

<b>RESUME: a written summary of a person's education and work experience</b>	
<b>DO's</b>	<b>DON'Ts</b>
<ul style="list-style-type: none"> <li>• Always put your complete contact information on your resume</li> <li>• Make it easy to read-clear, concise</li> <li>• Know your audience- use language that will be understood by your potential employer</li> <li>• Keep it short- 1 page is preferred</li> <li>• Focus on career goals</li> <li>• Emphasize transferrable skills</li> <li>• Use action verbs</li> <li>• Make it neat</li> <li>• Include professional references</li> <li>• Be realistic- it's okay to just be starting in the field</li> <li>• Include a cover letter-try to find out the interviewers name,</li> <li>• Note any skills with technology</li> </ul>	<ul style="list-style-type: none"> <li>• Avoid discussing salary</li> <li>• Avoid information about you left your prior positions; never be negative about former employers either in writing or in the interview</li> <li>• Don't stretch the truth- misinformation usually catches up with you; it is better to be honest</li> </ul>

<b>PORTFOLIO: a collection of photos and documents that reflect your skills, accomplishments, and abilities in your chosen field</b>	
<b>Include:</b>	<b>HOW TO USE:</b>
<ul style="list-style-type: none"> <li>• Diplomas</li> <li>• Certifications</li> <li>• Licenses</li> <li>• Awards and achievements</li> <li>• Current resume</li> <li>• Letters of reference from former employers</li> <li>• Statement of membership in professional organizations</li> <li>• Photos of before and after work</li> </ul>	<p>Look for a plain, professional looking binder and put your work in plastic pages. You may have papers showing on both sides.</p> <p>You may want to use tabs to divide the portfolio into sections</p> <p>Include everything you think you may ever need <b>BUT</b> be prepared to take things out so your portfolio is relevant to the position you are applying for</p>

<b>FIELD RESEARCH</b>	
<p><b>Phone call:</b> use your best telephone voice; speak confidently</p> <p><b>Email:</b> Brief; use proper punctuation and spelling</p> <p><b>Visit:</b> Take a checklist of key areas that will help you with your decision (Salon Image, Professionalism, Management, Client Service, Prices, Retail, In-Salon Marketing, Service) SEE p. 975 in textbook</p>	<p>Explain that you are graduating from Cosmetology school and are researching the market for potential positions. Ask if they have time to answer a few quick questions.</p> <p>Ask if they are in need of any stylists and how many stylists are employed there.</p> <p>Ask if you could arrange a time to visit and observe. If they say yes, <b>BE ON TIME.</b></p> <p>ALWAYS be sure to thank them for their time</p>

