



TAKE CHARGE OF YOUR CAREER

FOR IMMEDIATE RELEASE!

CONTACT: Ilyse Shapiro
(610) 649-1778
ilyse.shapiro@verizon.net

10 TOOLS EVERY NEW COLLEGE GRAD NEEDS TO LAND A FIRST JOB

Career Coach, Author and Speaker Ford R. Myers Provides These Up-and-Comers with the Top 10 Tools They Need to Stand-Out from the Crowd and Start on the Right Career Path.

Haverford, PA (May 8, 2014) – You’ve spent hours crafting the perfect resume. The format is eye-catching, the paper feels substantial and the wording is practically Pulitzer Prize(r)-winning. But you’ll need much more than a well-crafted resume if you want to land that all-important first job!

Ford R. Myers, Career Coach, Speaker and Author of “Get The Job You Want, Even When No One’s Hiring,” (John Wiley & Sons, www.GetTheJobBook.com) says, “The resume is just one of many ‘tools’ a job seeker should have in his or her “Job Seekers’ Tool Kit.”

“Unfortunately, most people don’t know what these other tools are or how to use them. By integrating other elements into the job search – and not relying solely on the resume – candidates can add power, professionalism, and flexibility to their efforts,” states Myers.

To stand out from the crowd, Myers suggests the following 10 items every new college graduate should have in their “Job Seekers’ Tool Kit”:

1. **Accomplishment Stories.** Write five or six compelling stories about school or work-related tasks that made you feel proud. Include tangible, measurable results.
2. **Positioning Statement.** Prepare and practice a “15-second commercial” about who you are, what you’ve done in the past (academically and professionally, if applicable), and the particular strengths you can contribute to an employer.
3. **Professional Biography.** Write a one-page narrative of your career in the “third person” – as though someone else wrote it about you. Use this document as your primary networking tool.
4. **Target Company List.** Make a “wish list” of adjectives that would describe your ideal employer, such as size, location, industry, culture, and environment. Then research specific organizations that meet those criteria and put them on a list of 35 to 50 “Target Companies.”
5. **Contact List.** Compile a list of all the people you know personally and professionally, including their contact information. Remember that approximately 80% of new opportunities are secured through networking.
6. **Professional/Academic References.** List colleagues or professors who would “sing your praises” if asked about you. Contact each of them, and get approval to use their names on your list of references.

7. **Letters of Recommendation.** Request letters from four or five respected business colleagues or academic associates, which will be printed on their professional letterhead. Make copies, but always keep the original.
8. **Networking Script.** Write out a full networking discussion or script so you will know exactly what to say in the networking discussion – how it flows, what to expect, how to react to the other person’s comments, etc. Use this for the initial outreach call, when you ask someone to network with you.
9. **Tracking System.** Keep a detailed record of your job search activities, including phone calls, networking meetings, interviews, cover letters, offers, etc. This is essential to keeping your process organized and productive.
10. **Resume.** It’s the last on the list, but still indispensable. And, it has to be GREAT. Be sure your final resume is carefully edited and succinct (no more than two pages), with a layout that is easy for the eye to follow.

Myers adds, “It may take some time to produce these documents and to learn how to use them effectively, but it will be worth it. Building a satisfying career is much easier when you have the right tools!”

For more information and other useful tips for achieving career success, visit <http://www.getthejobbook.com>.

#####

Copyright © 2015, Career Potential, LLC. All Rights Reserved. Permission to Reprint: This article may be reprinted, provided it includes the following attribution: Reprinted by permission of Ford R. Myers, a nationally-known Career Coach and author of “Get The Job You Want, Even When No One’s Hiring.” Download your free bonuses now at <http://www.careerbookbonuses.com>.

#####

CONTACT: Ilyse Shapiro, ilyse.shapiro@verizon.net, (610) 642-7427 (PA); or Ford R. Myers, contact@careerpotential.com; (610) 649-1778 (PA), or <http://www.careerpotential.com>.

PHOTO LINKS: A headshot of Ford R. Myers and an image of the GET THE JOB book cover can be downloaded at the bottom of: <http://www.getthejobbook.com/ford-myers-media/>.

ABOUT: Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation’s largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of **Get The Job You Want, Even When No One’s Hiring**. More information is available at: <http://www.getthejobbook.com> and <http://www.careerpotential.com>.

AVAILABILITY: Greater Philadelphia Area; nationwide by arrangement via telephone. Available for interviews in print, television and radio.