

YOUR FIRST IMPRESSIONS ARE IMPORTANT

First impressions may determined if you get hired or not.

Why? Because first impressions are lasting impressions. If they are good, the employer will immediately think... “This could be a good candidate”....if they are bad, the employer will move on to another potential candidate. Why? Because they will have choices.

Remember, all new graduates look the same. You all have your diploma / degree and your resumé. That’s it! You all look the same. How are you going to stand out and be the winner?

Remember, you are not the only person applying for the job. It is the little things that count. Make your first impression count and avoid the mistakes many new graduates make.

1. Your email address could be a first impression.

Do not have a cute, inappropriate or silly email address. You and your friends may think it is clever but remember you are entering the employer’s world. If you want to be taken seriously, have a professional email address.

2. Your voice-mail could be a first impression.

Do not have an unprofessional message on your voice-mail. The phone is a business tool and should be working for you when you are not there. A silly message makes the caller feel silly responding to it and he or she may choose to hang-up. Remember, your message will indicate your level of professionalism and level of common sense. Make it work for you, not against you.

3. Your cover letter and resumé could be a first impression.

Typos and grammatical errors on your cover letter or resumé will end your chances of landing that job, cold. The employer will conclude if you make this kind of mistake with a client on a bill, estimate or financial document it could cost \$\$\$\$. “Why should I take a chance with this candidate?”

Typos...the kiss of death in your job search.



REMEMBER ME!

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4. Your interview could be a first impression.

Be prepared for the interview. Everything about your resumé is confirmed or refuted in the interview. If you try to fake it, come unprepared or even appear to be unprepared you are telling the interviewer you are not serious about this job. The interviewer will most certainly have trouble thinking seriously about hiring you. No effort implies you don't care...rightly or wrongly.

Your job-search success will depend on first impressions and how well you execute every aspect of the job-search process. Your cover letter, resumé, time management, research, interview and interview follow-up are all important.

**Do you want to know more about
how to stand out in your job search?**



For the complete, step-by-step approach to job-search success simply purchase a copy of Mark Wicken's book:

"REMEMBER ME!"

Go to www.remembermebook.com for details

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