



Stepping Into Hope and Change New York City

Thursday, April 7, 2011

Telling not selling

Session Materials

Time: 11:45am-1:15pm

Location: Studio C

Moderator: Lauren Gordon, LCSW, MSW

Panelists: Jesse Factor, Jeanette Hardie and

Melissa Hillmer

LAUREN'S NETWORKING AND INTERVIEWING TIPS



- Start with whom you know—friends, other dancers, classmates, former teachers and bosses, family
- Practice your 30-second pitch with listening and sharing skills
- Find places, groups and affiliations you'll enjoy where you'll find like-minded people, not just “to network”
- Networking is relationships: follow-up and keep in touch
- Use social networking sites with strategic and emotional intelligence
- Organize notes, searches, meetings and meet ups (whether informational or formal interviewing)
- Research company culture and the key players. Can you name drop (with their permission)?
- “Tell me about yourself” is you ‘telling’ your pitch and your story - not your bio from childhood!
- Use good eye contact, listening skills and understand body language. Be a problem solver and a compatible new hire!
- Practice voice/pacing/use good grammar
- Practice questions and answers
- Send thank you notes right away, follow-ups to specifics, very timely, and keep in touch over time, and it won't feel like you're a pest!

Names of People by Category

FRIENDS	NEIGHBORS	RELATIVES	DOCTOR/DENTIST
MERCHANTS	ACCT/BANKER	SALESPEOPLE	GYM/WORKOUT
FORMER EMPLYS	FORMER CO-WRKS	SUPPL/MFR/CUST	COMPETITORS
COLLEGE PROFS	FELLOW STUDENT	SMR/WKSHP/CONV	OTHER
RELIGIOUS ORG	TRADE ASSN	COMMUNITY ORG	ALUMNI ASSN

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Your 30-Second Sound Bite

A Tool for Connecting and Networking

Introductory Statement: (Grab the listener's attention!)

I am _____ with _____ years in/as _____,
most recently with _____ I previously worked with _____
_____.

Mention your strengths, skills, and/or work style: (Use key industry words, if appropriate/possible).

1. _____
2. _____
3. _____

Indicate your experiences, accomplishments, success stories, testimonials made by others about you and/or awards. (It's about telling, not selling!)

1. _____
2. _____
3. _____

Ending Statement:

I am looking for ... interested in investigating Then, use open-minded questions starting with: Who? What? When? Where? Why? How? (Request information, referrals, guidance, feedback to help advance your goals.)

Is there anything I can help you with?

LAUREN'S RESUME TIPS



- Still using cover letters to match your qualifications? Send an alert to an affiliation and point out the best reason why you're the one for this position!
- Be bold: name, summary of qualifications, experience headings.
- The summary of qualifications/skills is your 30-second pitch! Skip "objectives"!
- Use professional email addresses
- Select relevant chronological experience—(i.e. Admin, Teaching) to make your stories and achievements stand out to make you stand out! You will have different resumes for different income producing skills/career areas
- Other Experience—write less, any experience 15 years old or earlier, include only if relevant
- One page—entry level
- Two pages—more experienced
- CVs are for academic/conservatory positions
- Bio/press release for production companies or businesses
- Education and awards later (except for CVs), don't need H.S. or GPA information except for academic positions or university applications
- If you haven't graduated from a program— note your attendance. If you are still in school—say "candidate" or "studying at". Don't embellish anywhere on your resume!
- Volunteer, pro bono work and internship experiences counts!
- Stay at home time and gaps in employment need to be explained but identify stories of relevant experience: serving on a committee, family estate responsibilities, caretaker, co-op board member, etc.
- Don't forget to check spelling, spacing, proofing and use an easy-to-read font on light colored paper