



ACADEMY *of* ART  
UNIVERSITY

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# TOOLBOX FOR PROFESSIONAL SUCCESS





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## Keys to Resume Success

- A resume is a **ONE PAGE** concise summary of one's education, skills and work experience.
- A resume is a **FACT SHEET** about you, a basic outline.
- The goal of a resume is to **GET AN INTERVIEW**.  
Its only job is to get you in front of someone who can hire you.
- Resumes must be **CLEAR, CONCISE AND CONSISTENT**.
- List **MOST IMPRESSIVE OR RECENT INFORMATION FIRST**. People read from top to bottom and from left to right.
- Keep resume short and to the point, no long paragraphs.  
**USE THE BULLET STYLE.**  
People SCAN resume for 15-30 seconds.  
USE BOLDFACE OR CAPS to highlight.
- Do not use hyphens or parentheses.
- No abbreviations. (exceptions include: wpm, GPA or state initials)
- No pronouns. This is not a personal narrative. For example, do not use " I " statements.
- Use resume quality paper available at copy or stationary stores.
- Do not list personal information (i.e. height, weight, age, marital status) unless you're an Acting major. Personal interests, such as hobbies, are optional, but must be interesting.
- **PROOFREAD** by three different people, three different times!
- Font size of 10 to 12 points.
- Avoid italics and stylized script. No underlining. You can use capitalized words and boldface. Avoid shading and multiple use of lines.



## Resume Framework

(an outline on which to build)

### NAME

### ADDRESS

### CITY, STATE, ZIP CODE

### PHONE NUMBER, Email

(Fax number & portfolio website URL optional)

### SUMMARY (optional)

Summarize relevant work experience and accomplishments that support the position.

### SKILLS

**Bullet point** your specific skills under appropriate category headings, listing first what employers will value most for the types of positions you are applying for. Remember to add any foreign languages you speak &/or write.

### EDUCATION

List most recently acquired first. Do not list high school. Include courses taken at another school that are relevant to your degree. List non-paid Internships.

For example:

**Academy of Art University**, San Francisco, CA. B.F.A. Graphic Design. May 2007

### AWARDS OR ACCOMPLISHMENTS

List awards and/or accomplishments that relate to the kind of job you're seeking.

Was your work selected for Spring Show, for example?

### EXPERIENCE

List professional experience chronologically, beginning with your most recent experience. For each employer listed, list 3-5 accomplishments &/or responsibilities beginning the statement with verbs. Choose action verbs that demonstrate your level of responsibility. List paid Internships.

For example:

Employer

location

Job Title/Responsibility

date

- 3-5 accomplishments/ responsibilities

### ADDITIONAL INFORMATION

List professional organization memberships or any additional information, such as volunteer activities, and community service, that help distinguish you professionally.

### REFERENCES/PORTFOLIO (OPTIONAL)

Available upon request.



## Synonyms For Your Resume

### **Carry Out**

discharge  
execute  
pursue  
fulfill  
perform  
practice  
exercise  
undertake  
transact  
assume  
accomplish  
achieve  
attain

### **Manage**

handle  
deal with  
represent  
operate  
oversee  
designate  
engineer  
execute  
supervise  
conduct  
engage in  
regulate  
check  
direct  
administer  
take charge

### **Authorize**

entitle  
delegate  
empower  
qualify  
invest  
endow

### **Important**

significant  
distinct  
essential

### **Develop**

originate  
create  
derive  
cause  
effect  
generate  
bring about  
result in  
give rise to  
design  
devise  
make  
build  
construct  
synthesize  
form  
prepare  
organize  
sponsor  
prompt

### **Point Out**

indicate  
exhibit  
display  
reveal  
demonstrate  
show  
credit with  
assign to

### **Earn**

merit  
exceed  
excel  
surpass  
better  
progress  
advance

### **Cooperate**

collaborate  
contribute to  
support  
sustain  
maintain

### **Succeed**

accomplish  
achieve  
prevail against  
resist  
withstand

### **Participate**

share  
collaborate  
coordinate  
synchronize  
combine  
pool  
take part in  
contribute

### **Continue**

keep us  
remain  
resume  
preserve  
persist  
adhere to

### **Job**

situation  
position  
post  
status  
appointment  
capacity  
occupation  
calling  
profession  
career

### **Business**

undertaking  
pursuit  
affair  
concern  
interest  
matter  
negotiation  
transaction  
venture  
method  
operation  
procedure

### **Achieve**

execute  
fulfill  
effect  
produce  
realize  
resolve  
accomplish

### **Effective**

forceful  
potent  
valid  
strong  
vigorous  
productive  
influential  
dynamic

### **Responsible**

reliable  
accountable  
answerable  
account for

### **Plan**

design  
project  
proposal  
scheme  
outline  
map  
model  
program

### **Way**

method  
means  
system  
policy  
procedure

### **Promoted**

elevated  
raised

### **Ability**

aptitude  
capability  
competence  
proficiency  
qualifications  
knowledge  
skillfulness

### **Implement**

put into effect  
execute  
enforce  
administer  
perform



## Action Words

### Management Skills

administered  
analyzed  
assigned  
chaired  
contracted  
consolidated  
coordinated  
delegated  
developed  
directed  
evaluated  
executed  
improved  
increased  
organized  
oversaw  
planned  
prioritized  
produced  
recommended  
reviewed  
scheduled  
strengthened  
supervised

### Communication Skills

addressed  
arbitrated  
arranged  
authored  
corresponded  
developed  
directed  
drafted  
edited  
enlisted  
formulated  
influenced  
interpreted  
lectured  
mediated  
moderated  
motivated  
negotiated

persuaded  
promoted  
publicized  
reconciled  
recruited  
spoke  
translated  
wrote

### Research Skills

clarified  
collected  
critiqued  
diagnosed  
evaluated  
examined  
extracted  
identified  
inspected  
interpreted  
interviewed  
investigated  
organized  
reviewed  
summarized  
surveyed  
systematized

### Technical Skills

assembled  
built  
calculated  
computed  
designed  
devised  
engineered  
fabricated  
maintained  
operated  
overhauled  
programmed  
remodeled  
repair  
solved  
trained

upgraded

### Teaching Skills

adapted  
advised  
clarified  
coached  
communicated  
coordinated  
developed  
enabled  
encouraged  
evaluated  
explained  
facilitated  
guided  
informed  
initiated  
instructed  
persuaded  
set goals  
stimulated

### Financial Skills

administrated  
allocated  
analyzed  
appraised  
audited  
balanced  
budgeted  
calculated  
computed  
developed  
forecast  
managed  
marketed  
planned  
projected  
researched

### Creative Skills

assessed  
assisted

clarified  
coached  
counseled  
demonstrated  
diagnosed  
educated  
expedited  
facilitated  
familiarized  
guided  
referred  
rehabilitated  
represented

### Clerical or Detailed Skills

approved  
arranged  
catalogued  
classified  
collected  
compiled  
dispatched  
executed  
generated  
implemented  
inspected  
monitored  
operated  
organized  
prepared  
processed  
purchased  
recorded  
retrieved  
screened  
specified  
systematized  
tabulated  
validated



## Resume Checklist

### Overall

- Paper quality: Can it be faxed? Copied?
- Email version using PDF format?
- Overall clarity? – Can it be read quickly or scanned?
- Typeface used? – Is it easy to read?
- Is it concise? Is it clear? Is it consistent? Is it inviting to read; not too much information?
- Do key words or phrases “ Jump off the page” with bold or capitals?
- Margins clean and even?
- Bullet points used?
- Is it the appropriate length – 1 page for every 6-10 years of work experience.

### Headings

#### Summary:

Does it answer the questions:

- What can I do for them?
- Do I sell myself to their needs?
- Is it concise and to the point?
- Does it use strong action words?

#### Skills:

- Are the strongest skills/qualifications presented first?
- Are computer skills listed?
- All relevant Fine Art skills listed?

#### Education:

- Does it list most recent first, only including college education, unless you went to an art magnet high school?
- Does it only include education that develops the degree you list?
- Does it mention notable relevant student projects?
- Does it list any internships?

#### Awards:

- Are activities, awards/honors and scholarships listed?

#### Experience:

- Does it list most recent first?
- Is it clear and to the point?
- Are dates of employment included?
- Is it easy to read and understand?
- Can it be viewed quickly for most important information?
- Does it highlight consistency of work history? Are there apparent gaps in work history?

#### Relevant Experience:

- Are volunteer activities listed?
- Are professional organization memberships/ responsibilities listed?

**Does your resume prompt the employer to contact you for an interview?**



## Cover Letter Outline

Your Name  
Your Street Address  
City, State, Zip Code  
Date

Name of Individual  
Title  
Name of Company/Organization  
Mailing Address  
City, State, Zip Code

Dear Mr./Ms. \_\_\_\_\_: (if name is unknown, use Sir/Madam)

### Paragraph #1

First state why you are writing. Indicate what you know about the company, who referred you, (if there is a personal referral). Personalize your letter by mentioning the company name and any specific knowledge you have of the company and its products or services. State in one sentence why you're a good match for the position and/or the company and/or its goals.

### Paragraph #2

Describe why you're a good match by highlighting one or two of your most significant accomplishments or abilities. Remember, your goal is to distinguish yourself from the other candidates. Also, do not repeat your resume. This can be done in a paragraph or in brief summary statements.

### Paragraph #3

Point out that a resume detailing your qualifications is enclosed. Thank them for their time and consideration. Close with a request for a response or some type of action. Indicate that you would like to meet with the employer personally to discuss your qualifications. Suggest a time frame that would be convenient and state that you will call to arrange a convenient time.

Sincerely,  
(Leave enough room for your signature with printed cover letters)

Your Name (typed and signed)

Enclosure (Remember to enclose your resume.)



## Thank You Letter Outline

Your Name  
Your Street Address  
City, State, Zip Code  
Date

Name of Individual with whom you interviewed  
Title  
Name of the Company/ Organization  
Mailing Address  
City, State, Zip Code

Dear Mr./ Ms. \_\_\_\_\_:

Thank the person for the interview. Refresh the employer's memory by stating the date and time of your meeting, the position (s) discussed, or the topics covered.

Reaffirm your interest in the organization and mention how several items that were discussed affected your outlook regarding a specific position or your general outlook of the company. It's very important here to demonstrate your clear understanding of the organization's or department's goals and vision for the future. If there was a personal characteristic, work experience, or other type of pertinent information that you did not mention at the interview, use this letter to provide this information to your interviewer. Sell yourself to the needs of the company and it's goals. Use a second paragraph to re-iterate your skills and experience as they relate to the goals of the department/organization.

If applying for a specific job, state your continued interest and offer to contact the company at a specific date and time. If a specific job was not mentioned, highlight your favorable impressions of the company. Finally, again thank the individual for his or her time and consideration in meeting you.

Sincerely,

Your Name (signed and typed)



## Professional References

### WHAT IS A REFERENCE SHEET?

A reference sheet is a one page listing of **three professional individuals** who have agreed to provide references to potential employers for you.

Ideally, these should be people who directly supervised your work.

### WHY DO I NEED A REFERENCE SHEET?

To be able to quickly provide potential employers with a listing of those individuals who will provide them with information about you and your work.

To make it easy for the employer to decide to hire you.

If you have any doubts about what a reference will say about you---

**DON'T USE THAT PERSON!**

What your professional references say about you is vital!

Be sure they describe you in GLOWING terms!

### General Tips

1. Use standard size, good quality paper- preferably the same color and quality as your cover letter and resume.
2. Put your name, address and phone at the top.
3. Reference Sheets must be clear and clean.
4. Do not abbreviate.
5. Be consistent.
6. **PROOFREAD YOUR REFERENCE SHEET!**
7. Always take 1-2 reference sheets with you to every interview.



## Reference Outline

Your Name  
Your Street Address  
Your City, State, Zip Code  
Your Telephone Number (Including Area Code)

Full Name- including Mr., Mrs., etc.  
Title  
Name of the company  
Street Address  
City, State, Zip Code  
Telephone number (Including Area Code)

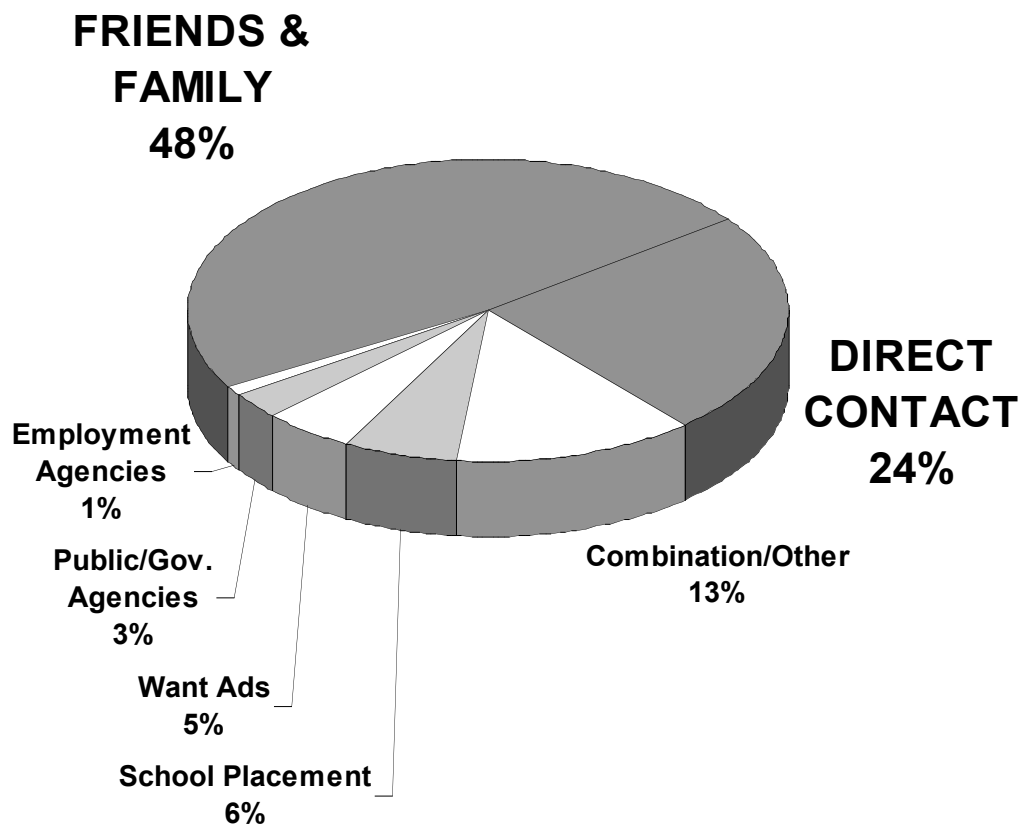
Full Name- including Mr., Mrs., etc.  
Title  
Name of the company  
Street Address  
City, State, Zip Code  
Telephone number (Including Area Code)

Full Name- including Mr., Mrs., etc.  
Title  
Name of the company  
Street Address  
City, State, Zip Code  
Telephone number (Including Area Code)



## How DO People Get Jobs?

People get **72%** of all jobs through someone they know.



### Remember!

Only one in five jobs is ever publicized = 20%  
Average annual employee turnover is 20-30%

Get to the job **BEFORE** word gets out!



## Networking Guide for Success

### DEFINITION OF NETWORKING

Networking is the planned process by which one becomes known, through in-person meetings in business and social settings, to people who can provide information about job openings, leads, personal contacts, and who have the power to hire. (Talking with people who can hire or help you.)

**All networking efforts should target the following objectives:**

1. Let people know you are available for hire.
2. Tap into the hidden job market.
3. Talk to people within your industry.
4. Increase your knowledge of the industry and specific companies.
5. **Get in front of people who can hire or help you.**

**A list of personal contacts might include:**

Family	Roommate
Friends	Accountants
Neighbors	Doctors/Dentists
Social Acquaintances	Insurance Brokers
Co-Workers	College Alumni
Present Bosses	Clergy
Hairdressers	Club Members

**Networking Exercise:** Start a list of the names and titles of your contacts:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



## Professional Organizations for Artists & Designers

The following organizations offer networking opportunities and may offer special industry events, workshops, job listings, critiques.

### **General**

AMERICAN COUNCIL FOR THE ARTS  
One East 53<sup>rd</sup> St.  
New York, NY 10022-4201  
212-223-2787

ARTS RESOURCES INTL.  
5813 Nevada Ave. NW  
Suite 101  
Washington, D.C. 20015  
202-363-6806

ARTS & BUSINESS COUNCIL  
25 W 45<sup>th</sup> St.  
New York, NY 10016  
212-819-9287

THE NATIONAL ART EDUCATION ASSOC.  
1916 Association Dr.  
Reston, VA 22091  
703-860-8000

SURFACE DESIGN ASSOC.  
P.O. Box 20799  
Oakland, CA 94620  
510-567-1992

### **Advertising**

SAN FRANCISCO AD CLUB  
[www.sfadclub.com](http://www.sfadclub.com)

AMERICAN ASSOC. OF ADVERTISING AGENCIES  
666 Third Avenue  
New York, NY 10017-4056  
212-682-2500

### **Fashion/ Fibers**

SAN FRANCISCO FASHION INDUSTRIES  
[www.sffi.org](http://www.sffi.org)

AMERICAN APPAREL MANUFACTURERS ASSOC. INC.  
2500 Wilson Blvd., Ste. 301  
Arlington, VA 22201  
703-524-1864

AMERICAN FEDERATION OF ARTS  
41 E. 65<sup>th</sup> St.  
New York, NY 10123  
212-244-7300

AMERICAN FIBER MANUFACTURERS ASSOC. INC.  
1150 17<sup>th</sup> St. NW, Ste. 310  
Washington, D.C. 20036  
202-296-6508

THE CARPET & RUG INSTITUTE  
310 Holiday Ave.  
P.O. Box 2048  
Dalton, GA 30722

COUNCIL OF AMERICAN FASHION DESIGNERS OF AMERICA  
1412 Broadway  
New York, NY 10018  
212-302-1821

### **Graphic Design**

THE AMERICAN INSTITUTE OF GRAPHIC ARTS  
164 Fifth Ave.  
New York, NY 10010  
800-548-1634

ASSOC. OF PROF. DESIGN FIRMS  
1 Story St.  
Cambridge, MA 02128  
617-864-7474

GRAPHIC ARTISTS GUILD  
11 W. 20<sup>th</sup> St.  
New York, NY 10011  
212-463-7730

SCREENPRINTING & GRAPHIC IMAGING ASSOC. INTL  
10015 Main St.  
Fairfax, VA 22031-2489  
703-385-1335

SOCIETY OF CHILDREN'S BOOK WRITERS & ILLUSTRATORS  
Box 66296 Mar Vista St.  
Los Angeles, CA 90066  
818-347-2849

### **Industrial Design**

INDUSTRIAL DESIGN SOC. OF AMERICA  
[www.idsa.org](http://www.idsa.org)

### **Metals & Jewelry**

JEWELS OF AMERICA  
1185 Ave. of the Americas\30<sup>th</sup> Floor  
New York, NY 10036  
212-768-8777

MANUFACTURING JEWELERS & SILVERSMITHS OF AMERICA, INC.  
100 India St.  
Providence, RI 02903  
401-274-3840

### **Computer Art**

ASSOC. OF COMPUTING MACHINERY (SIGGRAPH)  
1515 Broadway  
New York, NY 10036  
212-869-7440  
[www.siggraph.org](http://www.siggraph.org)

NATIONAL COMPUTER Graphics Association  
2722 Merriles Dr., Ste. 200  
Fairfax, VA 22031-1499  
703-698-9600

SOFTWARE PUBLISHERS ASSOC.  
1730 M St. NW Ste. 700  
Washington, D.C. 20036  
800-388-7478

VIDEO SOFTWARE DEALERS ASSOC.  
16530 Ventura Blvd. Ste 400  
Encino, CA 91436  
800-955-8732

ASIFA – Ass. Int. du Film D'Animation – San Francisco  
P.O. Box 14516  
San Francisco, CA 94114  
Email: Karl Cohen  
[karlcohen@earthlink.net](mailto:karlcohen@earthlink.net)  
(415) 386-1004  
<http://asifa.net/>

VISUAL EFFECTS SOC.  
<http://www.visualeffectssociety.com>

N. BAY MULTIMEDIA ASS.  
[www.nbma.com](http://www.nbma.com)

**Illustration/Sequential Art**  
CARTOONISTS ASSOC.  
PO Box 4203  
Grand Central Station  
New York, NY 10063

GREETING CARD ASSOC.  
1350 New York Ave. NW  
Suite 615  
Washington D.C., 20005  
202-393-1778

NATIONAL CARTOONISTS SOCIETY  
157 W 57<sup>th</sup> St. Ste 904  
New York, NY 10027  
212-333-7606

SOCIETY OF ILLUSTRATORS  
128 E 63<sup>rd</sup> St.  
New York, NY 10027  
212-838-2560

### **Interior Arch. & Design/Architecture**

AMERICAN FURNITURE MANUFACTURERS ASSOC.  
P.O. Box HP-7  
High Point, NC 27261  
910-884-1737

**Academy of Art University – Career Resources**  
**careerresources@academyart.edu**

AMERICAN INSTITUTE OF  
ARCHITECTS  
1735 New York Ave NW  
Washington D.C. 20006  
202-546-3480

ARCHITECTURAL WOODWORK  
INSTITUTE  
13924 Braddock Rd, Ste.100  
Centreville, VA 22020  
703-222-1100

INT'L INTERIOR DESIGN ASSOC.  
341 Merchandise Mart  
Chicago, IL 60654-1104  
312-467-1950

NATIONAL HOME FURNISHINGS  
ASSOC.  
PO Box 2396  
High Point, NC 27261  
800-888-9590

NATIONAL TRUST FOR HISTORIC  
PRESERVATION  
1785 Massachusetts Ave. NW  
Washington D.C. 20036  
202-673-4000

NATIONAL REGISTER OF  
HISTORIC PLACES  
Interagency Resources Div.  
National Park Service  
U.S. Dept. of the Interior  
PO Box 37127  
Washington D.C. 20013  
202-343-9536

**Print Media**  
ASSOC OF AMERICAN  
PUBLISHERS, INC.  
71 Fifth Ave.  
New York, NY 10003  
212-255-0200

MAGAZINE PUBLISHERS OF  
AMERICA  
919 Third Ave.  
New York, NY 10022  
212-872-3700

NEWSPAPER ASSOC. OF  
AMERICA  
11600 Sunrise Valley Dr.  
Renton, VA 22091  
703-648-1000

**Motion Picture/ Television**  
ACADEMY OF MOTION PICTURE  
ARTS & SCIENCES  
8949 Wilshire Blvd.  
Beverly Hills, CA 90211  
310-247-3000

ACADEMY OF TELEVISION ARTS  
& SCIENCES  
5220 Lankershim Blvd.  
North Hollywood, CA 91601  
818-754-2800

ASSOC. OF INDEPENDENT  
TELEVISION STATIONS INC.

1320 19<sup>th</sup> Street NW Ste 300  
Washington D.C. 20036

BROADCAST DESIGNERS OF  
AMERICA  
470 Park Ave. South  
9<sup>th</sup> Fl, North Tower  
New York, NY 10016  
212-251-8712

MOTION PICTURE ASSOC. OF  
AMERICA  
1600 Eye St. NW  
Washington D.C. 20006  
202-293-1966

DIRECTOR'S GUILD OF AMERICA  
[www.dga.org](http://www.dga.org)

SAN FRANCISCO FILM SOCIETY  
[www.sfiff.org](http://www.sfiff.org)

AMERICAN SOCIETY OF  
CINEMATOGRAPHERS  
1782 No. Orange Dr.  
Hollywood, CA 90028  
213-969-4333

**Photography**  
THE AMERICAN SOCIETY OF  
MEDIA PHOTOGRAPHERS INC.  
14 Washington Rd., Ste. 502  
Princeton Junction, NJ  
08550-1033  
609-799-8300

PROF. PHOTOGRAPHERS OF  
AMERICA, INC.  
57 Forsyth St. NW  
Suite 1600  
**Atlanta, GA 30303**



## The What and How of Informational Interviews

### **DEFINITION:**

INFORMATIONAL INTERVIEWING is a process of gathering information about a specific industry by talking with professionals.

The object of this face-to-face discussion is to:

- Meet and cultivate industry professionals.
- Learn about specific companies, the job market, and various hiring practices.
- To obtain referral names of other professionals to meet and interview.

### **WHY DO IT?**

People hire people. The more industry people and information you know, the more likely you are to be successful.

### **WHY WOULD A BUSY PROFESSIONAL WANT TO TALK TO YOU?**

Most people, by human nature love to talk about themselves and to give advice. A savvy professional is always on the lookout for good people!

### **HOW TO SET IT UP?**

- Call the company first. Ask for the person's name and title.
- Call back and ask to speak to that person by name. If unavailable, do not leave a message. Call back until you speak with them.
- Introduce yourself. State that you are researching companies and would like 15 minutes of the person's time to conduct an informational interview. Be open to time and date.

### **RULES OF THE GAME** THIS IS NOT AN EMPLOYMENT INTERVIEW

- Seek the top person in the company. They usually have more time and have been in the industry the longest and are in the best position to be helpful.
- You are gathering facts for the future and cultivating people. Stress the fact that you are not seeking employment.
- Be prompt. Stick to the 15-minute format. If the interviewer chooses to continue, all the better.
- You conduct the interview. You ask the questions and have them ready. Take notes.
- Develop an opening comment or icebreaker.
- Dress professionally.
- Follow up.



## Questions to ask at Informational Interviews

Be prepared to ask at least five (5) questions. You may choose from the list below. Remember, your goal is to stimulate conversation and listen.

- Can you describe a typical day?
- What do you like best about your work?
- What do you like best about your company?
- What advice do you have for someone just entering this industry?
- What specific skills and attitudes does someone need to succeed?
- Do you belong to any professional organizations?
- What Publications do you subscribe to?
- What industry publications do you read?
- What future trends do you see?
- Where do you see your work in five years?
- Who do you consider your competition? How do you rate them?
- How did you get your start?
- What was your career path?
- What is your educational background?
- How did you happen to join the company?
- What kind of people do you look for when hiring?
- What are the average entry-level salaries for this industry?
- May I have one of your cards?
- What other professionals do you know that I could speak with? Could you give me their names?

The last question is vital in the process of informational interviewing. Part of the goal of informational interviewing is to obtain at least two (2) referral names of professionals that you may contact.

### Follow Up

- Write a thank you letter within one day. Refer to information that was discussed in the interview.
- Keep the name, address and phone number in a contacts file.
- Keep in touch by the phone or letter periodically.



## Researching Companies

**GENERAL RESEARCH**- For general Business information

**Newspapers**- a window to the community

Read:	Want Ads	for general hiring info
	Regular Ads	for company information
	Articles	for news, products, trends
	General Ads	for trade shows, etc.
	Out of Town Papers	if relocating

**Internet**

General company information, specific job listings, company product lines, personnel profiles, and industry newspapers/magazines

**Yellow Pages**

Every company has a phone  
Cross-search for various headings. You'll find information on suppliers, manufacturers, and services.  
Use out of town yellow page if relocating. Use business-to-business yellow pages.

**Chamber of Commerce**

Mission of the Chamber is to build business and services in a specific tax base to increase value to an area. The Chamber compiles listings of businesses and references to create more business opportunities.

**General Magazines** -general business information

Examples: Newsweek, Forbes, Working Women, Fortune, Time, U.S., News And World Report, Consumer Reports

**SPECIFIC RESEARCH**: For specific company/industry information

**Periodicals, Trade Publications and Magazines**

Examples: WWD, AdWeek, Communications Arts, Animation, Architectural Digest, Art News, Media Magazine, Art Search

**Associations**

Industry and Business Associations - to meet people and make contacts, gather information about specific companies and hiring practices.  
Examples: Siggraph, ASID, AIA, Artists in Print

**Specific Business Directories**

Examples: Dictionary of Occupational Titles, Book of Lists, and Directory of Directories

**Company Annual Reports and 10-K Reports**

For public company reports, call and request an annual report and/or 10-K report from the P.R. or Marketing department of the company.  
Examples: AIA, AIGA, IDSA, California Society of Printmakers, Artists in Print.



## Answering Interview Questions

“No matter how many thousands of questions an interviewer could theoretically ask you, they all boil down to just five.”

1. Why are you here? What is it about this place that attracted you?
2. What can you do for us? What do you have to contribute to what we can do?
3. What distinguished you from 19 other people who can do this same job?
4. Will you fit in? Will you get along with, or irritate, all my other employees?
5. Can I afford you? Know what your worth professionally. Never do salary negotiation until - in the second, or third interview – they have definitely said they want you. Always let the employers state a figure first.

Bolles, Richard. March 7, 1999. What Color is Your Parachute? bi-weekly column appearing in the Career Search Section of the San Francisco Chronicle & Examiner.

Some examples of how those 5 are conveyed specifically follow:

1. Tell me about yourself
2. What are the most important rewards you expect in your career?
3. What kind of boss do you prefer? How did your last boss treat you?
4. What was the last problem you had at work and how did you deal with it?
5. What was the biggest mistake you have made and how did you deal with it?
6. Why should I hire you?
7. What are your salary expectations?
8. How do you feel about overtime?
9. What do you consider your greatest strength?
10. Tell me about your weaknesses? Areas of needed improvement?
11. How would a friend/coworker/teacher describe you?
12. What college classes/subjects did you like the best? The least?
13. Are you willing to relocate?
14. What did you enjoy most/least in your last job? Why?
15. Where do you see yourself in 5 years? Why?

Remember: All questions have a hidden question.

You must always answer the hidden question.

Example: How do you feel about working overtime?

Means: Will you do whatever it takes to get the job done? Can we count on you in a pinch?

Always: Sell yourself to the needs of the company!



## Asking Interview Questions

Always have questions prepared to ask an interviewer. The interview is as much a chance for you to interview the company and assess them and the position as it for you to be interviewed.

1. How would you summarize the top three priorities in this position?
2. Can you describe your ideal candidate?
3. What kind of training can I expect?
4. Can you tell me some of the career paths available within your company?
5. To whom would I report?
6. When will the first job performance evaluation take place?
7. How long have you been with the company?
8. Who would you consider your competition? Why?
9. What are some of the objectives you would like to fill in this job?
10. What are the company's short and long term goals for the future?
11. When will the hiring decision be made?

Remember: Find out, at the start, what the employer wants so you can sell yourself to the needs of the company.

Always: Ask the first two questions as soon as you can in order to know how to sell yourself.



## Do's and Don'ts of Interviewing

### **DO...**

Relate your skills & experience to the job to which you are applying  
Use examples to illustrate a point. If you are detail minded – use an actual example or story to enhance it  
Ask questions – they show interest, intelligence and thoroughness  
Ask for specifics so you know exactly what the employer needs are  
Listen carefully  
THINK before answering  
State career or job changes as moving FORWARD to something better, NOT as leaving something  
Enhance your portfolio/reel with descriptions about each project  
Make sure your hands and nails are clean – details count  
Make sure your hair is in place, off your face and clean – people look at your face  
Look the interviewer in the eye and SMILE.  
Shake the interviewer's hand  
Let the interviewer set the pace of the interview discussion and portfolio viewing  
Ask the interviewer when you can contact him / her  
Be enthusiastic and positive at all times  
Turn off your cell phone BEFORE the interview

### **DON'T...**

Be late!  
Have anything in your mouth except your teeth  
Carry an over-sized bag or satchel  
Keep adjusting your clothes  
Fiddle with your hair  
Read documents on the interviewer's desk  
Give one-word answers such as "Yes" or "No"  
Monopolize the conversation  
Interrupt  
Say "Y' know" or "Um" or slang words  
Brag or overstate  
Lie  
Criticize your present or previous employer  
Look at your watch during the interview  
Quote a salary