

## TIMING AND REPETITION ARE ESSENTIAL WHEN YOU'RE JOB HUNTING!

The secret to a successful job search is simple. ***You have to be practically everywhere at all times.***

Those ubiquitous letters praising your "excellent background" and assuring you that your résumé will be kept on file for future consideration are as commonplace as Dick Clark's and Ed McMahon's sweepstakes letters were, and probably just as likely to produce a winner.

A colleague recently did some uncommonly, un-scientific research to prove how automatic those letters really are. He prepared a fictitious résumé in which he showed being fired from each of five jobs after less than one year because "*the head of the department was a moron.*" He also omitted a mysterious two year period during which he did not account for his activities.

Sure enough, he received his share of responses commenting on his excellent record and promising to contact him as soon as there was a need for his "valuable skills".

And how about those lengthy phone calls in which the company executive is so impressed by your achievements, and practically makes you promise to call him again in two weeks when he is ready to interview people. With anticipation you follow through and get the response, "Who is this?" or "Have we spoken before?"

This is the point:

**Unless your name is in front of an H.R. or hiring manager close to the time there is a need, it isn't likely that you will be remembered.**

Between your last contact and a later actual opening, there may be many more people coming through the same channel.

This next point is directly related to telephone calls:

No matter how long your conversation lasts, you generally introduce yourself only at the beginning. By the time the hiring executive can tell you how impressed he is with your accomplishments, he may know all about what you have done, ***but has probably forgotten your name.***

## HOW CAN YOU MANAGE TO BE IN ALL PLACES AT ALL TIMES?

- ◆ Be aware that repetition is a must. A name needs to be seen and/or heard three or more times in order to remember it.
- ◆ Don't seriously count on anyone finding your résumé six months from now.
- ◆ If you are courting a specific company, reestablish your contact with them regularly.
- ◆ Find all sorts of different reasons to keep your name in front of the company ....A résumé one month ..... Comments on a press release several weeks later ....A polite follow-up after that, and so on.
- ◆ If you networked into a company, re-emphasize the network link each time you contact the company.

When you speak to someone on the telephone, repeat your name at the end of the conversation. "Let me spell my name so you can write it down."

Always follow up each call immediately with written reinforcement.

Recognize that Employment / Interviewing / Hiring is only a small part of the job (and it's most often a nuisance) for company executives. It rarely receives undivided attention. So don't take it personally if you are not remembered.

**You must work at keeping your name *prominent* through repetition.**

Passionate about empowering others to realize their dreams, Mark served as an executive board member of the PROFESSIONAL ASSN. OF RÉSUMÉ WRITERS & CAREER COACHES. He has been helping clients successfully advance in, and/or change their careers for over 36 years. With a Master's Degree in Career Development and four specialized certifications ([National Certified Career Counselor](#), [Certified Professional Résumé Writer](#), [Int'l Certified Job & Career Transition Coach](#), and [Certified Employment Interview Professional](#)), he is uniquely qualified to help you improve your career situation. A recognized expert in the field, he had not only taught in Graduate Schools and led workshops and seminars, but also trained other counselors. Mark served as chairman of the Certification Board for the Professional Assn. of Résumé Writers and Career Coaches and was a founding member of the Career Management Alliance (fkn Career Masters Institute). Additionally, he has shared his expertise in effectively utilizing career assessment tools with graduate counseling students from nearby Fordham University, helping to prepare them for their future counseling careers.

Mark connects with clients locally as well as international clients via the internet. He also provides outreach to high school and college students, presenting career planning and job search strategy workshops.

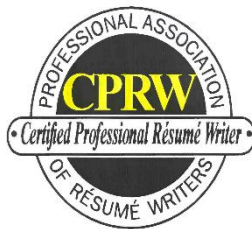
- Highly regarded with résumés, cover letters, and interview strategies showcased in nearly two dozen books.
- Enjoys an INTERNATIONAL REPUTATION as a "Résumé Guru" by members of the Professional Assn. of Résumé Writers and Career Coaches.

His work appears in nearly two dozen books on résumé /cover letter writing and winning interview strategies. He has been spotlighted on WCBS television in "[Acing The Interview](#)" and has been named as the "[Professional of the Year 2024](#)" by the [PODCAST BUSINESS NEWS NETWORK](#).



Berkowitz has been recognized as "... **one of the leading résumé writers in the U.S. today**" in [Professional Résumés for Executives, Managers, and Other Administrators](#). Wendy Enelow, President of the Career Masters Institute has acknowledged Mark as "... **one of the most talented career counselors I have ever met.**"

You can contact him at 1+ (910) 833-5013 or [cardevres1@gmail.com](mailto:cardevres1@gmail.com) to find out how he can assist you in launching your career into a higher orbit.



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