

Welcome to this issue of  
Career Communiqué!



Have a contact who may benefit from our newsletter? Please feel free to share our newsletter with your friends or associates.

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## CAREER *communiqué!*

### Welcome!

Isn't technology wonderful! Here I am, sitting in my caravan on a warm Saturday afternoon, putting together the final pieces for this issue's newsletter, connecting to the Internet to check my web mail, all while sipping a wine cooler and enjoying the Easter break with my family and friends. It doesn't get much better than this folks!

While technology has many benefits, there are a number of negative aspects which we need to take into consideration, particularly when it comes to sending our job applications via email. Namely, viruses and the destruction they can cause to the recipient's computer system.

In this issue we address the issue of viruses, and report on a recent study completed by the HR department from a large IT

organisation. You'll be surprised at the findings. If you do not regularly update your virus scanner, or if you have no idea what I am talking about, I seriously recommend you read this article and act—today!

**Success promotes success!**

◆ Feeling a little isolated and unmotivated in your job search? Read this article for ways on revitalising your

career campaign!

- ◆ Ever considered using an Employment or Web Portfolio in your job search? Read this article to learn about this cutting-edge product!
- ◆ Our Image guru, Imogen Lamport poses some great questions to see whether you look outdated.

Enjoy! Till next month.

**Annemarie**

### SUGGESTIONS?

Do you have a suggestion for a topic that you would like covered in our upcoming newsletters. Please forward your suggestion to: [communiqué@aresumewriter.net](mailto:communiqué@aresumewriter.net)

## INTERESTING TIDBITS!

### Be afraid, be very afraid of gremlins

The Australian --- Page: 20 :  
29 March 2005  
Original article by Maureen  
Jordan

The IT industry has warned small business about the dangers of computer viruses and hackers. A survey by Microsoft found that 27 per cent of small businesses suffer virus prevention issues each day. Microsoft has undertaken a strategy to help small businesses address security problems. It has created a do-it-yourself security checklist and an online security guidance centre. The checklist includes the updating of software, the protection of hardware, the use of a firewall, backing up of data and secure connection for remote users

[Source: My Business  
Daily 29 March 2005 –  
ABIX]



## CAREER *communiqué!*

### Could A Computer Virus Be Keeping You From A Job?

We recently received information from an Information Technology professional, that many job seekers are unwittingly e-mailing their resumes to employers with viruses attached!

In fact, at this particular company, almost 40% of incoming resumes are infected. We

weren't surprised, as we check all incoming files and find viruses on 1 of 10.

We've even received viruses from IT professionals at top IT companies! Yikes.

Accidentally sending a virus to a company you want to work for is a sure way to find yourself deleted

from the files and from consideration with the company!

If you are not using a good virus protection software like

Panda Antivirus, Norton AntiVirus or McAfee VirusScan, you need to install or

update now!

If you are not sure what you are using or whether this is up to date, contact your computer technician today!

**40% of resumes being sent to an employer, were infected with a virus!**



### Know someone who is coming out of the military?

We have updated our products and services now offering a package that caters specifically for military staff transitioning into civilian employment. Visit our website at [www.aresumewriter.net/military.htm](http://www.aresumewriter.net/military.htm)

## Teamwork for Job Search Success

Having to perform a job search is rarely at the top of a list of "fun" ways to spend ones time. Job search is generally regarded as dreary work at best.

The process is almost always spent independently. Job seekers look at newspaper ads independently, make calls to companies independently, get turned down independently, wonder if they are ever going to find a job...independently.

Now, I'm not suggesting you should take friends to your job interview; I'm talking about a support network.

Job search doesn't have to be lonely. So many studies have shown that teams can out-perform and out-achieve independent workers.

Why don't job seekers have buddies?



No, not someone who will let you cry on their shoulder, but another job seeker!! Think about it. Without positive support in any new and uncomfortable situation, it's so easy to become discouraged, to start to believe negative hype. Many job seekers find themselves settling for a job they aren't happy with because they believe that there are no jobs out there. There are jobs out there!! You just have to find them.

*How can you stay motivated?*

It becomes very easy to feel that you are all alone and that this is not happening to anyone else. So, it either becomes a problem with your methods of job search or a problem with the job market.

The real problem is isolation. How can you possibly stay motivated in a vacuum? Who will tell you that you will get that job? Hearing "no" is crushing to anyone's ego, especially a job seeker who may be worried about paying the next electric bill. So how can you avoid this isolation and the negativity that can build up around an independent job search? Find a team, form a team, or hire us as your career coach!

With a team, you have people who are going through worse situations

and make your problems seem insignificant. With a team, you have support and praise. With a team you have a network. With a team, you can keep going. A team builds steam to keep it moving forward.

You can frequently find structured job clubs or success teams through state employment offices, some college employment offices, churches, and professional organizations.

You can also form your own group if you know of other job seekers or work with us to match you with team members.

However you do it, do it!! The team concept works and will not only keep you motivated but will help you network for job leads, expand your contact list, and uncover many new possibilities that you might not have yet considered in conducting a successful job search.

Believe you would benefit by partnering with us in your upcoming job campaign? Email us now on:

success@career-coach.com.au

**How can you stay motivated if you are in a vacuum?**

Starting and maintaining an employment portfolio is a good way to:

1. Keep a record of your career and educational accomplishments.
2. Demonstrate to a job interviewer what you have to offer.
3. Support you when you are up for an internal raise or promotion.

So what is an employment portfolio? It is a notebook, typically a three-ring binder, where you compile documentation supporting your accomplishments. Items to consider including are:

1. Resume and cover letter.
2. Letters of recommendation.
3. Performance evaluations.
4. College transcripts.
5. Training certificates, certifications and licenses.
6. Samples of work or papers.
7. Award certificates

## CAREER *communiqué!*

### Designing & Using an Employment/Web Portfolio

The portfolio works extremely well in demonstrating your ability to perform certain tasks or achieve accomplishments.

For the new graduate or individual who has difficulty interviewing, referring to the notebook to show examples can be extremely helpful.

When interviewing, don't be afraid to let the employer see the portfolio.

Introduce it when answering a question or simply place it on the desk in front of you (after getting permission) to grab the interviewers' attention.

Another cutting-edge initiative to add to your career marketing collateral is a dynamic **Web Portfolio**, which is entirely online. The Web Portfolio adds a compelling visual impact to your overall campaign by providing you with your own personal URL, where

you can portray your expertise with added visual impact by incorporating photographs, graphs, charts, and expanded information pertaining to your experience and overall achievements.

Benefits of a Web Portfolio:

- ✓ Distinguishes you from your competitors;
- ✓ Strengthens phone interviews;
- ✓ Gives a tech-savvy image;
- ✓ Improves your edge in high-level situations.

To learn more about the benefits of a web portfolio, check our new partner 'Resume Showcase' at

[www.resume-showcase.com](http://www.resume-showcase.com)

**“Leading edge techniques in career marketing!”**

### QUESTIONS?

Do you have a question that you would like to ask our Résumé Writers or Interview Coach? Please forward them to [discover@aresumewriter.net](mailto:discover@aresumewriter.net). Your question may be selected for inclusion in our next Career Communiqué! Issue.

## CAREER *communiqué!*

### Do you look outdated?

One potential danger zone and image wrecker is looking dated. Old fashioned clothes = old fashioned ideas – so if you work (or would like to work) in an industry that prides itself in being up with the times, or even ahead of the pack, then you must be careful that your image is not saying “I’m living in the 70s (80s or 90s)” as your credibility is at stake.

Some of the key elements that you need to consider are:

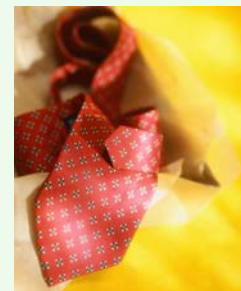
- Lapel width
- Trouser shape and width
- Pocket styles
- Buttons and buttoning styles
- Jacket length and shape
- Haircut
- Fabric prints and patterns



Ask yourself (and be truthful):

- ◆ Do I have and wear any jackets/suits that are more than 5 years old (so anything made before 2000)?
- ◆ How many years have I had this hairstyle? Is it more than 3-5 years?
- ◆ Is it more than 3 years since I last updated my glasses frames?
- ◆ Am I still wearing a brass buttoned blazer?
- ◆ Am I still wearing the same trousers I wore last millennium?
- ◆ **Women:** Is my hair greying but I’ve avoided colouring it?
- ◆ **Men:** Am I balding but keep my hair longer to cover this up rather than keeping it ultra short?
- ◆ **Women:** When was the last time I learned new makeup techniques and tried new colours?
- ◆ **Men:** I wear a beard/moustache and it’s been the same style for years
- ◆ Is the majority of my wardrobe 3-5 years old?
- ◆ Do I keep wearing the same old clothes and avoid all fashion trends?
- ◆ How old are my shoes? Do they look worn and tired?

If you have answered yes to any of these questions then you’re in jeopardy of looking dated and you are probably damaging your positive image impact. Consider the key elements mentioned above and look seriously at yourself and your wardrobe, what needs to be updated? We all too often get so used to seeing ourselves the same way and we don’t notice that time has passed us by. What used to look great on us may not anymore, especially as fashions change, and our bodies and colouring changes as we age. If you’re unsure of the best way of updating your look, consider an image consultation, it’s an investment in your future.



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Imogen Lamport, Bespoke Image 2005

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## CAREER *communiqué!*

How many poorly run meetings have you attended? Ever noticed a chairperson who uses their position to grandstand and bulldoze their own agenda, leaving battered and silenced colleagues grumbling into their teacups in the corridor. I'm sure some people think that's their right as a chairperson, especially when they're the boss. However, there are infinitely more effective ways to build cooperation. Let's check out how an effective chair handles the group.

**Functions:** The agenda; control and atmosphere of the meeting; 'the buck stops here'; making sure that everyone contributes; ensuring that the tasks are evenly shared out, and the willing horses don't end up with all the work (conditional on individuals' time constraints, of course); impartiality.

### Privileged soapbox? How to be an effective chairperson.

**If you need training, get it.** An effective chairperson can make or break the effectiveness of any meeting.

**Be structured.** Don't dodge all around the agenda. Stay focused on one issue at a time, finish, and then move on.

**Give trivia the time it deserves.** If something is urgent, but relatively unimportant, put a time limit on discussion.

**Watch the quiet people, and involve them.** It is very easy for these folk to be dominated and talked over, and yet, because they are quieter, and not in such a hurry to air their opinions, they usually have very valid things to say.

**Ensure that the vocal members don't dominate** the meeting. If someone wanders, a chairperson has to kindly but firmly thank the garrulous one, saying something like, "Let's hear from ... ", or "I think we need to keep on the topic."

**Side conversations.** These can be huge time-wasters, and the chairperson must nip them in the bud immediately, or the precedent will be set. They may have to stop the meeting and **INSIST** on only one person speaking at a time. If the pattern has already been set in an

existing group, put it at the top of your next agenda for discussion, and get agreement.

The rest of the group can then help the chairperson enforce it. Anyone who wants to chat socially can carry on after the meeting.

**Stick to your agenda and remain focused!**



Article by Robyn Pearce. Robyn Pearce has helped 1000's of folks in 'Getting a grip on their time' - Visit:

<http://www.gettingagripontime.com> for **FREE** registration on their monthly e-zine, "how-to" practical time management assistance, books, tapes, products, and more.

## Transforming your hobby into a business...

By Annemarie Cross—Career Coaching Expert, Propulsion Business Network

### Research, research, research!

Undertaking some research to understand whether or not there is a market for your product or service is vital, as insufficient customer demand may eventually lead you down the path of failure. Who is your target market? Is there a demand for your product/service? Who are your competitors? What makes your product/service unique or better than your competitors? How are you going to advertise and market your product/service? How much money will you need to start up and keep the venture operating on a day-to-day basis?

### Commitment.

How committed are you to putting your plans into action and following them through? Are you the type of person who likes to try their hand within a number of areas without any real commitment? Would you be the type of person who could easily become distracted by another potential business idea that seizes your interest, without really dedicating any time to seeing your previous idea grow and prosper? If faced with a challenge, do you have the strength to work/struggle through it, or do you generally waver and try to avoid arising issues?

### Optimism.

Are you able to see the positive side and seize positive opportunities when in the grip of a challenge? Can you keep your confidence and optimism up, thus motivating yourself and (future) staff if confronted by any obstacles? When operating your venture it is important that you are able to persevere during the difficult times to ensure your business keeps growing.

### Decision Making.

If you dislike and often avoid having to make decisions, then establishing your own business may not be the right option for you, as you will be faced with having to make numerous decisions for your small start-up business. Should you operate from a home base or a hired business location? Where should you advertise? How much should you spend? What type of marketing campaign should you run? What price should you put on your product/service? Running a business, even if it stems from the hobby you love, will still require you to make real decisions that ultimately have financial implications. You need to consider whether or not you are going to enjoy having to do this.

### Marketing and Selling.

Running your own business will see you speaking to potential customers and promoting your product/service on a daily basis. This is a crucial element in gaining exposure within the market and hopefully subsequent sales, so you need to consider whether or not you are going to be able to market and promote your product/service effectively.

For those of you who answered a resounding 'yes' to the above areas, you may be one step closer to transforming your hobby into a business. However, for those who have wavered in their responses, you may wish to evaluate whether this is a viable option at this stage.

[Read more of our articles on the [Propulsion Business Network site](#)]

Being passionate about something can often be a terrific motivator, so the thought of turning a much-loved hobby into a money-generating small enterprise can be very tempting.

While there are many hobbyists that have successfully turned their passions into successful businesses, a hobby-based business may have limited market scope, thus making it difficult to support its growth and viability.

If you find yourself at the cross-road of whether to turn a hobby into a business, here are a few things you need to think about before hanging the shingle outside your door, as well as considering if you have that entrepreneurial drive to support your business' development and growth.

