



# User's Guide

Version 14



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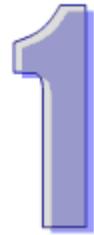
# User's Guide

Version 14



# Chapter 1: Getting Started

This chapter provides an introduction to WinWay Resume Deluxe, along with key information to help you install and become familiar with the program layout and features.



## Introduction

WinWay Resume Deluxe includes powerful tools that will help you:

- Write your resume
- Track your contacts
- Write your letters
- Search for job opportunities
- Send your resume to employers
- Prepare you for the interview

With WinWay Resume Deluxe, you can...

- Use the Resume Wizard to quickly create a professional resume that will get results.
- Easily customize your resume to target specific employers and career situations.
- Choose from hundreds of expert-made themes and apply them to your resume with a single click.
- Audit your resume to eliminate mistakes.
- Prepare print or electronic versions of your resume, including envelopes with endorsements.
- Search for jobs within major online job banks.
- Publish your resume to major online resume banks.
- Create and manage a contact list.
- Prepare a job application worksheet
- Prepare for your interview.
- Prepare for salary negotiations.

WinWay Resume Deluxe is a standards-compliant application. Style, font, color, border and bullet changes appear on screen instantly. You can cut-and-paste text to and from other Windows applications and export your resume to your word processor. The entire application is designed to simplify and streamline the resume creation and job search process.

## Features and Updates

The following features and updates are included in WinWay Resume Deluxe:

- **14,000+ Resume Examples** - examples for virtually every field of work and for every career, including technology, services, healthcare, education and much more
- **Improved Resume Wizard** - taps into the expanded pool of 14,000+ examples to help you build a custom resume that best suits your skills and experience. Simply answer a few questions and your resume will be created for you.

- **Enhanced Resume Auditor®** - this feature checks your resume and letter for more than 100 types of errors. Employment gaps, mis-ordered jobs, missing or extraneous information - any one of these can cause your resume to be rejected. Avoid rejection of your resume - make sure your resume is properly audited before you send it.
- **Job Application Worksheet** - prepare the information you'll need to answer common job application questions.
- **Send to iPhone®** - keep your resume and job application information with you on your iPhone, ready to use at a moment's notice.
- **350+ Attention-grabbing Themes** - the newly added themes can enhance your resume with a single click!
- **Enhanced AutoWriter®** - improved search now recognizes many more job titles. AutoWriter makes it simple to customize your resume to reflect your talents and abilities.
- **Enhanced user interface**
- **Much more**

## Installing and Launching the Program

### System Requirements

The following computer hardware and software components are the recommended minimum requirements for running WinWay Resume Deluxe:

- Windows XP, Vista, Windows 7 or later
- Internet connection is required for Internet-specific features

### Installation

#### Standard Installation

The standard installation procedure applies when installing the program from a CD onto a standalone computer.

#### To install WinWay Resume Deluxe:

1. Insert the disc and wait for it to be read.
2. If you see the WinWay Resume Deluxe window, click the **Install** button to begin the installation. If this window does not appear, then continue with the instructions provided below.
3. Click the **Start** button in the Windows task bar.
4. Select **My Computer** or **Computer**.
5. Right-click on the DVD/CD Drive and choose **Explore**.
6. Open the **Setup** application.

#### Administrative Installation

Administrative Installations are used on larger networks and where automated/silent installations are required. This installation method is only available to system administrators who purchased a site/network license key. It allows you to first copy the program install files to the network server, and then install from the server to each workstation.

The advantages of this method are:

- You only need to enter the license key once. The license is stored on the server within the installation files.
- The installation files are always available on the server. The CD is not required.
- You may deploy and/or update the software automatically with tools such as Windows Group Policy.

**To install WinWay Resume Deluxe on a network:**

1. Select **Start > Run**.
2. Enter the following text: **setup -a**
3. Click **Next**.
4. Consult the **Online Help** for further instructions.

### Site/Network License Key

The site/network license key enables additional features suitable for multiple users/computers. If you purchased a Site/Network license key, use the Standard Installation or Administrative Installation to install the application, and enter the license key during the installation process. The additional features will be enabled automatically.

### Launching the Program

After the program is installed, it can be launched from the desktop icon or from the Windows Start menu.

**To launch WinWay Resume Deluxe from the Start menu:**

- Select **Start > Programs/All Programs > WinWay Resume Deluxe > WinWay Resume Deluxe**

### Uninstalling the Program

**To uninstall WinWay Resume Deluxe under Windows 2000 and XP:**

1. From the Windows desktop, click **Start > Control Panel**.
2. Select **Add or Remove Programs**.
3. Select WinWay Resume Deluxe, then click the **Remove** button.
4. Follow the instructions provided by the uninstall program.

**For Windows Vista or Windows 7:**

1. From the Windows desktop, click **Start > Control Panel**.
2. Select **Programs and Features**.
3. Select **WinWay Resume Deluxe**, then click the **Uninstall/Change** button.
4. Follow the instructions provided by the uninstall program.

### U.S. and Canadian Editions

The U.S. Edition of WinWay Resume Deluxe includes resume examples for U.S. job seekers. The Canadian Edition includes all the U.S. examples, plus examples created in Canada for Canadian users.

**To access the Canadian examples:**

1. Click on the **Resume** tab.
2. From the **File** menu, select **Ready To Use Resumes > More Examples**.

3. Click the **Country** button, then choose **Canada**.
4. Click **OK**.

## Product Support

### Help System

The WinWay Resume Deluxe Help System is the primary source for information and instructions for using the program. The Help System includes detailed topics for each screen and major function, along with procedures for using each feature.

#### To access the Help System:

- Select **Help** from the main program menu; or
- Press the **F1** key.

### Product Updates

Free program updates are available via the Internet.

- From within the program: **Help > Get FREE update via Internet**
- From the Windows Start Menu: **Start > (All) Programs > WinWay Resume Deluxe > FREE updates via Internet**

### Technical Support

If you need assistance, please contact WinWay technical support via the Internet:

- From within the application: **Help > Online Support**
- From your web browser: <http://www.winway.com>

## User Interface Overview

### Welcome Screen

The Welcome Screen displays automatically upon program startup. It provides easy access to major program features and updates. Simply click any of the links to access the respective feature. You can also access the Welcome Screen at any time by selecting **Go > Welcome Screen**.

#### To disable the Welcome Screen:

1. Select **Tools > Options**.
  2. Select the **Skip Welcome Screen** checkbox.
  3. Click **OK**.
- OR -

When the Welcome screen is displayed, check the **Do not show this again** checkbox.

### Menus

The Menu Bar provides access to all the program features and functions. The menu bar is located along the top of the main window. Simply click any menu item to open the corresponding menu, then scroll down to select individual menu options.



**File** - options for opening, closing, saving, exporting, and sending the documents you create with the program. It also provides access to Ready To Use Resumes and Letters, as well as access to the Page Setup and Print dialog options.

**Edit** - contains the Cut, Paste, Copy, and Undo functions.

**View** - options for adjusting the view within the program work area, and to show/hide the Status Bar.

**Insert** - options for inserting items into the document.

**Format** - options for formatting your resumes and letters, including borders, styles, images, bullets, and fonts.

**Go** - provides links to all the main functional areas of the program.

**Tools** - provides access to tools and options, such as the Spell Checker, Thesaurus, and Resume Auditor. Also provides access to the program Options dialog, where you can configure several program settings.

**Window** - options for selecting, displaying, and organizing multiple windows within the application.

**Help** - provides access to the Help system, online support, and the About box.

## Feature Tabs

The Feature Tabs provide quick access to the main program features. Simply click on any tab to open and begin working with the feature.



**Resume** - opens the Resume work area, and displays the Action Links for resume-related Headings, Themes, and Tasks.

**Letter** - opens the Letter work area, and displays the Action Links for letter-related Themes and Tasks.

**Contact** - opens the Contact Manager, an electronic address book where you can Edit, Add, and Delete contact information related to your job search.

**Envelope** - opens the Envelope work area, and displays the Actions Links for envelope-related tasks.

**Interview** - opens the Interview window, and displays the Action Links for interview topics.

**Salary** - opens the Salary Maximizer™ window, and displays the Action Links for Salary Maximizer topics.

**Video** - opens the Video window, which provides career advice.

**Resources** - opens the Career Links and Federal Forms pages. (Internet access required)

**Jobs** - opens the Job Search page. (Internet access required)

## Styles Toolbar

The Styles Toolbar provides a quick way to change the layout of any section of your resume or letter. This toolbar contains selection buttons that depict different layout options. The available layout options change based on the section of the resume or letter that is currently selected.



**To use the styles toolbar:**

1. Open a resume or letter.
2. Click to select any heading or section within the document.
3. Click a button on the toolbar. The layout of the highlighted section changes to match your selection.

## Action Links

Action Links are context-sensitive links to key features and functions. These links display along the left side of the screen as you are using the program, and the individual links change as you use different features within the program.

For example, when the Resume tab is selected, the following Action Links display:

- Headings
- Themes
- Tasks - Wizard, Auditor, Format, Send

When the Letter tab is selected, the following Action Links display:

- Themes
- Tasks - Examples, Auditor, Format, Send

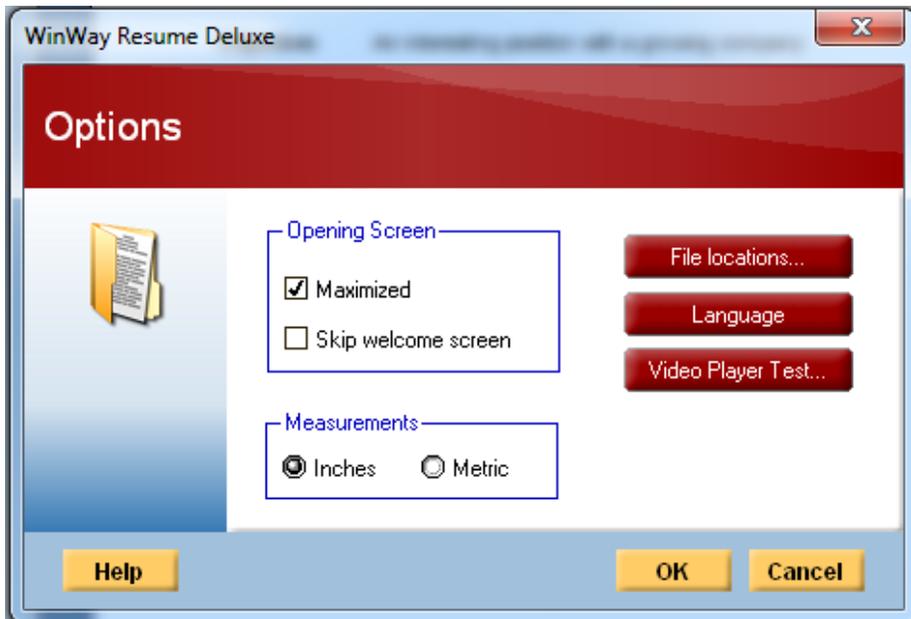
When the Envelope tab is selected, the following Action Links display:

- Tasks - Setup, Spell Check



## Program Options

The Options feature allows you to modify program options such as window size, welcome screen settings, measurement format, file location settings, and language selection options.



To modify program options:

1. Select **Tools > Options**.
2. Modify the options listed in the Options window.
3. Click **OK** to save your changes.

### Opening Screen

- **Maximized** - Maximize the startup screen. Otherwise, the program will open the same size as you closed it last.
- **Skip Welcome screen** - Check this box to skip the Welcome screen. Otherwise, the Welcome screen automatically launches upon startup to provide quick access to various parts of the program.

**Measurements** - Chooses between English (inches) and Metric measurements.

**File Locations** - Changes the folder location used for saving documents such as resumes and letters. The default folder setting is My Documents.

**Language** - Click this button to select the spell check and thesaurus language. The default language is selected according to your Windows settings.

**Video Player Test** - If you encounter problems playing the video content, click on this button to ensure that you have the proper video player installed.



## Chapter 2: Preparing Your Resume

This chapter covers all aspects of creating and editing resumes with WinWay Resume Deluxe.

### Using the Resume Wizard

#### Job Description

The first step in the Resume Wizard provides several fields where you define the type of job you are looking for. Simply click and type in each selection box to enter the Job Title, Alternate Job Title, and Job-Related Keywords.

**i** Only one entry is required to proceed through the wizard. However, the program will generally provide better resume matches if you include more descriptive details in this dialog.

Click **Next >** to proceed.



Resume Wizard

### Resume Wizard

Describe the job you are looking for

Primary job title (e.g. Elementary School Teacher)  
School Teacher

Alternate job title (e.g. Class Instructor)

Job-related keywords (e.g. parents children lessons books)

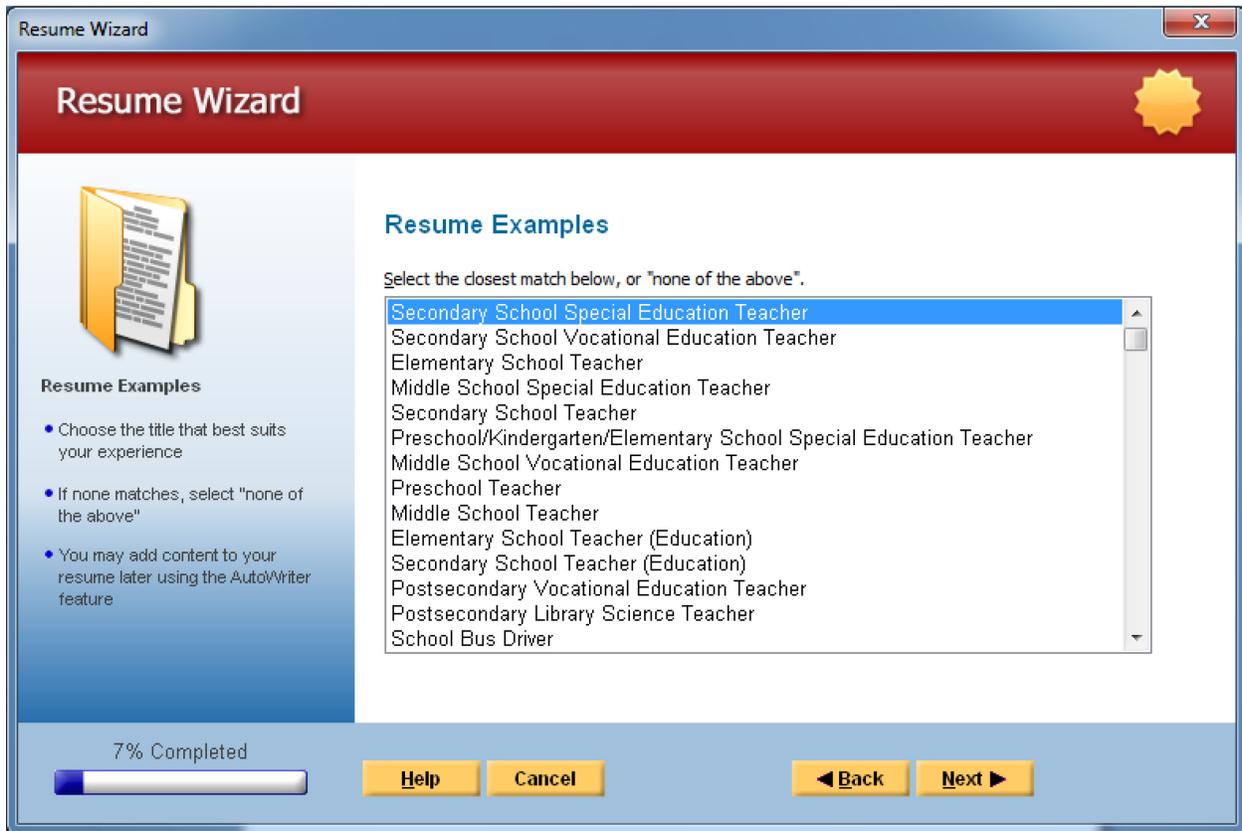
3% Completed

Help Cancel Back Next

#### Resume Examples

The Resume Wizard analyzes the job description information you entered in the previous dialog, and searches its database of sample resumes for the closest matches. Scroll through the list to view the samples, then click on the item that is the closest match for the job you are seeking.

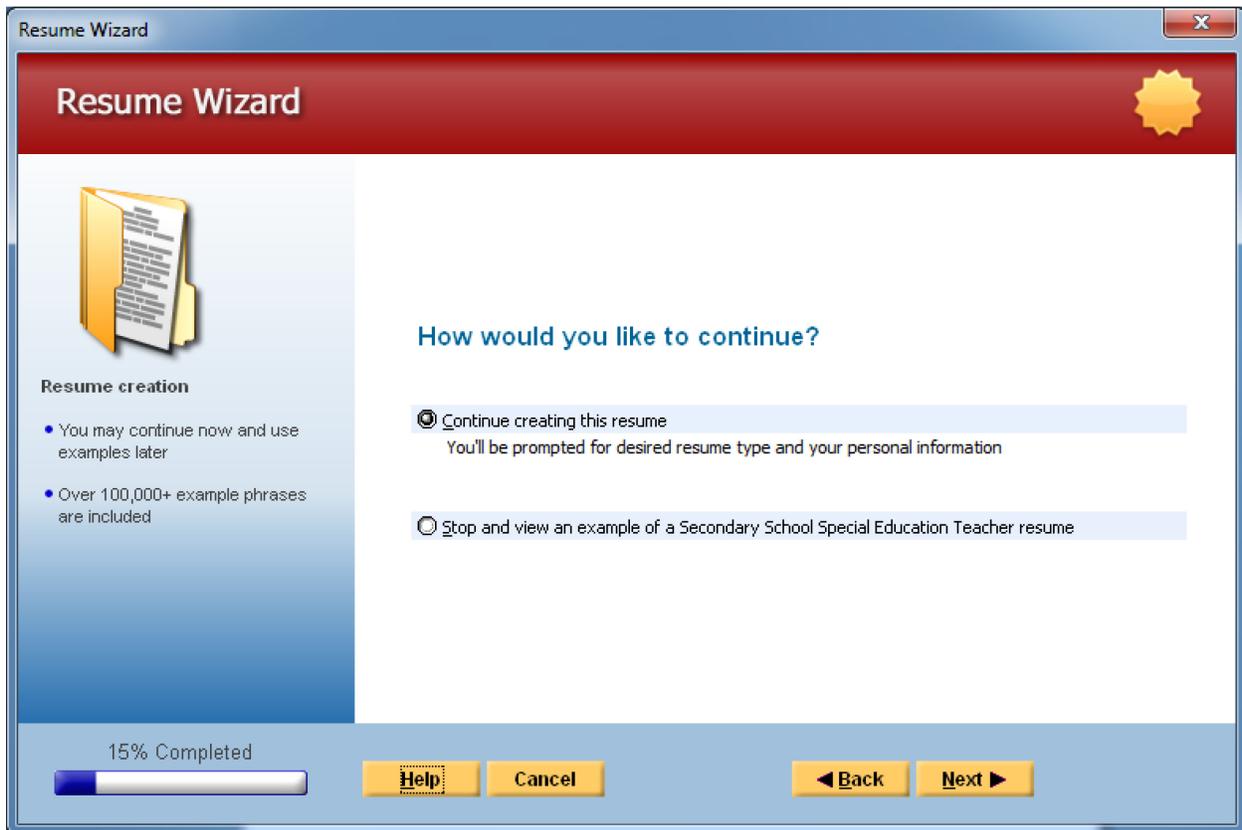
Click **Next >** to proceed, or click **< Back** to return to the previous dialog.



### Continue with Wizard

The **How Would you like to Continue?** dialog provides the option to stop the wizard and review the sample resume you selected in the previous dialog.

- If you select the **Continue Creating This Resume** option, then click **Next >** to proceed with the wizard.
- If you select the option to **Stop and View an Example**, then click **Finish** to return to the previous dialog. This option exits the wizard and opens the Resume tab.



### Contact Information

The Contact Information dialog is where you enter your personal contact information, including your name, address, phone number(s), and e-mail address. Additional fields are available for listing a personal web page, and to include an alternate address.

Click **Next >** to proceed, or click **< Back** to return to the previous dialog.

**Resume Wizard**

**Your name and address**

Name:

Address:

Phone:

**e-mail**

e-mail:

Web page:

**Options**

Add an alternate address to the resume

23% Completed

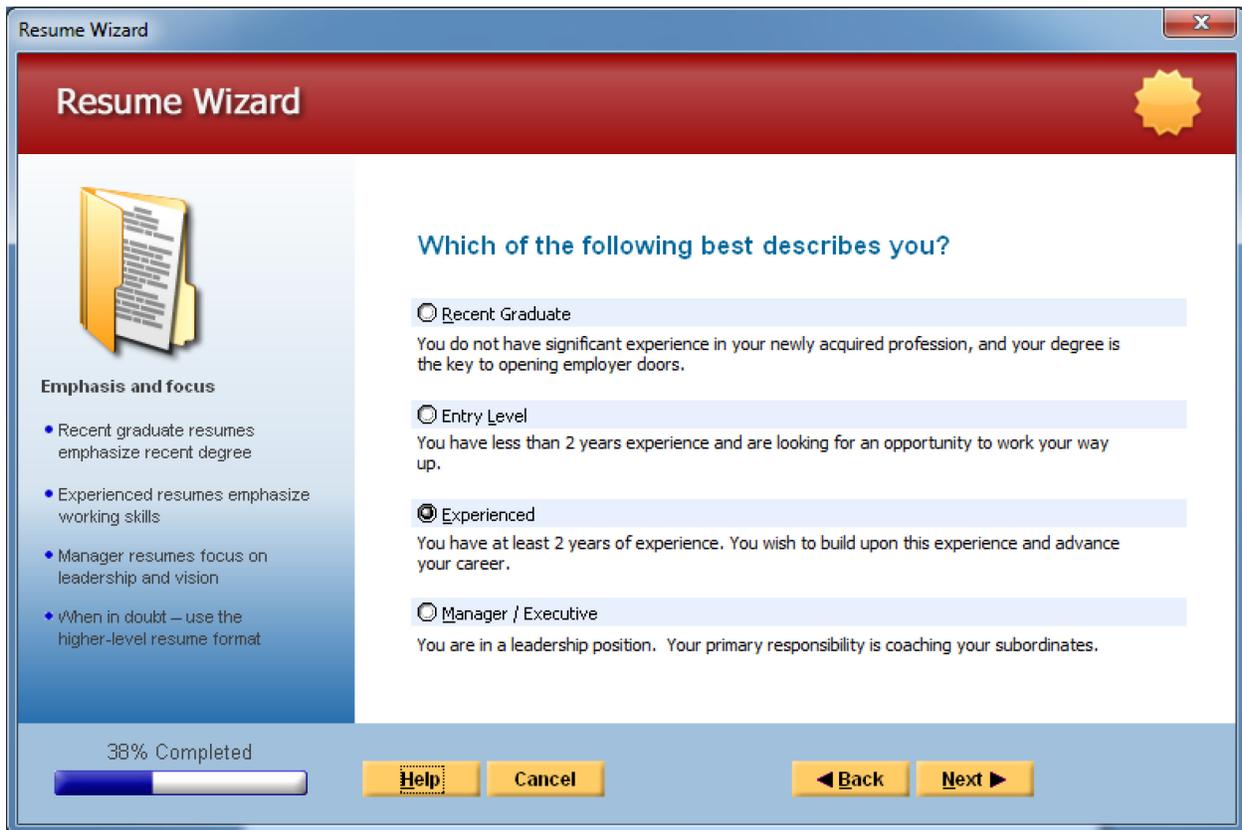
Help Cancel < Back Next >

## Experience Classification

The Resume Wizard can automatically tailor the resume structure to match your skills and experience. Choose among the following options:

- Recent Graduate
- Entry Level
- Experienced
- Manager / Executive

Click **Next >** to proceed, or click **< Back** to return to the previous dialog.

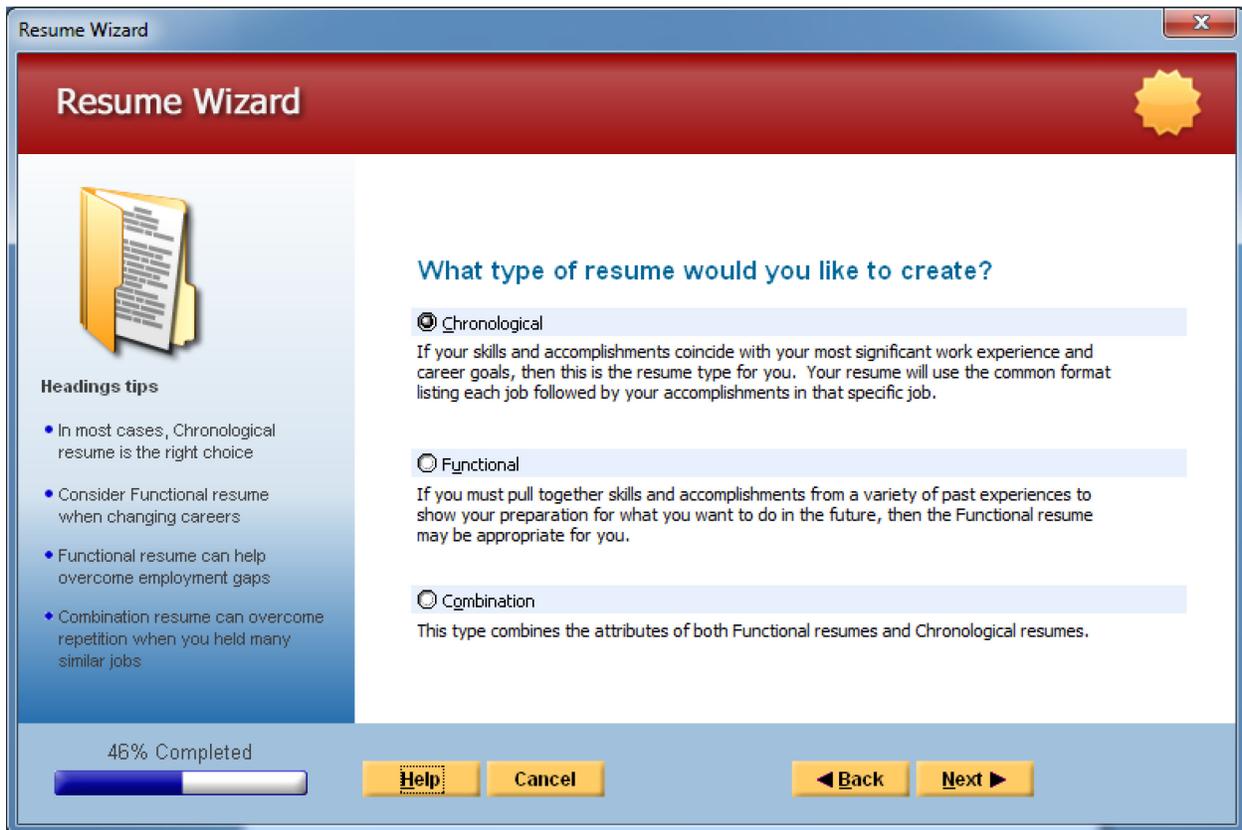


## Resume Type

The primary format for your resume is determined by the resume type that you choose. The program offers the following resume types:

- Chronological
- Functional
- Combination

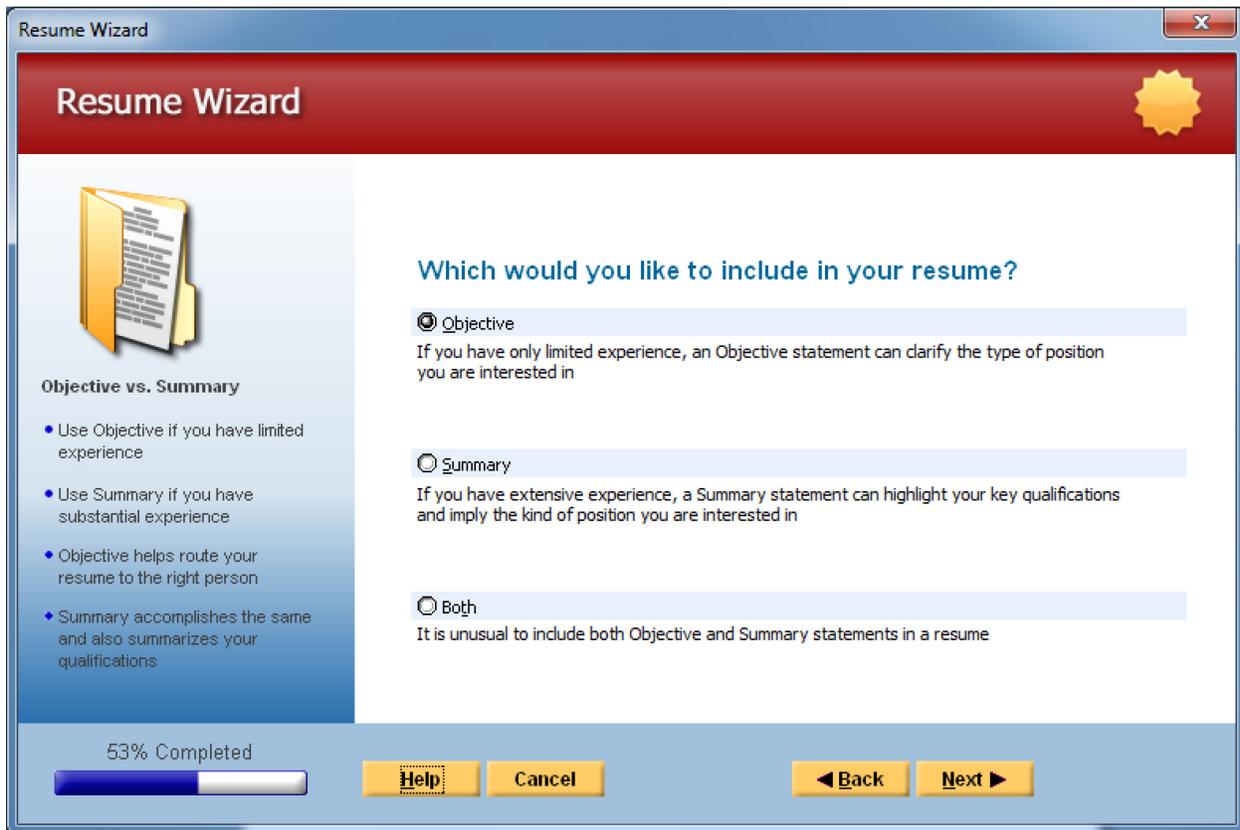
Click **Next >** to proceed, or click **< Back** to return to the previous dialog.



### Objective/Summary

A resume typically includes an objective and/or summary statement to help clarify your employment goals. The Resume Wizard enables you to include an Objective, a Summary, or include both items within the resume.

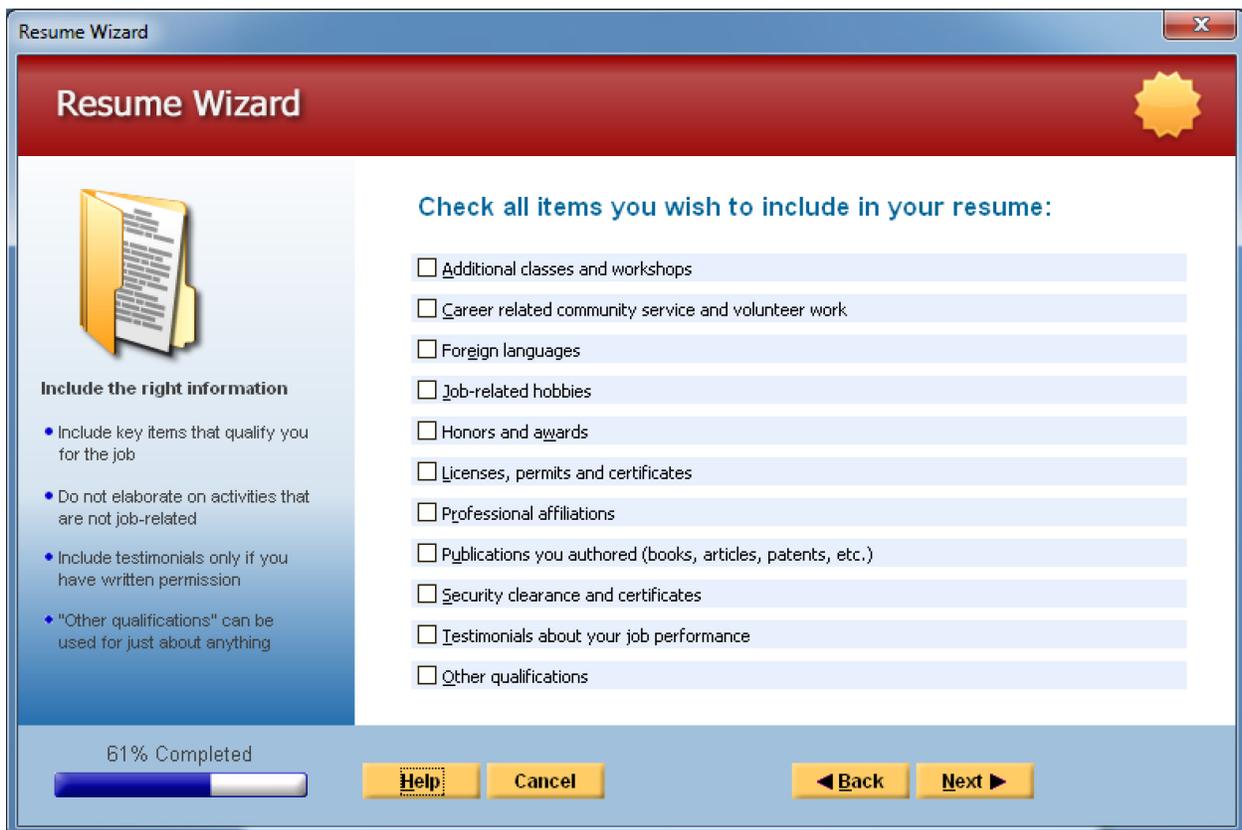
Click **Next** > to proceed, or click < **Back** to return to the previous dialog.



### Additional Information

Supplemental information is added by selecting from a list of additional categories, such as foreign languages, job-related hobbies, and professional affiliations. These categories can be customized when you edit your resume.

Click **Next >** to proceed, or click **< Back** to return to the previous dialog.



## Jobs List

The Experience dialog includes features for adding, editing, deleting, and reorganizing the list of jobs you held. The options include:

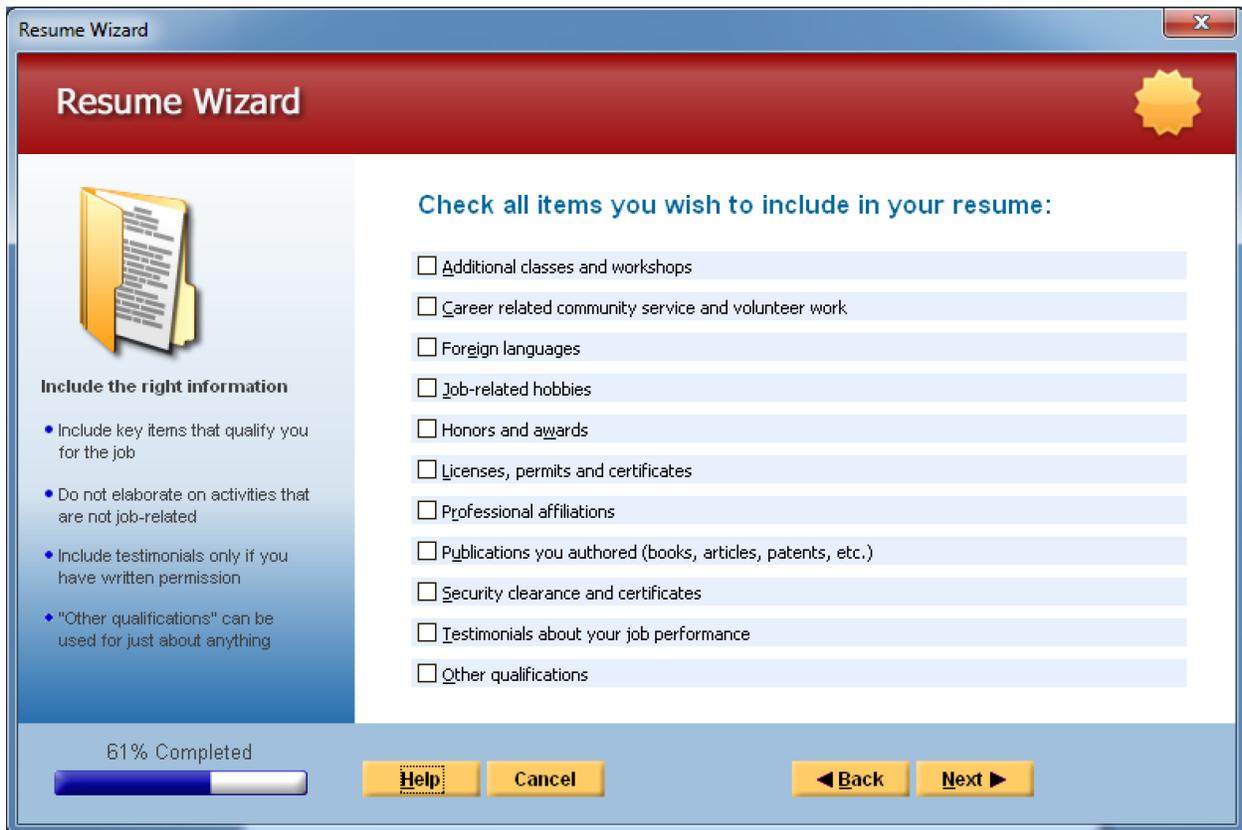
**Add** - adds a new job to the list of jobs.

**Edit** - modifies the attributes of an existing job.

**Delete** - removes a selected job from the list of jobs.

**Up / Down Buttons** - rearranges the items in the job list. Click on any job in the list to highlight the job, then click the **Up**  or **Down**  button to move the job to the desired position.

Click **Next >** to proceed, or click **< Back** to return to the previous dialog.



### Schools List

The Education dialog includes features for adding, editing, deleting, and reorganizing the list of schools you attended. The options include:

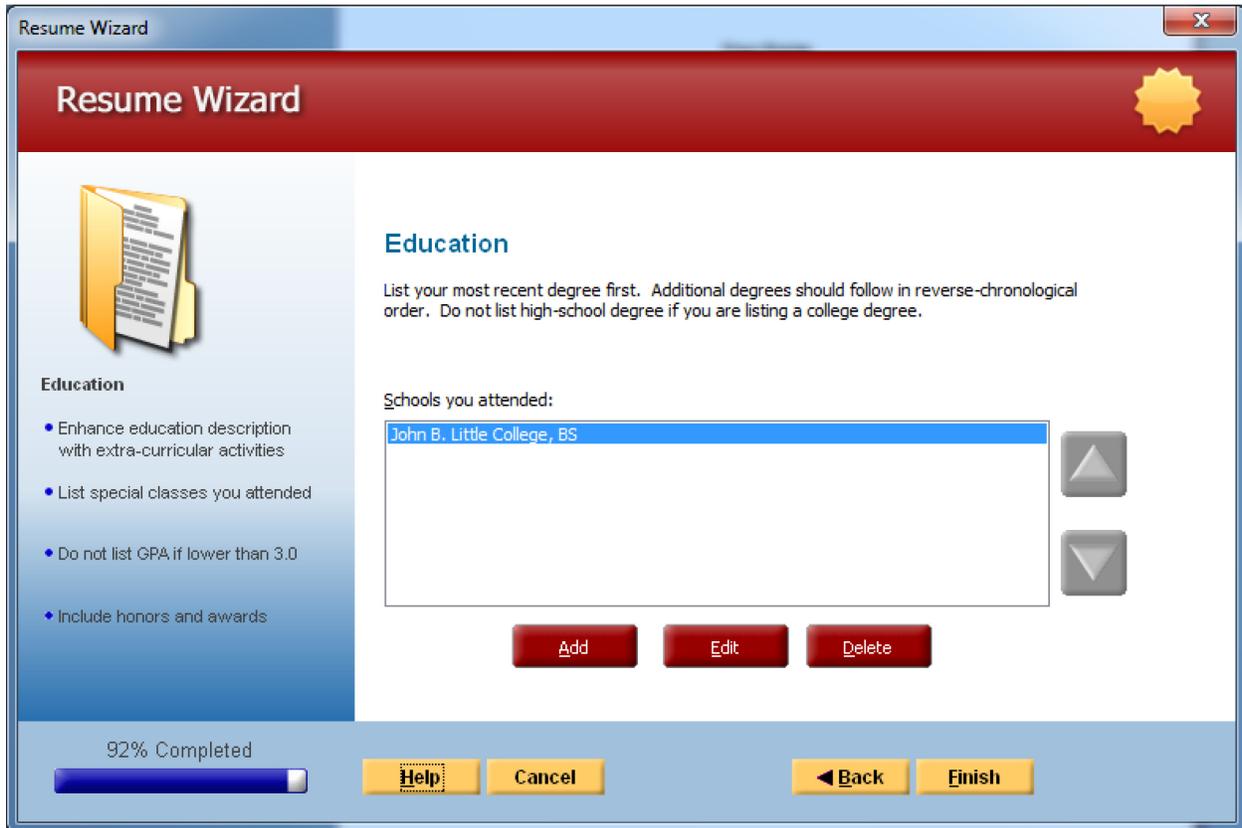
**Add** - adds a new school to the list of schools.

**Edit** - modifies the attributes of an existing school.

**Delete** - removes a selected school from the list of schools.

**Up / Down Buttons** - rearranges the items in the schools list. Click on any school in the list to highlight the school, then click the **Up**  or **Down**  button to move the school to the desired position.

Click **Finish** to proceed and exit the wizard, or click **< Back** to return to the previous dialog.



## Creating and Editing Resumes

### Creating a Resume

To create a new resume using the Resume Wizard:

1. Select **File > New**.
2. Select **Resume** and click **OK**.
3. Follow the instructions presented in the Wizard.

- OR -

1. Select **File > Resume Wizard**, or click the **Resume** tab and select the **Wizard** icon to open the Resume Wizard.
2. Follow the steps and instructions presented in the Wizard.

To open a previously saved resume:

1. Select **File > Open**.
2. Select the resume file and click **Open**.

 To edit your resume, double-click on any section that you wish to modify, or right-click on the Headings Action Links in the left panel.

### Ready to Use Resumes

**Ready To Use Resumes** provide examples of resumes targeted towards specific positions. These example resumes include phrases that detail experience that is common for the job title selected. You can edit and customize Ready To Use Resumes based on your own job experience.

**To open a Ready To Use resume:**

1. Select **File > Ready To Use Resumes > Search by Job Title & Keywords**.
2. Choose a job title from the drop-down list.  
- OR -  
Click **Find**, then enter a job keyword and click **OK**.
3. Select the profession that most closely matches the job that you are looking for.
4. Click **OK**. A sample resume that matches your selection displays.

**To view More Example resumes:**

1. Select **File > Ready To Use Resumes > More Examples**.
2. Under **Sort by**, select either **Profession** or **Career situation**.
  - **Profession** - offers industry selections such as Arts, Construction, Finance, and Health Care.
  - **Career Situation** - offers options such as College Graduate, Military to Civilian, and New Occupation.
3. In the **Step 1 - Select Category** field, select the industry that most closely matches the job that you are looking for.
4. The **Step 2 - Profession** field will now contain positions related to the selected category.
5. Select a profession and click **OK** to open the example resume.
6. To view example resumes for another country, click the **Country** button.

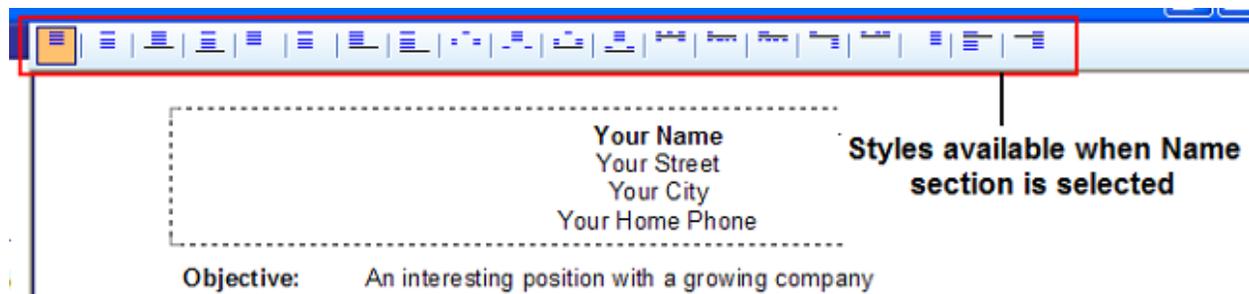
**Editing Content**

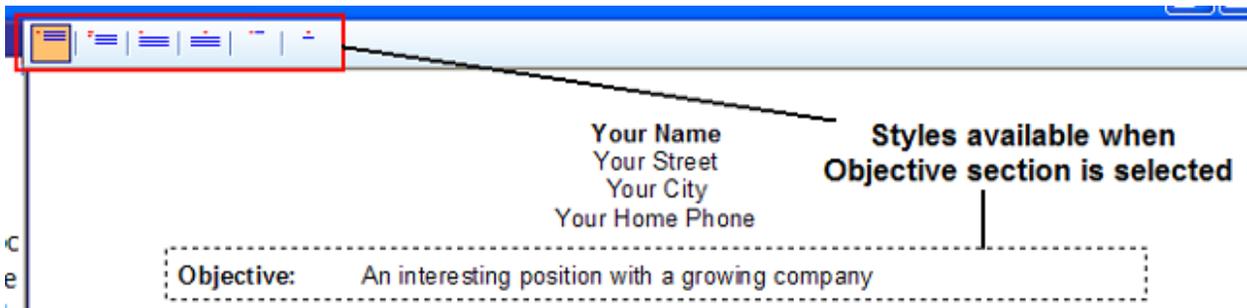
WinWay Resume Deluxe provides very powerful and flexible editing tools. Any content in your resume can be modified very quickly, and there are several ways to access the editing tools.

**Single-Click**

You can single-click to select any section in the document. When a section is selected, a dotted border appears around the section. After you make the selection, the program menus and options adjust according to your selection. For example, the following images depict how the style option buttons change when the Name and Objective sections are selected.

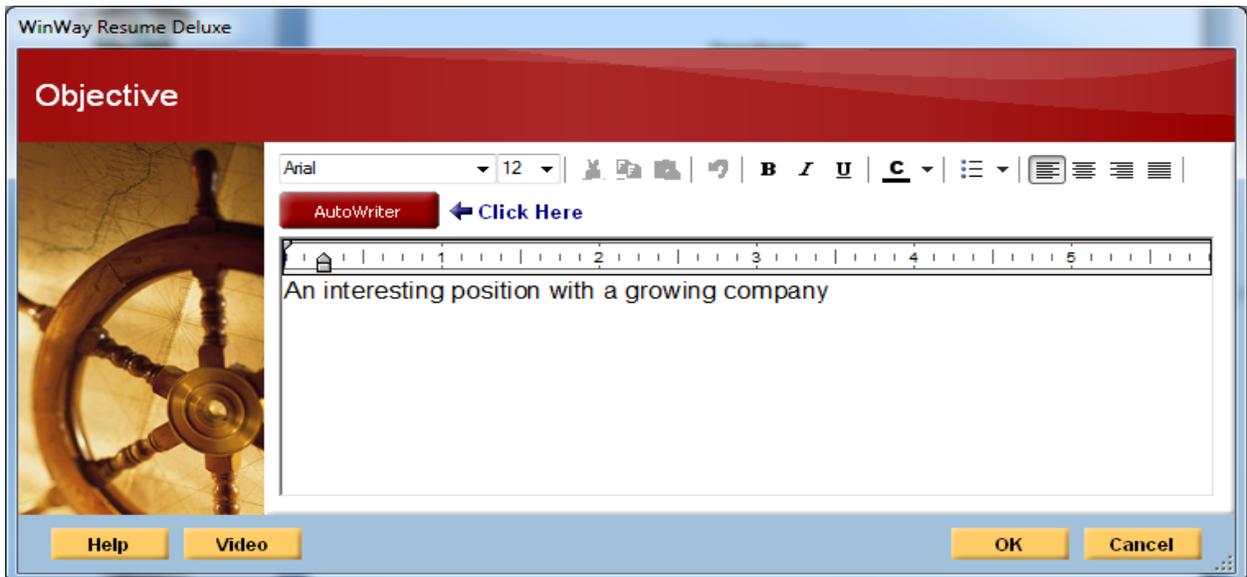
**i** Keep in mind that the menu options and editing features are context-sensitive. The active selections in the work area determine the features that are available at any given time.





### Double-Click

Double-click on any section of the document to open the main editing dialog for that section. For example, when you double-click on the Objective section, the following dialog displays:

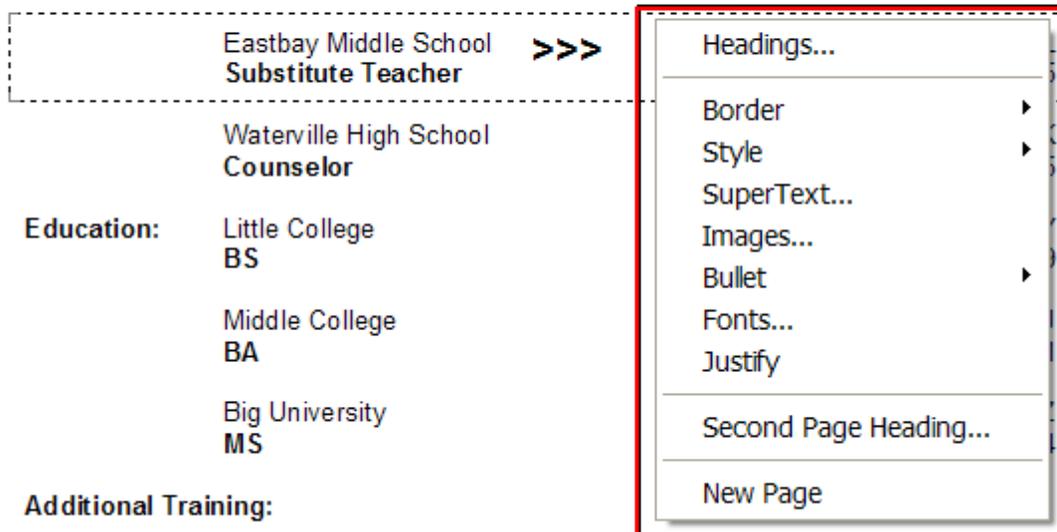


 Alternately, you can single-click and then press the Enter key.

### Right-Click

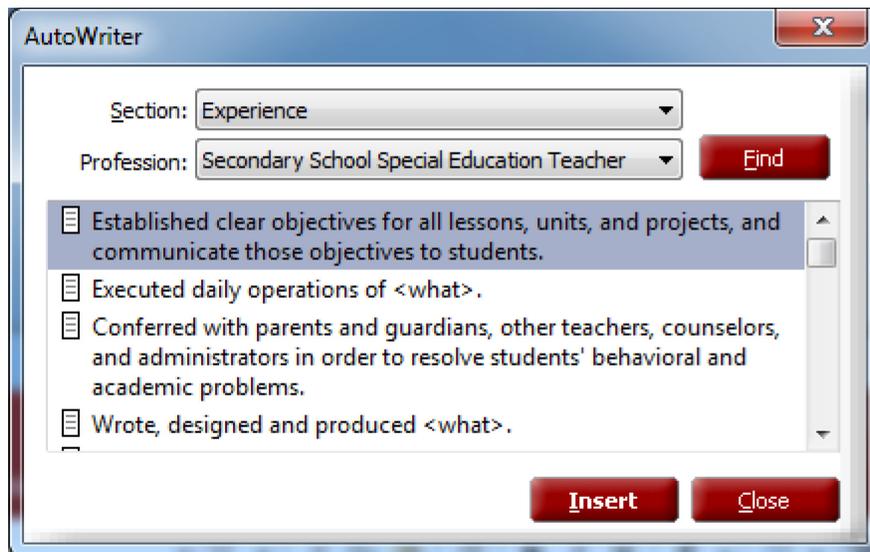
When you Right-Click on any section of the document, a context menu displays to provide additional editing and formatting options. Right-clicking is a quick and convenient way to access the features that are relevant to each section.

**Right-click on any section to access the editing and formatting options...**



### AutoWriter®

AutoWriter® is one of the most powerful features in WinWay Resume Deluxe . The AutoWriter feature suggests Job Winning Phrases™ for your resume or cover letter. These phrases are targeted towards specific positions and detail experience that is common for the profession selected. You can edit and customize the inserted phrases based on your own job experience



**To access the AutoWriter® feature:**

1. Double-click a section within your resume or letter.
2. Click on the **Description** tab in the window that displays. Note that not all sections have a Description tab.
3. Ensure that your cursor is at the position where you want to insert a phrase.

4. Click the **AutoWriter®** button.

**For resumes:**

1. Verify that the **Section** selection matches the resume section that you selected.
2. Select a **Profession** or click **Find** to enter job keywords and search for a specific profession.

**For letters:**

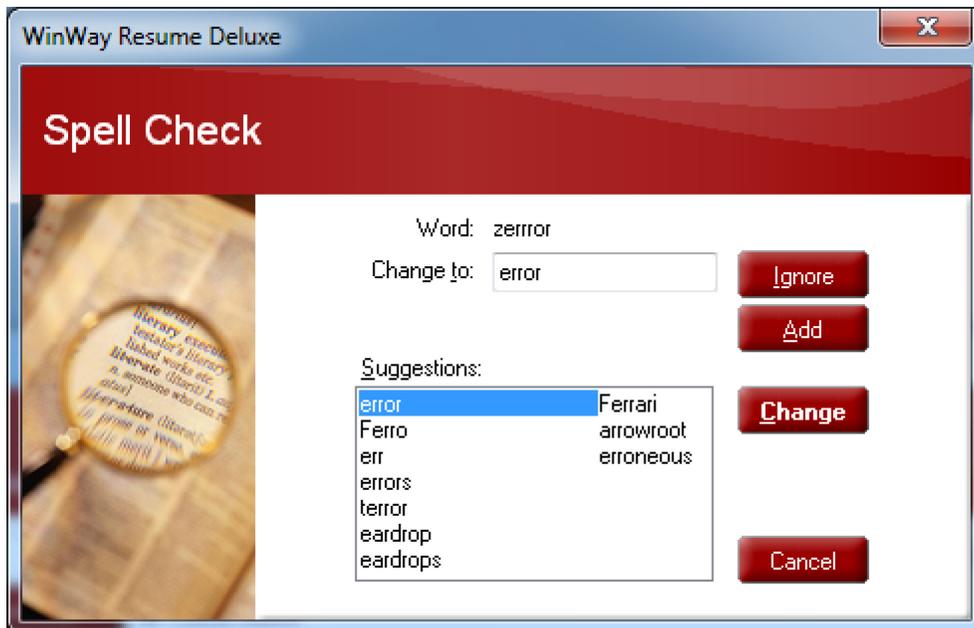
1. Select the **Letter Type** from the drop-down that most closely matches the purpose of your letter.
2. Select the desired **Letter Part**.

**To insert phrases:**

1. Double-click the phrase that you want to insert into your document or select the phrase and click **Insert**.
2. Click **Close** when you have finished inserting phrases.
3. Customize each phrase as necessary.
4. Modify the order of your phrases to avoid an alphabetical resume or letter.

## Spell Check

The Spell Check feature allows you to correct spelling errors within resumes, letters, and envelopes.



**To use the Spell Check feature:**

1. Select **Tools > Spell Check**.
2. Select a word from the **Suggestions** list, or correct the error manually in the **Change to** field. The **Change** button replaces the misspelled word with the word shown in the **Change to** field. The **Ignore** button tells WinWay Resume Deluxe to ignore the spelling error. The **Add** button adds the word to your own dictionary stored in the file named DICT.U.

**i** Before you add a word to your own dictionary, verify that it is spelled correctly. In the event of an error, use Windows Notepad to edit the file DICT.U.

Note the following locations if you need to access the dictionary (DICT.U) file:

**Windows XP:**

C:\Documents and Settings\\Application Data\WinWay\WinWay Resume Deluxe

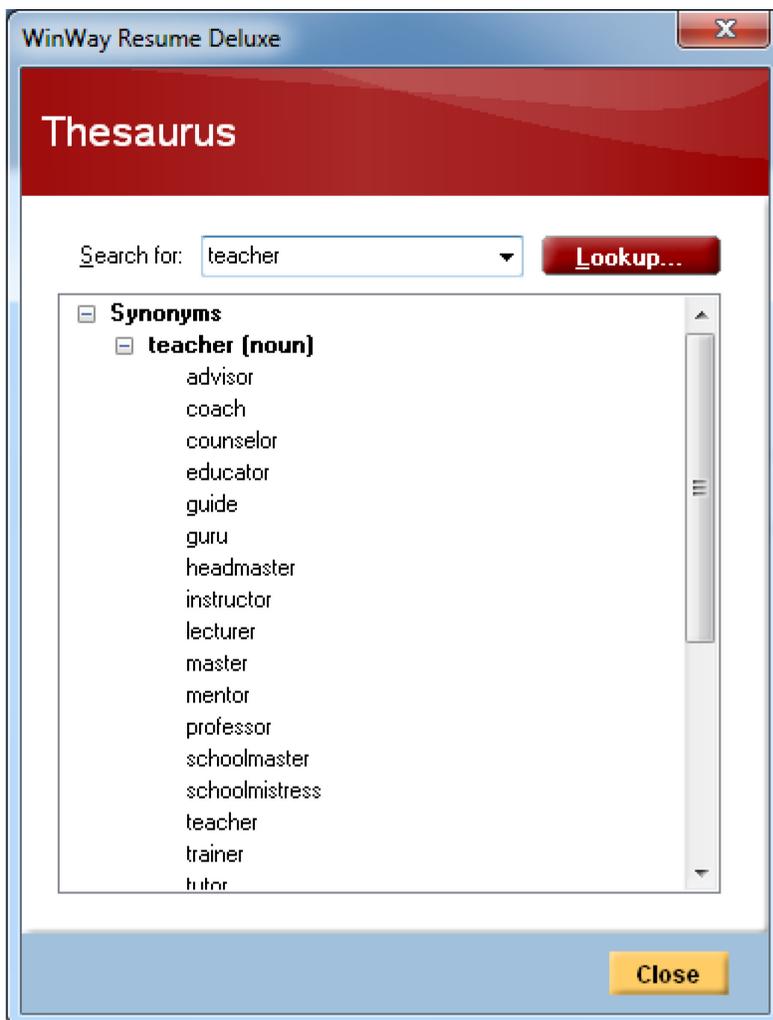
**Windows Vista or Windows 7:**

C:\users\\AppData\Roaming\WinWay\WinWay Resume Deluxe

The Thesaurus feature allows you to identify alternative words to add variety to your resume. You can launch the thesaurus features by right-clicking on any word in the text editing fields, and then selecting **Synonyms** or **Thesaurus** from the menu. All available synonyms for the selected word display in a pop-up menu.

**To access the Thesaurus from the Tools menu:**

1. Select **Tools > Thesaurus**.
2. Enter a word in the **Search for** field or select a word from the drop-down list.
3. Click the **Lookup** button to view a list of similar words.
4. Scroll through the results to find the desired word.
5. Click **Close** to close the **Thesaurus** window.



The Thesaurus dialog displays when you choose the Thesaurus option from the right-click menu or the

Tools menu. The currently selected word appears in the **Search for** field, and a list of synonyms and antonyms is provided in the list below the **Search for** field. Click the  buttons to collapse each list section, and the  buttons to expand each section.

You can also type words in the **Search for** field and click the **Lookup** button to check additional words. Click the  button to view and select words that you have recently entered.

## Resume Auditor

The Resume Auditor® uses the Resume Checker™ technology to check your resumes and letters for errors. The Resume Auditor performs the following functions:

- Looks for missing information
- Evaluates content
- Assesses visual impact
- Checks page layout & key headings
- Reviews colors, fonts and symbols
- Verifies consistent format
- Tests dates for gaps and overlaps

The Resume Auditor also reports:

- Action verbs
- Numeric and quantitative expressions
- Other statistics

 **DO NOT RELY ON THE RESUME AUDITOR ALONE TO EVALUATE YOUR RESUME OR LETTER.** While it is a useful tool, it cannot detect all errors. The Resume Auditor uses a set of rules that apply to a large number of applicants and to the most common styles of resumes. Your situation may be different, so use your own judgment. The Resume Auditor may also report false problems. For example, the Resume Auditor may not recognize the name of your past employer and report it as a possible spelling error. Always review your resume carefully and ask other people for feedback to ensure that there are no errors.

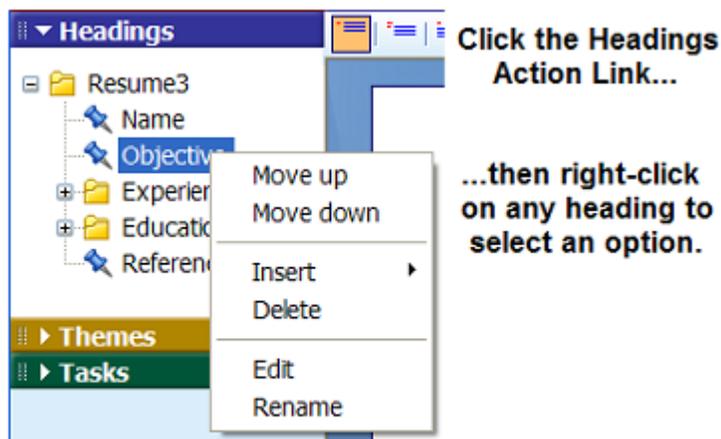
### To Use the Resume Auditor:

1. Open your resume or letter.
2. Select **Tools > Resume Auditor** or select the **Resume** tab and click on the **Auditor** icon.
3. Click **Next**.
4. When the check is done, select **Report**.

## Formatting and Printing Resumes

### Editing Headings

There are two mechanisms for changing headings:



- The Headings Action Link, available in the left column of the Resume screen.
- The Headings dialog, available when you select **Format > Headings**.

The Headings Action Links provide quick access to features that allow you to move, insert, delete, edit, and rename headings.

## Headings

The Headings dialog enables you to create, modify, and organize the headings displayed in your resume. The key features include:

**Resume Type** - defines whether the resume structure is based on a Chronological or Functional format.

**Heading Separator** - defines the punctuation and spacing used as a separator between each heading and the following paragraph.

**New** - provides selection lists of various headings that can be used in your resume. The standard options include Commonly-used headings, Functional resume headings, Specialty headings, and Other (generic) headings.

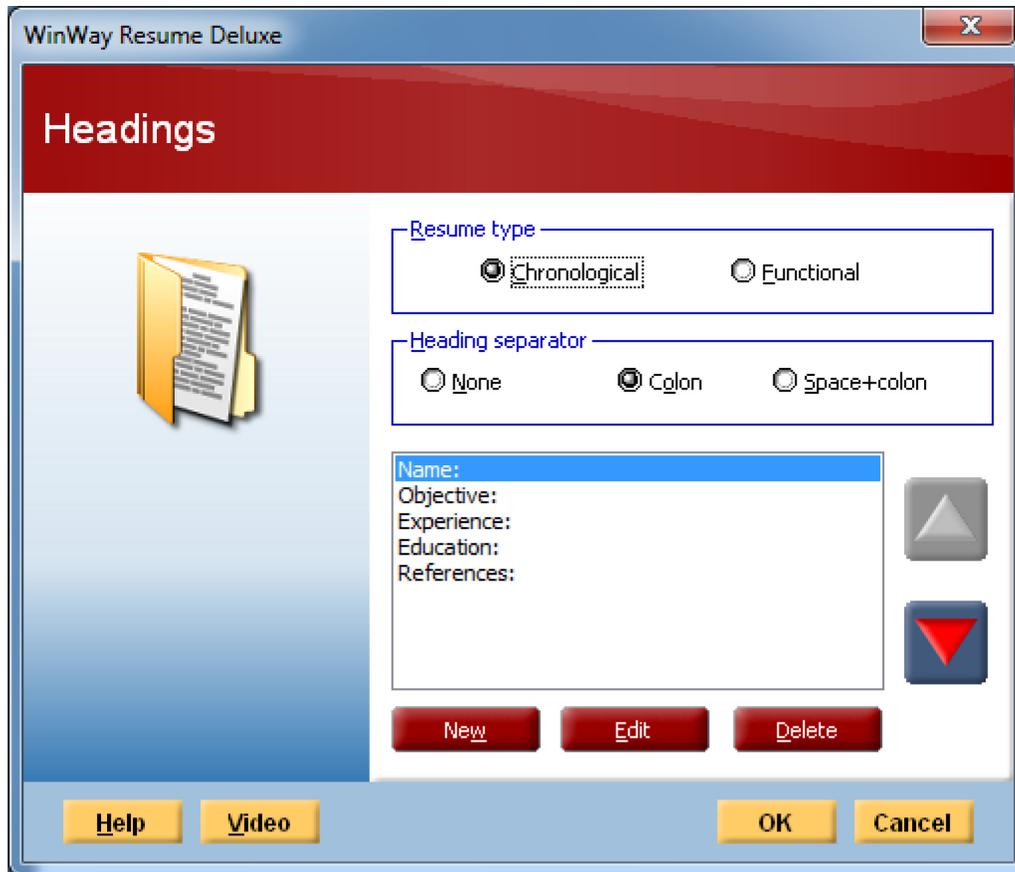
**Edit** - opens the Edit Headings dialog, where you can modify the heading name and format.

**Delete** - removes the selected heading from the resume.

**Heading List** - displays the headings that are currently included in the resume, and enables you to select individual headings for editing or changing the order in which they appear in the resume.

**Video** - launches a video that provides background information on the chronological and functional resume formats.

 You can change all heading options and formatting at any time. However, you may lose some data if you decide to switch between the Chronological and Functional formats.



**To modify resume headings:**

1. Select **Format > Headings**.
2. Select a **Resume Type**: Chronological or Functional.
3. Select a **Heading Separator**: None, Colon, or Space+colon.
4. Click on the **New** button and select a heading.
5. To edit the title or formatting of a heading, select a heading and click the **Edit** button. Select an alternate heading or type in your own. You can also use the editing toolbar at the top of the dialog to change the heading font and formatting. Click **OK** to accept the changes.
6. To delete a heading, select the heading that you would like to remove and click **Delete**.
7. To change the order of the headings, select a heading and click the Up  or Down  arrows to move it.
8. Click **OK** to return to your resume.

**Commonly-used Headings:**

- Name
- Objective
- Experience
- Education

- References

#### Functional Resume Headings:

- Accomplishments
- Employment

#### Specialty Headings:

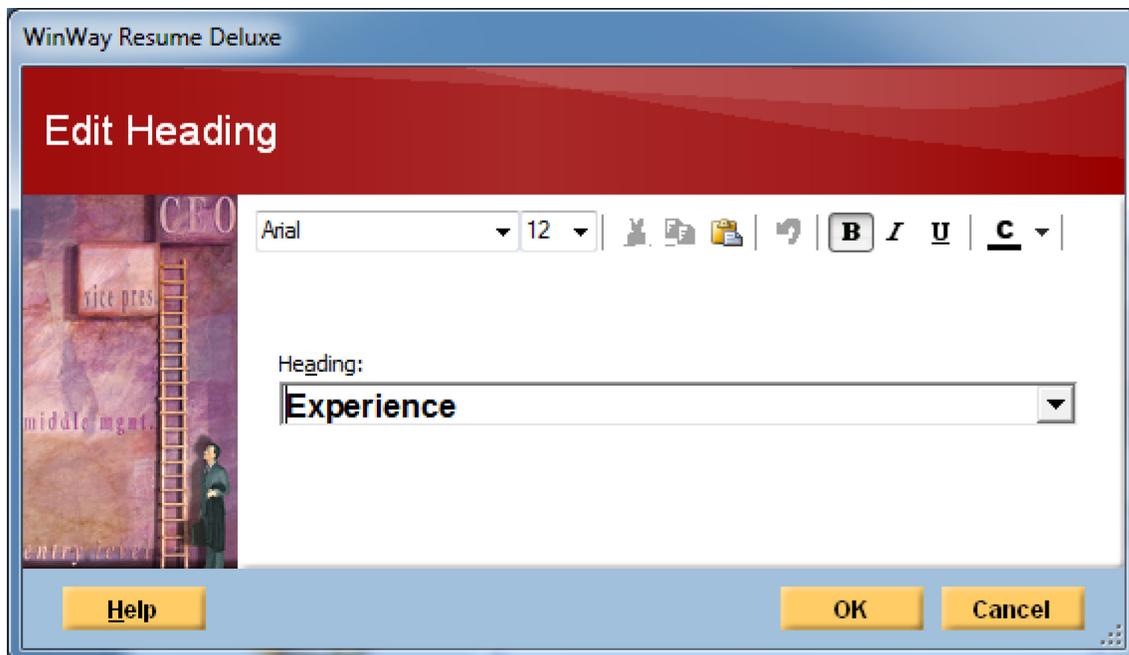
- Personal
- Publications
- Languages
- Apprenticeship
- Curriculum Vitae
- Other

### Edit Heading Dialog

The Edit Heading dialog provides options for customizing the headings within your resume. Select **Format > Headings > Edit** to access this dialog.

Headings can be changed by clicking in the Heading field. You can type directly in this field to modify the heading, or open the drop-down list to select alternate headings suggested by WinWay Resume Deluxe. You can also use the editing toolbar at the top of the dialog to change the heading font and formatting.

Click **OK** to save your changes, or **Cancel** to exit the dialog with no heading changes.



### Resume Headings

Name

The Name section includes your name, address, phone, e-mail, and optional web page address. Consider the following guidelines when creating the Name section of your resume:

- If your name is James Craig Collimore, use your given name and not your nickname on your resume. If you go by your middle name, however, it is permissible to use J. Craig Collimore on your resume.
- If you have two addresses, such as a school address and a home address (or local address and home of record address), you may want to include both on your resume.
- Remember to include a phone number (with area code) where you can be reached during normal business hours.

 If you do not have a telephone or are not home during the day and you cannot accept personal phone calls at work, you could use a reliable friend's number on your resume. Otherwise, you may want to invest in an answering machine if you do not already own one. For the duration of your job search, record a professional outgoing message on your machine, such as "You've reached the Anderson residence. There is no one here to take your call at the moment, so please leave your name, phone number, brief message and the date and time that you called after you hear the beep. Thank you." Avoid cutesy messages at all costs.

- If you have an e-mail address or professional web page, include that contact information, as well.

#### To enter Name and contact information:

1. Double-click within the name and contact information section of your resume. The **Name** window Primary Address tab displays.
2. Enter current **Name**, **Address**, and **Phone** information.
3. Select the **Secondary Address** tab to enter a secondary address and phone.
4. Select the **e-Mail & More** tab to enter your **e-mail** address and **web page** URL.
5. Click **OK** to save the changes to your resume.

#### Objective

The Objective section allows you to describe the type of position that you are looking for. This part of your resume describes what you want to do in the foreseeable future. The best objectives state both a career field and an industry, such as "public relations director of a small pharmaceutical firm" or "middle-level management in the aerospace industry." Remember not to aim too high, too soon. Also, do not be too specific or you may not be considered for positions you are willing to take.

#### Examples:

- "A supervisory position with an accounting organization"
- "A marketing management position with a high-tech company"
- "A position utilizing my extensive skills in public relations"

#### To add an Objective description:

1. Double-click on the **Objective** section.
2. The **Objective** window will display.
3. Enter your objective.
4. Select **OK** to save your objective.

#### Experience

The Experience section is the most important section of your resume and deserves the most attention. On a chronological resume, the Experience section details your work history in reverse

chronological order from most recent to oldest. Identify the following information for each job that you choose to include:

- Your employer (company name only)
- Your job title
- The location (city and state)
- Dates of employment (month and year)

If your job title is more impressive than the employer's name, then put it first. If you do not know what your job title was, ask the personnel office at your former employer's place of business. If that is not possible, create a title that accurately describes what you did on the job.

After you add all of this information, detail what your accomplishments were for each position. Be as specific as you can, quantifying results whenever possible. Stress the skills you used to accomplish the tasks in each job, rather than just listing your responsibilities. The phrases "responsible for" and "duties included" weaken your accomplishments. Being responsible for something does not mean that you actually did it! Use action verbs to strengthen your resume. Write in short phrases, not in full sentences. Remember that it is unnecessary to ever say "I" on a resume; who else would you be writing about?

**To add Experience details:**

1. Double-click on the **Experience** section. The Experience window Position tab displays.
2. Enter **Employer, City/State, Title,** and **Start/End Dates.**
3. Select the **Description** tab and list any experience details. Describe key accomplishments. List anything measurable that demonstrates you are a highly productive individual. Try to start your phrases with action words such as accomplished, communicated, and increased.
4. Select **OK** to save your experience entry.
5. To add additional experience, select **New.**
6. To modify the display order of experience entries, select the **Order** tab.

**Education**

The Education section contains a list of schools and universities that you attended. As a rule, if your job experience is less significant, then the Education section should appear higher on your resume.

Consider the following guidelines when creating the Education section of your resume:

- If you attended a small branch of a large university, use both names on the resume, such as University of Kentucky - Hopkinsville Community College.
- State the degree you earned and the area in which you earned it, such as Bachelor of Arts in Public Relations or Associate of Science in Law Enforcement. Make sure that you spell out your degree and never abbreviate.
- Present the highest degree attained first, then any other degrees or expected degrees. Include the date (or expected date) of graduation, listing the month and year.
- Mention your grade point average only if it is above a B or 3.0 on a 4.0 scale. You may also want to include any educational honors or awards in the description section.
- If you have or will soon graduate from college, there are very few reasons you should include your high school education on your resume. If you did several noteworthy things in high school, such as having a large amount of awards and honors, or if your high school is nationally known, you may want to include it. And, if you are scraping for things to say on your resume because you have had few jobs (either paid or volunteer), high school can make a good filler. Otherwise, leave it off.

### To add Education details:

1. Double-click on the **Education** section. The Education window School tab displays.
2. Enter **School, Location, Degree, and Year**.
3. Select the **Description** tab and list any educational details.
4. Select **OK** to save your education entry.
5. To add additional degrees, select **New**.
6. To modify the display order of educational entries, select the **Order** tab.

### References

The References section allows you to list individuals who can speak positively about your prior work experience. At the end of your resume, you should include a References section that states "Available upon request." You should avoid including a list of your references on your resume for three reasons:

1. There is no need to use valuable space by listing your references directly on your resume.
2. Your references may tire of calls about you.
3. You may wish to tailor your list of references for each position you're applying for.

A good rule of thumb is to choose references from three aspects of your life.

- **Professional** - former or current co-workers or employers.
- **Educational** - former or current teachers or professors who will attest to how quickly you learn and how diligent you are/were as a student.
- **Personal** - friends or colleagues who have known you through good times and bad. They will be able to tell the interviewer what a conscientious friend you are.

Before volunteering your references' names to the employer, be sure to ask your references for permission. By asking permission, you show your respect for them and their busy schedules. While most of the time they will be happy to help you in your career search, some previous employers or professors may not wish to help you. Respect their wishes: a reluctant reference is worse than no reference at all!

Before you provide references to a potential employer, give each reference a duplicate copy of your resume and cover letter that you sent to the employer. Supply each reference with a copy of the description of the position for which you are applying and a list of the specific features in your background that you would like for him or her to mention to the employer. Also, do not be surprised if the potential employer contacts people other than those listed as your references.

### The following questions may be asked of your references:

- How long have you known the applicant?
- Describe how the applicant interacted with other people.
- Was the applicant usually on time?
- Tell me about one project the applicant worked on.
- How fast does the applicant learn?
- What else would you like to tell me about the applicant?
- Who else would you recommend I speak to about the applicant?

Periodically during your career search, send a letter of thanks to your references, along with an update of how your career search is going.

### To add References to your resume:

1. Double-click on the **References** section. The **References** window displays.
2. Enter your references and their contact information or state "Available upon request."
3. Select **OK** to save your references.

### **Accomplishments**

The Accomplishments section lists your achievements in two or three key areas pertinent to the position you are seeking. This is the key section in a functional resume, and is typically followed by a short Employment section that lists your past employers. Accomplishment topics often include Marketing, Management, and Computer Skills. You may list these groupings in the order that you think will be most relevant to the potential employer. Choose from a broad variety of your experiences, both paid and unpaid, in each accomplishment grouping. Be sure to use short action verb phrases, not complete sentences.

#### **To add the Accomplishment heading:**

1. Select **Format > Headings**. The Headings window displays.
2. Select **New > Functional Resume Headings > Accomplishments**.
3. Click **OK** to save.

#### **To add Accomplishment details:**

1. Double-click on the **Accomplishments** section. The Accomplishments window Topic tab displays.
2. Choose or type an **Accomplishment**.
3. Select the **Description** tab and list the key accomplishments that demonstrate your skills. These can be further emphasized with bullets.
4. Select **OK** to save your Accomplishments.
5. To add additional Accomplishments, select **New**.
6. To modify the display order of Accomplishments, select the **Order** tab.

### **Employment**

The Employment section complements the Accomplishments section of a functional resume and lists your past employers. Identify the following information for each job that you choose to include:

- Your employer (company name only)
- Your job title
- Location (city and state)
- Dates of employment (month and year)

#### **To add the Employment heading:**

1. Select **Format > Headings**. The **Headings** window displays.
2. Select **New > Functional Resume Headings > Employment**.
3. Click **OK** to save.

#### **To add Employment details:**

1. Double-click on the **Employment** section. The Employment window Position tab displays.
2. Enter **Employer, City/State, Title, and Start/End Dates**.

3. Select the **Description** tab and list any employment details.
4. Select **OK** to save your employment entry.
5. To add additional employment, select **New**.
6. To modify the display order of employment entries, select the **Order** tab.

## Personal

The Personal section allows you to describe job-related activities or address relocation issues.

### To add the Personal heading:

1. Select **Format > Headings**. The **Headings** window displays.
2. Select **New > Specialty Headings > Personal**.
3. Click **OK** to save.

### To add Personal details:

1. Double-click on the **Personal** section. The **Personal** window, **Personal Data** tab displays.
2. Enter an **Item** and **Description**, such as Willing to relocate or Writing and Photography.
3. Select **OK** to save your entry.
4. To add additional personal data, select **New**.
5. To modify the display order of entries, select the **Order** tab.

## Publications

The Publications section allows you to describe published works such as articles, books, reviews, or even letters to the editor. It is necessary to note the differences between the way books, books specifying a chapter or poem, and journals/periodicals generally appear in bibliographies.

### Books:

Graham, Sheila Y. *Harbrace College Workbook*. New York: Harcourt Brace Jovanovich, Inc., 1997.

### Books Specifying a Chapter, Section or Poem:

Graham, Sheila Y. "Effective Compositions." *Harbrace College Workbook*. New York: Harcourt Brace Jovanovich, Inc., 1997: 245-289.

### Journals/Periodicals:

Fernandez, Manuel. "Arbitrating Labor-Management Disputes." *North American Labor Relations* 12, no. 3 (1999): 14-39.

 In the above example, there is a volume number (12) and an issue number (3). In cases where there is no issue number, the month of the publication may be substituted as follows:

Fernandez, Manuel. "Arbitrating Labor-Management Disputes." *North American Labor Relations* 12 (January 1999): 14-39.

 The author line is excluded because the author's name is included at the top of the resume.

### To add the Publications heading:

1. Select **Format > Headings**. The **Headings** window displays.
2. Select **New > Specialty Headings > Publications**.
3. Click **OK** to save.

### To add Publication details:

1. Double-click on the **Publications** section. The Publications window, Publications tab displays.
2. Enter **Publication Title** and publication details such as **Publisher, Year, Pages, etc.**
3. Select **OK** to save your publication entry.
4. To add additional publications, select **New**.
5. To modify the display order of entries, select the **Order** tab.

### Languages

The Languages section is useful when applying for multi-lingual jobs or to multinational companies.

#### To add the Languages heading:

1. Select **Format > Headings**. The Headings window displays.
2. Select **New > Specialty Headings > Languages**.
3. Click **OK** to save.

#### To add Language details:

1. Double-click on the **Languages** section. The Languages window/ tab displays.
2. Enter the **Language** and describe your **Fluency** (Fluent, Read and Write, Basic).
3. Select **OK** to save your language entry.
4. To add additional languages, select **New**.
5. To modify the display order of language entries, select the **Order** tab.

### Apprenticeship

The Apprenticeship section is useful for detailing experience that you gained as an apprentice for your field of work.

#### To add the Apprenticeship heading:

1. Select **Format > Headings**. The Headings window displays.
2. Select **New > Specialty Headings > Apprenticeship**.
3. Click **OK** to save.

#### To add Apprenticeship details:

1. Double-click on the **Apprenticeship** section. The Apprenticeship window Position tab displays.
2. Enter **Employer, City/State, Title, and Start/End Dates**.
3. Select the **Description** tab and list any apprenticeship details.
4. Select **OK** to save your entry.
5. To add additional apprenticeships, select **New**.
6. To modify the display order of apprenticeship entries, select the **Order** tab.

### Curriculum Vitae

The Curriculum Vitae is not commonly used in the United States outside of academic professions. When used, the Curriculum Vitae heading should appear at the very top of the resume.

#### To add the Curriculum Vitae heading:

1. Select **Format > Headings**. The Headings window displays.
2. Select **New > Specialty Headings > Curriculum Vitae**.

3. Click **OK** to save.

### **Other**

Other optional sections allow you to detail specific skills, qualifications, and experience that may not be readily apparent from your work history.

**Highlights** - Allows you to list key skills that you have developed or a unique experience.

**Affiliations** - Allows you to list job-related affiliations that you have.

**Community** - Allows you to list community activities or organizations that you are involved in.

**Hobbies** - Allows you to list job-related hobbies that you engage in.

**Military** - Allows you to list military experience and skills acquired.

**License** - Allows you to list any job-related licenses that you hold.

**Awards** - Allows you to list job-related awards that you have earned.

**Security** - Allows you to list job-related security clearances that you have.

**Testimonials** - Allows you to list customer or employer testimonials that you have earned.

**Keywords** - Allows you to list keywords.

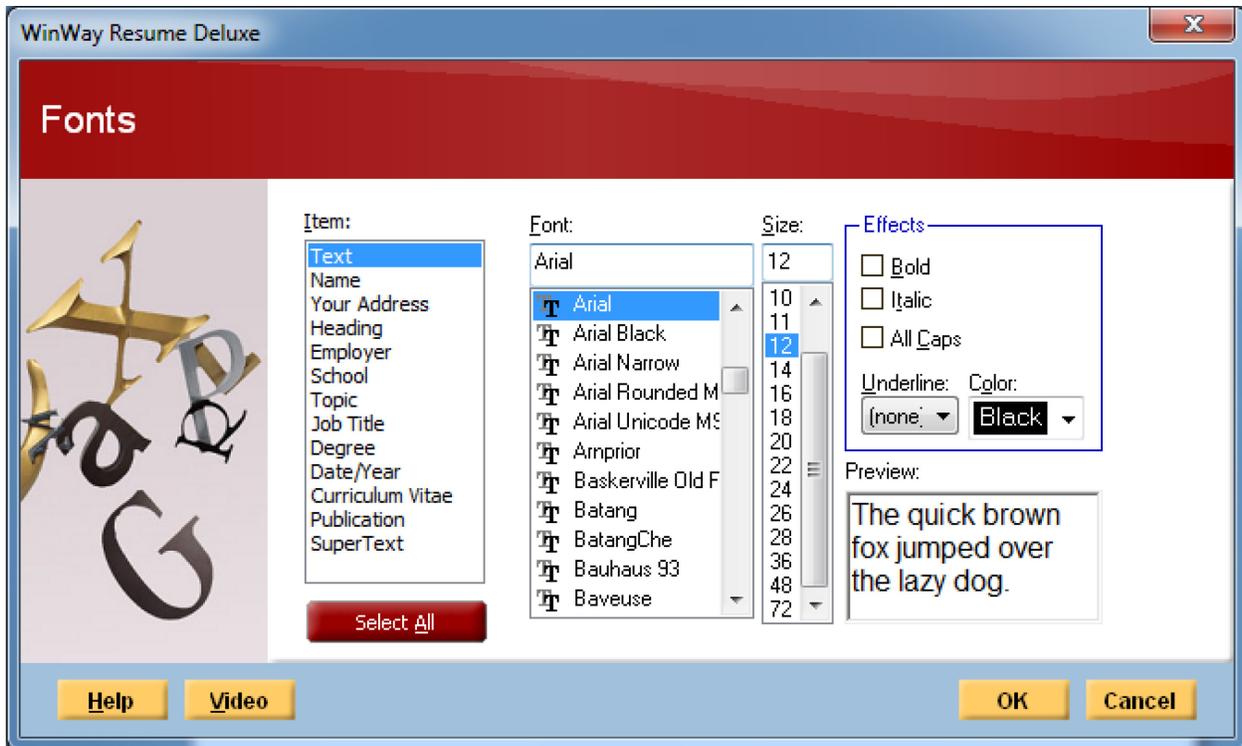
**Other** - Allows you to list other relevant information.

### **Fonts**

One of the first impressions your employer will have of you is based on the visual appearance of your resume. Though there are quite literally thousands of typefaces or fonts available for little cost these days, it is best to stick with a traditional, classic font such as Arial. This font is widely accepted as being highly readable and reproducible. Choose one font for your entire resume and use bold for highlighting information. The body text should be 10 to 12 points in size. Headings and your name can be a bit larger.

#### **To change a font in your resume or letter:**

1. Select **Format > Fonts**. The Fonts dialog displays.
2. Select the desired item(s) for which you would like to change the font. Click the **Select All** button to choose every item in the list, or hold down the **CTRL** or **SHIFT** keys while clicking to select multiple items.
3. Select the desired **Font**, **Size**, and **Effects**.
4. Click **OK** to save your selections.



### Themes

WinWay Resume Deluxe includes numerous professional themes that can beautify your resume with a single click. Each theme includes a coordinated set of fonts, bullets, borders and/or graphics.

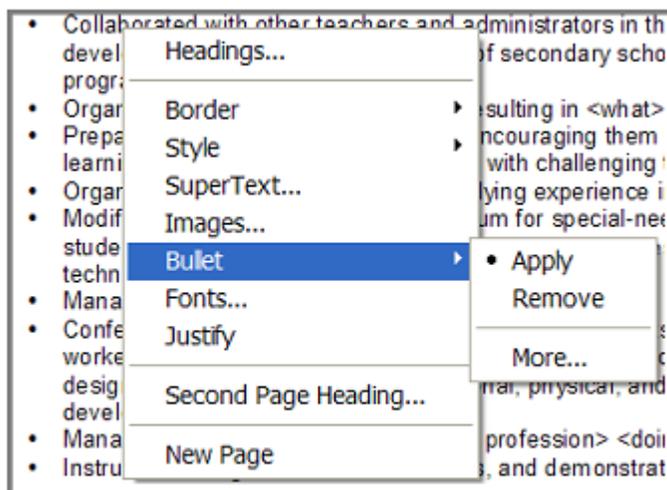
To select a different theme for your resume:

1. Select the **Resume** tab.
2. Select **Themes** from the left-column Action Links tabs.
3. Click on the desired **Theme**. Your resume displays in the selected theme for your to preview.
4. Click **Keep** to apply the theme or **Cancel** to return to your previous theme.



### Bullets

Bullets provide a simple way of emphasizing information in a list format. When used appropriately, bullets can make your resume more effective and easier to read. You can apply

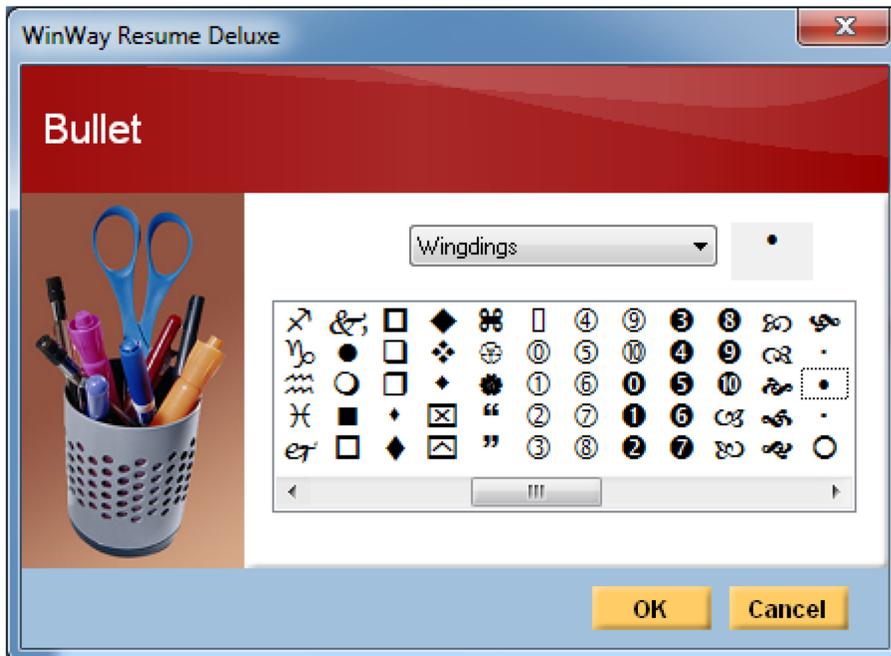


and remove bullets by right-clicking on specific lines within the document or editing dialogs, then selecting the Bullet options from the menu.

 You can also click the  button to access the bullet features within the editing dialogs.

#### To add bullets to a resume or letter section:

1. Select **Format > Bullet**.
2. Select **Apply** to apply bullets to the section, or select **Remove** to remove bullets from a section.
3. Select **More...** to modify the bullet style. The Bullet dialog displays.
4. Choose the bullet **Font** from the drop-down list, then click on the bullet symbol that you would like to use.
5. Click **OK** to save your settings.

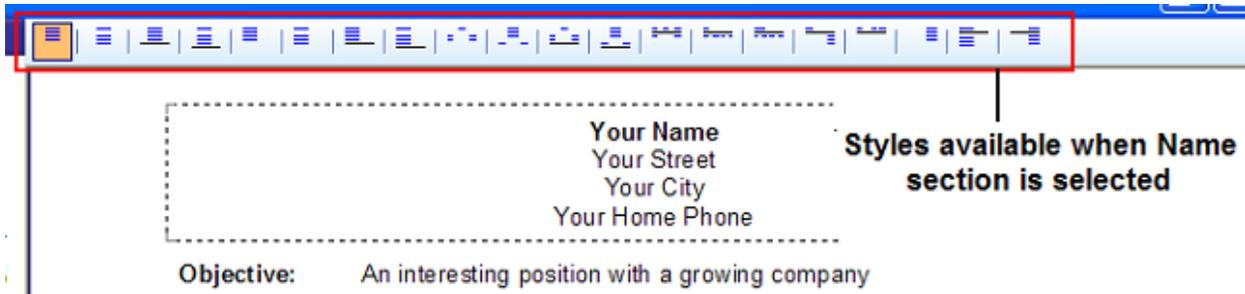


### Styles

Styles are used to improve the appearance and readability of your resume. The Style options can be applied to any text section within the body of your resume. The easiest way to apply a style is to single click on a section of the document, then click on any of the style buttons that appear in the toolbar above the document.

 The available styles vary by section.

#### Sample Styles Toolbar...



You can further edit any section by double-clicking on any section of the document. The resulting dialog provides a Formatting Toolbar that allows you to modify such features such as bolding, italics, underlining, color, bullets, and paragraph justification.

#### Sample Formatting Toolbar...

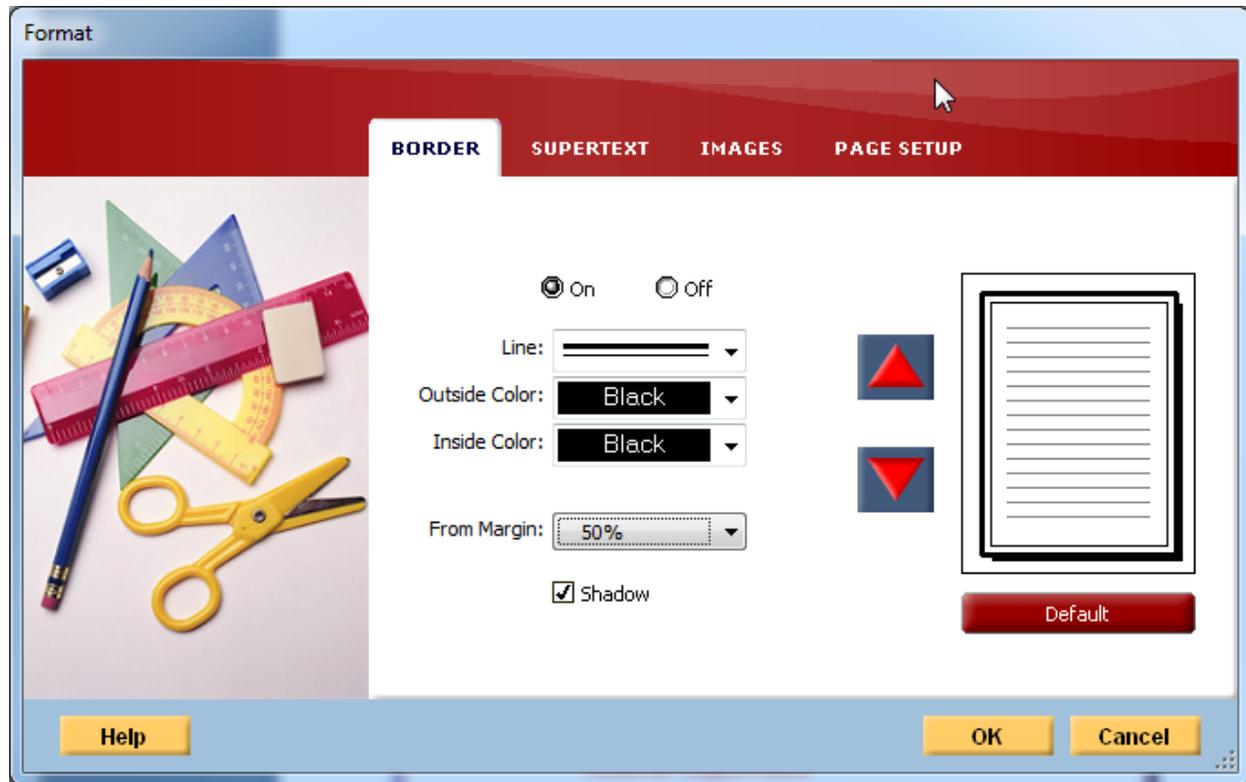


## Border

Borders provide a way to enhance your resume layout, or call attention to specific sections of your resume. You can apply borders to each page of the resume, or to individual sections.

#### To format resume or letter borders:

1. Select **Format > Border**.
2. Select **Page Border** or **Section Border**.
3. Select **On** or **Off**.
4. Choose a **Line**, **Outside Color**, and **Inside Color** from the drop-down menus.
5. For Page borders, adjust the **From Margin** setting as needed. Decrease the percentage to increase the amount of space between the border and the edge of the printed page.
6. Select whether you would like to use a **Shadow** effect.
7. Use the up  and down  arrows to view different border patterns.
8. Click **OK** to save your selections.



## Images

You can bring your resume to life with a well-chosen graphic. The built-in image library gives you plenty of choices, or use your own graphics to enhance your resume.

### To insert an image into your resume or letter:

1. Select **Insert > Image**.
2. Select either **From Image Library** to add a library graphic or **From File** to add your own graphic.
3. Select the image you wish to use.
4. Click **OK**.
5. Click on the image and drag it into place within your resume or letter.
6. To size the image, click and drag the border of the image.

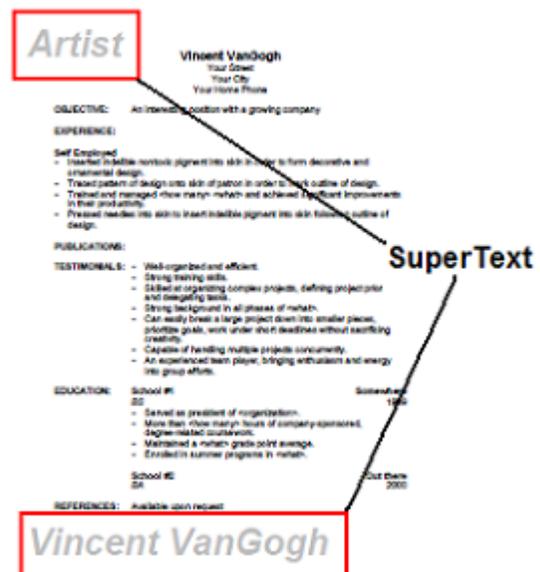
## SuperText

SuperText is large formatted text that appears at the top and/or bottom of the first page of your resume. It is designed to draw attention to your name or career objective.

 SuperText is not available when a page border is active.

### To add SuperText to your resume or letter:

1. Select **Format > SuperText**.
2. Select **On** or **Off**.



3. Select your **Top** and/or **Bottom** text from the drop-down menus, or type the desired text in each field.
4. Select **From margin** and **Overlap** settings from the drop-down menus.
5. Click **OK** to save your selections.

## Second Page Heading

The second page heading ensures that each page includes your name and a page number, in case the pages are separated. This heading also helps to maintain the flow of the resume, and minimize any potential confusion. Information entered here will appear on the top of the 2nd page of your resume and on subsequent pages.

### To change the 2nd page heading:

1. Select **Format > Second Page Heading**.
2. Select **Left** and **Right** selections from the drop-down menus. You can type "&p" to show the page number and "&n" to show your name.
3. Enter **Space before** and **Space after** settings.
4. Click **OK** to save your selections.

## New Page

Page breaks should be used to improve the appearance and readability of the resume. If a section begins at the bottom of a page, it may be better to move the section heading to the top of the next page rather than splitting the section between pages.

### To force a section to start on a new page of your resume:

1. Click on the section that you want to start on a new page.
2. Select **Format > New Page**, or right-click on the section and select **New Page**.
3. Click **YES** to proceed.

## Fit to Single Page

The Fit to Single Page feature attempts to fit your resume to a single page by automatically adjusting margins and section spacing. If the resume is very short, this option will adjust the formatting to fill the page.

### To fit your resume to a single page:

- Select **Tools > Fit to Single Page**.
- If the resume is too long to fit on one page, this command will minimize the length of the resume.
- The length of the resume may also be reduced by manually adjusting font size, section styles, or margins.

 If the result is unattractive, select **Edit > Undo** to reverse the changes.

## Page Setup

The Page Setup options enable you to configure the page size and margin settings that control the layout of the document. In the United States, it is customary to use the default 8 1/2" wide by 11" high page size. The lines between sections setting allows you to increase or decrease the space between resume sections. Resumes with little text often require more spacing (e.g., 3 lines) to fill the page, while resumes with a large amount of text often use smaller spacing (e.g., 1 line) to fit the information on a single page.

 You may also specify intermediate values, such as 1.5, if your printer supports them.

#### To modify page size or margin:

1. Select **File > Page Setup**.
2. Enter **Width**, **Height**, and **Lines between sections** page settings.
3. Enter **Left**, **Right**, **Top**, **Bottom**, and **Indent** margin settings. A margin is the space from the edge of the page to the text. Vary the margins to compensate for too much or too little text.
4. Click **OK** to save your settings.

#### Indent

If you notice an extra space under an unusually long heading, use the Indent option to adjust the formatting.

#### To remove extra space under a heading:

1. Click on the heading that contains the extra space.
2. Note the Styles Toolbar (below the Feature Tabs), and click on the styles buttons to see the effect on the selected section. You may wish to change the style on other sections for consistency.
3. Select **File > Page Setup** to adjust the **Indent** value. Increase this number to allow for the heading to fit within the space.
4. If necessary, use a shorter heading. Select **Format > Headings**, then click on the current heading and type a shorter heading.

#### Print

You may either print a resume by itself or print both your resume and cover letter together and merge with contacts.

#### To print a single resume:

1. Open your resume.
2. From the **File** menu, select **Print**.
3. Click **OK** to print your resume.

#### To print your resume and cover letter(s) together:

1. Open both your resume and cover letter.
2. Click the **Letter** tab.
3. From the **File** menu, select **Print/Merge**.
4. Click the **With Resume** checkbox.
5. Click **OK**.

#### To merge a single contact with the cover letter:

1. Open your cover letter.
2. Double-click the **Letter Contact** section (where the delivery address information is entered).
3. Click the **Find** button.
4. Select the appropriate contact from the list.
5. Click **OK**.
6. Click **OK** again to return to your letter.

**To print multiple cover letters with different contacts:**

1. Open your cover letter.
2. Select **File > Print/Merge**.
3. Select **Merge with contacts**.
4. Select the contacts you wish to print a cover letter for, or click the **Select All** button for all the contacts.
5. Click **OK**.
6. Click **OK** again to print your cover letters.

**Document Properties**

Document Properties include additional metadata that is stored with your resume file. This optional information is for your reference only, and will not be printed.

**To add document properties to your resume or letter:**

1. Select **File > Properties**.
2. Enter **Title, Subject, Author, Keywords, and Comments**.

**Learning About Resumes**

Use the following features to learn more about resumes:

**Video** - click the Video tab to watch advice on resume and letter writing, interviewing, and salary negotiation.

**Resources** - select the Resources tab to locate a variety of online resources, including Career Links and Federal Forms.

**Help System** - consult the Help system for detailed information and instructions for using the program to create your resume.



## Chapter 3: Letters, Contacts, and Envelopes

This chapter explains how to create letters, add and manage a list of contacts, and prepare envelopes for mailing.

# 3

### Using the Letter Feature

#### Letter Structure

The Letter feature automates and improves the letter writing process. Simply double-click on the main sections of the letter to add or modify the information.

The standard letter structure consists of the following sections:

**Name** - Your personal contact information.

**Letter Contact** - The name and address of the person to whom you are writing. Double-click on this section to open the Letter Contact dialog, where you define the Delivery Address, Greeting, and formatting options.

**Letter Body** - The content of your letter. Double-click on this section to open the Letter Body dialog, where you create and format the body of your cover letter. You can also use the AutoWriter feature to insert attention-getting phrases.

 Right-click on any section to access the formatting options.

#### Name (Letter)

The Name section of the cover letter functions the same as the Name section in your resume. However, the information is entered and stored separately so letters can be customized for each recipient.

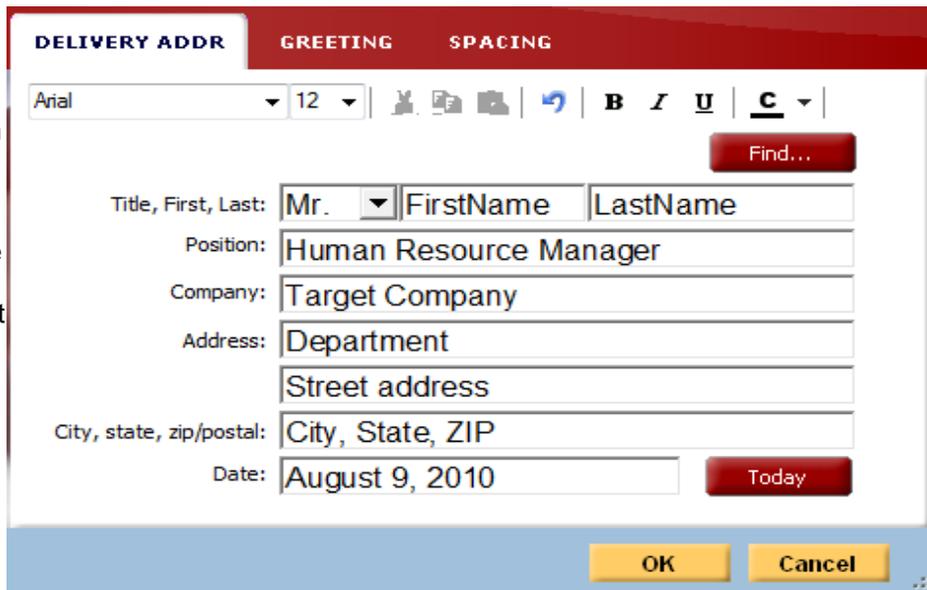
#### Letter Contact

The Contact section of the cover letter includes the name and address of the person to whom you are writing. Simply double-click on this section to open the Letter Contact dialog, where you define the Delivery Address, Greeting, and formatting options.

#### Delivery Address

The Delivery Address tab includes fields for entering the name, address, and title of the person to whom you are sending your resume. It also includes a formatting toolbar that enables you to change the font size, color, and style characteristics of each text item.

Simply click in any of the fields, then type the information. You can also cut and paste information into any field using the formatting toolbar options.



The screenshot shows the 'DELIVERY ADDR' tab of a dialog box. At the top, there are three tabs: 'DELIVERY ADDR', 'GREETING', and 'SPACING'. Below the tabs is a formatting toolbar with a font dropdown set to 'Arial', a font size dropdown set to '12', and buttons for bold (B), italic (I), underline (U), and color (C). A 'Find...' button is located to the right of the toolbar. The main area contains several input fields: 'Title, First, Last:' with a dropdown set to 'Mr.' and text boxes for 'FirstName' and 'LastName'; 'Position:' with the text 'Human Resource Manager'; 'Company:' with the text 'Target Company'; 'Address:' with text boxes for 'Department' and 'Street address'; 'City, state, zip/postal:' with the text 'City, State, ZIP'; and 'Date:' with the text 'August 9, 2010' and a 'Today' button. At the bottom, there are 'OK' and 'Cancel' buttons.

To use formatting, click and select the text in any field, then click on the formatting toolbar options to apply the changes to the selected text.

**Find** - click the Find button to access the list of contacts that are currently stored in the Contact Manager. This feature enables you to fill-in the delivery address fields automatically, using names and addresses from the Contact Manager database.

**Today** - click the Today button to add the current date to the date field.

## Greeting

The Greeting tab includes the following options:

**Standard** - provides standard text and formatting options for listing the contact name and title. Click to edit the fields and make selections from the drop down list.

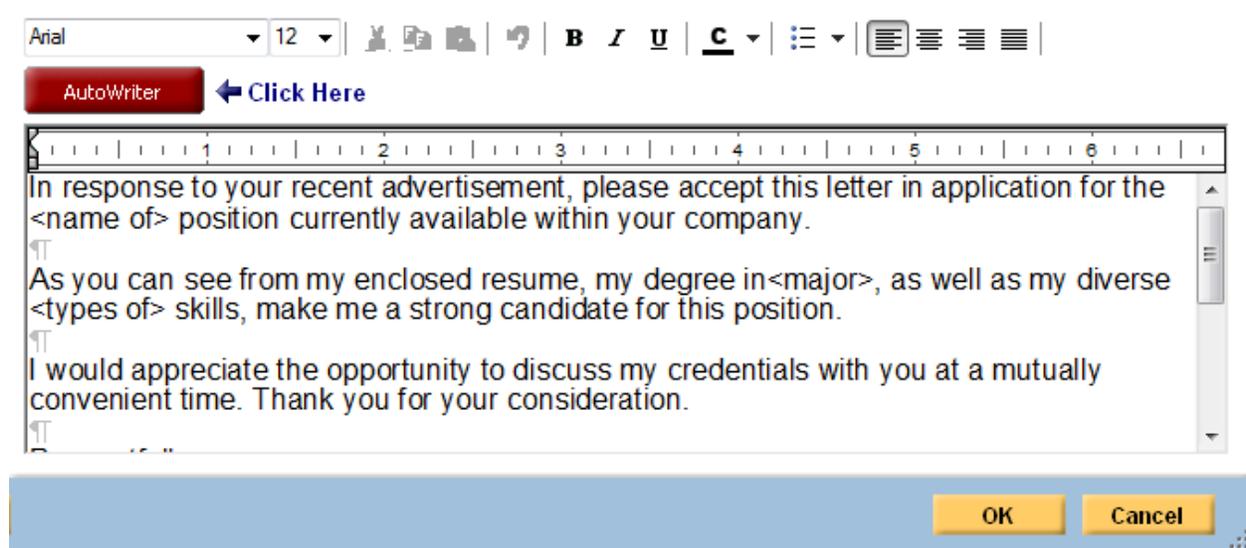
**Custom** - provides complete control to customize the greeting. Click to edit the text in this field.

## Spacing

The Spacing tab enables you to define the number of blank lines (extra space) to insert after the Name, Date, Contact, and Greeting. These options are used to improve the appearance of the letter.

## Letter Body

The Letter Body dialog provides options for adding and editing the main content of the cover letter. Click in the work area to type, edit, or move text. Select any or all of the text in the work area, then apply formatting changes using the formatting toolbar.



**AutoWriter** - click to access the AutoWriter dialog, where you can find and insert key phrases that will make your letter more effective.

**Video** - click to view an instructional video on cover letters.

## Themes (Letter)

WinWay Resume Deluxe includes hundreds of professional cover letter themes. Each theme includes a coordinated set of fonts, bullets, borders and/or graphics.

**To select a different theme for your letter:**

1. Select the **Letter** tab.
2. Select **Theme** from the left-column Action Links tab.
3. Click on the desired **Theme**. Your letter displays in the selected theme for you to preview.
4. Click **Keep** to apply the theme or **Cancel** to return to your previous theme.

**Letter Tasks****Examples**

The Examples dialog enables you to search through a list of sample documents that you can customize for your own situation.

- For resume examples, select File, Ready to Use Resumes, More Examples.
- For letter examples, select File, Ready to Use Letters.

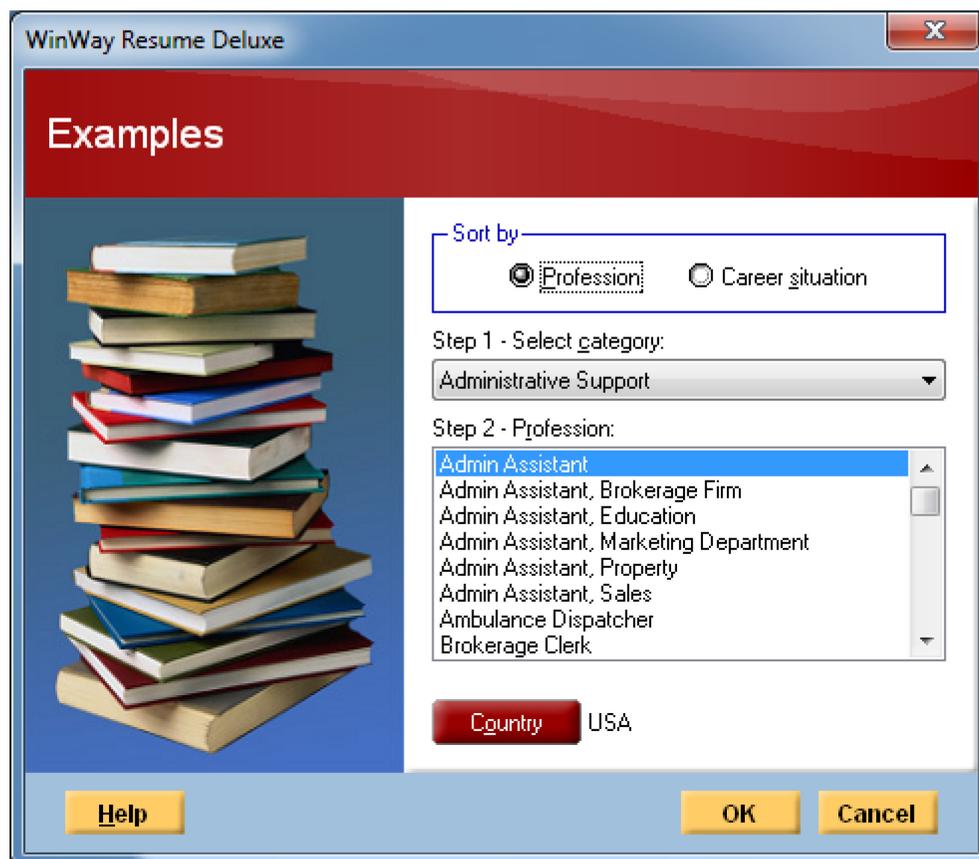
In the Examples dialog, use the following options to select a sample letter:

**Sort by** - sorts the list of professions based on profession or career situation.

**Select Category** - enables you to sort the list of professions by common categories. This option makes it easier to locate specific professions.

**Profession** - a list that enables you to choose an example letter for a specific profession.

**Country** - click to view examples that have been customized for different countries.



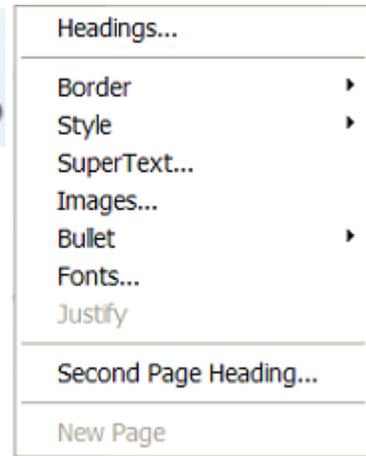
## Format (letter)

The Format option provides access to the main formatting features, such as headings, styles, images, and fonts. Simply click the Format icon, then select a feature from the menu.

 Some menu options change based on the section that is currently selected within the document.



Format



## Auditor

The Auditor feature evaluates your resume or cover letter and generates a report to help you correct errors and make improvements. The auditor checks for missing information, evaluates content and layout, checks for consistency, and tests dates for gaps and overlaps. It also reports on grammatical form, such as use of action verbs and numeric and quantitative expressions.

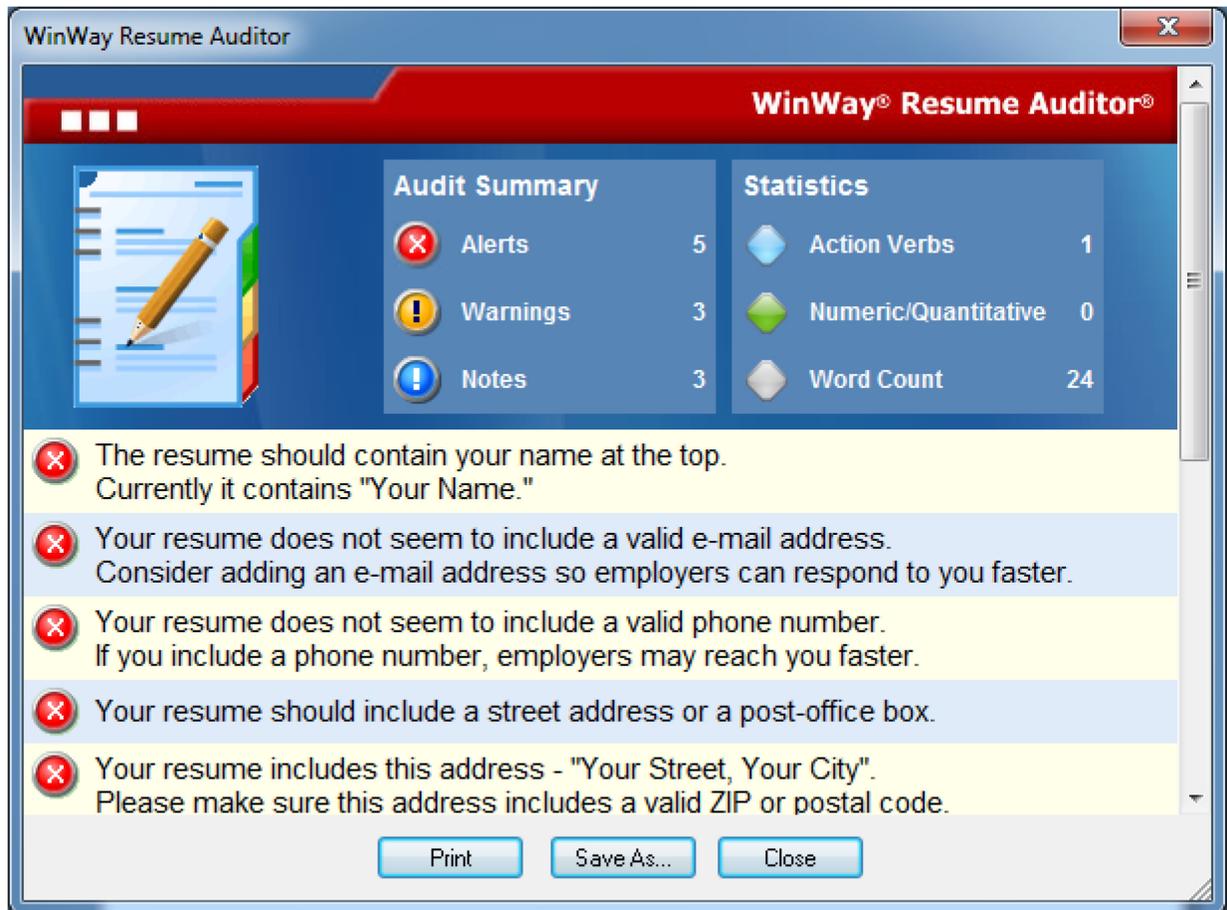


### To use the resume/letter auditor:

1. Click the **Resume** or **Letter** tab.
2. Click the **Auditor** icon in the Action Link panel on the left. (If needed, click the **Tasks** button to open the Task panel.)

- OR -

1. Open the **Tools** menu, and select **Resume Auditor**.
2. Click **Next >** to run the auditor. Wait for the audit to complete.
3. Click **Report** to view the audit report.
4. Click **Print** to print a hard copy of the report, or click **Save As** to save the report in a standard file format.



## Send

The Send feature provides the capability to send your resume and letter via e-mail, or export the file into several popular file formats. Simply click on the Send icon in the Action Link panel, or select **File > Send...** from the menu bar.



**Send via E-mail** - launches the default e-mail client on your computer and attaches your resume to a new e-mail message. You can then use your e-mail address book and other e-mail features to create and send the resume to the intended recipient.

**Export to File** - exports your resume to a separate PDF, RTF, ASCII, or HTML file. These popular file formats make it simple to share your resume document with others.

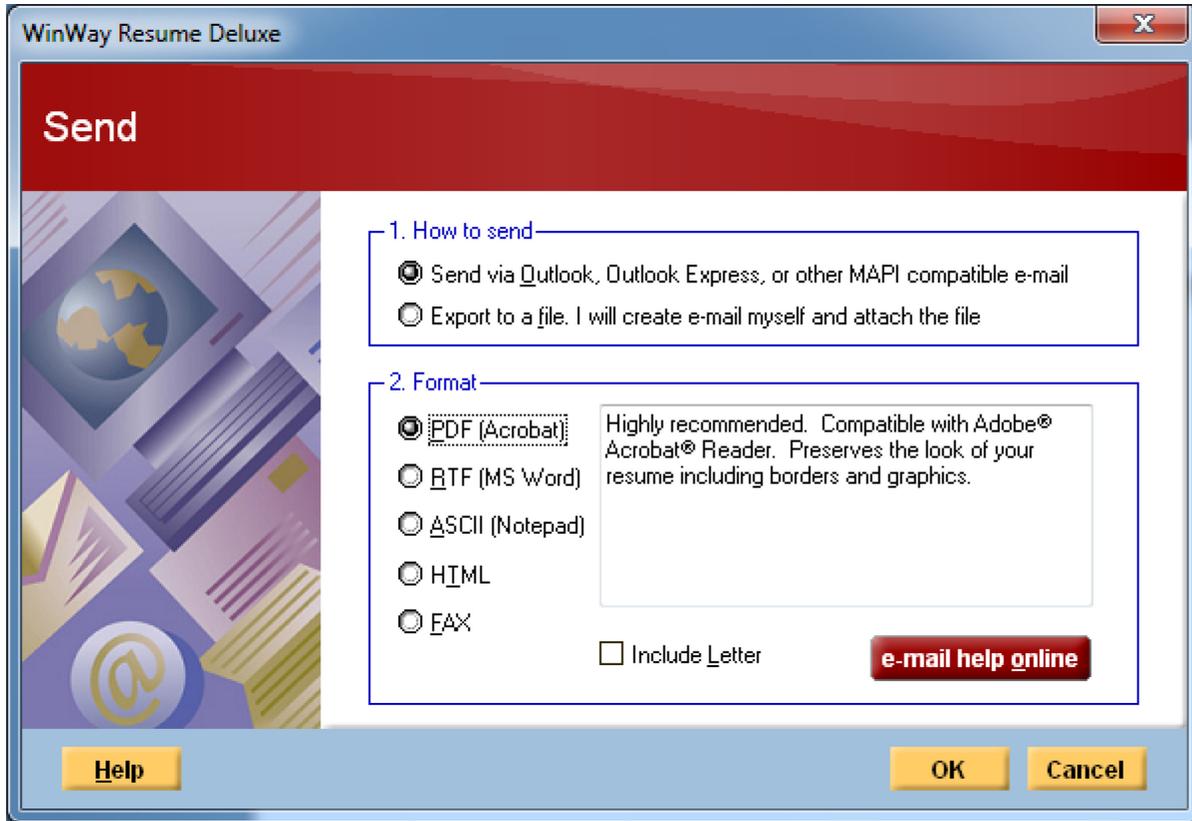
### To send your resume or letter via a MAPI-compliant e-mail program:

1. Select **File > Send**.
2. In the Send dialog, select the option to **Send via Outlook, Outlook Express, or other MAPI-compliant e-mail**.
3. Select the appropriate **File Format**. Select the **Include Resume** or **Include Letter** check box to send your cover letter and resume together.
4. Click **OK** to launch your e-mail program.

### To send your resume or letter via other e-mail programs (Yahoo mail, Google mail, HotMail, etc.):

1. Select **File > Send**.

2. In the Send dialog, select the option to **Export to a File**.
3. Select the appropriate **File Format**.
4. Click **OK**. Specify a filename and **Save** the file.
5. Launch your e-mail application, and choose the options to attach the file to your e-mail message.



## Ready To Use Letters

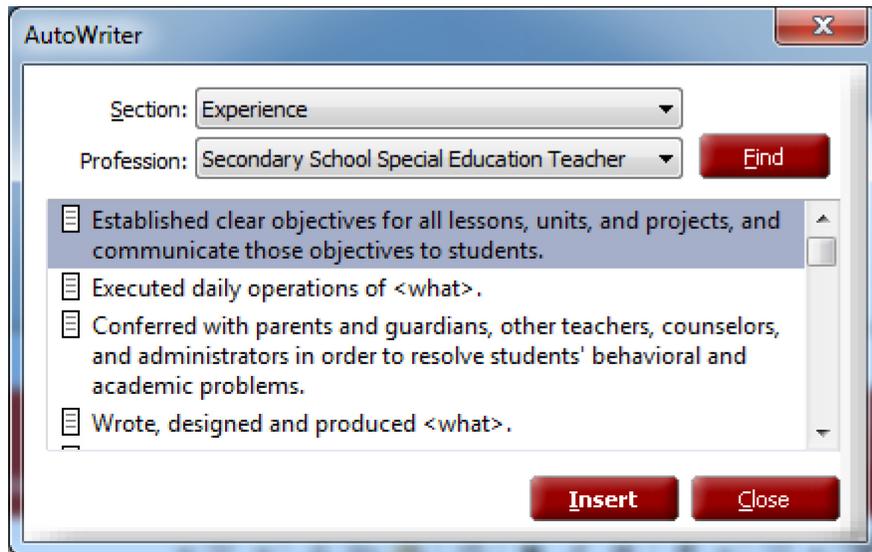
**Ready To Use Letters** provide examples of letters targeted towards specific positions. You can edit and customize Ready To Use Letters based on your experience.

### To open a Ready To Use Letter:

1. Click the **Letter** tab, then select **Examples** from the Action Link in the left column.
2. Under **Sort by**, select either **Profession** or **Career situation**.
  - a. Profession - offers industry selections such as Arts, Construction, Finance, and Health Care.
  - b. Career Situation - offers options such as College Graduate, Military to Civilian, and New Occupation.
3. In **Step 1** - Select **Category** field, select the industry that most closely matches the job that you are looking for.
4. The **Step 2 - Profession** field will now contain positions related to the selected category.
5. Select a profession and click OK to open the example letter.
6. To view example letters for another country, click the **Country** button.

## AutoWriter®

AutoWriter® is one of the most powerful features in WinWay Resume Deluxe . The AutoWriter feature suggests Job Winning Phrases™ for your resume or cover letter. These phrases are targeted towards specific positions and detail experience that is common for the profession selected. You can edit and customize the inserted phrases based on your own job experience



### To access the AutoWriter® feature:

1. Double-click a section within your resume or letter.
2. Click on the **Description** tab in the window that displays. Note that not all sections have a Description tab.
3. Ensure that your cursor is at the position where you want to insert a phrase.
4. Click the **AutoWriter®** button.

### For resumes:

1. Verify that the **Section** selection matches the resume section that you selected.
2. Select a **Profession** or click **Find** to enter job keywords and search for a specific profession.

### For letters:

1. Select the **Letter Type** from the drop-down that most closely matches the purpose of your letter.
2. Select the desired **Letter Part**.

### To insert phrases:

1. Double-click the phrase that you want to insert into your document or select the phrase and click **Insert**.
2. Click **Close** when you have finished inserting phrases.
3. Customize each phrase as necessary.
4. Modify the order of your phrases to avoid an alphabetical resume or letter.

## Formatting and Printing Resumes

WinWay Resume Deluxe provides a number of formatting options for resumes and letters. The program gives you complete control to add and customize headings, fonts, borders, images, and bullets. It also includes hundreds of professional themes that you can apply to your resume.

### Print

You may either print a resume by itself or print both your resume and cover letter together and merge with contacts.

#### To print a single resume:

1. Open your resume.
2. From the **File** menu, select **Print**.
3. Click **OK** to print your resume.

#### To print your resume and cover letter(s) together:

1. Open both your resume and cover letter.
2. Click the **Letter** tab.
3. From the **File** menu, select **Print/Merge**.
4. Click the **With Resume** checkbox.
5. Click **OK**.

#### To merge a single contact with the cover letter:

1. Open your cover letter.
2. Double-click the **Letter Contact** section (where the delivery address information is entered).
3. Click the **Find** button.
4. Select the appropriate contact from the list.
5. Click **OK**.
6. Click **OK** again to return to your letter.

#### To print multiple cover letters with different contacts:

1. Open your cover letter.
2. Select **File > Print/Merge**.
3. Select **Merge with contacts**.
4. Select the contacts you wish to print a cover letter for, or click the **Select All** button for all the contacts.
5. Click **OK**.
6. Click **OK** again to print your cover letters.

## Mailing Your Resume and Letter

It is important to carefully choose how and when to mail your resume and cover letter. In general, do not rush to answer a want ad. Most top-level jobs take several weeks to fill. Let the potential employer be deluged for a few days with the applications from the early birds who may very well appear overanxious to the company. Try to mail your information so that it will be in the hands of the potential employer in the middle of the week, not on a Monday or a Friday. Mondays are notorious for being hectic; Fridays are days to put things off until Monday. If you mail your letter so that it will arrive on a Tuesday, Wednesday or Thursday, it is more likely to receive the quiet attention it deserves.



## Selecting Paper

When selecting the paper, it is generally better to be on the subtle side. You want your paper to stand out from the stacks of photocopies on the potential employer's desk, but you don't want to be too shocking. Choose a light-colored bond paper such as gray, light blue, or buff. Textured (such as linen-weave or laid-finish) and parchment paper are also good choices. If you choose a watermarked paper, be sure that when you hold your resume and cover letter up to a light, the watermark will read correctly. Use standard-sized 8½ x 11" paper.

- Use the same kind of paper for all communications that you have with the company. This will make you look more organized than if you are using blue paper for your resume, buff for your cover letter and gray for your reference page.
- Avoid using plain white photocopy paper. Your all-important communication may well get lost in the shuffle on the recipient's desk.
- You should have each resume and cover letter printed on a laser or inkjet printer. Avoid photocopying on all but the best machines. If possible, create and print an original resume for each position you are applying for.

## Selecting Envelopes

You have several options for envelopes to mail your resume and cover letter. The first option is a matching business-sized envelope. With the cover letter on top of the resume, fold the documents into thirds, and insert them into your envelope. The second option is using a white 9 x 12" catalog-style envelope. If you choose this type of envelope, your resume and cover letter should arrive at the potential employer's office uncreased and fresh looking. However, one drawback to using catalog envelopes is that the employer may assume that your resume is actually a catalog, and put it off to the side to be opened later. For this reason, you will want to write *Resume Enclosed* on the outside of the envelope. A third option is using a 9x12" envelope that matches or coordinates with your resume stationery. Several of the mail-order paper supply companies offer dozens of coordinating sets of stationery with several sizes of envelopes. A final option is using a 9 x 12" thin cardboard envelope, similar to those used by Federal Express. Again, mail-order paper supply companies offer several choices of these types of envelopes, including one that is red and is marked **URGENT**. Mailing costs for the thin cardboard envelopes are slightly more than a business-sized envelope.

## Using the Contact Manager

### Contact Manager

The Contact Manager includes features for Adding, Editing, and Deleting contact information.

- To **Edit** a contact, double-click on the contact or select a contact and click the **Edit** button.
- To **Add** a contact, select the **Add** button from the **Contact** menu.
- To **Delete** a contact, select the **Delete** button from the **Contact** menu.

	Resume	Letter	Contact	Envelope	Interview	Salary	Video	Resources	Jobs	Job App
 EDIT										
 ADD										
 DELETE										
	Company	Last	First	Phone						
	Sample Company 1	Mainstay	Jo-Ann	(510) 343-5555						
	Sample Company 2	Shapiro	Ruth	(415) 332-3434						
	Sample Company 3	Dirubbo	Pepper	(214) 949-3949						
	Sample Company 4	Flagstone	John	(310) 965-3486						
	Sample Company 5	Ross	Benjamin	(415) 349-3435						
	Sample Company 6	Gerwick	Michael	(714) 949-4949						

### Contact Dialog

The Contact dialog includes tabs and fields for entering information about the selected contact. Click in each field to enter the information. The name and address information entered here is used for letters you write to this contact. Click on the Company, Products, and Interview tabs to enter supplemental information.

**i** If the contact is a potential employer, use the Company and Products tabs to write everything you know about the company from their ads and from any research you have done. Use the Interview tab to help plan for an upcoming interview, and to plan your follow-up after an interview.

Enter contact information on the following tabs:

**Name** - Enter the contact's Title, Name, Position, Company, Address, Phone, Fax, and e-mail information. You can also enter notes about the contact.

**Company** - Enter company information such as Year Founded, Annual Sales, Number of Employees, Number of Plants, Stock Price (for public company), Key Personnel, and Company History.

**Products** - Enter product information such as Products and Services, Primary Product, Competition, and Advantage Over Competition.

**Interview** - Enter the Job Requirements and notes to describe How you match the Requirements.

### Select Contacts Dialog

The Select Contacts dialog allows you to print the information in your Contact Manager database. Simply click the **Contact** tab, then select **File > Print** to open the Select Contacts dialog.

This dialog lists all the contacts that are currently in your Contact Manager database. You can select one or multiple contacts by clicking on each item. The buttons in this dialog perform the following functions:

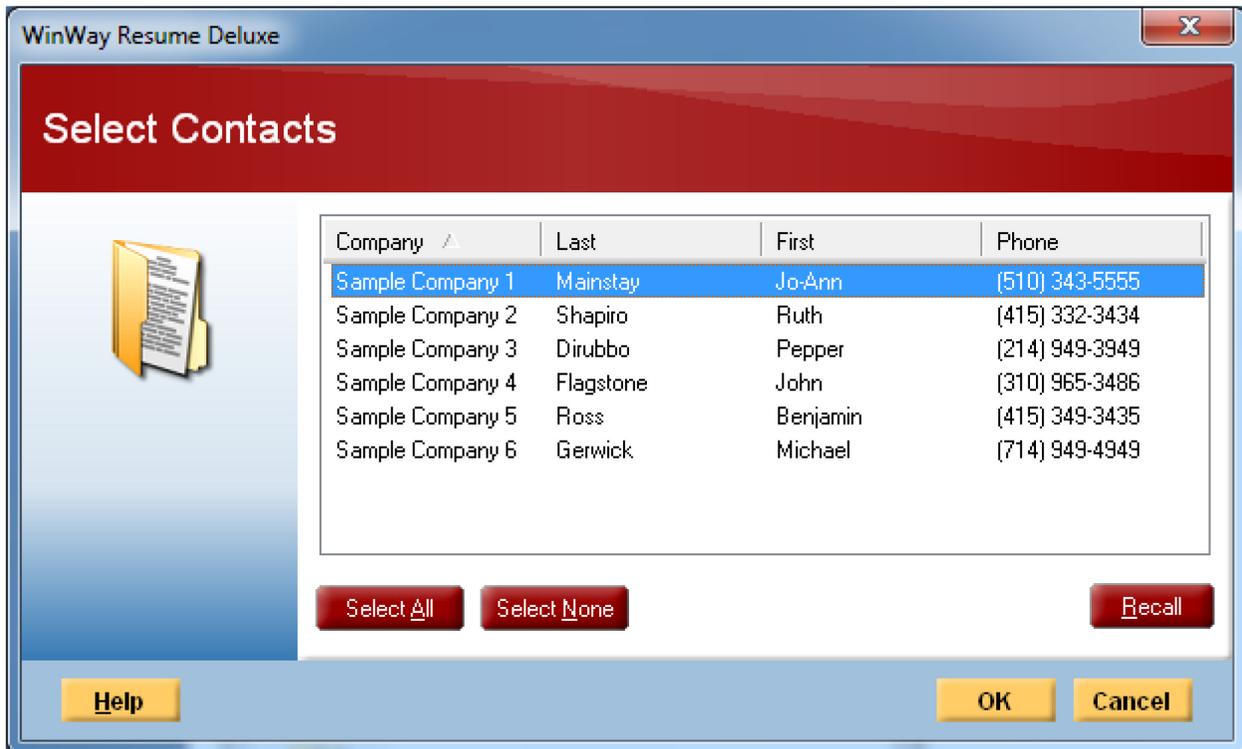
**Select All** - selects all the items in the list.

**Select None** - deselects all the items in the list.

**Recall** - click to automatically select the contacts that were selected in this dialog the last time it was used.

**OK** - accepts all selections and opens the Print dialog.

**Cancel** - cancels all selections, closes the dialog, and returns to the Contact tab.



## Using the Envelope Features

### Envelope Feature Tab

Select the Envelope feature tab at any time to view and edit the envelope content and layout. The sample includes your Return Address (if it is currently listed on your resume), and the Delivery Address (if one has been entered or selected from your Contact List).

#### To create an envelope:

1. Double-click within the return address or delivery address section of the envelope. The Envelope window displays.
2. Enter your **Name** and current **Address** within the **Return Address** tab. Select the **Omit Return Address** checkbox to skip this step.
3. Enter the delivery **Name**, **Position**, **Company**, and **Address** within the **Delivery Address** tab.
4. Select the **Endorsement** tab to choose an endorsement to be printed on the envelope. Endorsements include such phrases as Confidential, Do Not Bend, First Class Mail, etc.
5. Click **OK** to apply the changes to the envelope.

### Envelope Print Setup

The Envelope Print Setup feature allows you to configure how to print envelopes for your resumes and letters.

**To access envelope print settings:**

1. Select **Setup** in the left column of the Envelope window or **File > Envelope Print Setup**. The Envelope Print Setup window displays.
2. Select the **Printer** you would like to use from the drop-down printer **Name** field.
3. Select the **Paper Size** (defaults to #10, 4 1/8" x 9 1/2") and **Source** (defaults to Auto).
4. Select the **Orientation** of Portrait or Landscape (defaults to Landscape).
5. Click the **Margins** button to alter margin settings.
  - Enter **Return Address** margins - **From Left** (defaults to 0.46") and **From Top** (defaults to 0.25").
  - Enter **Delivery Address** margin - **From Left** (defaults to 45%).
6. Click **OK** to save the envelope print settings.

**To print the envelope:**

Select **File > Print Envelope**.

## Chapter 4: E-mail and Export

WinWay Resume Deluxe provides a turnkey solution for creating resumes and distributing them to prospective employers, agencies, and job services.

### File Types

WinWay Resume Deluxe supports several popular file formats for distributing your resumes and cover letters. You create these file formats using the Export feature (**File > Export**). The three character filename extension identifies the file format.

The program supports the following file formats:



File Format	Description	Comments
<b>.RSM</b>	WinWay Resume Deluxe resume file. This is the default or native format that WinWay Resume Deluxe uses for all resumes. The program automatically saves resumes in this format	Always keep the .RSM file for editing or creating alternate versions of your resume.  <b>Never send the .RSM file to a prospective employer.</b>
<b>.PDF</b>	Adobe Acrobat Portable Document Format (PDF) file. This popular format is commonly used to distribute files because it maintains the original formatting and provides high-quality printing.	Best format for sending your resume via electronic mail. The Adobe Acrobat Reader is required to view and print PDF documents. This free program is available at <a href="http://www.adobe.com/acrobat">http://www.adobe.com/acrobat</a> .  <b>Send your resume in PDF format unless another format is specifically requested.</b>
<b>.RTF</b>	Rich Text Format file. RTF files provide basic formatting compatibility for Microsoft® Word® and other word processing applications. It preserves the document structure and fonts.	This format is often used in conjunction with Microsoft Word. Send this format if MS Word compatibility is specifically required. You can also open this file with MS Word and then save it as an MS Word (.doc or .docx) file.
<b>ASCII / Text</b>	Standard text file. This format can be read by any program, but it does not provide any formatting options.	This format is sometimes used for posting resumes to web sites. Do not send this format unless it is specifically requested.
<b>HTML</b>	Hypertext Markup Language file. This option creates a web page	For best results, do not use tabs in a resume that is saved in HTML format.

document that can be viewed in any Internet browser.

Do not send this format unless it is specifically requested.

## E-mail

The E-mail, or integrated Send feature, provides the capability to send your resume and cover letter to prospective employers over the Internet via e-mail. This feature automatically attaches your resume and cover letter to most MAPI-compliant e-mail applications, including Microsoft Outlook, and Outlook Express. For other e-mail programs, such as Yahoo mail, Google mail, and HotMail, you can choose to Export your document to a file, then manually attach the document to your e-mail message using the features provided in your e-mail program.

## Send

The Send feature provides the capability to send your resume and letter via e-mail, or export the file into several popular file formats. Simply click on the Send icon in the Action Link panel, or select **File > Send...** from the menu bar.



**Send via E-mail** - launches the default e-mail client on your computer and attaches your resume to a new e-mail message. You can then use your e-mail address book and other e-mail features to create and send the resume to the intended recipient.

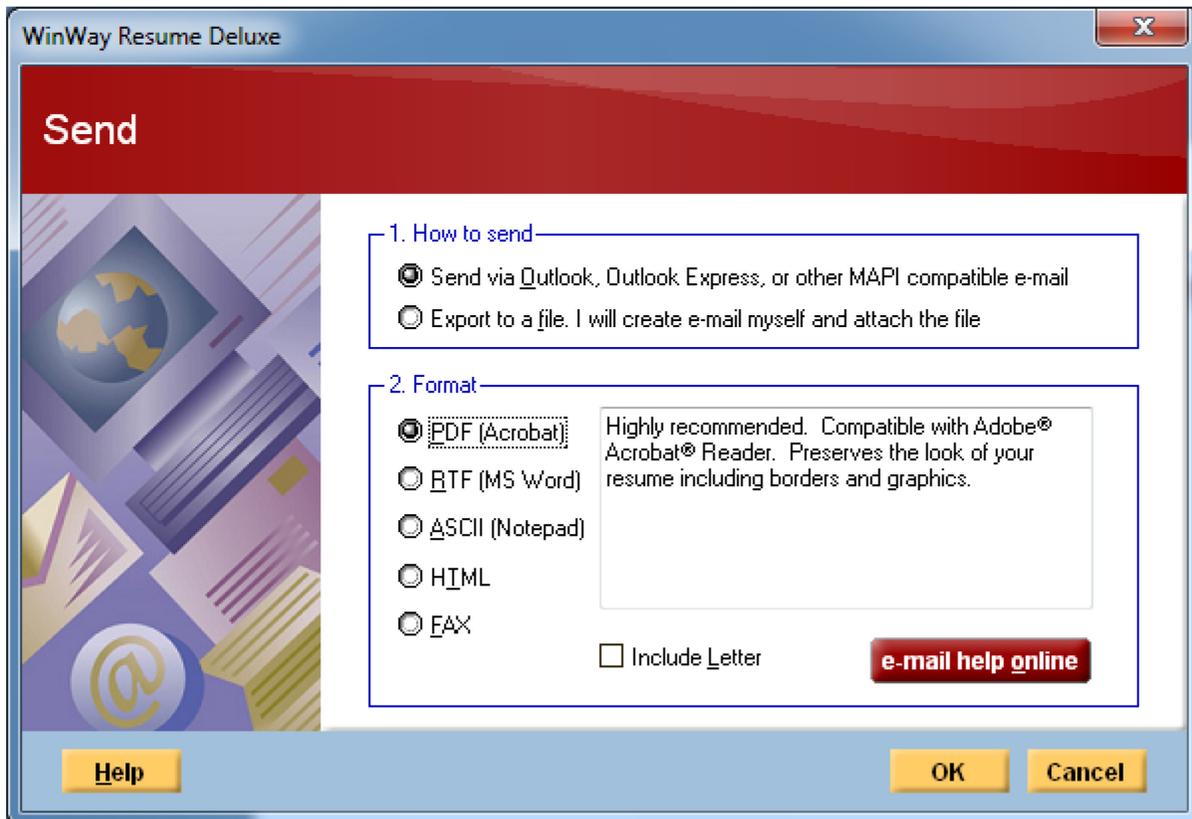
**Export to File** - exports your resume to a separate PDF, RTF, ASCII, or HTML file. These popular file formats make it simple to share your resume document with others.

### To send your resume or letter via a MAPI-compliant e-mail program:

1. Select **File > Send**.
2. In the Send dialog, select the option to **Send via Outlook, Outlook Express, or other MAPI-compliant e-mail**.
3. Select the appropriate **File Format**. Select the **Include Resume** or **Include Letter** check box to send your cover letter and resume together.
4. Click **OK** to launch your e-mail program.

### To send your resume or letter via other e-mail programs (Yahoo mail, Google mail, HotMail, etc.):

1. Select **File > Send**.
2. In the Send dialog, select the option to **Export to a File**.
3. Select the appropriate **File Format**.
4. Click **OK**. Specify a filename and **Save** the file.
5. Launch your e-mail application, and choose the options to attach the file to your e-mail message.



## Export

The Export option enables you to convert your resume to several popular file formats.

### To export your resume or letter:

1. Select **File > Export**.
2. In the Export dialog, select the desired **File Format**.
3. If you select HTML, define the **Bullets** and **Background** options. **Standard** will save bullets as image files external to the primary html file. You must select this option if you want a background. **Self Contained** will include bullets as characters within your document.
4. Click **OK** to continue.
5. Choose a folder and filename for the exported file, then click the **Save** button.

## Fax

WinWay Resume Deluxe supports faxing directly from your computer. Most fax software programs behave like a printer - all you need to do is make sure the fax software is selected as your printer, and print your resume and letter.

 Fax software, or a MS Windows Fax driver, must be installed on your computer. The FAX option will not appear if Fax software is not installed.

### To Fax a resume from your computer:

1. Click **File > Send**.
2. In the Send dialog, select the option to **Send via Outlook, Outlook Express, or other MAPI-compliant e-mail**.

3. Click the **FAX** button, then click **OK**.
4. In the Print dialog, make sure the **Fax** program is selected, then click **OK**.
5. Follow the instructions presented in the fax dialogs.

**Alternatively, you may send faxes by following these instructions:**

1. Open your resume and letter.
2. Select **File > Print**.
3. In the printer name selection box, choose your fax program. If fax is not one of the choices, consult the user's manual of your fax software or call the fax software vendor.
4. From the Letter module, select **File > Print/Merge**. Click **With Resume** and choose your resume. (Your resume file must be open.)
5. If applicable, click **Merge with contacts** to select recipients from your Contact Manager database. When the **Select Contacts** dialog appears, select one or more contacts, then click **OK**.
6. In the Print dialog, make sure the **Fax** program is selected, then click **OK**.
7. Follow the instructions presented in the fax dialogs.

## Send to iPhone®

After creating your resume, transfer it to your iPhone® and keep it with you at all times. Send a crisp copy of your resume to employers from wherever you are. Never miss an opportunity to network and share your resume.

Job applications require detailed information beyond your resume. Do you have it ready? Transfer your Job Application Worksheet from WinWay Resume Deluxe to your iPhone®, and you'll have the answers to typical job application questions, specific facts and figures, and other information that may be required by employers.

To transfer your resume and/or job application to your iPhone®:

1. Open the document you wish to transfer
2. Select "File," "Send to iPhone®"
3. Review the service agreement, and if agreeable, click "I accept the terms of the agreement"
4. Click "Next"
5. Choose the documents you wish to send to the iPhone®
6. Click "Next"
7. Follow the instructions on the screen

## Chapter 5: Interview, Salary, and Job Search Tools

WinWay Resume Deluxe offers several key features and instructional tools to guide you through the process of interviewing, salary negotiation, and searching for job opportunities.

# 5

### Interview

The Interview feature provides answers to the most commonly asked interview questions via interactive videos. Use the following options when using the Interview dialog:

**Topic** - click to select the desired topic.

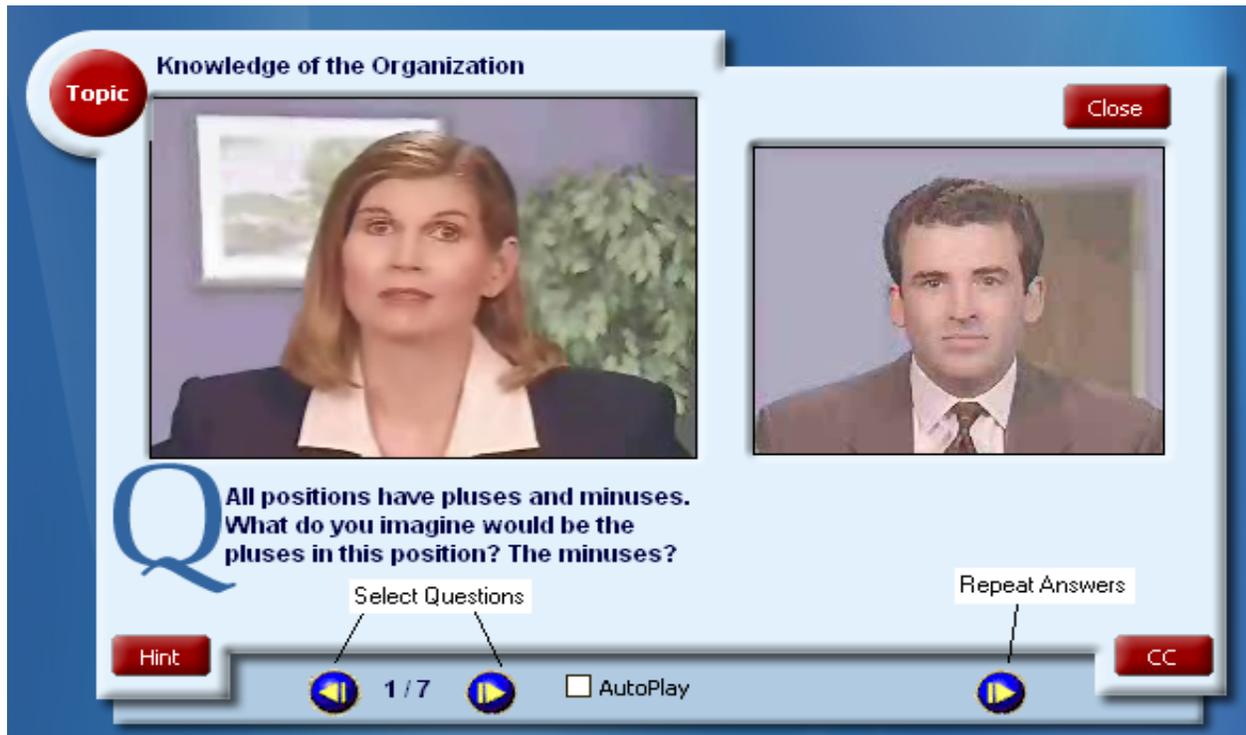
**Hint** - to listen to additional tips for responding to each question.

 - click to move to the next or previous topic, and to repeat the answers to the interview questions.

**AutoPlay** - select this checkbox to automatically play all questions in sequence. Uncheck to select and play each question manually using the controls.

**CC** - click to view Closed Captioning.

**Close** - click to close the video player.



**Knowledge of the Organization**

**Topic**

**Close**

**Q** All positions have pluses and minuses. What do you imagine would be the pluses in this position? The minuses?

Select Questions

Repeat Answers

**Hint**

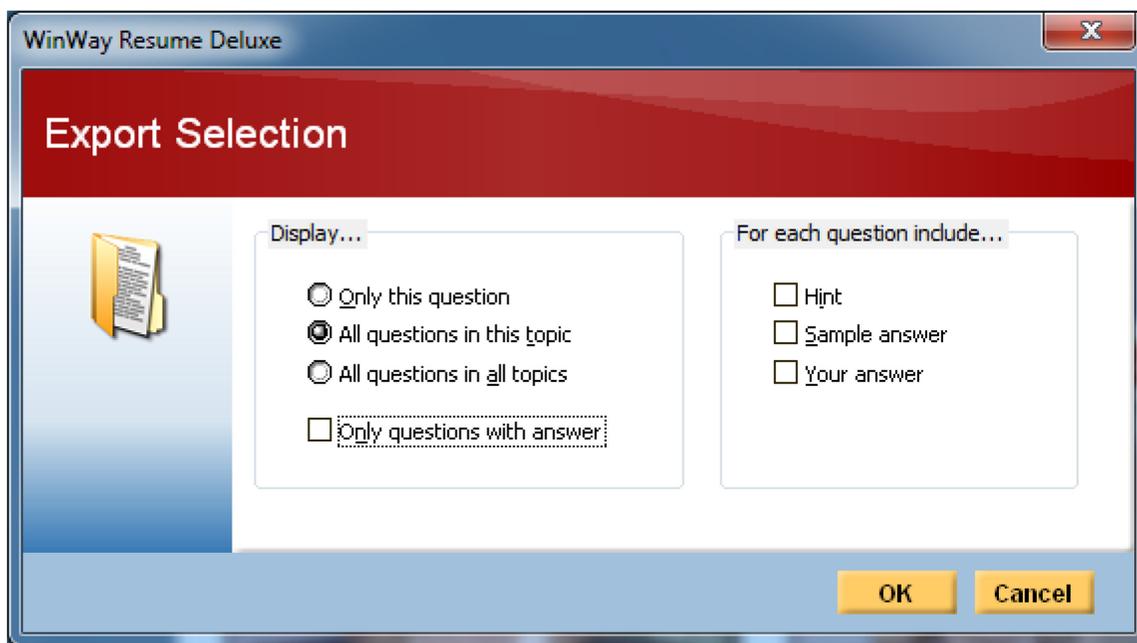
**1 / 7**

AutoPlay

**CC**

### Export Selection

The Export Selection dialog allows you to select which interview questions and answers will be printed or exported, and whether hints and answers will be included.



**To Print or Export the interview questions and answers:**

1. From the **Interview** window, select **File > Print**, or **File > Export**. The Export Selection window displays.
2. Select one of the **Display** options: Only this question, All questions in this topic, or All questions in all topics.
3. Select whether you would like to print/export **Only questions with answers**.
4. **Select Hint and/or Sample answer to include this information.**
5. Click **OK** to continue.

**i** If you are exporting, the session will be saved in a .txt format. You can open this file from any word processor or text editor.

## Salary Maximizer

The Salary Maximizer offers answers to the most commonly asked salary questions. The interactive video sequences present common questions interviewers ask during salary negotiations, along with recommended responses to each question. Use the following options when using the Salary Maximizer:

**Hint** - to listen to additional tips for responding to each question.

**Control Buttons** - click  to select questions and repeat answers.

**AutoPlay** - select this checkbox to automatically play all questions in sequence. Uncheck to select and play each question manually using the controls.

**CC** - click to view Closed Captioning.



## Salary and Benefits Guide

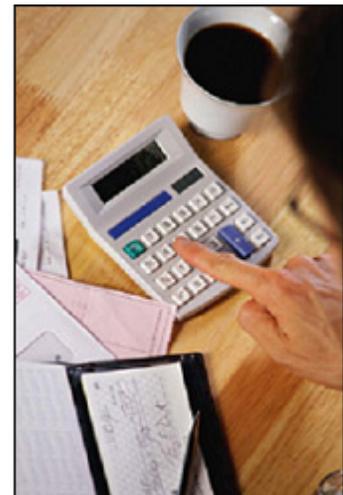
The Salary and Benefits Guide provides valuable information about salary and benefits, including the following topic categories:

- Cash
- Insurance
- Vacation
- Education
- Perks

Each category contains a number of topics to explore. Simply select a category, then select any topic that appears in the list box.

- Cash
- Insurance
- Vacation
- Education
- Perks

- Bonuses - Performance**
- Bonuses - Perfect Attendance
- Profit Sharing
- Overtime
- Commission
- Relocation - Moving Expenses
- Savings - 401(k) or 403(b), Tax deferred
- Savings - Credit Union



## Video

The WinWay Resume Deluxe videos provide valuable information about creating your resume, interviewing, and negotiating a salary.

**Topic** - click to select the desired topic.

**CC** - click to enable closed captioning.

 - click to move to the next or previous topic.

**AutoPlay** - select this option to play all topics in sequence.

**Close** - click to close the video player.

## Jobs

The WinWay Resume Deluxe Jobs feature provides you with a list of job opportunities in your chosen field and geographic location. Based on your search criteria, the application searches a number of job posting web sites and displays a consolidated list of results.



 **Note that you must be connected to the Internet to access this feature.**

### To search job posting sites for positions within your field:

1. Select the **Jobs** tab.
2. Select a **State** to search from the drop-down list.
3. Enter a job Title or Keyword and click the **Search** button to begin your job search.
4. Results will be displayed in the **Result** section.
5. Select jobs that you are interested in to view the job description.
6. Click the **More** button to link to the job posting site and apply for the position.

This section also features a link to the **Resume Posting Wizard** feature. You can also access WinWay Online Support by clicking the **Support** button.

## Resume Posting Wizard

The Resume Posting Wizard enables you to post your resume to multiple resume posting sites.

 **Note that you must be connected to the Internet to access this feature.**

### To post your resume:

1. Select the Jobs tab.
2. Click the **Post** button. The Resume Posting Wizard launches.
3. Select a **Resume to post** from the drop-down list and click **Next**.

4. Highlight the resume content that you wish to copy to the resume posting site. Use the **Select All** and **Copy** buttons to select resume content.
5. You may also save your resume to your computer by clicking the **Save As** button.
6. Using the drop-down list, select the job posting site to which you would like to post your resume.
7. You will then be linked to the job posting site that you selected. Follow the site's instructions for posting your resume content.

## Job Application Worksheet

Employers often require job applicants to fill a job application form.

The job application forms vary - employers commonly create their own form.

The typical job application will ask about:

1. Applicant's contact information
2. Previous addresses
3. Experience, including employer address and supervisor's contact information
4. Education, start/end date, and applicable GPA
5. References, with detailed contact information
6. Desired salary
7. Availability (days of the week, hours, starting date)
8. Driving record
9. Other information that may be pertinent to the position

The Job Application Worksheet tool in WinWay Resume Deluxe can help you prepare answers to these and other questions, so you'll have them ready when you fill the employer's form.

### To create a job application worksheet:

1. Click on the **Job App** tab
2. Fill-in the blanks
3. Select **File, Save** to save your information
4. Select **File, Print** to print the worksheet

## Job Search Tips

### Job Search Methods

If you choose to apply directly to a company, it will take you about one month's preparation before you'll be ready to send off your resume and cover letter. Get help from anyone you can. Talk to friends, neighbors, librarians anyone who can help you find information on the company you're applying to.

Read the newspapers so that you can learn about which companies are getting government contracts, what new companies are moving to town, reports of promotions and new appointments, and a wealth of other information that will aid you in finding out who might be in need of your services.

Once you decide to tackle the job market, it will be easiest if you concentrate on one geographic region at a time. This will maximize your contacts and your activity.

There are six basic methods for finding specific jobs.

1. **Networking** - Networking provides the best and most common way of finding a job. Use contacts you have already made with relatives, friends, faculty members, and former employers. Ask them if they have heard of any job openings for you. Provide them with copies of your updated resume. Even your best friends may not realize the unique qualifications you may have in the business world.
2. **Direct Contact** - Call or write to employers that you have an interest in. Arrange for informational interviews. Get yourself known!
3. **Want Ads** -. The U.S. Department of Labor reports that fewer than one in six new employees found their jobs through the want ads. Want ads are a fine place to look, but do not limit yourself to looking in traditional newspaper want ads. You can also look in magazines, journals, and online.
4. **Private Employment Agency** - Though there are many reputable employment agencies out there, you should watch out for some private employment agencies. Check the Better Business Bureau for complaints before signing any contracts with a private employment agency. Be sure that the employer pays the fee that the agency charges, or you may find up to 30% of your first year's salary going to the agency.
5. **School Placement Office** - Even if your school or university does not have many employers coming to campus for interviews, you may still gain some benefit by visiting the office. Many placement offices have a wealth of research information for you. Some will even videotape and critique a practice interview session for you.
6. **Professional and Trade Associations** - It is possible that there may be a placement agency for your use as part of your membership fees. If not, contact with association members may yield some success in your job search.

## Internet Job Searches

The Internet has become one of the hottest job search tools available for job seekers. Using Internet is a fantastic way to begin a job search, especially if you are looking for a job outside of your current geographic area.

The Internet has three major resources to offer job seekers:

1. **Resume and job databases** - There are thousands of databases available to you on the Internet. Some of these databases allow you to post your resume; others simply list jobs available. The best way to find these databases is to use one of the major search engines.
2. **Want ads from around the world** - If you want to see want ads from newspapers and journals around the world, the Internet is the place to find them. Some of these sites even post the want ads from the Sunday paper a day earlier, giving you a leg up on the competition.
3. **Company information** - One of the most exciting things for a job seeker is the opportunity to find out information about a company before sending a resume or going to an interview. Most companies in the US now have web sites. At these sites, you will likely find the equivalent of a company brochure or annual report filled with the kind of information you will want to know about the company.

## Keyword Resumes

In this high-tech world of today, most companies are using the available technology to help them screen and select candidates more effectively and efficiently by using resume tracking software. These software systems assist companies in searching for the most qualified candidates for available positions. By using a resume tracking system, the company is more likely to be able to find your resume when it needs to.

If you suspect that your resume will be read by a computer, it is a good idea to prepare a computer-friendly resume. The easier and quicker your resume gets into the system at a company, the more likely

that you will be called in for an interview. The best way to find out if the company that you're applying to uses a resume tracking system is to call its personnel office directly.

Create keyword resumes in a way that the computer can easily read them. This means using standard fonts such as Arial in ten or twelve point sizes and avoiding Italics. At the top of your resume just beneath your name and address, it is a good idea to include a summary of your skills containing keywords that the software may be looking for. For example, if you're applying for a public relations position, use the standard PR buzzwords in addition to using keywords for your unique qualifications. When the computer operator or interviewer goes into the resume database and searches for someone to fill the open PR position, it will then be more likely that your resume will produce a hit.

 **If you are responding to an advertisement, be sure to include some of the ad's skill words in your resume. As always, you may wish to prepare a different resume for each job you are applying for.**

## Online Resume

You might consider creating a HTML version of your resume to post on the Internet. This shows the employer that you are savvy about online communication. However, if you post your resume on your home page, be careful what other information you have available. You may want to leave your address or phone number off of your online resume, and have the employer reach you via e-mail. This will help you keep your privacy during your job search, since people other than potential employers may well discover your resume.

Don't let the employer find out any information about you that you don't want him to know. For example, you might already have links to your favorite web sites on your home page. What might these links say about you to an employer who does not know you personally yet?

## E-mail Communications

If you choose to e-mail your resume to an employer, make sure you send it in a format that can be read. The safest method is to insert the entire body of your resume and of your cover letter into the e-mail message so that it can be read immediately by the employer. If you attach your resume or letter to the e-mail message, there is always the chance that the employer may not be able to receive it.

Many people tend to become much more informal than they normally would when corresponding by e-mail. Consider every e-mail message leaving your outbox as a formal piece of communication, as formal as it would be if it was a standard letter going to an employer. Consider the following guidelines when corresponding via e-mail::

- Use correct grammar and punctuation throughout.
- DO NOT use the smileys or emoticons in messages to your friends, leave them out of your e-mail to potential employers.
- DO NOT send and receive e-mail related to a job search from your current place of employment. This is the equivalent of using your current employer's letterhead on your resume – and some employers may consider it stealing. Get a personal account for e-mail, and use it instead.
- Most importantly, if you are counting on using e-mail successfully in your job search, check your e-mail messages several times a day and reply promptly. People expect you to respond much more quickly via e-mail than they ever did using regular mail.



## Chapter 6: Learning Resources

This chapter provides additional topics to help you learn about interviewing and salary negotiation techniques. The topics are based on the video presentations in the WinWay Resume Deluxe application.



### Resumes

#### Resume Types

Chronological Resumes are the most common. They emphasize job history and are appropriate when you have had steady employment or your career has shown consistent progress. The chronological format presents your education, work experience and activities with each section described in reverse chronological order with the most recent at the top of each section. You should choose the chronological format if your skills and accomplishments coincide with your most significant work experience and if these are in line with your career goals.

Typical chronological resume sections include:

- Name
- Objective
- Experience
- Education
- References

Functional Resumes emphasize skills acquired over the years in various positions. The functional resume does not typically detail the specific tasks performed with each employer. The functional format organizes your skills and accomplishments into job task groupings that support your stated career objective. If you must pull together certain skills and accomplishments from a variety of past experiences to show your preparation for what you want to do in the future, then the functional format is probably for you. This format is especially appealing to those people who have been out of the work force for some years because dates are not attached to any specific skill or accomplishment. Another advantage of this format is that it allows you greater flexibility in presenting skills gained through personal experience or through low-paying or volunteer jobs.

Typical functional resume sections include:

- Name
- Objective
- Accomplishments
- Employment
- Education
- References

#### Choosing a Resume Format

In order to choose between the two formats, you should compare your experience to the requirements for the new job. Often times, you will want to create both resume formats, and use them with different prospective employers.

As a general rule, consider the traditional chronological resume first. It is the most common, and employers expect this particular format. However, you may want to use a functional resume in the following cases:

- When you've had long periods of unemployment. (A functional resume can make these periods less visible.)
- When you've held positions which are not consistent with your future career goal.
- When the new position requires skills that you acquired with several different employers.

Remember that the two resume formats can be intermixed. You may start a chronological resume with a Highlights section which lists your key qualifications. Or, you may write a functional resume and add a few lines under each position you held.

## Keys to Effective Resume Preparation

Employers indicate that there are four keys to effective resume preparation and that if you fail to address these keys, your prospects of gaining an interview with the company are slim. Adhering to these four keys will help assure your success with the potential employers.

1. **Target a position you are qualified for** - Be careful of stating the unattainable as your job objective. A person who has just earned an associate of science degree in office administration is not likely to be considered for the position of vice president of management and budget, so don't state that objective. Reach for something that is more realistic. For example, this person's objective could be entry-level data processing with advancement to office management.
2. **Highlight important information** - The average potential employer will probably spend no more than one minute (usually less) deciding if your resume should be tossed in the trash, or if it merits a closer look. The easiest way to guarantee that your resume **won't** be read is to make it difficult for the employer to find what she is looking for. To make sure your important information is not buried in your resume, in addition to devoting more space to the most important points on your resume, there are other things you can do to draw attention to them. You can use boldface, CAPITAL LETTERS, underline, italics, or even use larger type styles for emphasis. These features are especially good for your resume's headings.
3. **Be specific** - Explain exactly what you did in your previous jobs. More importantly, inform potential employers how what you did in the past will help their company in your cover letter.
4. **Be correct in your grammar and spelling** - Of all of the types of errors that you can make in a resume, these are the worst. Why? Because they are the most easily avoided. Have several people proofread your resume, cover letter, and even your envelope before mailing them. It is difficult to catch your own mistakes. Since you know what should be there, you are likely to see what should be there, not what is there. Don't rely solely on the spell checker. It can't tell you that you should have written launch when in fact you typed lunch. Be sure to have the potential employer's name and company name correct. Many of them will immediately toss your unopened envelope in the trash if their names are misspelled. Double-check the spelling of all names, even if the name is Sharon Brown (or is it Sherron Browne?).

Lastly, it's important to remember the purpose of a resume, from the employer's perspective. The employer does not want to learn every detail of your life. He or she simply wants enough information to make the decision if he is going to call you in for an interview. During the interview, he will ask you to fill in the specific details. It is unlikely that an employer will ever hire you or anyone else solely on the basis of your resume. The resume is your way of getting your foot in the employer's door.

## Topics to Avoid

There are certain items that you should always omit from your resume. Besides allowing the potential employer to discriminate against you before he or she even meets you, including any of these unnecessary topics will date your resume. While it was common in the 1970s and before to put an entire section on a resume devoted to your life outside the job, many personnel offices currently black-out any

potentially discriminatory information before the person reviewing the resume sees it to avoid future EEOC (Equal Employment Opportunity Commission) problems.

Be sure to omit the following unnecessary information from your resume:

**Height** - Even if you're of average height, the potential employer may not be.

**Weight** - Too thin, too fat...any one of these might be a strike against you in the eyes of a potential employer.

**Health** - Would you put anything besides "Excellent" on your resume? It's not likely.

**Sex** - Though they may be able to guess this because of your name, don't mention it.

**Marital status** - Depending on the company, being married can be an asset or a liability (and the same goes for being single). Putting your marital status on your resume may make the potential employer wonder if a married person is right for the job, rather than if you are right for the job.

**Number of children** - Some employers may assume that if you have children, you will miss work more often than an employee who has no children.

**Religion** - Whose business is it anyway? Yours and only yours. However, if you are applying for a job with a religious organization, you might want to indicate your religion somewhere on your resume, perhaps in the community activities section.

**Ethnic origin** - You should avoid mentioning your ethnic origin or heritage, unless your goal is to fill a quota for the company.

**Date of birth** - You don't want to be ruled out as too young or too old for a job before the employer even gets to meet you, so omit this information. The employer is only allowed to ask if you are between the ages of 18 and 65 (for most jobs).

**Photographs** - Even if you are the most drop-dead gorgeous person on the face of the planet, do not include a photograph. What if you look just like the potential employer's ex-husband? Again, you should be hired because of who you are, not what you look like. Only a few occupations, such as modeling, actually require good looks.

**Reasons for leaving previous jobs** - If the employer really wants to know, he can ask you in the interview.

**Salary history** - Though many employers will ask that you provide this information, address it in your cover letter if you feel that you must comply with the request. If you mention a salary too high, you might knock yourself out of contention before you even get your foot in the door. If you mention a salary too low, you may severely underprice yourself. Wait to discuss salary until the interview, if possible.

## Mailing Your Resume and Letter

It is important to carefully choose how and when to mail your resume and cover letter. In general, do not rush to answer a want ad. Most top-level jobs take several weeks to fill. Let the potential employer be deluged for a few days with the applications from the early birds who may very well appear overanxious to the company. Try to mail your information so that it will be in the hands of the potential employer in the middle of the week, not on a Monday or a Friday. Mondays are notorious for being hectic; Fridays are days to put things off until Monday. If you mail your letter so that it will arrive on a Tuesday, Wednesday or Thursday, it is more likely to receive the quiet attention it deserves.

## Selecting Paper

When selecting the paper, it is generally better to be on the subtle side. You want your paper to stand out from the stacks of photocopies on the potential employer's desk, but you don't want to be too shocking. Choose a light-colored bond paper such as gray, light blue, or buff. Textured (such as linen-weave or laid-finish) and parchment paper are also good choices. If you choose a watermarked paper, be sure that

when you hold your resume and cover letter up to a light, the watermark will read correctly. Use standard-sized 8½ x 11" paper.

- Use the same kind of paper for all communications that you have with the company. This will make you look more organized than if you are using blue paper for your resume, buff for your cover letter and gray for your reference page.
- Avoid using plain white photocopy paper. Your all-important communication may well get lost in the shuffle on the recipient's desk.
- You should have each resume and cover letter printed on a laser or inkjet printer. Avoid photocopying on all but the best machines. If possible, create and print an original resume for each position you are applying for.

## Selecting Envelopes

You have several options for envelopes to mail your resume and cover letter. The first option is a matching business-sized envelope. With the cover letter on top of the resume, fold the documents into thirds, and insert them into your envelope. The second option is using a white 9 x 12" catalog-style envelope. If you choose this type of envelope, your resume and cover letter should arrive at the potential employer's office uncreased and fresh looking. However, one drawback to using catalog envelopes is that the employer may assume that your resume is actually a catalog, and put it off to the side to be opened later. For this reason, you will want to write Resume Enclosed on the outside of the envelope. A third option is using a 9x12" envelope that matches or coordinates with your resume stationery. Several of the mail-order paper supply companies offer dozens of coordinating sets of stationery with several sizes of envelopes. A final option is using a 9 x 12" thin cardboard envelope, similar to those used by Federal Express. Again, mail-order paper supply companies offer several choices of these types of envelopes, including one that is red and is marked URGENT. Mailing costs for the thin cardboard envelopes are slightly more than a business-sized envelope.

## Interviewing

### Interview Preparation

The better prepared you are for the interview, the less nervous you will be during the interview. Study the following guidelines and recommendations to help prepare for each interview.

### Self-Appraisal

Review your resume, performance appraisals and transcripts before the interview. Be sure you remember the dates of employment for all the jobs you list on your resume. Identify your major skills and work experience and be able to relate them specifically to the position and company with which you are interviewing.

### Ten Character Traits Sought by Employers

There are ten character traits that most employers are looking for in their prospective employees. These traits are:

1. Communication skills
2. Planning and scheduling ability
3. Dependability
4. Honesty
5. Creativity
6. Ambition
7. Delegation skills

8. Teamwork mentality
9. Assertiveness
10. Enthusiasm

Which traits do you possess? Be sure that you can both exhibit and stress the traits you have during the interview. Develop one specific example for each trait that will support your claim.

### **Ten Turnoffs for Employers**

If the interviewer discovers any of the following items about you, it will, at the very least, paint an unfavorable picture of you in the interviewer's mind. In the worst-case scenario, it may mean an automatic dismissal from any further consideration with the company.

1. Poor communication skills
2. Lack of self-confidence
3. Arrogance or overt aggression
4. Dishonesty
5. Tardiness
6. Asking about salary or benefits too early
7. Inappropriate attire or poor hygiene
8. Lack of knowledge about the industry or company
9. Lack of questions
10. Prejudiced (racist or sexist) remarks

Be sure to avoid exhibiting any of these traits during the interview.

### **Practice Makes Perfect**

It's always a good idea to practice for your interviews. Know the types of questions that might be asked and what the interviewer is looking for in a successful answer.

Prepare answers to typical questions. Don't memorize, but know roughly what you will say.

The one question to ALWAYS have a great, prepared answer for is "Tell me about yourself." If the interviewer asks you this question, stress your KSA - your knowledge, your skills, and your abilities as they apply to the position.

### **Researching a Company**

Find as much information about the company as possible prior to your interview. At the very least, come prepared to the interview with knowledge about the following:

- Company's products and services
- Other company locations
- Number and makeup of the employees
- Annual sales or profits
- President's name
- Company history

There are many methods available for you to research a company at little or no cost. One of the first things you must determine in your research is whether the company is publicly or privately held. A publicly-held company has stockholders; a privately-held company does not.

Typically, it is easier to research a publicly-held company. Besides using your networking contacts in the organization and in the industry, you can try searching for information about the company online or go to your local library to conduct the research. Here are some names of the more useful sources:

- Annual Reports
- Business Index
- Compact Disclosure (a CD-ROM database)
- *McRae's Bluebook*
- *Dun & Bradstreet's Middle Market Directory*
- *Fortune's Plant and Product Directory*
- *Million Dollar Directory*
- *Moody's Industrial Manual*
- *Standard and Poor's Industrial Index*
- *Standard and Poor's Register of Corporations, Directors and Executives*
- *Thomas' Register of American Manufacturers*
- *US Industrial Outlook*

If you find the company you are seeking in one of the above sources, you will have a wealth of information at your fingertips. For example, if you look in *Standard and Poor's Register*, you will discover the following things about the company:

- Accounting firm address
- Affiliates
- Annual sales
- Bank directors, executives and officers
- Divisions
- Employees (number of)
- Key personnel
- Products
- Services
- Standard Industrial Classification (SIC) codes
- Stock exchanges
- Subsidiaries
- Telephone numbers

Privately-held companies are a bit more difficult to research than publicly-held companies. Because they have no stockholders, there is no legal requirement for them to disclose their financial status. However, many privately-held companies still publish an annual report to their employees. Ask for a copy of this report and any other publications such as newsletters from the public relations or corporate communication department within the company.

You can also find information on companies in newspaper and journal articles. Use indices at the library to help you find the appropriate articles. ABI-Inform, a database on compact disc which indexes 800 business journals, will be very helpful if you are researching a larger company.

## What To Wear

In general, when you are applying for a position, you will be safe if you discover how an employee in that position typically dresses at that company and dress yourself along the same lines. If you cannot find out how the specific individuals dress in the company with which you are interviewing, then dress according to the position for which you are interviewing.

For management positions, if you follow these guidelines, you should be fine:

### **Wear a suit**

Men should wear a jacket and slacks; women should wear a jacket and slacks or skirt. Try to be on the conservative side.

### **Men should wear ties**

Check with a local men's store to discover the current fashion in ties.

### **Men should wear long-sleeved shirts**

A long-sleeved shirt projects a much more professional image than a short-sleeved one.

### **Be sure your shoes are polished and free from scuff marks**

Some interviewers will judge you by the way you care for your shoes. Men should wear dress shoes. Women should wear low 1" to 2" heels.

### **Fingernails should be clean and neatly filed**

For women who choose to wear polish, it should be an understated color and not chipped. Men typically should not wear polish.

### **Wear a watch**

Wearing a watch will signal that you care about the value of time.

### **Do not wear much jewelry**

Any jewelry you choose should be gold or silver. Women should not wear more than one earring in each ear. Men should avoid wearing earrings (unless you know that most men in the company do wear them, which is unusual in most industries).

### **If you or someone in your home smokes, ensure that your clothing is free of the smoke smell**

The odor of cigarette smoke is offensive to most non-smokers and may signal to the interviewer that you may be a health risk for the company.

### **Wear something that you have worn before**

The day of the job interview is not the time to discover that your sleeves are too long or that your slacks are too tight.

### **Engaged women may choose not to wear their engagement rings**

An engagement ring may prompt the employer to ask an illegal question such as, "Will you move if your fiancée does not get a job in this city?" or at least bring the question into his or her mind.

### **Avoid wearing perfume or cologne**

While you may think you smell wonderful, your particular scent may be offensive to the interviewer. What if the interviewer is allergic to perfumes? What if you smell just like the interviewer's ex-husband or ex-wife?

## What to Take with you to the Interview

Almost as important as what to wear to the interview is what to take with you to the interview. It is advisable to take the following items:

### **Transcripts**

Acquire a copy of your college transcripts from your most recent college or university. Even if the employer never asks to see your transcripts, you can use them to review the types of courses you took and verify your grade point average.

### **References**

Using the same paper and font as you did for your resume and cover letter, prepare a list of your references. The interviewer may ask for this list during the interview.

### **Pad of paper**

Bring a notepad so that you can take notes during the interview. If the pad does not have a hard back, you might want to attach it to a portfolio.

### **Pen**

Select a non-disposable pen to use during the interview. Why not a 19¢ throwaway pen? Because a non-disposable pen is more likely to show your attention to detail.

### **Resume**

Though the interviewer will probably have your resume on their desk during the interview, you should take an extra copy with you just in case they need one. You can also review your resume while waiting for the interview to start to ensure you remember all of the employers and jobs that you have listed on it.

### **Portfolio**

To carry transcripts, references, and extra copies of your resume. It will keep your papers organized and clean.

### **Briefcase**

If you already own a briefcase, you should clean it out, leaving only the most necessary items, and use it to carry your filled file folder, pad of paper and pen. If you do not own a briefcase, do not bother to buy one solely for the interview.

### **Purse**

Women should carry a briefcase OR the file folder and a purse. Do not carry a purse and briefcase at the same time you will look disorganized and have a hard time shaking hands.

### **A clean automobile**

If you are driving yourself to the interview, be sure to have your automobile cleaned both inside and out. This is for two reasons. First, you will feel better about yourself if your car is clean. Second, some corporations send an employee down to take a glance at your car while you are in the interview. Why should they care what your car looks like? A clean car will show your attention to detail. They could also discover information about your personal life by looking in your car (such as whether or not you smoke, have children, etc.).

### **Money**

You will want to have a major credit card and some cash just in case.

If you are traveling out-of-town for your interview, you will also want to have the following with you:

### **Change of clothing**

Be sure to have a change of business clothing with you. What will you do if you discover a big stain on your suit as you are getting dressed for the interview? What will you do if the interviewer asks you to return tomorrow for a second interview?

### **An iron**

No matter how carefully you pack your clothes, wrinkles will appear. You cannot always count on the hotel having an iron for you to use when you need it.

### **More copies of your resume and reference page**

Take twice as many additional copies of your resume and reference page as you think you will need. You will be surprised how quickly you can use them when you are out of town.

## **Time and Place of the Interview**

The importance of being on time to the interview cannot be overstated! Once the interviewer (or other company representative) calls you to let you know you have been selected for an interview, it is crucial for you to find out the exact time and location of the interview. This may mean asking for directions

as specific as "Which direction do I turn when I get off the elevator?" if you are unfamiliar with the building. Also, ask about any parking regulations you should know about.

Immediately after you finish speaking with the company representative, write a note of confirmation to the interviewer (if it will be two or more days until the interview). Express your interest and enthusiasm about the interview. Use the same letterhead as you did for your original cover letter to the company. If possible, drive to the interview site a day or so before the interview at the time you will drive there on the day of the interview. This will allow you to adequately estimate how long it will take you to get there on your interview day. You will want to allow for any contingency that could occur along the way.

### Skills Checklist

Review the following skills and identify the skills you would like to highlight during the interview. Try to discover which skills the interviewer may consider most important for the position and for the company. Think of a concrete example that demonstrates how you perform each skill.

<input type="checkbox"/> Accepting responsibility	<input type="checkbox"/> Decision-making	<input type="checkbox"/> Influencing	<input type="checkbox"/> Representing
<input type="checkbox"/> Administering	<input type="checkbox"/> Defining problems	<input type="checkbox"/> Inspecting	<input type="checkbox"/> Researching
<input type="checkbox"/> Advising	<input type="checkbox"/> Delegating responsibility	<input type="checkbox"/> Leading	<input type="checkbox"/> Revising
<input type="checkbox"/> Analyzing	<input type="checkbox"/> Demonstrating	<input type="checkbox"/> Listening	<input type="checkbox"/> Speaking in public
<input type="checkbox"/> Answering questions	<input type="checkbox"/> Developing ideas	<input type="checkbox"/> Managing	<input type="checkbox"/> Summarizing
<input type="checkbox"/> Arbitrating	<input type="checkbox"/> Diagnosing problems	<input type="checkbox"/> Managing Time	<input type="checkbox"/> Supervising
<input type="checkbox"/> Asking questions	<input type="checkbox"/> Disciplining	<input type="checkbox"/> Meeting Deadlines	<input type="checkbox"/> Taking risks
<input type="checkbox"/> Budget managing	<input type="checkbox"/> Documenting	<input type="checkbox"/> Motivating	<input type="checkbox"/> Teaching
<input type="checkbox"/> Chairing meetings	<input type="checkbox"/> Editing	<input type="checkbox"/> Negotiating	<input type="checkbox"/> Team building
<input type="checkbox"/> Constructively criticizing	<input type="checkbox"/> Empowering others	<input type="checkbox"/> Organizing	<input type="checkbox"/> Thinking
<input type="checkbox"/> Convincing	<input type="checkbox"/> Establishing priorities	<input type="checkbox"/> Paying attention to details	<input type="checkbox"/> Translating
<input type="checkbox"/> Coordinating	<input type="checkbox"/> Establishing	<input type="checkbox"/> Perceiving	<input type="checkbox"/> Using a

	objectives	potential in others	computer
<input type="checkbox"/> Correcting	<input type="checkbox"/> Evaluating	<input type="checkbox"/> Planning treatment	<input type="checkbox"/> Using logic
<input type="checkbox"/> Counseling	<input type="checkbox"/> Explaining	<input type="checkbox"/> Problem-solving	<input type="checkbox"/> Working with others
<input type="checkbox"/> Creating	<input type="checkbox"/> Following instructions	<input type="checkbox"/> Reconciling conflicts	<input type="checkbox"/> Writing
<input type="checkbox"/> Data Collecting	<input type="checkbox"/> Gathering information	<input type="checkbox"/> Recruiting	
<input type="checkbox"/> Debating	<input type="checkbox"/> Implementing	<input type="checkbox"/> Referring	

### Strategies for Answering Questions

Though a potential employer may ask you literally hundreds of questions, Richard Nelson Bolles in his book *What Color is Your Parachute* contends that the interview boils down to four basic questions:

- Why are you here?
- What can you do for us?
- What kind of person are you?
- Can we afford you?

Keep the following strategies in mind to help answer these, and other related questions:

- Think and talk about the company's needs, not yours.
- Emphasize how you can help add to the company's bottom line and help it accomplish its goals.
- Reply quickly and honestly to all questions.
- When asked a "yes/no" question, elaborate.
- Use action words and confident language.
- Describe your past accomplishments, rather than simply reciting your job description.
- If you do not understand a question, ask for clarification.
- When you are asked a broad question, such as "Tell me about yourself," stress your KSAs (Knowledge, Skills and Abilities) as they apply to the specific position for which you are interviewing.
- Do not miss any opportunity to sell yourself to the company.

### During the Interview

#### The First Impression

We've all heard the expression "You never get a second chance to make a first impression." Never is this more true than during the first few moments of a job interview. What you say and do during the first ten

seconds of an interview may determine whether or not you get hired. If the first impression an interviewer (or the receptionist) has of your attitude, personality or appearance is negative, you are likely to be eliminated from any further consideration. Interviewers, like many of us, are prone to judge a book by its cover, so make your cover as attractive as possible. The following suggestions may help you through those important first moments.

**Dress appropriately**

See Interview Preparation for more information on this topic.

**Be on time**

This means allowing for the unexpected to happen on your trip. Pump your gas the night before your interview. Will you be crossing railroad tracks? Are you allowing time for a train to slow your progress?

**Arrive in the interviewer's office or waiting room about five or ten minutes before the interview is scheduled to begin**

Any fewer than five minutes may make you nervous and out of breath. Any more than ten minutes of waiting may make you appear over anxious and will make you feel antsy.

**Do something to occupy your time while you are waiting for the interview to begin**

Reading company literature or reviewing your resume are good options. Avoid listening to a portable music player or reading non-professional literature (like a tabloid magazine).

**Treat everyone you greet with respect**

When you first arrive in the interviewer's office, you may be greeted by a secretary or receptionist. Do not treat this person in a cavalier or condescending manner, as his opinion of you may have some weight in the interviewer's decision to hire you.

**Once the interviewer appears in the office, greet them by name**

If you do not know their name prior to the interview, listen closely as they introduce themselves to you. You will want to address the interviewer by name at some point later during the interview. Avoid first-name usage unless the interviewer specifically requests it.

**Be prepared to shake hands**

Wait for the interviewer to extend their hand to you. If no hand is extended, no handshake is expected. If a hand is extended, both men and women should respond with a firm, but not bone-crushing, handshake. What do you do if you have sweaty palms? Before arriving in the office, try to rinse them with cool water. Carry a white, cloth handkerchief to wipe them on again later if necessary.

**Maintain eye contact with the interviewer**

If you do not, they may feel that you lack self-confidence. However, be sure not to stare.

**Be enthusiastic**

Sound genuinely interested in the interviewer, in the company, and in yourself.

**Try to emulate the mood of the interviewer**

If the interviewer is easy-going and relaxed, match your style to theirs. If the interviewer is cool, crisp and professional, act accordingly.

**Abstain from smoking, even if the interviewer asks you if you would like to smoke**

It may be a ploy to trap you. Some companies hire only non-smokers these days.

**Be well-prepared for the interview**

If you know the types of questions the interviewer may ask you and know that you can answer their questions, you are bound to feel and appear more confident.

**Interview Goal**

Your interview goal should be to share enough about yourself and ask enough questions so that, together with the interviewer, you can decide whether this particular company would be a good place for you.

Before your interview, you should spend significant time in self-analysis. Ask yourself not only "What does the interviewer want to hear?" but also "What do I want them to know about me?"

You will need to plan ahead to be able to emphasize your accomplishments. Practice describing the skills you used in previous jobs and what you learned from each job rather than simply listing your duties.

## Interview Formats

### Question & Answer

A majority of interviewers will use a rather simple question and answer format for the interview. In such a case, your ability to answer each question quickly and intelligently is of great importance. If your responses are confused or contradictory, your job opportunity may be lost. The best safeguard for this potential problem is preparation and the plain truth.

### Reaction

Some interviewers, on the other hand, like to do most of the talking and will judge you by your actions and reactions to what they say. Be attentive and be prepared for a question at any time.

### Quiet Interviewer

Other interviewers speak hardly at all. If you find yourself with such an interviewer, you can speak freely and naturally, but ensure that you are not rambling aimlessly. In this kind of interview, you will have to call on your knowledge of yourself and the job for which you are interviewing to guide you through. Be prepared to answer broad questions, like "Tell me about yourself."

### Panel

You may also find yourself in a panel interview where several company representatives interview at the same time. Pay close attention to the person asking you the question, and direct your answer to that person. Maintain eye contact with all panel members during the interview, being careful not to exclude anyone.

## Your Answers

Strive to communicate the following through your answers:

### Clear

Answer each question simply and directly. If you do not understand the question, or the motivation behind the question, ask for clarification. Use jargon or technical terms only if you fully understand them and if they will help show your knowledge of the industry.

### Motivated

Appear enthusiastic. Make each answer show how you can help the company achieve its goals. Keep your answers employer-focused.

### Credible

Demonstrate honesty, integrity, and tact in each answer. Be sure that your answers do not contradict each other.

### Confident

Show the interviewer that you are poised and self assured. A confident person avoids the use of qualifiers (such as "I guess") when asked for an opinion.

## Questions To Ask

Almost as important as how well you answer questions in the interview is how well you can ASK questions of the interviewer.

When you go into a job interview, it is a good idea to have several questions prepared to ask the interviewer. A lack of questions may appear as lack of interest on your part. Add some of your own based on the research you have done on the company and industry.

The interviewer will likely say, "Do you have any questions for me?" If they do not, you should take the initiative toward the end of the interview and say, "Pardon me, but there are a few questions I have about this position and the company." You should be paying enough attention during the interview to ask

several well-planned questions. Your questions can reveal a great deal about your values, interests and intelligence, so ask them carefully and thoughtfully.

Some questions you may wish to ask include:

- Would you mind if I took notes during the interview?
- What are your plans for company expansion?
- How many employees would I supervise?
- To whom would I report?
- What management style is most prevalent here?
- How many employees have held this position in the last three years?
- Is this a newly created position?
- What have you liked most about working for this company?
- How much supervision will I get as a new employee?
- Tell me about the training program I will go through.
- Describe your ideal employee for me.
- Who will I be working with most closely?
- How well does this company react to change?
- Does this company typically have a reactive or proactive strategy to dealing with problems?
- Imagine that I excel in this position. Where would I go from there?
- What are the company's plans for the next five years?
- Describe the corporate culture for me.
- Describe the performance evaluation procedures you use.
- What tasks will fill a majority of my time?
- What challenges do you think I will face in this position?
- Describe for me the staff I will supervise.
- Could you show me a formal job description?
- Does this position involve any travel?
- Describe for me my first assignment.
- How did you get started in this company?
- Does this company typically promote from within?
- How does this position/department fit into the organizational structure?
- When can I expect to hear from you about the next stage in the interviewing process?
- What else could I provide for you to help in making your decision?

### **Ending the Interview**

The interviewer will let you know either verbally ("Thank you for your interest in our organization") or nonverbally (getting up and walking to the door) that the interview is ending. A job offer does not usually come during the first interview, so do not expect an offer. If a job offer is extended to you, do not jump at it or reject it immediately. The interviewer will expect that you need time to make a decision.

You should express your interest in the company and thank the interviewer by name for their time. If you have not already discussed it, ask the interviewer what the next step in the interview process will be and when you will find out about the company's decision. Make a prompt exit, but do not appear to be overly anxious to leave. Be sure to say good bye to the secretary. After you walk out the door, take a deep breath and relax!

## Lawful and Unlawful Questions

According to the Equal Employment Opportunity Commission's guidelines, all questions that the interviewer asks you must be job related.

Examples of topics that usually are not job related are:

- Marital status
- National origin
- Race or color
- Religion
- Gender
- Birthdate
- Birthplace
- Native language
- Citizenship
- Photograph
- Arrest record (however, the employer can ask if you have been convicted of a felony if this matter is job related)

Each state has individual interpretations of the Equal Employment Opportunity Commission ( EEOC) guidelines. We strongly recommend that you contact your local EEOC office for more information on lawful and unlawful questions.

Experienced interviewers, especially those in the human resources departments, know the guidelines well and will not ask you questions that do not pertain to the job. However, inexperienced interviewers may occasionally ask you a question that is unlawful according to EEOC guidelines. Usually the question is asked out of curiosity, not out of a desire to discriminate against you. How you choose to answer these unlawful questions may well determine whether or not you are considered further in the interview process.

## What to do when asked an unlawful question

Here are some methods you can use to answer the unlawful question. Let's use the question, "When is your birthday?" as an example. If you really want or need the job, you will want to avoid choosing the last method.

### **Ask how the question relates to the job**

"I'm not quite sure how my age directly relates to my ability to do the job. Could you explain that for me?"

### **Answer the question behind the question**

"If you're wondering if I'd feel comfortable supervising employees that may be older than I am, I can assure you that my subordinates' ages are not important to me. I have three years experience supervising a staff of ten, some older than I am, some younger."

### **Answer the question, and ask the same question of the interviewer**

"I am 32. I see that you graduated from college in 1983. That would make us about the same age, wouldn't it?"

### **Directly refuse to answer the question**

"I am sorry, but I do not care to answer that question."

### **Terminate the interview**

"I find it interesting that your company chooses to evaluate its applicants based on discriminatory information that directly violates EEOC guidelines. I expect to file a complaint with the local EEOC office this afternoon."

### **After the Interview**

#### **After the Interview**

Do not relax too long immediately after the interview. Afterwards, jot a few notes for yourself. Recap the interview, outlining the main points you discussed, as well as the following items:

- What was the interviewer's full name and title?
- What was the secretary's name?
- Who else from the company did you meet?
- Exactly what does the job entail?
- What did you and the interviewer agree upon as the next step in the process?

### **Post-Interview Evaluation**

After the interview is over, ask yourself the following questions about the interview as a whole. Use your answers to these questions to help you prepare for your next interview.

- How adequately did I prepare myself for the interview?
- Was there anything I should have known about the company that I did not?
- How effective was my role in the interview?
- How appropriately was I dressed?
- Which questions did I handle well?
- Which questions did I handle poorly?
- How thorough were my answers?
- How well did I emphasize how my skills will benefit the employer?
- How well did I ask questions?
- What could I have done differently?

### **Was your Interview a Success?**

How do you know if your interview was a success? D.G. Henderson, in his book *Job Search: Marketing Your Military Experience*, suggests that the following situations indicate a successful interview.

- The interview lasts more than 45 minutes. The employer probably will not waste that much time on an applicant the company is not interested in.
- The interviewer wants you to meet other people in the department.
- The interviewer discusses salary with you in the first interview.
- You receive a compliment on the quality of your resume.
- You are asked back for another interview.

- You are asked if you'd like to start work tomorrow.

### **Sending a Follow-up Letter**

Within a day or two of the interview, follow-up the interview with a brief letter thanking the interviewer again for their time and repeat that you would like to hear from them as soon as possible. Reaffirm your interest in the company and the position, and answer any questions that were left open at the end of the interview. Use the same kind of paper, envelope and lettering style (font) as you chose for your resume, cover letter, and references. This letter of thanks provides you with an excuse to contact the interviewer and to provide any additional information suggested in the interview that might help the company decide in your favor.

 Typically, only about 25% of applicants show the courtesy of writing a follow-up letter. If the interviewer is torn between deciding in your favor and that of another applicant, your follow-up letter may be just the item to tip the scale in your favor.

If you know that the decision about who will be called back for a second interview will be made very soon, you may want to send the letter overnight. If the interview was with a local company, you may wish to hand-deliver the letter or send it by courier. You may also wish to write a brief note to the secretary and to any other company employees you met during the interview. Thank them for their time and help and offer to send them any additional information they may need to help get you this job. It may not help, but it definitely won't hurt.

### **Business Lunches**

Sometimes you will be invited out to lunch with the interviewer and other company employees. Take the cue of the interviewer when it comes to ordering your meal. Select a healthy meal, and try to stay around the price range of the interviewer's meal. For a beverage, you should avoid alcoholic and carbonated drinks. Just as in the interview, you should not smoke, even if everyone else does. Follow standard rules of etiquette when eating your meal.

It is a good idea to bring some cash with you to the interview. Imagine how embarrassing it would be to discover at the end of the meal that everyone was going Dutch, you have no cash, and the restaurant will not take your American Express card.

### **Second Interviews**

For most management-level positions, you will go through a series of interviews before being offered a position with the company. Many initial interviews are conducted solely for the purpose of screening the applicants. Applicants who pass this interview with the human resources department then go on to interviews with the actual hiring managers.

When you are called back for a second interview, be especially sure to review your Post Interview Evaluation. Work on those areas you did not feel comfortable with, and strive to improve your strong points. Apply the knowledge you have gained from each interview to the next one. Sometimes, the second (or third or fourth) interview will be held in a different site, such as the company headquarters or another operating center. If this is the case, the company should make all of your travel arrangements for you.

 Remember to send a thank-you note after every interview.

### **The Job Offer**

There are many factors to consider when you are offered a job with a new company. Ask yourself the following questions before making the decision:

- How well does this job fit in with my long-range career goals?
- Does the job sound interesting and challenging?
- Will I mind working the hours required for success in this job?

- Are there good opportunities for advancement?
- Would I mind relocating if the company wanted me at another site?
- How well-respected in the community is the company?
- Do I fit in with the corporate culture?
- How well can I live on the salary that has been offered?
- Is the benefits package (insurance, vacation, etc.) acceptable?
- Do I really want this job?

### Conducting an Informational Interview

When you set out on an informational interview, you are on a fact-finding mission. Informational interviews are an excellent method for learning more about a career field or a specific company. Interview a few professionals in the career field you are considering to see if the field meets your expectations. Be sure to let the professional know that you are not seeking a position at this time. You are simply looking for information to help you make a knowledgeable decision about your future. After the interview, write and send a thank you note to the professional.

Potential questions to ask:

- How did you decide to become a \_\_\_\_\_?
- Tell me about your career progression. What was your entry-level position? Where did you go from there?
- What is a typical day like for you?
- What kinds of skills would I need to be successful in this industry? In your company?
- What educational training would be most useful?
- Tell me about a difficult problem you had to face.
- Which trade or professional association represents this industry?
- What other local firms hire people with your background?
- What is a typical entry-level salary in this profession like? How do the salaries progress after five years?
- Why do you like working for \_\_\_\_\_?
- Who do you recommend I contact for more information about job opportunities in this industry?
- Is there anything else I should know about your company? The industry?
- What would you think if you received a resume like mine for a position with your company?
- What recommendations do you have for me?

### Salary and Benefits

There are many factors to consider when you are offered a job with a new company. Ask yourself these three important questions before making the decision:

- First, do I think I will fit in with the corporate culture?
- Second, how well does this position fit in with my long-range career goals?
- And third, do I really want this job?

If you can answer these three questions positively, begin considering salary and benefits negotiation.

## Ten Mistakes

If you are aware of the top ten salary mistakes, you are more likely to avoid them.

1. Not knowing how much you are really worth.
2. Failing to research salary and benefits trends in your area.
3. Underpricing yourself.
4. Overpricing yourself.
5. Accepting the employer's offer too quickly.
6. Stating on your resume or cover letter your salary expectations.
7. Failing to prepare for salary objections.
8. Forgetting to include the value of benefits in the compensation package.
9. Not being able to justify your potential value to the company.
10. Thinking employers are in complete control of the negotiation process.

## Employer's Perspective

Most employers want to pay fairly. Hiring and rehiring employees is an expensive process. However, there are three basic approaches to strategy that your interviewer might take:

- **No negotiation** - if you do not take what the company offers, they will find someone else.
- **Pay grades** - there may be small (but firm) ranges for each type of position in the company.
- **Flexible** - the company will pay the right person what it takes to sign him on.

## Stressing Your Value

It's important that you stress your value to the employer. How well you discuss this value may turn into a specific dollar amount to the employer. Focus on these five factors.

1. Stress your strengths and accomplishments; don't merely state your responsibilities.
2. Back up your statements with bottom-line examples.
3. Focus on the employer and what you can do for him; don't be overly self-centered.
4. Listen strategically for cues that will help your case.
5. Actively participate in the interview. Some interviewers are not expert interviewers. Help them out by mentioning points that they do not ask about directly.

## Starting Salary

Your starting salary, even in your first so-called "real" job, is crucial. The salary you accept will determine your future salaries with this company, because most companies offer raises based on a percentage of the previous year's salary. The salary you accept will also determine your future salaries with other companies. Future employers will want to know your most recent salary. They may wonder why you should be worth so much more with their companies than with your current (or most) recent employer. Think carefully before you accept the salary offered to you.

## Benefits

There are other bottom-line factors to consider besides salary: benefits. Benefits can constitute up to 30 percent of your compensation package. Determine which benefits are most important to you. Some common benefits that companies offer are insurance, 401K savings plans, child care, tuition reimbursement, flex-time, stock options and health club membership.

### **"Can't Pay More"**

The interviewer might say, "We can't pay you more than your co-workers."

Try to persuade the interviewer that you are different than your co-workers, that you bring a unique set of qualifications to the company, and for these reasons, he should consider you on your own merits, not in comparison to your co-workers.

### **"Budget Limitations"**

The interviewer may say, "Our budget won't allow us to pay more than this." Your first tactic might be to try to get her to revise the budget. The second tactic might be to aim for more non-cash compensation (vacation days, for example). The third tactic accept the lower than expected salary, but request a salary review after three months.

### **"Take It Or Leave It"**

Some interviewers use the "Take it or leave it" approach. If you think that she might negotiate, approach it tactfully. You might say, "A higher salary would be warranted because..."

If you are unsure if she will negotiate, don't push it. Tell her that you'll think over the offer. And keep in the back of your mind that if she's this inflexible about salary, she or the company might be inflexible about other important matters as well.

### **"Low Salary History"**

If your interviewer says, "Your previous salary history shows that you are making nowhere close to what you are asking of us," explain how what you have learned in your current job will make you more valuable to the company. Be sure to explain what your entire compensation package totalled, not just the salary alone. Many times, adding your benefits package to your salary will make a thirty percent increase over salary alone.

### **"Salary Not The Reason"**

You may hear, "Salary is not the reason we are all here. If you are that concerned about the money, perhaps this is not the right position for you after all." That's a difficult objection to overcome. If you hear this one, you will want to brace yourself for a rocky ride. Try not to sound cocky or defensive, yet still stress to the interviewer that you are the perfect fit for the job. Discuss how your unique qualifications are just what they said they were looking for, and how strong your interest in this position is. Finally, mention how you would regret it if they let you slip through their fingers over a surmountable obstacle like salary.

### **"More Money Later On"**

Many companies want to hire you at a lower salary, and will say to you, "You'll earn more after you prove yourself." Be sure to ask, tactfully, when the salary review will take place and exactly what you will need to do to prove yourself to the company.



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