



# Get The Job You Want!

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# 1 Welcome!

You have just made the best decision in your Job Search!

Welcome to this book from **CV4.biz**. It is intended to give you an insight into the recruitment and job application process, to better prepare you to **get the job you want!**

Let us start with some statistics:

- 1/3<sup>rd</sup> of jobs are never advertised. People are simply given them internally
- 1/3<sup>rd</sup> of jobs are advertised to existing employees only
- 1/3<sup>rd</sup> of jobs are advertised using various forms of media, including newspapers and jobs boards

If like most you are applying to a job advert you have seen in the media, then unless you are known to the person handling the recruitment exercise, you will be competing on average against 20 other people. Most recruiters and HR professionals accept that you have around 40seconds to make an impact with your **CV** and **Cover Letter**, or you won't get any further than the sifting exercise.

This book is written with the aim of getting you more interviews, and hence employed. By following this guide, you will dramatically enhance your chances of getting interviewed

We are confident you will find this book informative and beneficial to **get the job you want!**

# 2 About the author

My name is Ian R McAllister, and I wear three hats:

- Employer
- Recruiter
- CV Writer

I own my own recruitment business, hence the first two hats. I have been writing CV's since 1989, when I left University and had to reapply back into my corporate employer for a graduate job. I must have done a pretty good job, as of the 16 jobs I applied for, I got 15 interviews.

I then ran a team of IT engineers, building it from scratch to delivering £127Million of business per annum. That meant I had to recruit people into the team – where I was trained in interview technique; and had a few of my people “poached” who needed CV's, which I wrote for them

After leaving corporate life I worked in corporate finance, before being asked five years ago to come back into the world of IT via recruitment. My first year was an insight, into how brusque the whole recruitment industry was, and how many people got rejected. To find out why, I started measuring the results, and the formalisation of my in-office ability to write CV's.

Wanting to improve the whole recruitment experience for both employers and job applicants was why I started my own company. This book is a result of my experience and research

### 3 Why Was I Rejected?

Are you getting confused as to why you are continually rejected in job applications? Do the words “Thank you for your application for the post of.....” too often bring a dark cloud across your entire world? Are you feeling very rejected and upset, and wondering what you can do to change this?

Here is a five point test to understand why:

1. Print out the first page of your CV – no need for the rest of it
2. Fold it in half along the long side of the A4 sheet of paper. Now tear it in half, so you have two separate pieces of paper for the top and bottom halves
3. Take the advert for the job you are applying for, and using a highlighter pen mark out the key skill requirements – no more than five, if in doubt the first five they list
4. Take the top half of the first page of your CV, much like the rest of it, no need for the bottom half. Using the highlighted advert as a template, find the same five skills in the top half page of your CV
5. Now see if you can find your name, telephone number and eMail address on the same marked top half

**Hint:** if you can't find the skill requirements from the advert, and can't find your contact details – then that's why you are being rejected! The fact you also have a cover letter which doesn't address these points may mean even that half sheet of paper is never seen by anything more than a temp secretary tasked with reviewing a whole pile of similar applicants, to “find those who meet the job's basic criteria.” Even if the review process is undertaken by me/any other recruiter or a professional HR manager, then if it doesn't pass that test in our minds – rejected.

When as a professional recruiter I point this out to people, they ask why? Many think that more effort put into page2, highlighting how skilled they are, will get them the job. NO – sorry! The HR professional who placed the advert has spent on average 120 hours and £3,000 completing the process within strict legal guidelines to the point where the advert was published, and a CV is only there to get you a job interview – no more, no less. It simply answers the questions:

- A. Do you have the basic job description skills requirements? Hence the above test – if not, why read the rest of it
- B. If you do meet the basic job description requirements, then is there something more to make you part of our team?

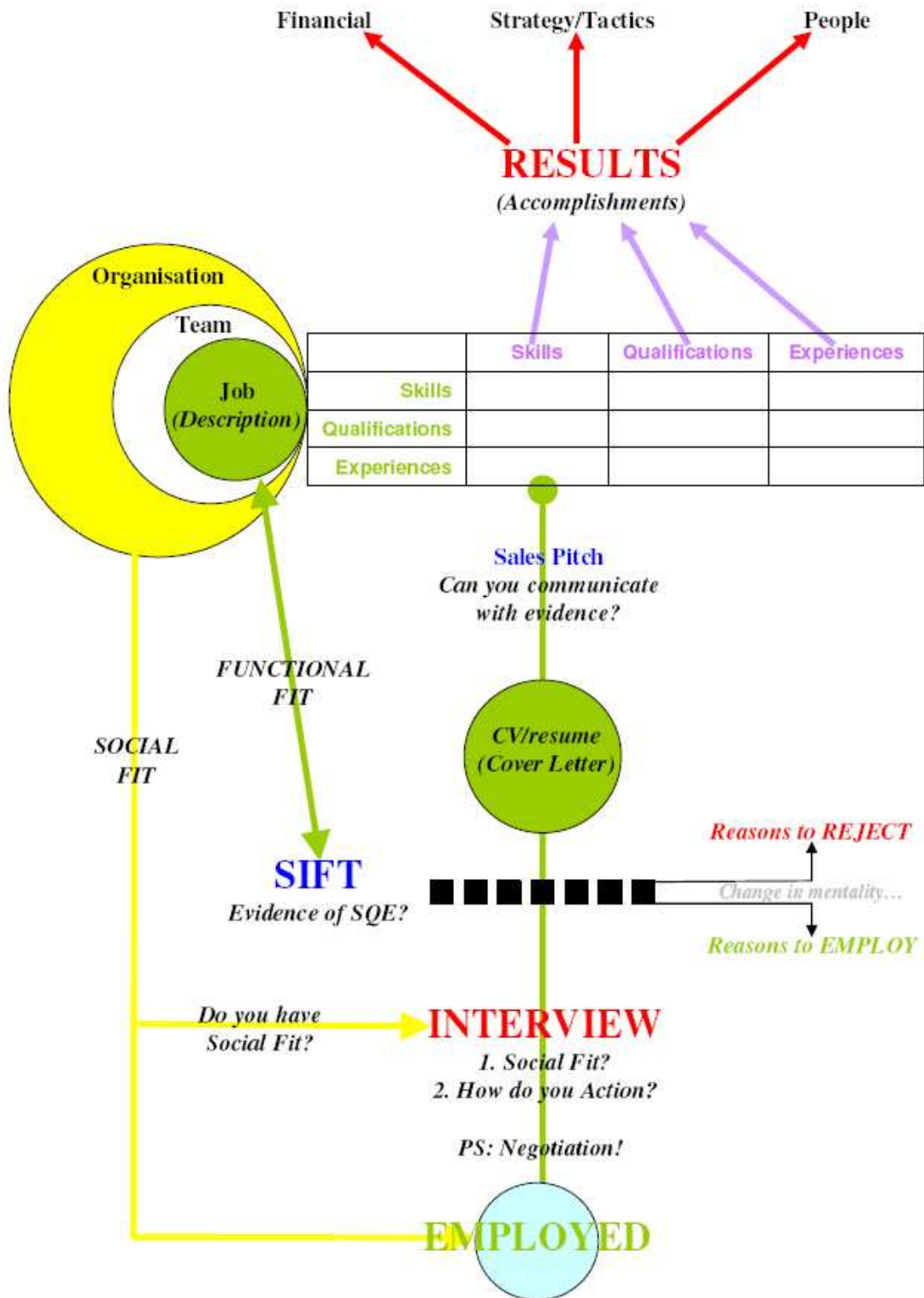
Think I am being a bit too tough here? There's an old adage from Madison Avenue which pretty much sums this up:

**“If I see the world through John Smith's eyes,**

**I can sell John Smith what John Smith buys.”**

So, next time **BEFORE** you write an application out for a job, apply the above test, and reduce the number of “Thank you for your application for the post of.....” letters and dark days of unemployment. You are good enough to do the job, you now know how to get the interview for it to prove that.

## 4 The Recruitment Process



## 4.1 You, and your career

In a job search, and in best managing progression of your career, employers are most interested in results. These can either be:

- Financial
- Strategic/Tactical
- People

These results have been created by your application of your:

- Skills – good listener
- Qualifications – GCSE's, College Degrees
- Experiences – worked on Project X for Y months

Remember these things, as these are the key six elements that you need to encapsulate in any job application.

## 4.2 The Employer

If an employer needs to employ someone, the first element is a job description. A job description describes the functions and responsibilities of the job

### 4.2.1 Functional Fit

The functions in the job description are key to how the employer vets applicants for the job. Only candidates who have the functions required in the job description will be accepted into the employer's recruitment process. This implies two things:

- That job applicants need to be able to identify the functions required from the job advert
- To be able to show, communicate and confirm/verify that they have the capability to deliver these job functions in their job application

Resultantly, 1/3<sup>rd</sup> of job applicants are rejected as they do not have the capability to deliver the jobs functions; and another 1/3<sup>rd</sup> can not communicate their ability in the CV and Cover Letter. Achieve these two things, and you will get a job interview

### 4.2.2 Social Fit

Once job applicants have proven functional fit against the job description, the secondary element to gaining employment is proving social fit. The main way employers prove or disprove social fit is via the process of interview, although much academic research these days suggests that psychological tests are a better benchmark.

Job applicants can improve their chances at interview by undertaking research on employers before applying. By reading about the company and where it is going, you should know whether the job on offer is what you want, and how the company acts as a social organisation. Knowing yourself and what you need, should suggest if you will fit in with that organisation

Simply, much as though there are many theories of how to get a job, and as many tactics in improving your chances of gaining employment, unless you can prove and communicate both functional and social fit with an organisation, you will not get employed by that company

## 5 The Employers side of employment:

Having interviewed well over a 1000 people, and hired more than 250, I hope that I can provide you with some insight into the employment process from the employer's point of view

All jobs start with a Job Description. This states the basics of the job:

- What the post holder is responsible for
- What the post holder does
- What they need to be trained in/aware of before they undertake the job
- What tools and equipment they need to do the job
- The soft and people skills they require
- Who they will work with
- Who they will work for/be managed by

Note that most job descriptions do not include the salary or benefits package. This is in part because it means that managers and employees can hence compare job descriptions without the need to divulge their salary. If a benefits package is included, it is normally in some form of HR code.

Once the manager has a job description, he will work with his line manager to justify the business need for the job. It doesn't necessarily mean that when someone leaves or is promoted, that a new job is issued. Every business will review its business need, both in terms of if the job is required, as well as the scope of the job. However, beware that in 1/3<sup>rd</sup> of advertised jobs, the old post holder will be part of the vetting/interview process – so never state how bad the previous job holder was at any point!

Once the job has line approval, it needs HR approval. In some companies there is a larger agreement/sign-off process, but key to this is the HR department. Their function is three fold:

1. To ensure the job is legal, and compliant with local law
2. To ensure the job fits with company policy and strategy
3. To search the company for suitable internal applicants

Only if there are no suitable internal applicants, will the job be advertised externally, either directly by the HR team, or via a recruitment company.

This whole process will take at least four weeks and costs in excess of £3,000 for the average job. Yet, you took less than 20seconds to apply for it online via a Jobs Board notification?

Are you now wondering why you were rejected! Let us help you learn now how to **Get The Job You Want!**

## 6 Employment starts with you!

The right job for you starts with you knowing what you want to do now, and achieve in life. The right job is rarely found through applying randomly via a jobs board.

You should also note down your priorities in life, placing family and friends first, and work therefore at best second. No one ever took their last breath wishing they had worked an extra day!

Job hunting takes time, so accept that you probably won't be working in your dream role tomorrow. On average, most job searches take between 6 and 12 weeks to get to an offer letter if successful after an interview, and then you have to add your own notice period from exiting your existing job. So, much as though you may be happily employed in your role now, if you add a four month plus time scale to your thoughts, does that change the answer?

The first step in any job search should be to reassess your personal and career drivers:

- Why do you want a new job?
- What are you interested in
- What are your personal goals
- What are your career goals?
- What do you like/dislike]
- What are you good at/praised for?

Once you know your drivers and goals, you can focus on the types of organisations that would fulfil those ambitions.

## 7 The winning CV creates a STAR employee

Your CV is a factually based sales document – no more, and certainly no less. As such, you must **NEVER, EVER LIE in a job application**. Once found out, you can be sacked immediately without compensation, and could be sued and possibly be jailed

To create a job winning CV, you firstly need to identify your achievements and competencies (Skills, Qualifications and Experiences), and then show them in action, delivering results. Where ever you worked and what ever you did, there are always achievements you made in that job or role. These can be either:

- Project based, normally one-off developments
- Job development, where you initiated or changed something in the job role to improve it

Note these down, and for each state:

- The **Situation**: company, job, role
- The **Task**: what was the required output
- The **Action** taken: what did you do or undertake
- The **Result**: what was the outcome/gain

If the result of the project resulted in a business gain, then state (in order of preference): money saved, time saved, customers gained, customers retained, quality improved

Don't worry if at first you capture more than one achievement per job/role, or that they may look a bit weak and unsubstantial. In your final CV you want at maximum three key achievements per post, which are backed up by evidence. Any additional accomplishments make a note of against that job, and save them – I will explain why later!

When writing up each job, you now need to consolidate each achievement into a role. For each job, note down:

- Company Name:
- Job Title
- Dates of employment
- What you did, in which team
- Three STAR accomplishments

Although most people are not comfortable with selling themselves, you should use power words such as achieved, improved, increased and delivered. It is a competitive job market, and you need to ensure you stand out from the crowd

## 8 Write a job winning CV

The art of good **CV writing** is about information structure to communicate most effectively your ability to do the job to the potential employer. Simply, how do you put the candidate's details down on two sheets of paper to match the job advert? There are two parts to answering the **CV writing** question:

- Structure and sub-sections
- Word structure

This section covers structure, the basic sections and their arrangement. You will find links to articles on each key issue on our website below. The art of word structure is more complex, and covered in multiple articles on our websites. There are links to them where relevant. While reading this section, always make sure that you also read our essential article on [CV Security](#)

### Introduction:

There are two basic forms of CV format:

- Functional or Skills based – which focuses on your skills
- Chronological – which focuses on your work history, in reverse chronological order

A **Skills Based CV** is useful for those who are either new to the work market, or are changing sectors/skill bases. **Chronological CV** focuses on where you worked and what you did.

Most modern CV's are a mix of the two forms, focusing on chronology while inserting the skills and their application through word structure.

### CV Structure:

Your CV should be organised into separate sections. This makes it easier for employers to find the relevant information quickly and easily. Having [gathered evidence for your CV](#), the sections you should include information regarding your:

- [Personal details](#)
- [Personal profile/career objective](#)
- [Education](#)
- [Work experience](#)
- [Skills](#) – including [transferable skills](#)
- [Interests](#)
- [References](#)

Depending on what the job advert asks for, consider including some [optional sections](#) – e.g. “Positions of responsibility”, “Achievements” and/ or “Interests.”

We complete this guide with a [CV Writing Checklist](#)

## 9 Write an effective Cover Letter

A concise, well-written **Cover Letter** with the right information will make a good first impression with a potential employer. It reveals how well you communicate, your work experience, your accomplishments, your level of professionalism and your personal attributes.

It is also a great complement to your **CV**. In fact for some jobs, you may not need a **CV**, just a great one page **Cover Letter!**

But before you can learn **How To Write A Cover Letter**, you need to first understand exactly what a cover letter is and some key rules that can help you sell your skills.

Your first step should be to gather information on the organization that you are applying to. If your cover letter is tailored to the organization and the position, it shows the employer that you not only did your research and took initiative, but that you could be a good fit for the job.

A generic cover letter will not make the same impression.

Whenever possible, find out the name of the person who will be doing the hiring; a specific contact person looks more professional than “To Whom It May Concern.” If in doubt, research the management chain and always write to a named individual.

Make sure all the contact information is correct. You should have your name and address, the company’s name and address, and the date.

**How To Write A Cover Letter** – consisting of one sheet of A4 paper, it should ideally contain three paragraphs - an opening, body, and closing:

- The opening paragraph should state the position you are applying for and where you found out about the job listing such as, in a local news paper or on the internet. Simply express your interest in the position.
- The second paragraph is your chance to express why you are the best candidate for the position. Describe what skills and training puts you above the rest. Remember to make each statement explicit and give the main reasons why you should be called for an interview. You want to match your skills with the specific job requirements needed for the job. A Cover Letter is not the **CV** - leave the meat for there; and avoid repeating your **CV** word for word. Try to highlight strengths you did not include in your **CV**, or go into detail about those you include. Alternatively, use bullet points for each skill
- The third paragraph is the conclusion and your invitation to meet. Create a “call to action” by stating your interest in meeting with the employer for an interview and include your contact information, such as a phone number

Thank the employer for their time and close your letter with a salutation and a signature.

Now save one main copy so that if you apply for numerous positions all you have to do is customize your **Cover Letter** to fit the jobs.

## 10 Finding jobs to apply for

Finding jobs to apply for today should be easy, and thanks to the internet it is. However, don't make this your only source of job opportunities!

### **Define your ideal next role first**

The first thing you have to do, is to define your next role. Complete descriptions and values in at least the following four areas:

- Occupation/Job type
- Geography – how far from your present home?
- Minimum Pay/Wage
- Sector – retail, finance, administration, etc

### **Modern Job Search:**

In the old days of just having access to local or national newspapers, a job search was defined by push-marketing, i.e.: employers listed adverts, which job seekers applied for. Now, with the internet and an advancing skills shortage, job seekers can and should also apply techniques of pull-marketing, i.e.: getting employers to come to them.

This is not as hard as it sounds, as friends introducing friends to their company or employer, in the form of networking, has been going on for centuries. With the development of the internet, job seekers can create their own online profiles at various websites including **LinkedIn** and **VisualCV**, for employers to find them

### **Networking**

It is essential once you start job seeking, to let your friends and colleagues who are engaged at employers you would like to work for, that you are looking for a position. Less than half of all vacancies are fulfilled through external top the company adverts, as most are either filled from existing internal applicants or people who they introduce

### **Newspapers**

Newspapers still carry over half of all UK vacancies. Learn which days the jobs section for your area or trade is published. However, in light of the competition from jobs, most newspaper companies also have their own jobs website. Not all jobs will be in both locations, so make sure you check both locations for new vacancies.

### **Job Boards:**

The advantages of the internet and Jobs Boards for both employers as well as job seekers, is that it allows both to widen their search

### **Pro-active Applications**

Pick out three to six employers you would really like to work for. After undertaking some research, write directly to the head of department – NOT the HR team – stating that you are looking for work, stating why you would like to work for that company

## 11 Prepare for an Interview

An interview should always be well prepared for. Make sure you know your CV thoroughly, and take 2 or 3 spare copies with you to the interview.

Don't think that an interview is a one way street, and that you end up always answering the questions. A successful interview is when both parties find they can work together, so be prepared

At least two days before your interview, re-read the job advert, their website and your CV. Re-read your research notes on the company, and specifically the role you are applying for. If you can find the name of the people undertaking the interview, then also research them, such as finding them and their backgrounds on popular business social networking sites. Prepare a list of questions from your research about:

- The role
- The team
- The company

Be prepared to answer a few "standard" interview questions, such as your strengths/weakness, how you/your friends see you, and why that job.

Check your travel plans and timings. I always suggest to candidates to use public transport over driving, as nerves both before and after an interview, are a high statistic in motor insurance claims. Whatever your arrangements, if you can, take a dry-run, and always allow at least an extra 30 minutes.

The day before the interview, make sure your clothes are prepared and clean:

- Ladies: don't shower in perfume; no overt cleavage showing
- Gents: clean shirt and tie, and polish those shoes

On the day of the interview, shower thoroughly! Read the advert, your website notes and your CV on the way there

In answering questions, always be precise. While letting the interviewer lead, if you are not quite sure of what a question means or what the interviewer is trying to get at, keep calm and ask clarifying questions. Honestly, interviewers get nervous as well!

After the interview, what ever the result, ask for feedback – it makes you more prepared for the next interview, or know what they like/expect of you in post

## 12 After the Interview

Firstly, congratulations for getting through an interview!

Before you go and relax, take five minutes out and make some notes about the interview:

- Write down the questions you were asked, and the answers you gave
- Could you have given better examples in your answers?
- Did you present yourself in the best manner?

Now, write out a quick “Thank You” note, which simply – addressed to the hiring manager, and copied to the HR manager – says:

- Thank you for your time today
- Thank you for the interview
- If you have any questions, please contact me
- I look forward to hearing from you in the next seven days (unless agreed other wise)

Now, go and relax! Spend some time with your family, have a drink, watch the TV – just relax!

### 12.1 If you were unsuccessful

If you were unsuccessful, then you should receive a letter. If you do not receive a letter, always contact the company ask for written confirmation.

Once you have the letter, ask for a debriefing call on the basis of improving your performance in your next job application, and not focused on their reasons for rejecting you. With the amount of litigation in job application process increasing, no HR department will agree to a call to validate their reasons for rejection, but they will if you ask for feedback to improve performance.

If you ask for feedback in this manner, you are both more likely to receive feedback, and get closer to the truth of what you need to improve. Accepting that gaining a job is about both functional and social fit, it may simply be that because of nerves you didn't perform. By asking for and gaining feedback, and analysing your performance, your ability to perform consistently well at an interview will improve

The secondary advantage of asking for feedback is that 10% of successful job applicants do not survive the first 30days, and 15% don't survive the first 100days. HR departments don't want to re-run expensive recruitment exercise, so will approach the second and third choice candidates in order

## 13 Letter of Resignation

If you were successful – **CONGRATULATIONS!**

Before you resign, sort out a few administration issues:

- **With your proposed new employer:** the full package details, the bonus package details, the proposed start date, and the reporting instructions. As they want you, there will be room for negotiation, so set a target and ask
- **With your existing employer:** confirm your present achievement against bonus targets, holiday entitlement, and pension contributions. As you may be subjected to immediate exit from the companies premises on handing in your letter of resignation, make sure you retrieve personal items from your work place and company vehicle. Lastly, confirm your contractual resignation process, but do this step last

**Until you have these issues resolved, do not sign the new contract, and do not resign from your old job.**

Resignation is an important part of any career, both ending one chapter and starting a new, as well as a legal requirement of all employment contracts.

However, do not let this process become bitter or elongated, and always remain professional to those around you on as human a level as is possible. There is a possibility that you may not be leaving, or may need to return some day to that company or work with these people.

With this in mind, don't take your frustration out on your old employer in your resignation letter. Stick to the basics of:

- I resign
- I have an offer from company X, which I have decided to accept to advance my career. Company X may ask you for a reference
- I understand that my notice period is a minimum of Y days/Z day of the month, making my first possible date of leaving A. I wish to agree a suitable date with you
- I understand my current performance against target is X, and residual annual leave Y days
- I will fully co-operate with you in handing over my customers and duties, and perform fully to my existing level as required by my contract of employment
- I wish to thank you and the company for my period of employment here

Having prepared a letter, you now have to choose when to resign. Simply, the answer is to undertake this as soon as possible, by arranging a face to face meeting with your line manager. If this can not be undertaken within a week of accepting the new job offer, then either extend the timescale with the new employer, or undertake the exercise via the telephone.

Be courteous in the meeting, give praise for their guidance and stewardship, and explain in the terms of your letter that the reason for resignation – you have a job offer which will enhance and develop your career.

At this point, you may now find that you have a counter offer from your existing employer – better title, bit more salary, management position you always wanted, etc. But the reasons you went job hunting in the first place were to improve your career and progress it, and these reasons have not changed. If you do decide to stay – the statistics are that 2/3rds of those who do stay having looked for a job externally will leave the company in the following 12months – then don't start a bidding war between you two potential employers. It is never pretty, and it never works out: often the bidding candidate ends up unemployed.

Having handed in your letter of resignation, you may now find you are promptly and immediately exited from the building, with your personal possessions in a box. Make sure you have a spare non-company cell phone, and the bus or taxi fare home.

If the company is reasonable, although they may restrict your duties from this point forward (eg: no further customer contact), do co-operate fully with handing over your duties to your boss or your replacement. During this period, confirm and resolve your bonus entitlement, residual annual leave and pension details.

Finally, keep the best personal relations with your work colleagues. Having worked with them for a period of time, keep in contact with them and inside your network.

### **13.1 What if it all goes wrong?**

There is the possibility that your new job may not work out. It is not unheard of for companies to have reorganisations, and suddenly as you have not started at your new employer but have resigned from your existing employer, you find yourself technically unemployed.

Your existing employer may be very reluctant to take you back, now knowing that you were not happy in your existing job. They have no legal precedence placed on them to reemploy you, as you gave notice on the legal contract of employment. If they do offer you another job, it may therefore legally be a different position on different terms.

Secondly, you have minimal claim against your new employer, as you will have been employed by them for less than 12months. They may offer a non-contractual compensatory sum for you not taking up your contract of employment, but this will be purely discretionary.

Your benefit rights will be minimal, as you resigned from your existing job, and you may have to wait six months before being able to claim job seekers allowance.

## 14 Frequently Asked Questions

CV4.biz's service aims to deliver you a **Professional CV** that will help individuals of all backgrounds realise their potential and achieve their ultimate career goals. We do this by providing you with the highest quality, tailor made **Curriculum Vitae**, which will maximise your chances of getting that interview

- **What is a CV?** A CV is focused sales document based on the facts of you, your career and the resultant skills and competencies that you possess. It is focused on the competency and skills requirements of a job for an employer, and tells them in two or more pages why they should pick up the telephone and call you to discuss your skills further, and then arrange an interview
- **Does a CV differ from a Resume?** A CV - or more correctly Curriculum Vitae, derived from the Latin "Course of Life" and the Greek "I Personal Status" - is an individual's career summary, most commonly used to get a job. In the UK and many former British colonies, the term CV applies to a most commonly two page personal career summary. In North America and other English speaking parts of the world where the British Empire didn't exist, then the term resume - derived from the French word *résumé* meaning "summary" - is used to refer to the same two page document. In both cases form and structure are flexible, but two pages covering your last five years of career history and your educational background are considered minimum requirements. Most commonly at present around the globe, when the term Curriculum Vitae is used, it refers to a full documentation of the career of a medical doctor or academic. There are often set forms of such Curriculum Vitae depending on the institution that the person gained their doctorate from or are presently studying at/applying to, but I have seen Curriculum Vitae's run to over 120 pages. OK, it's confusing, particularly when we mix terms in this global world - but a CV and a resume are the same thing in reality, while a full Curriculum Vitae is focused on fully referenced academic achievement
- **Why do I need a CV?** A CV and a Cover Letter are the basics of a job application. Without a CV, how do you tell an employer that you are looking for a new job or a better opportunity? Yes, you could just call them or place an advert in a newspaper, but at some point if they are interested they will ask you for a CV which then notes your skills and experiences
- **How long is a CV?** A CV can be as long as you want it to be – one word to one thousand pages or more. However, the most effective form and length is two pages
- **What does a CV contain?** A CV must contain your name and contact details – otherwise, how does the employer contact you? It should contain details on your career and educational history, sufficient for the resultant skills and experiences shown to interest the employer enough to pick up the telephone and call you. The arrangement of these details can either be in chronological or skills format, or a mixture of both
- **What should a CV not contain?** Anything which gives the potential employer sufficient concern not to contact you. Further, it should not contain anything that is irrelevant or unfocused on the job you are applying for. Leave out all personal information except your name and contact details. Unless you are Brad Pitt, Angelina Jolie or similarly physically stunning/work in entertainment and have hired David Bailey – no photographs

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- **As it is a sales document, is it OK to lie on a CV?** No – **never, ever, lie on your or anyone else's CV!** Firstly, most employers use a checking service these days – if you are found out, that will be noted and your application instantly rejected. Secondly, when references are taken the people involved may not be in on the lie, or may just forget. And finally, it just puts extra pressure on you; in other words, the lie is more likely to expose itself as you walk your way mentally around it. For instance, most recruiters don't care if you have a degree or not, or what it is in, or what grade you got; but lie about the fact you have a degree, and they do care about the fact that you lied
- **What should I do before writing my CV?** Sit down, and write out a chronological time line of your career, from your first Saturday job/paper round to the present. Then, write down the significant achievements you made in that post. Unless you are just out of school or college, forget about comments like you were nice or diligent – *so what?* Keep it to the main accomplishments, and the difference of value that you delivered to the employer/company. Team is OK, but be clear on what you were responsible for inside that team and how you delivered a value result. Then looking at the job advertisement, highlight the skills required, and where those are in your career chronology – only include these in your final CV
- **I am having trouble getting my CV under four pages. What should I do?** Information overload is typical in many CV's, so you don't need to put down on paper everything in every job you have ever done in your CV; the last five years/three jobs of work is sufficient. And honestly, most employers won't care if you have kids and how old they are, that you love animals or collect beer mats; just that you are socially connected to the rest of the world and could work as part of their team
- **What other things should I consider in creating my CV?** With hundreds of CVs to plough through, an employer won't initially spend more than about 30 seconds looking at each individual CV. The secret of CV4.biz's service lies in knowing what to put in, what not to put in, and how to arrange that factual information to get your telephone ringing from employers who want to employ you
- **Why do I need a Professional CV?** Competition for jobs has never been greater than it is now. With fewer jobs available on the market, shifts from the traditional skills to more modern skills means that employers can pick and choose from the “cream of the crop” when it comes to recruiting and selecting the person best suited to do a particular job
- **Are there any other things to consider?** As a potential employee, you have to be prepared and able to sell yourselves more than ever before if you want to get that job. You need to research the company/organisation prior to interview to establish as much information about it as you can. You need to prepare yourself in terms of what the job entails, what you have to offer the potential employer in the way of skills, knowledge, attitude and experience and also what you expect from the new employer. Remember it is just as important for you to determine that your needs will be met from the new job as it is for the employer to establish that he/ she is selecting the best person for the job.
- **Why use CV4.biz?** Firstly, we are professional recruiters ourselves, so review hundreds of CV's on a weekly basis. We focus on specific sectors, so couldn't provide candidates with the package which comes with our professional placement services, and so started

CV4.biz. We know what employers are looking for and what will get you that all-important interview. Using our services will dramatically improve your chances of being interviewed; shorten the length of time you spend looking for a job

- **Tell me about your people - who will write my CV?** All of our CV writers are experienced people in recruitment or HR, who are either REC or CMI qualified. You will be able to interview your CV writer before engagement, but please accept in return that delivery of your draft CV is dependent on you making a subsequent payment for the required service. Once you are engaged with a CV Writer, we don't switch you around to another writer unless you request it
- **Do you provide a guarantee?** All of our services contain a customer satisfaction guarantee within a defined period, see our Services page for appropriate details. If you take our Professional CV writing service, then we provide a guarantee of one interview in three job applications, or we keep working with you until you get your first interview
- **How do I contact you?** Either eMail us [info@cv4.biz](mailto:info@cv4.biz) or call us on 0844 884 2825

## 15 What our clients say

CV4.biz has given me invaluable advice and support on the whole recruitment process. They listened and understood my needs immediately and then devised a job hunting strategy to put me in front of the right employers. They also redesigned and fine tuned my CV to make the most of my skills and experience. Using their Silver service, they advised me on the entire job application process including help to perfect interview techniques. With CV4.biz's help and encouragement I secured new employment after attending only two interviews. I cannot recommend CV4.biz highly enough - Thank You!

**Toni, Media and Web Marketing**

I have received my CV and I'm absolutely delighted, thank you very much. I'm impressed at how you can fit and focus so much relevant information into two pages. It was well worth the price. Many thanks

**Ron, Construction**

I submitted my Silver Service CV for a post listed on TheLadders.co.uk. They automatically give it a free CV critique, which came back and I quote, "I hate to say this but your CV is PERFECT. I wouldn't change a thing"

**Steve, Sales**

I am amazed with the result my new CV has had, which included getting me an interview with a job I had previously been rejected for. Thank You!

**Jayne, Finance & HR Administrator**

Thank you - I'm so impressed with my new CV! It conveys all my personal qualities, skills and achievements in a concise and professional way. I now have the confidence that I will get the job I desire

**Martin, Media Creative**

When you're in your early forties and faced with the need to change what you're doing it can be quite daunting. I found the process to be straight forward and far easier than I had expected, and am very pleased with the result. During my working life I have never needed to produce a CV, I now recognise to be competitive with other candidates you need a CV that has impact and substance. Thank You CV4.biz!

**Paul, Finance Director**

I thought I knew how to sell myself – how wrong was I! Thank you for a brilliant new CV and Cover Letter which has now secured me a new role for more money than my old job. I would definitely recommend your service to everyone that I know!

**Charles, Account Director**

I am writing to thank you for your professional approach. Although successful in business, I realise now that a professional CV makes all the difference to gaining a job, however impressive my previous achievements are. I now have both a focused initial CV and a referenced and structured portfolio to back up my career achievements, which with a dynamic approach resultantly helped me to secure a number of interviews.

**Graham, Divisional Managing Director**

You are angels! My CV was been turned from a four page long and rambling life story to a job winning document – yes, I am now employed. I have no hesitation in recommending your services

**Barbara, HR Professional**

The free CV Review was excellent and made me realise that I needed to do something drastic to improve my CV as I hadn't received any interviews for weeks!

**Wendy, Customer Services Manager**

Having investigated other similar services, I was hesitant and sceptical to say the least. Following my telephone consultation, I realised how much I had actually achieved during my career, and why CV4.biz have an insiders edge on creating a winning CV. The result is I am now employed, and on a better salary and earning package – Thank you!

**Roger, Company Secretary**

I learnt the hard way, and was “penny wise and pound foolish.” As a six figure executive I found a CV typing service online – and that’s what I got. The CV I received was barely better than the one I created myself. In addition, the person working on my CV didn’t appear to have had practical real world business experience herself. She couldn’t relate my career to the types of executive positions I was seeking, much less help me adequately prepare for the interviews. Ian and the team at Ajiri and CV4.biz are the consummate professionals

**Nancy, National Consulting Firm**

## **16 One last thought....**

*There really is no substitute for taking advantage of in-depth professional experience and expertise. A CV is often all a prospective employer has to judge you on, so creating a powerful first impression is absolutely vital. CV4.biz will ensure you will stand out from the crowd, and give you the very best possible chance of getting the job you want. Whether you've set your sights on changing companies, winning promotion, or simply regaining employment, with our market-leading position in this field we are confident that our assistance will maximise your chances of getting the job you deserve*

## 17 CV Writing Checklist

### First Impressions:

- Always include a Cover Letter. 30% don't and fail instantly!
- The first thing I do with any CV is to hold it at arms length, and check the balance of paper/ink, and alignment
- Make your CV easy to read (clear typeface, appropriate use of sub-headings and bullets)
- Use good quality paper - white, 100gsm or above
- Check consistency:
  - Formatting (eg line spacing, use of bullets, typeface, headings/ sub-headings)
  - Grammar and punctuation (eg don't mix full stops and semi-colons at the end of listed items)
  - Voice (eg first or third person)
- Short, concise sentence - convey information, don't tell a story
- Double-check all spelling
- Appropriate length - usually two pages, printed on two sheets of paper (academic CVs may be three pages or more; CVs for recruitment agencies may be one page)
- Have at least two friends read it independently. Pick up on any issues they point out, particularly spelling and grammatical errors. Once you have absorbed their comments, make adjustments and ask them to read it again

### Personal details:

- Provide one contact address
- Buy a Pay as you go mobile, and list its number
- Make sure your eMail address is professional
- If including a personal statement, tailor it to the job role

### Work experience and skills:

- Use SAR to write-up your skills
- Consider highlighting relevant work experience in a separate "Relevant work experience" section.
- Include voluntary work.
- Only refer to experience / skills gained that are relevant to the job
- Use specific examples of evidence to back up your claims

### Education:

- List your most recent qualifications first
- Only refer to degree modules that are relevant to the job
- Mention your project/ dissertation

### Optional sections:

- If including an "Interests" section, be specific - it's more memorable
- Consider adding a section for "Achievements"