



Consumer Group Study Finds:

## Job Hunting Requires Planning and Preparation

Industry is laying off professionals and financial pressures are bringing home-makers back into the labor force. Add to that the recent college graduates looking for work and it is apparent that the competition for available jobs will be intense in the coming year.

Anyone looking for a white collar job will have to stand out from the crowd," says Robert L. Berko of Consumer Education Research Center.

The non-profit Center has just completed a survey of personnel people in industry to find out how they make their choice from a number of applicants with similar qualifications. CERC distilled this into a "how to" book entitled "A Job Hunter's Guide—How to locate and land the position you want" is available for \$2.50 from CERC-Jobs, 439 Clark St., South Orange, N.J. 07079

The researchers found that many resumes were never read because the cover letter that accompanied them lacked information that would have made the applicant seem special. Other cover letters turned off employers because they were not personalized for that particular company. A person,

they seem to reason, who does not take the trouble to compose a different letter for each prospective employer will probably be a lazy or indifferent worker. "The cover letter that is sent with the resume should be highly personalized," Mr. Berko says, "It should make the prospective employer feel that this is the only company for which the job-seeker wishes to work."

The book details how to write a resume to spotlight particular talents (or hide lack of them). Some resumes should be in chronological order while others should have education or job experience at the top. Even the graphics made a difference. Graphics represented time and care spent in the resumes preparation, the study found. A resume set in type and printed on a good quality bond paper jumps out of the pack of typewritten-on-white paper resumes.

A good resume and cover letter will get the job applicant an interview but if he appears unsure, ill-prepared, impolite or badly groomed, he will get short shrift. The "Job Hunter's Guide" has a list of interview questions that will help in the preparation for the face-to-face meeting. Practicing the answers will help the applicant be prepared with the exact answer that will best show his or her talents. Unprepared interviewees often think of the right answer on their way home, without the job.

Merchandising your talents is not a haphazard effort. There are more people competing for jobs than there are jobs available. "The well prepared will get the jobs," says Mr. Berko.

"A Job Hunter's Guide" shows the applicant how to find a suitable opening and takes him through the process until he has the job he wants.



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