



COLLEGE CAREER INFORMATION AND COLLATERAL

CAREER WEBSITES

www.vault.com (information on companies, industries – may require a subscription for full access)

www.glassdoor.com (information on companies and how they are to work for)

www.indeed.com/forum (information on companies and how they are to work for; the main www.indeed.com site has jobs that you can search)

www.fortune.com (you can find Fortune 50, 100, 500, 1000 companies; Best Companies to Work For)

LINKEDIN

LinkedIn www.linkedin.com is a powerful networking site that will allow you to research industries and companies and start to build a personal network that will be part of your tool kit for many years to come. It is not like Facebook – it is far less social and more professional.

What you need to do

- 1) Build your profile – see the sample profile that is at the end of this document. Write a nice bio and then add information that is on your resume. Spell check is not a strong feature of LinkedIn, so be very careful.
- 2) Invite people to join your network (see sample invitations, below)
- 3) Join LinkedIn Groups that are appropriate – most colleges have groups; as do fraternities and sororities, associations, sports teams, high schools, etc. Join the Groups that make sense for you.
- 4) Search LinkedIn for people that you can approach for career advice OR appropriate hiring managers at companies you are interested in
 - a. Go to Advanced Search
 - b. Put in 'your college name' under 'School'
 - c. Put in a city zip code that you're interested in and hit 'Search'
 - i. You'll find all of the alums in that city from your college
 - d. Or add a company name that you're interested in under 'Company' (current or present, your call) – then you'll find your college's alums (if any) that work for that company in that city.
- 5) As your network grows, so will what comes back on your search. If your network is small, your results might be small.

In LinkedIn a search will bring back 1) your network; 2) your network's network; and 3) another degree beyond that. As an example – here are the statistics on my network

You are at the center of your network. Your connections can introduce you to 14,025,700+ professionals — here's how your network breaks down:

1 Your Connections Your trusted friends and colleagues	729
2 Two degrees away Friends of friends; each connected to one of your connections	405,100+
Three degrees away Reach these users through a friend and one of their friends	13,619,800+
Total users you can contact through an Introduction	14,025,700+

40,860 new people in your network since February 22

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can contact directly — [try a search now!](#)

60,000,000+



COLLATERAL

Note that all of these examples are 'just examples'. You need to write things that you're comfortable with and that reflect your personality and the particular situation. Be precise on making your communications professional (capital letters where appropriate, spelling, grammar, punctuation, etc.)

EMAIL CONTENT

When you are submitting your resume and cover letter by email, you should put a brief note in the email. You can also use the email as your 'cover letter' - it just depends on how much you want to say. You'll find a sample cover letter letter in the document.

Dear Sir or Madame; or Greetings; or preferably try to send it to a person and use their name

I am interested in the XXXX (whatever the position name is) at your company. I have attached my resume and a cover letter that discusses why I'm interested in your company and why I think I'd be a good candidate for the position.

If you have any questions for me, or if I need to provide additional information, please let me know.

Thank you for taking the time to review my resume and cover letter.

Name
Email address
Cell phone #

THANK YOU CONTENT

You should thank people for anything that they've done for you. If they've responded to your email, or if they've given you an interview – either informational or a real interview, helped you with your resume, or ANYTHING – no matter how small. Customize the thank you to the act that you're thanking them for – you can use email or send a hand written note – just do it FAST.

Here's a sample thank you for an interview. You can add to it as appropriate – maybe mention something you really liked about the interview – make it personal, but professional.

James,

Thank you for taking the time to interview me for the internship position at XXX. I appreciate your time and the additional information that you provided me. I am very interested in the position and think that I would be a great addition to your team. I look forward to providing you with any information you might need to make your decision.

Thank you,

Name
Email address
Cell phone#

FOLLOW UP CONTENT

If you haven't heard the outcome of an interview or of an action item that someone had promised you, a nice follow-up note is good. You can generally wait about a week after the date and then follow up. If a company told you that they'd make their decision in early March – wait till around the 10 to 15th ('early March' can have different meanings to different people).

James,

I want to follow-up on my February 25th interview. I know that you had planned to make a decision by early March and I would like to re-state how interested I am in both your company (name it) and the position (name it). Could you let me know if you've made a decision or if there's anything else I can do to convince you to choose me!



Thank you,

Name
Email address
Cell phone #

LINKEDIN INVITATION CONTENT

Sometimes you can customize invitations in LinkedIn – sometimes not. It seems to be a feature that rolls in and out of LinkedIn. To invite someone you'll need their email address. Sometimes it's listed in their profile and sometimes you can Google their name and find it out. If you can customize your invitation -

To someone you don't know in the profession or industry you're interested in (customize accordingly)

Please join my network on LinkedIn. I would like to connect with you because you're an experienced professional in the XXX industry. I am a junior at XXXXXXX and I am very interested in your industry and would like to be involved in it after my graduation. I think that building a network of great people will allow me a better perspective on the industry.

Thank you,

Name
Email address
Cell phone #

To someone you do know or have talked to for an interview, advice, etc...

Please join my network on LinkedIn. (Then say why you'd like them to be in your network.) I appreciate the time you took to XXXXXX and would like to keep you in my network as I progress through college and my future career.

Thank you,

Name
Email address
Cell phone #

COVER LETTER SAMPLE

Your cover letter should include why you're interested in the company and/or position AND why you're a good candidate for the position. It doesn't have to be this long, but it does need to be customized to what you're applying for. Know why you want to work at a company, and why you'd be good there – that knowledge will differentiate you from the other candidates.

YOUR NAME

Address, Cell Phone, Email Address

Date

Person's Name
Company Name
Company Address
City, State, Zip

Dear Ms. Last Name,

My name is XXXXX and I am a junior XXXXXX major at XXXX College in XXXXX, XX. I am submitting this letter and my resume for consideration for an internship with XXXX for the summer of 20XX.



I am very interested in your company because it is my understanding that XXXX is one of the premier management consulting firms and thought leaders in corporate America. I know that your firm fosters an environment of critical problem solving and business innovation.

I feel I make a unique and compelling candidate for an internship position at XXXX because of my involvement with the Roosevelt Institute, the nation's first and only student-think tank. My work there has taken me through the many levels of policy making, helping me explore and propose solutions to some of the country's most complex problems, from water management to criminal justice system reform. At my internship at the Department of the Interior last summer I worked to find solutions to immediate problems like oil and gas leasing in Utah and water management in the West. I helped analyze the Department's policies towards women and girls for the White House Council on Women and Girls, and defined new goals and solutions for the Department to better its performance in Inspector General's audit recommendations.

While very little of my experience has come in profit maximization and human resources, I have spent a majority of my time over the past three years brainstorming solutions, analyzing data, balancing priorities, and developing an understanding of complex problems. This exposure has prepared me for the complex problems and resulting creative solutions facing XXX's clients.

Beyond my problem solving capabilities, my experience in project based environments provides me the skills to focus intensely and delve deeper in tasks. Due to the unique curriculum structure at my college, I have learned how to thrive under short deadlines with an intense concentration on specific assignments. More than anything, these project based environments have strengthened my mental acuity and ability to respond to fast balls and curve balls on a regular basis. Having worked in both slow and fast paced work environments, I excel most when the pitches are coming fast and the stakes are high.

The combination of my enthusiasm for the intellectual challenges presented by fast paced strategic problem solving and my dedication to a future in business, make the prospect of a full time position for the summer exciting. I thank you for the opportunity to apply to this prestigious program and hope you won't hesitate to contact me with any questions. I look forward to hearing from you.

Sincerely,

Your Name

Phone

Email Address

LINKEDIN PROFILE EXAMPLE

An example of a college LinkedIn profile can be found at <http://www.linkedin.com/in/rileywyman>. It follows closely to the College Sample Resume which you can download from the www.jivarogroup.com website (under First Gig Strategies). The bios for LinkedIn are generally written in first person and are a little bit more informal than a standard bio. Remember to make sure you spell check everything. Use a good photo where you look how you'd look on the job...or nicer...and make sure you put your email address on your profile.