
Video Transcripts

Other Job Search Documents

In addition to resume and cover letter, there are other documents needed in the job search. This session will cover these different types of documents such as outreach notes, thank-you letters and a professional reference page. First, we will discuss outreach notes. Sometimes there isn't formal opening posted, and this is good. It means you accessed the unpublished job market. In this situation, an email outreach note can be a compelling way to briefly introduce yourself and make a case for a more formal conversation. These notes are easy to read. So instead of writing paragraphs, use bullet points.

An email with a resume attached, does not replace a formal cover letter, but can certainly be appropriate for our fast paced business world. When creating an email cover letter or outreach note, use the subject line of the email to grab the reader's attention. The example here is, "Jack Martin suggested I contact you", and the body of the email, be sure to address the individual, "Hi Marie". Then list your key accomplishments in bullet form. There's no need for paragraphs in an outreach email. Keep it brief. Remember, the reader will probably be reading emails on a mobile device,

so brevity is key. Then have an email signature in place that includes your name, email, phone number, and LinkedIn or portfolio links. Be sure to attach your resume as well. Outreach notes are great for working with recruiters as well. Confirm your internal contact knows the recruiter before name dropping in an outreach note. Next, we will talk about thank you letters. By this point, you've worked so hard to build a case and get attention, a thank you note is your chance to stay memorable and reinforce your message. The only way to accomplish this is to take the time to customize the note.

If your thank-you note reads like a generic form letter anyone could have received, it will not be memorable enough to leave a lasting impression. Do not limit your thank-

you note to social media after an interview. Send a formal thank you note by email within 24 hours. You can also stand out from the competition by mailing a physical copy of your letter so that it arrives midway through the employers other interviews, you would have to be certain of the interviewer's location, if you choose to send mail. The email is your insurance policy. The person you are trying to connect with receives your note, as you can confirm their email address during your conversation.

Always send an email thank you note, even if a thank you notice is in the mail. You don't want to keep anyone waiting and decision makers notice who sends thank you notes after interviews. A social media note is fine after a networking event, or meet for coffee, or if you want to stay in touch or gain greater visibility. And speaking of visibility, sending a thank you note can also be a way to get your name in front of the decision maker for the first time, even if they have not looked at your application yet. If you apply to a job online and attach a customized cover letter, you can transform this into a powerful follow up message.

Simply add a note of gratitude at the beginning, something like, "Thank you so much for taking the time to read my resume or review my online application" and deliver it outside the process. Send an email, type a brief thank you into a LinkedIn connection invite or just print out a gratitude infused version of your cover letter and mail it to the office. The mailing address is usually the easiest thing to learn about a company during the research phase. Thank you note should be sent frequently and after every interview or networking interaction. Make gratitude a part of your brand.

You can view resume, cover letter, and other job search documents discussed in this session in the resource area of your course shell. Now we will discuss the reference page. Your reference page should include the names of your professional references, their current positions, and companies, contact information in short descriptions that explain your professional relationship. Have three to five professional references listed on this page and be ready to provide this document as recruiters or hiring managers request it or if you are asked to list professional references on an online job application. Ensure the contacts you list; know you are sharing their contact information with potential employers and only list contacts you know have had a positive working experience with you and will share positive information about you if they are contacted.

Ask your professional references periodically if they still agree to be contacted by employers on your behalf.

Professional references may include: former or current bosses, former or current co-workers, professors that know you very well, clients or customers, fellow volunteers. Your references need only be shared with recruiters or hiring managers upon request either during the interview process or in an online job application. Make sure there is consistency among all of your job search materials and online profiles, including your name and contact information and how you format your headers and the rest of your job search documents. These steps can make a huge impact on how you present yourself to your future employer, potential network connection referral and in general how you promote your brand and your industry at large. Getting in the habit of taking time to invest in the quality of your written materials and doing the necessary research will have a ripple effect. It will help you in networking conversations, interviews, and it will get easier to communicate your value and align yourself to needs as they change and a rise in the job market.