

Career *Transition* Workshop

How to Rite Reel Good

- ◆ If you cant spel gud than at least write rite. Right? {3}
- ◆ Be more or less specific whenever possible. {5}
- ◆ Avoid clichés like the plague. (They're old hat.) {6}
- ◆ Comparisons are as bad as clichés. {6}
- ◆ Employ the vernacular. {6}
- ◆ Go around the barn at high noon to avoid colloquialisms. {6}
- ◆ Foreign words and phrases are not *apropos; in toto*. {7}
- ◆ Eschew ampersands & abbreviations, etc. {7}
- ◆ The passive voice is to be avoided. {11}
- ◆ Understatement is always the absolute best way to put forth earthshaking ideas. {13}
- ◆ Exaggeration is a billion times worse than understatement. {13}
- ◆ Don't be redundant; don't use more words than necessary; it is highly superfluous; be concise and understandable. Do not repeat yourself in any case. {14}
- ◆ Always avoid alliterations.
- ◆ Prepositions at the end of sentences should not be put up with.
- ◆ Contractions aren't necessary and shouldn't be used.
- ◆ Analogies in writing are like feathers on a snake.
- ◆ Even if a mixed metaphor sings, it should be derailed.
- ◆ It is wrong to ever split an infinitive.
- ◆ No generalization is worth a darn, including this one.
- ◆ Parenthetical remarks (however relevant) are (usually) unnecessary (and in poor taste).
- ◆ Eliminate quotations. As Ralph Waldo Emerson said, "I hate quotations. Tell me what *you* know."
- ◆ Vulgarity is @#%#&@*!!! well unappreciated.
- ◆ One word sentences? Eliminate.
- ◆ Who needs rhetorical questions?

Norm Person
1245 West Cleveland Avenue
Suite 425
Dallas, Texas 75248
214-555-1832

June 4, 2009

Dallas Morning News
Box 1343002
Dallas, Texas 75206

Dear Hiring Authority:

I saw the position you advertised in the newspaper. My background and experience are an excellent match for your job requirements. The following is a small sample of my related qualifications.

I am a dynamic figure often seen scaling walls and crushing ice. People know that I remodel train stations on my lunch breaks, making them more efficient in heat retention. I write award-winning operas. I manage time efficiently. Occasionally, I tread water for three days in a row, conditioning my body for absurd physical exertions.

I woo women with my sensuous and godlike trombone-playing. I can pilot bicycles up severe inclines with unflagging speed. I cook "Thirty-Minute Brownies" in 20 minutes. I can lecture for hours on any topic. I am an expert in stucco, a veteran in love, and an outlaw in Peru.

I am fully licensed to operate a crane. I am a gourmet chef. Using a hoe and a large glass of water, I once single-handedly defended a small village in the Amazon Basin from a horde of ferocious army ants. I play bluegrass cello. I was scouted by the Mets. I am the subject of numerous documentaries and telemovies. When I am bored, I build large suspension bridges in my yard. I enjoy urban hang gliding. On Wednesdays, after school, I repair electrical appliances free of charge.

I am an abstract artist, a concrete analyst, and a ruthless bookie. Critics world-wide swoon over my original line of corduroy evening wear. I do not perspire. I am a private citizen; and yet, I receive fan mail. Last summer, I toured New Jersey with a traveling centrifugal-force demonstration. I am capable of raising astronomical sums through school bake sales. I bat .400. My deft floral arrangements have earned me fame in international botany circles. Children trust me.

I can hurl tennis rackets at small moving objects with deadly accuracy. I once read Paradise Lost, Moby Dick, and David Copperfield all in the same day and still had time to refurbish an entire dining room set that evening. I know the exact location of every food item in the supermarket. I have performed covert operations for the CIA. I sleep once a week, and when I do sleep, I sleep in chairs. While vacationing in Canada, I successfully negotiated with a group of terrorists who had seized a small bakery. The laws of physics do not apply to me.

I balance, I weave, I dodge, I frolic, and all of my bills are paid. On weekends, to let off steam, I participate in full-contact origami. Years ago I discovered the meaning of life, but forgot to write it down. I have been known to make extraordinary four-course meals using only a "Mouli" and a toaster oven. I breed prize winning clams. I have won bullfights in San Juan, cliff-diving competitions in Sri-Lanka, and spelling bees in the Kremlin. I have played Hamlet, I have performed open heart surgery, and I have spoken with Elvis.

Respectfully yours,

Norm Person

Joseph M. Stowell
2599 Moody Blvd.
Chicago, Illinois 60610
312-412-4000

August 22, 2009

Mr. Gerry Rothcimer
Executive Vice President
Coronet Media, Inc.
135 Christmas Circle
One Jolly Tower, Suite 165
Dallas, Texas 75240

Dear Mr. Rothheimer,

The dynamics of change are affecting the cable communication industry. Less than three years ago, times were different. That is when you and other key executives formed Coronet Media from the reorganization of Sincom Cable Partners. At that time, perhaps no one could have projected what would happen to our industry.

As with other industries that face re-regulation and technological advances, fallout is inevitable. During the month of June alone, Coronet Media became one of three cable systems to change hands. To compete with the top companies, greater industry consolidation through mergers and acquisitions will continue.

The challenge: *an on-going need to develop bench strength and get the right people "on the bus".*

For Coronet Media, the right people are entrepreneurial in nature – ready to seek out opportunities for change. Where there is rapid growth in services and scope of operations, people must be adaptive. Time pressures require that those players you count on must be decisive and collaborative. You place a high value on these key contributors.

I am that type of person and would like the opportunity to work with Coronet Media. As you review my resume, see what I have contributed to the success of other companies. You may find my work with Carothers Broadcasting most relevant.

I would like to arrange a brief visit to meet with you personally. I will contact your assistant toward the end of next week to schedule a time.

Sincerely,

Joe Stowell

Career *Transition* Workshop

The Age of Spell Cheek

You're P.C. has a Spell Checker,
 Witch always helps you, sew ...
 You knead not worry letters could be
 jumbled too and fro.
 The Spell Check highlights your mistakes?
 As plane as nit and day,
 And makes sure you're punctuated. write
 All along the weigh.
 So, what could bee the problem?
 Why all these angry clients?
 They *used* to trust you're firm to bee
Completely self-reliant!

(Take heed: This ditty passed through spell check without a pause.
 It has 17 grammatical errors. Can you find them?)

Spell Checker Poem

Eye halve a spelling chequer
 It came with my pea sea
 It plainly marques four my revue
 Miss steaks eye kin knot sea.
 Eye strike a key and type a word
 And weight four it two say
 Weather eye am wrong oar write
 It shows me strait a weigh.
 As soon as a mist ache is maid
 It nose bee fore two long
 And eye can put the error rite
 Its rare lea ever wrong.
 Eye have run this poem threw it
 I am shore your pleased two no
 Its letter perfect awl the weigh
 My chequer tolled me sew.

-- Sauce unknown

Career *Transition* Workshop

Beginnings for Solicited Letters (3)

For over 15 years I have been in international sales -- the last eight in computer hardware systems. Most recently in Latin America, I helped introduce 14 new products to the financial services industry. Last year, we had a 38% increase in sales and a 55% increase in margin.

Could I be your next Vice President of Marketing? If the answer is "yes," maybe I could:

- more than double your sales
 - increase your profits five-fold
 - raise your ROI from say 4% to 24%

These results are exactly what I accomplished for Alpha Epsilon over the last five years. If the answer is "no," then which one of your competitors might see what you missed?

Your company is going to need someone to be in charge of your Southwest practice who:

- knows the territory
 - has a working hands-on knowledge of emerging technology
 - understands buyer values in this competitive marketplace

I have a track-record of proven success in these key areas.

Beginnings for Unsolicited Letters (3)

It has been some time since we were last together. The university has certainly changed. You and I have as well. You have risen progressively up the corporate ladder. Now you are one of the top decision-makers for Greater Southwest Spring Bank. Likewise, my career parallels yours -- just in different settings. The reason I would like to get together again is to "pick your brain." How do you plan to reshape your private banking services? I would like to share with you my experience and see how they match with yours.

Recently, Bob Johnson and I were discussing West Coast venture firms. We were rating firms with a track record for innovation. Bob put National Deep Pockets Fund at the top of the list. I have known Bob over 15 years and respect his judgment. Next week I will be in San Francisco on business. Could we meet to discuss some of the emerging technologies in the Austin market? Perhaps we can work together to better position your firm east of the Rockies.

Mary McMillan suggested I contact you. She mentioned some of the problems Addison Semiconductor Corporation is having with your Western region. My success with Tech Valley may be part of the reason. Three years ago I took over the region. Back then, they were where you are now. Today, their Western regional sales top \$550 million -- up from \$30 million. My specialty is turn-around, not maintenance. Would you like to visit about working on the same team?

Vice President International Business Development/Operations

A diversified international company, based in San Francisco is currently seeking a key executive to play a major role in its future development.

In this position, you'll be responsible for strategic planning and for identifying, analyzing and negotiating acquisitions, helping us structure business deals and reinvest profits. To qualify, you must have an MBA and 8-10 years' international business and financial/strategic planning experience. You should also have the ability to successfully operate and manage the financial area of a business. This unique international opportunity requires travel to Asia and offers an outstanding salary and strong bonus incentives.

To apply, please send your resume and cover letter to:
Smith & Smith, Inc.,
Recruitment Advertising, Dept. WSAA, ...
San Francisco, CA 00000.

Both S&S and our client are
equal opportunity employers.

Howard Hendricks

7654 Wishing Well Lane
Austin, Texas 78252

512 / 555-8855

June 4, 2009

Mr. James L. Johnson
Executive Vice President
Smith & Smith, Inc.
333 Market Street, 17th Floor
San Francisco, California 94105

Dear Mr. Johnson,

You are looking for a key executive to take charge of your Pacific Basin operations. With what is at stake, you cannot gamble with an unseasoned player. You need someone who can make a difference from the outset -- one who has a proven track record. I am that person.

The following table shows selected examples of how well my qualifications and experience match your needs:

Position Requirements

- ◆ International experience
- ◆ Strategic planning
- ◆ Structuring business deals
- ◆ MBA and 8-10 years experience
- ◆ Acquisitions experience

Personal Achievements

- ◆ More than 20 years international P&L management – 16 years overseas.
- ◆ Worked on licensing, joint ventures and manufacturing projects in Japan, Taiwan, Korea and the Philippines.
- ◆ Opened and successfully directed over seven new offices.
- ◆ As CEO, created, developed and executed business plans for two start-ups
- ◆ As an international consultant, helped plan the expansion of over 20 firms
- ◆ Negotiated hundreds of complex multi-million dollar license agreements.
- ◆ Successfully sold diversified products and services to various world markets.
- ◆ Structured Leverage Buy Out (LBO)
- ◆ MBA from Thunderbird University.
- ◆ Recruited and developed over 20 professionals.
- ◆ Outstanding team player/leader style of management.
- ◆ Bought and sold assets and companies worldwide

The achievements provided above are examples of what I have accomplished. I would like the opportunity to share with you just *how* these results were achieved. More importantly, during our interview we should discuss how we could produce similar results working together. I have enclosed my resume for your review.

I am in the process of considering some other opportunities that will soon require a decision. Consequently, I would like to schedule an interview at your earliest convenience. I will contact you the first of next week.

Sincerely,

Howard Hendricks

Rick Warren
 500 Saddleback Street
 San Antonio, Texas 78990
 (210) 999-9876

March 9, 2009

Mr. Joseph Smith
 Manager, Human Resources
 ABC Industries, Inc.
 123 Oceanside Street
 Kansas City, Missouri 64111

Dear Mr. Smith,

You placed an advertisement in the Kansas City Star on March 5 for an Accounting Representative. ABC Industries has experienced rapid growth and expansion over the last five years. With growth comes the need to attract people who can understand and work in dynamically changing environments.

In the table below, you will find how well your requirements match my qualifications:

Your Requirements

- ◆ Three to five years accounting experience
- ◆ Strong communications skills
- ◆ Knowledge of accounting systems

My Qualifications

- ◆ Five years in-depth accounting experience.
- ◆ *Results achieved:* Reduced costs and improved inventory control for three years.
- ◆ Led a staff of five individuals.
- ◆ Proven excellence in on-going verbal and written communications with clients and staff.
- ◆ Developed and presented operational procedures and accounting manuals.
- ◆ Experienced in day-to-day processing of complex accounting system, including generating input and analyzing output.
- ◆ Updated existing system to provide greater operational flexibility.

There are several other areas of accomplishment in my background that should be of interest to you. I have enclosed my resume for your review. You might want to refer specifically to my accomplishments while working at XYZ Corporation.

I am excited about the opportunity to meet with you and learning more about ABC Industries. Consequently, I would like to schedule an interview at your earliest possible convenience. I will contact you later this week to arrange a meeting.

Sincerely,

Rick Warren

James Dobson
1899 Family Circle
Ft. Wayne, Indiana 46805
(260) 481-9876

June 14, 2009

P.O. Box 192952
Colorado Springs, Colorado 80995

Dear Hiring Authority,

You placed an advertisement in the Colorado Springs Gazette on June 10 for a Director of Communications. Listed below, you will find how well your requirements match my qualifications:

**Solid Success in Organization
Relations and communications
Management**

- ◆ Proven track record in establishing communications networks aimed at delivering compelling messages to a variety of audiences
- ◆ *Diverse Media:* web-casts, technology forums, collaborative electronic workspaces, print, and video

**Dedicated to Reputation
Enhancement**

- ◆ Customer Service Award of the Year.
- ◆ Innovative and creative.
- ◆ Developed and managed strategic communication plans for several *Fortune* 500 companies.

**Strong Interpersonal and
Excellent Verbal
Communications Skills**

- ◆ Accomplished diplomat
- ◆ Highly effective communicating with all levels of personnel.
- ◆ 18 years experience from sensitive customer relations management to director of marketing

I am committed to exemplary performance and possess excellent presentation, organizational and managerial skills. I have enclosed my resume for your review.

You requested information regarding my salary history. With the rise of identity theft, you will understand my concern regarding the confidentiality of this information. I will be willing to share this information with appropriate decision makers – perhaps during our first interview.

I look forward to discussing further how I can help your organization. Currently, I am in the process of considering some other alternatives. Consequently, I would like to schedule some time to explore this opportunity as soon as possible.

Sincerely,

James Dobson

Tony Evans
5900 Oak Cliff Avenue
Jacksonville, Florida 32216
904-515-2345

November 23, 2009

Mr. F. Wayne Mitchell
Partner
Highland Partners
5956 Sherry Lane, Suite 1800
Dallas, Texas 75225

Thank you for sending the position description for the Senior Vice President of Marketing and Communications. Your client needs someone to drive their brand development and competitive market research. To enhance your client's position, they need someone who can make a difference from Day One. They need someone with a proven track record.

As you review the enclosed resume, you will see my extensive background. It shows a proven team player expertise in marketing, brand strategy and public relations. It matches what your client seeks to find.

The table below shows selected examples of how my qualifications and experience match your client's needs:

Position Requirements

Personal Achievements

- | | |
|---|--|
| <ul style="list-style-type: none"> ◆ Ability to executive multiple strategies | <ul style="list-style-type: none"> ◆ Drove branding strategies for multinational corporations; team lead for selected American Airlines Center grand opening events. |
| <ul style="list-style-type: none"> ◆ Proven track record in communications, target marketing and media relations | <ul style="list-style-type: none"> ◆ Over 10 years experience in public relations, market development, strategic communications and international marketing. |
| <ul style="list-style-type: none"> ◆ Proven experience in advertising planning and print production | <ul style="list-style-type: none"> ◆ Managed agency and print production timelines for broadcast, radio, print and interactive media |
| <ul style="list-style-type: none"> ◆ Experience in market research | <ul style="list-style-type: none"> ◆ Led market research and focus group processes for branding and communications initiatives. |
| <ul style="list-style-type: none"> ◆ Creative leadership with a collegial and interpersonal style | <ul style="list-style-type: none"> ◆ Recruited and supervised professionals at <i>Fortune</i> 100 firms; recipient of leadership awards; active leadership roles in non-profit organizations. |

The achievements provided above are examples of what I have accomplished. I would like the opportunity to share with you just *how* these results were achieved. Likewise, I would value your insights in helping me better understand your client's expectations.

Consequently, I would like to schedule an interview at your earliest possible convenience. I will contact you next week to arrange a time.

Sincerely,

Tony Evans

C.S. Lewis
5792 Nardia Nook
Burbank, California 91505
310-139-1212

May 31, 2009

Mr. James M. Foster
President
Ski Dazzle, LLC.
807 Laguna Canyon Road
Laguna Beach, California 92651

Dear Jim,

About four years ago, you and I served on an Executives Panel. It was part of the Cross Country Ski Areas Association's winter meeting. At that time, I worked with the National Ski Patrol as their Director of Educational Programs. I remember your comments on emergency care and safety. They were right on point.

Each year since then, NSP has served as an exhibitor at your Ski Show and Snowboard Expo in Los Angeles. Although NSP exhibits at several expositions and conferences, your production is always the best. The organization receives more inquiries following your show than any other. You make a difference.

Your perspective during the panel discussion was not the only thing that interested me. Afterwards, you shared with me some thoughts about the direction of your company. We also discussed our relative views about growth opportunities within the outdoor recreational industry. I would like to continue our dialogue.

The work we accomplished at the National Ski Patrol since you and I met is significant. We have developed and launched over 15 new and innovative programs. Our focus has broadened to now serve skiers, snowboarders, and tobogganers through our enrichment seminars. I believe what we've done may be of value to you.

Perhaps, we could arrange some time when we could meet, say within the next couple of weeks. More specifically, I would like to discuss the following:

- How far along is Ski Dazzle with the expansion plans you outlined when we last spoke?
- What do you consider some of the most significant changes in the industry which have challenged your thinking?
- In what ways do you believe your customers are expecting different services than they were four years ago?
- Finally, in order to continue my research, do you know or do you know someone who would know some one at Big Bear Mountain Resorts, Sport Chalet, XTC Snowboards, Ski Press Magazine, or White Knuckle Extreme Films?

I will call at the first of next week and schedule time for our meeting. It would be helpful if you could let your secretary know that I will be calling. If you could suggest some convenient times on your schedule, I will find a time that works.

Sincerely,

C.S. Lewis

Bill Hybels
1724 Willow Creek Circle
Southlake, Texas 76092
817-817-1887

August 4, 2009

Mr. John McDorman
Managing Partner
Transition Consulting
15150 Preston Road, Suite 300
Dallas, Texas 75248

Dear Mr. McDorman.

Steve Hurler, one of your Lambda Chi Alpha fraternity brothers, recommended you. You met him during the "One Stop Job Shop" in Dallas this past February. My background in communications made it seem only natural to follow Steve's suggestion to contact you. Your experiences, particularly with Accenture, closely relate to areas I am exploring for a career move.

Please understand that I do not expect you to have or know of openings at this time. My career campaign is in the fact-gathering stage. It is a process that will eventually reveal better possibilities than those generally available through advertisements.

For the past two years, I have been working as a communications consultant, trainer, and speaker. During this time I earned a Master's degree in Speech Communication. I thoroughly enjoy consulting work and opportunities to teach at both the university and community college level.

Now is the time for me to take my skills and move to greater challenges. I seek opportunities to use my particular skills in the areas of building and strengthening team dynamics. I am hoping to continue my career with even greater interaction with people.

With my proximity to the Denver area, Accenture is of interest. The firm has a reputation for concentrating mainly on computer and financial consulting. I would appreciate the favor of a brief telephone meeting to discuss the following questions:

- What are the current trends in the interface between technical consulting and communications consulting?
- What do you currently see as the future role for communications consulting in relationship to technological advances?

I will call at the end of next week and schedule time for our telephone meeting. Your time is valuable. Our meeting will be brief and at a time convenient for you. It would be helpful if you could let your secretary know that I will be calling. If you could furnish some times on your schedule, I will find a time that works.

I look forward to visiting with you and to discussing these topics.

Sincerely,

Bill Hybels

Chuck Swindoll
 9876 Stonebriar Street
 Frisco, Texas 75034
 (972) 833-1234

April 15, 2009

Mr. Harvey Letcher
 Senior Vice President
 Sandhurst Group
 8080 North Central Expressway, Suite 120
 Dallas, Texas 75206

Dear Mr. Letcher,

Your firm may be conducting a search for a **Chief Financial Officer** for a mid-sized business. Potentially, one of your clients located in Texas or the Southwestern United States may be seeking someone. Given your firm's proven reputation for finding financial talent, you should find my track record beneficial.

The following table shows selected examples of how my experience and expertise might well match one of your client's requirements:

<u>Client's Potential Requirements</u>	<u>Experience and Expertise</u>
◆ Trusted Business Partner	<input checked="" type="checkbox"/> Solid track record of success over 20+ years. <input checked="" type="checkbox"/> Valued member of senior management team.
◆ Results Oriented Leaders	<input checked="" type="checkbox"/> Focused on customer satisfaction and bottom-line profit. <input checked="" type="checkbox"/> Integrator of operations and financial management
◆ Strategic Thinker	<input checked="" type="checkbox"/> Experienced in charting strategy and growth plans. <input checked="" type="checkbox"/> Architect of several successful strategic plans.
◆ Analytical Capabilities	<input checked="" type="checkbox"/> Provider of business information to line management. <input checked="" type="checkbox"/> Extensive M&A experience.
◆ Team Builder and Coach	<input checked="" type="checkbox"/> Team oriented, hands-on leadership style. <input checked="" type="checkbox"/> Ability to lead and motivate multi-process staff.
◆ Strong Credentials	<input checked="" type="checkbox"/> Harvard MBA, CPA, CFA, PE

I am in the early stages of my transition. Please contact me over the next few months should one of your searches match my qualifications. Alternatively, should you wish to use me as a referral source for other search engagements, please call.

I have enclosed a copy of my resume for your review and distribution.

Regards,

Chuck Swindoll

Bruce Wilkinson

June 14, 2009

Dear Bob,

Just a quick note to say thank you for the time we spent together. The information you shared was both comprehensive and enlightening.

Out of all the ideas discussed, the point you made concerning losing touch with new technology was most interesting. Periodic updates, as we discussed, may be part of the solution.

There are other effective techniques that I've used. During our next meeting, we should cover the benefits of each type and how Wingate Enterprises might use them.

As we agreed, if I have not heard from you by month end, I will contact you on July 1.

Sincerely,

References for Mark Bailey

I considered various people to possibly select as references. The ones presented below best fit the criteria you requested. You need a decisive and innovative leader oriented toward solutions through people. Ask each of these references to share how they would score me on this important issue.

- Bob joined Systems Cooperative, Inc. in the fall of 2006. I reported directly to him in the areas of general management, corporate development and capital fund raising. Bob knows my management style and track record at SCI. He knows that I am Results Oriented.

Mr. Bob Bright
President
Systems Cooperative Inc.
1234 East Coast Highway
Dallas, Texas 75252
(214) 555-1181

- I have known Ken over 15 years and hired him to serve as CFO at Systems Cooperative Inc. He is most familiar with my financial experience and business judgment. Before his arrival, I was acting CFO. He knows that I am a Change Agent.

Mr. Ken Kiter
Chief Financial Officer
Systems Cooperative Inc.
1234 East Coast Highway
Dallas, Texas 75252
(214) 555-1185

- Mr. Warbucks is well known in the Southwest venture market. D.D. was instrumental in the early formation of SCI. He currently serves on its board. His firm is the largest shareholder. He knows that I am a Technology Entrepreneur.

Dr. D.D. Warbucks
Chairman & Chief Executive Officer
Gota Lota Capital Associates
5959 Plaza of the Americas
New York, New York 10023
(800) 555-4567

- Sue and I first worked together at RamTeck Enterprises. Later, we served on the Mayor's Council for Assimilation of Physically Challenged Workers. She has seen how I developed professionals in three organizations. She knows that I am an Empowering Coach.

Ms. Sue Sampson
Chief Operating Officer
RamTeck Enterprises
747 Domingo Drive, Suite 111
Newport Beach, California 91070
(714) 555-1020

Max Lucado
5930 Oak Hills Drive
Mandarin, Florida 32223
904-777-0770

September 25, 2009

Mr. William Wyatt
Vice President of Marketing
Thomas Crown Industries
1900 West Main Street
Burbank, California 91505

Dear Bill,

It is with great pleasure that I announce my new position as Vice President, Chief Financial Officer for OnNet, Inc. They are headquartered in San Diego, California. OnNet is a state of the art insurance information technology company. World wide, they provide next generation products and services to major insurance and financial services companies.

This position is an exciting and challenging opportunity for me. OnNet is a small, well respected company. Since its start-up a few years ago, it has exhibited the potential for steady growth. I will be taking over all financial and administrative activates within the company.

Bill, I want to personally thank you for your help during my job search campaign. More specifically, the two referrals you gave me were invaluable. I would welcome the opportunity at anytime to return the favor in any way.

I have enclosed a business card for your reference. As soon as we complete the move to the area, I will pass on my personal contact information. Let's commit to stay in touch.

Once again, thanks for your kindness and support.

Sincerely,

Max Lucado

Career *Transition* Workshop

Collateral Guidelines

(Note: all measurements are guidelines and may vary slightly based on vendor)

Paper Stock

Recommendation: use Bright White stationery (8.5" x 11") that is 24# weight with a Classic Laid watermark.

Rationale: the desks of most people are covered with copy / printer paper. You want something that stands out - something that differentiates your letter from the rest of the mess. Many outplacement firms suggest an "off-white" which came to be known as "outplacement ivory". Some people even use paper with a grey or blue tinge. Bright White presents a crisp clean image where other variations have a more faded image. The use of a watermark is distinctive, yet the Classic Laid watermark is subtle. You don't want people paying more attention to the watermark rather than the content. 24# weight is standard as is the 8.5" x 11". There is an Executive size letter, sometimes referred to as Monarch sheets (7.25" x 10.5") that might also be considered.

Page Setup

Recommendation: begin with 1" margins for top-bottom-left-right setting. Margins can increase to as much as 1.25" or decrease to as little as .75". When adjusting the margins, keep the top-bottom-left-right margins the same.

Rationale: equal margins widths create a uniform frame, box-like image. Unequal margins make the document look eschew which distracts the reader. Margins that create more white space are more esthetically appealing. However, space management concerns may require smaller margins. For example, maintaining a maximum of three lines of text or watching the placement of the page break may require margin adjustments.

Type Font and Size

Recommendation: 11-12 pt Times New Roman; 10-11 pt Helvetica; 10-11 pt Arial

Rationale: you have hundreds of fonts to choose from these days. These three are most commonly used in business correspondence. There is no real need to be too different with your type font. Be careful in an effort to look different that you don't end up looking weird. Size of font is important. Smaller than what is recommended may be too small for "mature" hiring authorities too easily read. Larger may create an "industrial strength" look which is contrary to the professional image you want to portray.

Letterhead and Second Sheets

Recommendation: Name, Address, Daytime Phone Number centered at top of stationery using a slightly smaller font size than recommended above. This more diminutive look creates a professional image. The name should be your informal name and should be distinctive from the rest of the letterhead. For example, you might use a slightly larger font size, bold style, all caps, and / or place a half a line space after the name. Spell out the full address without using any abbreviations - including state. Daytime phone should also be distinctive from the rest of the letterhead. For example, you might use a bold style and / or place a half a line space before the phone number. Letterheads can be printed by a commercial printer or printed using a computer printer if the quality is excellent. Regardless, make sure you have some blank pages for printing your resume or letters that are more than a single page.

Rationale: The next time you receive a letter from an attorney, banker, CPA, you will see that same professional image as a letterhead. You may be tempted to print additional contact information. The place for additional contact information goes on your business cards, not your letterhead.

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Collateral Guidelines

(Note: all measurements are guidelines and may vary slightly based on vendor)

Catalog and Business Envelopes

Recommendation: Name, Address printed in upper left-hand corner on white envelopes. Use catalog size (9" x 12") when mailing a cover letter with your resume rather than business envelopes (4.25" x 9.5" or size 10). Catalog envelopes do not have a metal clasp.

Rationale: One advantage of using catalog envelopes for mailing is the materials don't need to be folded. Folding can create a crease. The crease can distort or remove type. Unless the reader "un-creases" the material, it remains folded and not exposed to view (like renting a billboard with a cover over it). Another advantage is that studies have shown that people tend to open larger envelopes first. The disadvantages are they cost a little more to purchase and to mail. It's called an investment when spend today to get better results tomorrow.

Note Stationery and Envelopes

Recommendation: For fold-over note card (3.8125" x 5.3125"), name should be printed or embossed centered on the front flap. For a paper note (5.5" x 8.5" or Statement type), name should be printed centered at top. For flat note card (4.25" x 6.375"), name should be printed centered at top. Name, Address printed in upper left-hand corner or centered on the back flap of note envelope (4.375" x 6.5625").

Rationale: Each style has its purpose. Both the fold-over note card and the paper note can be hand written or printed. Each can be used as a thank-you note as well as a note to attach to some "top-of-mind" material. A flat note card usually is a thicker stock weight and can not easily thread through a printer. Consequently, it may be limited in use only as a hand written thank-you note.

Business Cards

Recommendation: Cards (2" x 3.5") should include name, address and all appropriate contact information. Contact information may include daytime phone / evening phone (or business phone / residence phone), cell phone, pager, fax and, most importantly, email address. You may include your Focal Point (Target Position) as a title under your name or do what golfers do - go "title-less"? When presenting your business card, offer two - one for the person you are giving them to and one for them to pass along. Also, make some comment about their card. It acknowledges their identity and makes more of a connection. We suggested you check out www.vistaprint.com.

Rationale: Business cards serve two purposes. First, your card gives people several alternative ways to contact you. Second, you normally exchange cards. So, you get all the correct contact information about them. Cards should look professional. They should not include made up logos for imaginary companies like "You & Associates". If your card looks like you run your own business, that's not what most people want to hire in the corporate world. Cards should not be "mini-resumes" which attributes and achievements listed on the back side. Such antics cheapen the professionalism of your business card and don't do as good a job as your real resume.

Quantity Guidelines

Recommendation: You will need about 100 letters, cards and envelopes for a three to six month search. You will need about 200 of each for a six to nine month search.

Rationale: These quantity guidelines are simply a warning. Most job seekers order much more than they could ever use. Often, vendors of stationery or commercial printers push the "higher volume, lower unit cost" concept. Be careful, you may just be getting more than you really need.

Career Transition Workshop

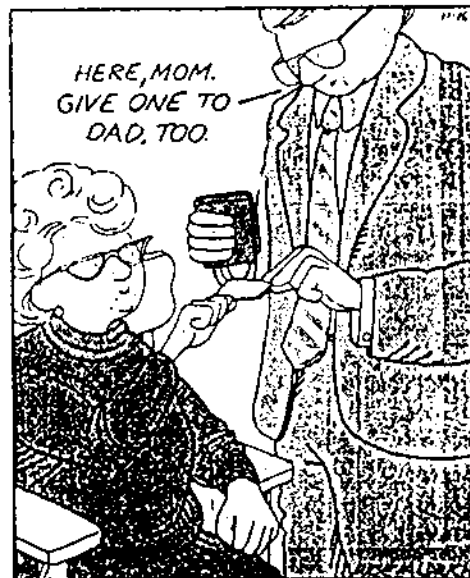
Joy of the Journey -- Laugh Tracks

REAL LIFE ADVENTURES By Wise and Aldrich



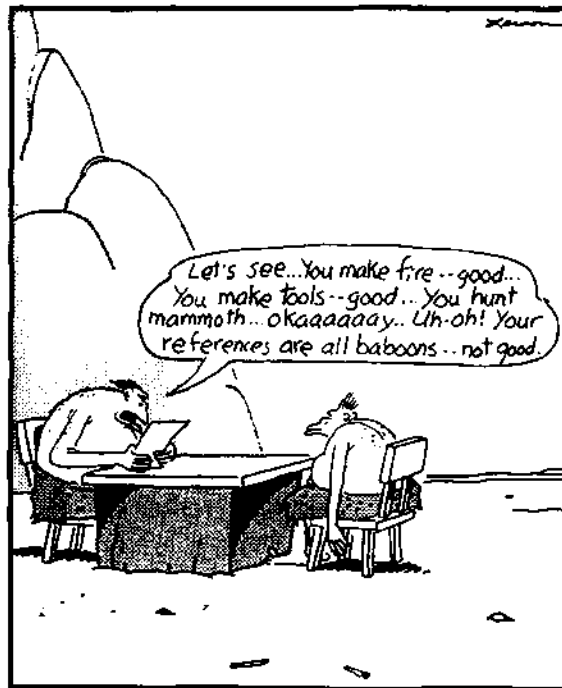
You never know, someday your old business cards might become valuable.

REAL LIFE ADVENTURES By Wise and Aldrich



A box of 100 business cards will last the average businessperson 100,000 years.

Career *Transition* Workshop Joy of the Journey -- Laugh Tracks

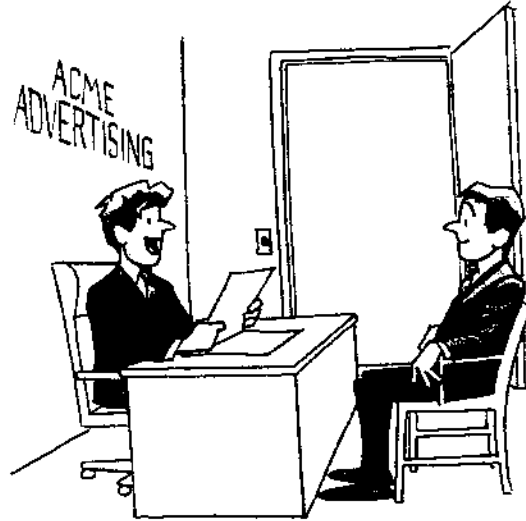


Primitive resumes



"First of all, you spelled 'competent' wrong."

Career *Transition* Workshop Joy of the Journey -- Laugh Tracks



"You don't have much experience, but I'm impressed by how you've blown it out of proportion."



"We checked your credit references and they were very happy to get your current address."

Career *Transition* Workshop

» **Words for Your Walk** «

Lincoln's Road to the White House

Failed in business in 1831.

Defeated for Legislature in 1832.

Second failure in business in 1833.

Suffered nervous breakdown in 1836.

Defeated for Speaker in 1838.

Defeated for Elector in 1840.

Defeated for Congress in 1843.

Defeated for Congress in 1848.

Defeated for Senate in 1855.

Defeated for Vice President in 1856.

Defeated for Senate in 1858.

Elected President in 1860.