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# Love Your Job

## Does your CV bring you success?

*I hope you  
like this  
new-style  
newsletter*

**“The best careers counselling I have come across, a much more personal approach and frankly, way ahead of all the others. Well worth the money.”**

You've found a job that seems perfect for you, you send off your CV and keep fingers crossed you get short listed. You wait, and after a week or so you get the letter, but it's the regret to inform you letter, so what's gone wrong?

### It may be nothing to do with you!

Sometimes it could be nothing to do with you. It may be outside of your control. You may not get short listed because the job is already filled but the company policy is such that they have to go through the motions of an advert. The ad has been placed by an agency or head hunters to get people on their books. Sometimes organisational changes may mean there is no longer a need for the job to be filled and of course other candidates more closely match the employers' requirements.

### Review your CV

However, you may also like to review your CV and see if it could be improved. Ask yourself:

- Does every word help to make the pitch?
- Does it grab attention in the first 10 seconds?
- Are you providing specific examples and not just vague descriptions? Be sure to give details on what you have achieved and include quantifiable results where you can. Don't just write "I have excellent communication skills" but instead write: "Wrote jargon free user guide for 10,000 readers and got excellent feedback".

**Your CV will only get a minutes attention, so you must make it stand out!**

**So let's take a few steps back.**

### Are you a good match?

When you first saw the job advert, were you clear as to why this would be a great job for you? Could you clearly see the link between what you have to offer and what the company is looking for?

### Do you market yourself well?

Whilst you can have a generic CV you also want to review it for the specific job, can you provide examples that closely match the position or industry? Have you prioritised your bullet points to put the most relevant first? Were you specific or vague?

### What was your covering letter like, really?

Your letter is 50% of your marketing material, but you wouldn't realise that looking at many of the CVs I read? Consider the one you sent – was it specifically targeted to stress your strengths and link these to the job you applied for? Did it highlight some relevant achievements? Did you include some of the terminology from the advert?

**Tip: You must match their needs to your experience.**

### So how would you rate your CV?

I've spent the last 2 weeks completely revising my "Create a CV – a guided workbook". If you need to review your CV this takes you through a logical process to create one, and to create a covering letter. There are lots of insider secrets! Plus I offer a free 20 minute critique of your finished CV. <http://snipurl.com/usgm>

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August 2006

**“Thanks so much for all your help - it really made a big difference.”  
Lisa W.**

**To receive this newsletter each month, send a blank email to [amazingpeople-50638@autocontactor.com](mailto:amazingpeople-50638@autocontactor.com)**

**Have a career question? Be sure to send it to Denise for a personal reply**



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### **How to enhance your CV**

When I help companies to shortlist we look for evidence that matches up with the competences, but certain examples also catch our attention.

Look at your CV, have you included examples of:

- If you have saved money,
- Ways you have increased productivity - of yourself or others
- Examples of how you have planned and organised
- The way you have made improvements to your job
- Examples of working as part of a team and getting on well with others
- Any suggestions for new ideas that have been implemented
- Something specific about your written and oral communication skills
- How you have demonstrated outstanding customer service
- Examples of being adaptable

As you re read through your CV, how many of these areas do you cover?

**To read more and purchase the 94 page guided workbook to create your CV visit:**

**<http://www.snipurl.com/uwyy>**

*“I have been impressed by the whole service! The high standards continued during the meeting. The relaxed atmosphere helped me focus in a difficult subject. Having the conversation taped allowed me to relax and not worry about making notes. Email communication has been good, with fast responses to my questions”. Will A. Berkshire.*

### **A note for students: If you are going off to university**

If there are some career paths you are interested in see if you can shadow a key member of staff for a day or a week. You will learn far more about your particular possible career through this than you would if you were doing lower level temping.

What skills and abilities would be helpful in your ideal job? Look for ways to develop some of these skills in your undergraduate life. Could you take on a leadership role in a club or society? What about fundraising for developing certain skills? Perhaps you could develop your listening skills through working on a helpline? **For the full article, email denise**

### **Quick Links**

**[www.amazingpeople.co.uk](http://www.amazingpeople.co.uk)**

**[www.personalassessments.co.uk](http://www.personalassessments.co.uk)**

**[www.jobsearchsupport.com](http://www.jobsearchsupport.com)**

**[www.amazingpeople.biz](http://www.amazingpeople.biz)**

**Get in touch.** For a confidential chat about how we could work together email or call **01684 772 888**

**[denise@denisetaylor.co.uk](mailto:denise@denisetaylor.co.uk)**

Career Counselling and Guidance -  
Assessments - Job Search Support -  
Assessment and Development Specialist

**To receive this newsletter each month**

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