding a great job. Workforce Services provides re-entry services, tools and resources for job seekers including:

Reentry and Employment Resources, a key component to reentry for a person who was formerly incarcerated is employment. The following online and print resources provide information and services aimed at assisting justice-involved individuals with locating employment.

- Individualized Career Coaching is available at any office location for assistance with job searching, resume writing, interviewing and employment resources.

Employment Skills Workshops are offered onsite, virtually and online. View the workshop schedule at Events Calendar on jobs.utah.gov and sign up today.

Career and Education provides career counseling and funding for education costs to help you move forward in a career that's right for you including high School completion, training, apprenticeships and On-the-Job Training (OJT's).

Federal Bonding is a successful job placement tool for job seekers with barriers to obtaining employment by offering employers Fidelity Bonds to insure against any type of theft, forgery, larceny or embezzlement.

Work Opportunity Tax Credit (WOTC) is a federal tax credit incentive that Congress provides to employers for hiring individuals from certain target groups who have consistently faced significant barriers to employment.

CareerOneStop.org offers job search information, assessments and resources to pay for education and training, starting with Job Search Help for Ex-Offenders website offering information, tips and resources to help people with criminal convictions overcome barriers they might face in their job search including:

- State Resources Finder for Ex-Offenders
- Who Hires Ex-Offenders
- Talk about Your Conviction

One More Thing!



Be aware of job scams, dishonest people are sometimes called scammers. They might promise to help you find a job. The scammers promise to help you if you pay them.

But after the scammers take your money, you get nothing. This is a job scam. Most fake job offers have things in common. A job scam:

- Promises you a job
- Guarantees that you will make money
- Often says you can work from home
- Might offer government jobs no one knows about

Scammers advertise fake jobs:

- In the newspaper
- Online
- On signs, posters and flyers

You might see an ad on a poster, online or in the newspaper. The ad promises that you will get a job. The ad might guarantee that you will make a certain amount of money.

You might respond to the website or phone number in the ad. You will hear more promises. And then someone will ask you to pay:

- To get the job
- For more job listings
- For supplies to start a business at home
- For a certification that is supposed to get you a job

If you pay, you will not get the job they promised. Instead, you might get:

- A list of jobs that is old
- Job search advice you could get for free
- A certificate that will not help you get a job
- Nothing at all

You will **not** get your money back, even if they promised you would.

Here are some ways to spot a job scam. Scammers:

- Promise to get you a job
- Ask you to pay before they help you
- Promise you a government job
- Promise you can make lots of money working from home

If someone really could help you, they would not promise these things. No one can **promise** that you will get a job.



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