FRANK TALK ON CAREERS:

Welcome to this periodic FREE E-newsletter to keep you informed of the latest trends in the job search field and offer helpful information on career management.   A service of:
> Frankly Speaking: Resumes That Work!
> www.callfranklyspeaking.com
> (813) 926-1353 fax (813) 926-1092

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"THIS RESUME IS JUST FOR YOU": REASONS TO TARGET A RESUME

In today's economy, workers have many different jobs and even different careers in a lifetime. Therefore, job seekers are often confused about whether to focus/target their resume or leave it to broadly cover all their experience in the hope of appealing to many different employers.

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* FUN FACTS & TRENDS *

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June survey of 195 recruiters conducted by ExecuNet reveals that the time required to conduct a search has increased along with client expectations.

According to the survey, 53% of recruiters report that the time needed to complete a search has increased from a year ago. While just 21% say it is more difficult to find qualified candidates in this market, 87% report their clients are taking more time to evaluate candidates than one year ago, and 59% believe client requirements have become more unrealistic over the past 12 months. In addition, 59% of recruiters contend that it has become more difficult to convince employed executives to change jobs in 2002.

Lengthy executive searches and the challenge of "unrealistic" client expectations make the job search even more difficult and frustrating for the executive job seeker. Patience, persistence and perseverance are essential for today's job seekers.

Job seekers also need to be wary of positions requiring a "super human" performance. Don't try to sell yourself into a position that presents unrealistic expectations for the candidate. If you convince an employer that you are "super human", then you have to meet their expectations. Since you are only human and the job is unrealistic - it's a losing proposition for you and the employer.

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* FRANKLY SPEAKING SERVICES *

We now offer career assessment assistance for clients who want to make a job change, but aren't sure how to get there! For more details:

http://www.callfranklyspeaking.com/assessments.htm

Wouldn't it be great to have a private workshop to teach you the skills needed to get a job? Just expanded and updated are our 2 private workshops:

"JOB HUNTING STRATEGY & GOAL SETTING"
&
"ACE THE INTERVIEW: SKILLS TO GET THE JOB"

Delivered over the phone, with proprietary workbooks and homework (!), you can learn the tips and tricks to naviagate through the maze of the job search. Check it out:

http://www.callfranklyspeaking.com/workshops.htm

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* FRANK TALK HUMOR *

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This E-newsletter is from Frankly Speaking: Resumes that Work! The editor is a Nationally Certified Resume Writer and Certified Job Coach who offers outplacement workshops, resume writing and interview training for small companies and individuals.

She is a Harvard graduate with a background in Brand Management and Marketing with Fortune 500 companies, and as a trainer and consultant for top outplacement firm Drake Beam Morin.

Please call when you have questions, concerns, or need to update your resume or other career materials. We specialize in working with clients long distance!

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