

REENTRY PACKET

Your Customized Guide to Support your Successful Transition



National Web-based Reentry Resource Center

www.fairshake.net

Table of Contents

Website

Reentry Packet Cover Page

General Support Pages

Housing Resources
National Resource Services

Resource Directory

Employment

Employment Tips
Interview Tips
Interview Questions for You to Ask
Resume Guide

HOUSING

Like the Fair Shake [Find A Job](#) page, the Housing Search page lists search engines to find housing near you. In addition to the websites listed below, there is a lot more information in the [Resource Directory](#) and in Reentry Guides section below the Search Box.



Aunt Bertha

Aunt Bertha is a social care network that connects people and programs — making it easy for people to find social services in their communities. To do this, we've verified and added hundreds of thousands of programs covering every county in the US.



2-1-1

A phone number and a website! Not sure where to turn? We are here for you. **211 receives more requests for help with finding housing or shelter or paying utilities bills (over 4.4 million each year) than for any other issue.**

Homeless Shelters and Service Organizations:

National list of homeless shelters and other services homelessshelterdirectory.org/

Find the Housing Authority Near You!

A nearly-complete list. Some others are located on the Fair Shake website under State and Local Reentry Guides.

https://www.hud.gov/program_offices/public_indian_housing/pha/contacts



Section 8: Frequently Asked Questions

What is Section 8 Housing?

The actual name of the program commonly known as “Section 8” is the Housing Choice Voucher Program, a federally funded program that subsidizes rent for eligible participants. It is designed to assist very low-income families or individuals. A housing subsidy is paid directly to the landlord on behalf of a participating family/individual.



How do I apply for Section 8 housing?

Contact your local [Public Housing Authority](#).

For further assistance, contact the Housing and Urban Development office nearest you.

Does my criminal record ban me from public housing?

There are only 2 convictions for which a PHA must prohibit admission:

- If any member of the household is subject to a lifetime registration requirement under a State sex offender registration program; and,
- If any household member has ever been convicted of drug-related criminal activity for manufacturing or production of methamphetamine on the premises of federally assisted housing.



National Reentry Resources (besides Fair Shake)

2-1-1 or www.211.org Dial 211 or visit the website!

211 is a vital service that connects millions of people to help every year. Simply call 211 or search for 211 online. Program of United Way.

Services include:

Supplemental food
Shelter, housing, utilities
Emergency / disaster relief
Employment opportunities
Education opportunities
Veterans services

Health care
Rehab and addiction services
Reentry Resources
Support groups
Safe path away from abuse



Aunt Bertha: <https://www.auntbertha.com/>

Search for free or reduced cost services like medical care, food, job training, etc. People can create profiles, connect with resources, and save searches...or search anonymously anytime.

Positive Transitioning: 614-573-0464 or 844-392-9695

CALL FOR RESOURCES: Employment, Housing, Education, and Legal Assistance. - 24/7 Resources and Listening Line Are you looking for resources? Give us a call! Also sign up for coaching, enroll in classes and connect to a mentor or become a mentor. www.positivetransitioning.org

Help Yourself Therapy:

www.helpyourselftherapy.com/

SELF-Therapy For People Who ENJOY Learning About Themselves. Free, confidential, practical advice from a therapist. Everything is easy to understand and to use. Self-disclosure is never needed. Completely confidential.



Help Yourself Therapy

Homeless Accommodation Directory: www.homelessshelterdirectory.org/

Transitional Housing www.transitionalhousing.org

Food Pantries and Soup Kitchens: www.homelessshelterdirectory.org/foodbanks/

Employment Related:

Clothes For Women: **Dress For Success** <https://dressforsuccess.org/>

Clothes For Men: **Career Gear** <https://www.careergear.org/>



careeronestop

U.S. Department of Labor

Career One Stop www.careeronestop.org

Your source for career exploration, training & jobs.

Vital Records www.cdc.gov/nchs/w2w/

Where to write, or where to go, to obtain birth, death, marriage and divorce certificates.

Social Security new or replacement card: <https://www.ssa.gov/ssnumber/>

HOUSING

Like the Fair Shake [Find A Job](#) page, the Housing Search page lists search engines to find housing near you. In addition to the websites listed below, there is a lot more information in the [Resource Directory](#) and in Reentry Guides section below the Search Box.



Aunt Bertha

Aunt Bertha is a social care network that connects people and programs — making it easy for people to find social services in their communities. To do this, we've verified and added hundreds of thousands of programs covering every county in the US.



2-1-1

A phone number and a website! Not sure where to turn? We are here for you. **211 receives more requests for help with finding housing or shelter or paying utilities bills (over 4.4 million each year) than for any other issue.**

Homeless Shelters and Service Organizations:

National list of homeless shelters and other services homelessshelterdirectory.org/

Find the Housing Authority Near You!

A nearly-complete list. Some others are located on the Fair Shake website under State and Local Reentry Guides.

https://www.hud.gov/program_offices/public_indian_housing/pha/contacts



Section 8: Frequently Asked Questions

What is Section 8 Housing?

The actual name of the program commonly known as “Section 8” is the Housing Choice Voucher Program, a federally funded program that subsidizes rent for eligible participants. It is designed to assist very low-income families or individuals. A housing subsidy is paid directly to the landlord on behalf of a participating family/individual.



How do I apply for Section 8 housing?

Contact your local [Public Housing Authority](#).

For further assistance, contact the Housing and Urban Development office nearest you.

Does my criminal record ban me from public housing?

There are only 2 convictions for which a PHA must prohibit admission:

- If any member of the household is subject to a lifetime registration requirement under a State sex offender registration program; and,
- If any household member has ever been convicted of drug-related criminal activity for manufacturing or production of methamphetamine on the premises of federally assisted housing.



Citizenship - Birth Certificate

Vital Statistics
P.O. Box 15098
Columbus, OH 43215-0098
State office has birth records since December 20, 1908. Certificates must be ordered through the website.
<https://odh.ohio.gov/know-our-programs/vital-statistics/vital-statistics>

Citizenship - Consumer Services

The Ohio Benefit Bank is an Internet-based, counselor assisted service that connects low- and moderate-income families to tax credits and work supports.
800-648-1176
<http://www.thebenefitbank.org/>

Citizenship - Voting Rights

ACLU Voting Rights and Restrictions

<https://www.aclu.org/issues/voting-rights/voter-restoration/felony-disenfranchisement-laws-map?redirect=maps/map-state-criminal-disfranchisement-laws>

Employment - Workforce Development

Department of Development
77 South High Street, 29th Floor
Columbus, Ohio 43215
<https://development.ohio.gov/business/workforce-development>

Family - Family Support

Child care is available to help eligible parents/caretakers with child care costs while they engage in work, education, or job training. The program provides access to the early care and education experiences children need from birth through age 13.
<https://ohio.gov/residents/resources/child-care-assistance>

Family - Parenting

<http://www.oh-pin.org/>

Free - Free Phone

Assurance Wireless
P.O. Box 5040
Charleston, IL 61920-9907
1-888-321-5880
Assurance Wireless provides eligible consumers with free monthly data, unlimited texting, free monthly minutes plus a free Smartphone. Lifeline enrollment is available to individuals who qualify based on federal or state-specific eligibility criteria. Residents of homeless shelters, nursing homes and temporary addresses may also be eligible.
<https://www.assurancewireless.com/lifeline-services/what-lifeline>

Health - Alcoholics Anonymous

Welcome to AA Ohio, a state-wide recovery resource devoted to supporting the men and women of Ohio. AA Ohio helps individuals struggling with alcoholism find the help they need on a local basis. Discover Ohio Alcoholics Anonymous meetings per county or city, and take

Citizenship - Consumer Services

The Office of the Ohio Consumers' Counsel (OCC), the residential utility consumer advocate, represents the interests of 4.5 million households in proceedings before state and federal regulators and in the courts. The state agency also educates consumers about electric, natural gas, telephone and water issues.
<http://www.occ.ohio.gov/>

Citizenship - Department of Motor Vehicles

P.O. Box 16520
Columbus, Ohio 43216-6520
(844) 644-6268
<https://www.bmv.ohio.gov/driver-license.aspx>

Education - Continuing Education

It is the vision of the Ohio Central School System that all inmates of the Department of Rehabilitation and Correction will be provided the necessary academic, job training and social/emotional skills required for successful re-entry to society as effective, participating and productive citizens.
<http://www.drc.ohio.gov/education>

Employment - Workforce Development

Useful resources for career seekers and employers, individuals with disabilities, veterans, internship opportunities, and more. Includes information on labor law and unemployment compensation.

<https://ohio.gov/jobs/>

Family - Family Support

(614) 466-4815
This office oversees cash and food assistance programs, work support programs for recipients of cash and food assistance, the state's child care program, refugee programs, and the Ohio Commission on Fatherhood.
<https://jfs.ohio.gov/>

Food - Food Pantry

Find local pantries, soup kitchens, food shelves, food banks and other food help.
<https://www.foodpantries.org/st/ohio>

Free - Free Stuff

We are a grassroots and entirely nonprofit movement of people who are giving and getting stuff for free in their own Towns. It's all about reuse and keeping good stuff out of landfills. Membership is free.
<https://www.freecycle.org/>

Health - Free/Sliding Scale Clinic with Dental

Listings that can help low-income and uninsured people connect with a clinic or community health center in their area. These clinics offer free and discounted rates for medical and dental care. Our county listings include contact information, a listing of services and any further remarks that may be pertinent to our users, such as free services provided, discounted services provided and clinic operating hours.
https://freeclinicdirectory.org/ohio_care.html

the next step to overcome alcohol addiction.
<https://alcoholicsanonymous.com/aa-meetings/ohio/>

Health - Free/Sliding Scale Dental Clinic

The Web page provides a one-stop-shop for information, resources and support for Ohio's safety net dental clinics. Safety net dental clinics strive to provide oral health care to many people and their families who have low incomes. Services are provided regardless of a persons ability to pay. In general, safety net clinics are in communities where people with low incomes live. Find a location near you!
<https://odh.ohio.gov/know-our-programs/oral-health-program/ohio-dental-clinics/ohio-dental-clinics/>

Health - Narcotics Anonymous

Find Ohio NA Meetings Near You
<https://www.narcotics.com/na-meetings/ohio/>

Money - Free Credit Report

Free credit reports authorized by federal law. Federal law allows you to get a free copy of your credit report every 12 months from each credit reporting company.
<https://www.annualcreditreport.com/index.action>

Reentry Resource - Multiple Resources Available

211 connects you with thousands of nonprofit and government services in your area. If you want personal assistance call the three-digit number 211 or 877-947-2211. A friendly voice to talk with you 24/7/365. The link is to the national listing; as of 4.1.22, Ohio does not have a unique state listing.
<https://www.211.org/>

Reentry Resource - Reentry Coalition

4545 Fisher Road, Suite D
Columbus, OH 43228
The primary goals of the OERC are to reintegrate offenders into society, maintain public safety, and to reduce recidivism across the state of Ohio. The strategic plan offers state and local partners the ability to recommend changes in reentry policies and practices. In addition, our community partners are afforded the opportunity to develop a work plan to implement those changes and to build statewide support for them.
<https://drc.ohio.gov/reentry-coalition>

Shelter - Low Income Housing

Find low income apartments in Ohio along with non profit organizations that help with low income housing along with HUD apartments, public housing apartments, public housing authorities, and housing assistance agencies.
<https://www.lowincomehousing.us/OH.html>

Shelter - Transitional Housing

1-855-860-3119
Transitional, sober housing provides supportive housing along with drug and alcohol treatment for selective locations
<https://www.transitionalhousing.org/state/ohio>

Special Considerations - Disability Support

Health - Health Department

246 N High St
Columbus, OH 43215
The website offers a range of public health information, tools, and resources. Our mission is "Advancing the health and well-being of all Ohioans."
<https://odh.ohio.gov/>

Money - Finances/Budgeting

800.388.2227
Free Credit Counseling! Our mission is to help all Americans gain control over their finances. For over 60 years, NFCC and its member agencies have helped people just like you pay off debt and grow in their financial capability. Our services help people overcome financial challenges at nearly every stage of life.
<https://www.nfcc.org/>

Reentry Resource - Multiple Resources Available

Our findhelp technology powers Americas leading social care network. Our network features more than 300,000 free and reduced-cost programs in all 50 U.S. states, territories, and Puerto Rico, powering social care systems for hundreds of customers nationwide.
<https://www.findhelp.org/find-social-services/ohio>

Reentry Resource - Multiple Resources Available

Academic Programs
Career-Technical Programs
Career Enhancement Programs
Advanced Job Training
Apprenticeship
Library Services
Professional Development
Transitional Educational Program
Distance Learning
Community Education
Reading Rooms
Education Intensive Program Prison (EIPP)
Comprehensive Adult Student Assessment System
Offender Workforce Development
<https://www.drc.ohio.gov/reentry>

Shelter - Energy Assistance

If youre having trouble managing your home energy costs, we can help. Our Energy Assistance Programs can help you manage your utility bills and improve your homes energy efficiency.

<https://development.ohio.gov/individual/energy-assistance>

Shelter - Shelters

We provide an online directory of shelters in Ohio.
<https://www.shelterlist.com/state/ohio>

Special Considerations - Disability Support

Government agencies and disability rights organizations in Ohio.
https://www.olmsteadrights.org/self-helptools/advocacy-resources/item.6637-Ohio_Disability_Resource_and_Advocacy_Organizations

Special Considerations - Elders

Programs and services providing support to children and adults with disabilities. Resources include Early Intervention, Medicaid programs, and jobs programs to help Ohioans with disabilities to achieve quality employment and independence.

<https://ohio.gov/residents/topic-hubs/home-and-community/disability/disability>

Special Considerations - Elders

The Ohio Association of Area Agencies on Aging (o4a) is a nonprofit, statewide network of agencies that provide services for older Ohioans, people with disabilities and their families.

<http://ohioaging.org/>

Volunteer - Volunteer Opportunities

We make it easy for good people and good causes to connect. We are a community that believes in the power of volunteering to enrich our lives and the world around us. Find locations to volunteer near you!

Virtual volunteer opportunities are also available -
<https://www.volunteermatch.org/virtual-volunteering>

<https://www.volunteermatch.org/>

Click on the link to find services and resources.
<http://www.seniorresource.com/ohio.htm>

Special Considerations - Veteran Support

The Ohio Department of Veterans Services (DVS) serves Ohio Veterans by actively identifying, connecting with and advocating for veterans and their families. The DVS provides opportunities and resources for our veteran community through advocacy, collaboration and partnerships.

<https://ohio.gov/government/state-agencies/department-of-veterans-services>

Employment Tips

We often have to work our way up to the job we want; either because it is not available when we go to find it or we need more experience, education, preparation or time to get ready. Although we will spend time working at jobs that are not our preference, we can enjoy the interim more when we stay focused on our goals.

Start by asking yourself:

- What kind of job or career do I want?
- What am I willing to do, learn or sacrifice to get that job or career?

Before venturing out into the world of work you will have to obtain necessary documents.

The most frequently requested documents are:

- Birth Certificate
- Driver's license or Basic Identification
- Social Security Card

The birth certificate and driver's license forms offered in our Employment Documents are samples. You can find links to the applications that you need in our Resource Directory!

Next, ask yourself the following questions

- What occupations or industries in your area are in need of employees?
- What are your employment limitations due to your particular crime?
- What is the income you need in order to pay for housing, food, energy, phone, child support, restitution, transportation, etc? (check out our [Build a Budget Worksheet](#))
- Which strategies do you think would be most effective for "selling" your attributes?

To prepare to apply for a job you may want to create the following worksheets:

- Inventory your work history in and out of prison
- List your training, skills, limitations, and health considerations
- Gather all the information you will need to fill out employment applications. Are you ready to fill them out online? (Several companies only accept online applications.)

Considerations and Preparation

What are your employment resources?

- Classified ads (in the paper or locally found on-line)
- Applying for jobs with companies you want to work for
- Job Assistance and Job Training centers
- Craigslist, Monster.com, other job-search websites

Skills Assessment and Personal Strengths Evaluation

Consider taking a free online self-assessment test help us see what careers we are suited for. If you type the phrase 'self-assessment test' into any search engine, several options will be available for you to check out.

Do you need clothes for your interview or new job?

Check out Dress for Success, a global program that may have a location near you!

(www.dressforsuccess.org)

Resume' and Interview tips:

Two good places where you get the chance to show a company why they cannot afford NOT to hire you. Keep these tips in mind as you write your application or resume', and prepare for job interviews:

- Be cheerful in your in-person or telephone job interviews.
- Talk about the benefits of your experience and the relevant expertise you offer.
- Speak about the value you would bring to the company.
- Share stories in the job interview about success in prior assignments.
- Talk about your ability to work with a diverse group of people.

Typical Barriers to Employment:

- Lack of updated resume
- Appropriate clothing for job search
- Transportation
- Stable housing
- Substance abuse
- Poor interview skills
- Poor job search skills
- Not a high school graduate
- No documentation (ID, Social Security card)

SMART: What is your strategy for overcoming barriers and creating success?

You can create a clear strategy by following SMART guidelines:

Specific Measurable Attainable Realistic Timely (or Tangible)

Specific – what is the specific goal you wish to achieve?

Can you answer these questions?

- Who do you need to be involved?
- What do you really want to accomplish?
- When do you want to accomplish it?
- Where do you need to be to accomplish it?
- Why do you want to achieve this goal?
- Which things do you need to get in order and which are the constraints to achieving your goal?

Measurable – How will you know when you've achieved your goal? What criteria have you set up to measure your progress and reach your target dates?

Attainable – Can you see yourself achieving this goal? Can you see the path to get there and then see yourself in that place of having reached the goal?

Realistic – Are you willing and able to achieve the goal?

Timely – How long do you need to achieve your goal? Work out your goal date and then the smaller goals that must be met to meet that goal date?

Tangible – Imagine: can you taste, touch, smell, see or hear the results of achieving your goal?

Interview Tips

Before you head to your interview, ask yourself these questions:

- Do you really want this job?
- Are you qualified for the job?
- Do you believe you can get the job?
- What attitude and information must you deliver to the employer to get the job?
- Are you ready for your interview?

If you decide you really want to get this job, consider these tips:

1. Keep your answers short yet full of information, unless you are asked to clarify. Try to put yourself in the interviewer's shoes; asking the same questions of many applicants! Fine tune your answers to the Sample Interview Questions and bring your authenticity and vitality to the interview.
2. Determine what your key strengths and assets are. Be sure to state them confidently a couple of times throughout the interview.
3. Prepare for a variety of interview questions. Consider the challenges you have overcome, the difficult interpersonal situations that you resolved with others, and several success stories.
4. Describe specific situations and accomplishments. Generalities fail to show the interviewer your strengths and assets and how they can benefit the company and the position that is available.
5. Put yourself on their team. Show how you fit in with the existing work environment and company culture. During the interview, align your language with the language of the team.
6. Observe your non-verbal communication. Are you saying what you mean to say? Practice answering some of the Sample Interview Questions in front of a mirror to see if your eyes and your gestures agree with your words.
7. Ask questions. Is this where you want to work? Find out what you need to know to accept the job. Also, the interviewer will see that you are taking interest in the company and work environment. That is an important quality in a team player.
8. Be sure to talk WITH the interviewer and not AT the interviewer. Interviews are stressful enough for both parties. Keep it human.
9. Research the company. Is it a right fit for you? Can you get behind the mission of the company? How much can you know about the work and the work environment before the interview?
10. Apply for jobs that you are skilled for and that you can appreciate...even if only as a stepping stone to your next job. If you truly want the job, you must be able to compete successfully with your competition. Authenticity shines through your words and your non-verbal communication.

Interview Questions for You to Ask

In an interview both you and the employer are finding out about each other. Asking these questions will show general interest in the business, and the team you are applying to work with. These questions show you care about the position and how you might fit. Asking questions will also help you understand if you think the environment is suitable for you.

Please tell me important information I should consider about working with this company:

- On average, how long do people keep the position for which I am applying?
- What strengths and skills do you think I should have to best fill this position?
- What employee qualities are encouraged here?
- Is this a friendly environment or are people pretty serious?
- Would you tell me about the challenges I might find working here?
- Which companies, products or services are our competitors?
- Is there an opportunity for promotion from this position?
- How often will I be evaluated?
- What are the businesses strengths? What aspects need improvement?
- What will be expected of me in the first 3 months? 6 months? Year?
- Are we encouraged to participate in things outside of work, like a softball league?
- In what ways does the company recognize and honor work that has been done?
- Will I have an employment agreement?
- Will I work with alone or with a group?
- Who will I report to? What kind of person are they?
- Are we anticipating any major changes in the workplace?
- How many applicants do you have for this position?
- What training do you provide?
- Does the company provide or support higher education or advanced training for employees?
- Is there anything else I can provide you to help you make a decision?
- How soon can I expect to hear from you?

Not all of these questions would apply to any one position. These questions are just examples to either pick from or open your mind to asking questions that will help you make sure the job is acceptable for you!

Resume Guide

A good resume will open the door for an interview. But do you need a resume? Some employers prefer a resume and others require an application form. That depends on the kind of job you're applying for.

RESUME REQUIRED

- Professional, technical, administrative and managerial jobs.
- Sales positions.
- Secretarial, clerical, and other office jobs.

RESUME SOMETIMES REQUIRED

Professional positions: Baker, Hotel Clerk, Electrician, Drafter, Welder

RESUME NOT REQUIRED

Unskilled, quick turnover jobs: Fast Food Server, Laborers, Machine Loader, Cannery Worker

The Rockport Institute has generously donated the resume guide below. It is a shortened version of their full resume guide ***How to Write a Masterpiece of a Resume*** which can be found here:

<http://www.rockportinstitute.com/resumes>

WRITE A RESUME THAT GENERATES RESULTS

Before you begin, ask yourself: Why do you have a resume in the first place? What is it supposed to do for you? How can you differentiate yourself from hundreds of other applicants with qualified resumes? The prospective employer has the overwhelming task of looking over many resumes to find the special person that is right for the position and a great fit for the culture of the company. You are facing a great deal of competition.

The resume is a tool with one specific purpose: to win an interview. If it doesn't, it isn't an effective resume. A resume is an advertisement; nothing more, nothing less. A great resume doesn't just tell them what you have done but makes the same assertion that all good ads do: If you buy this product, you will get these specific, direct benefits. It presents you in the best light. It convinces the employer that you have what it takes to be successful in this new position or career.

Other reasons to have a resume:

- To pass the employer's screening process (requisite educational level, number years' experience, etc.), to give basic facts which might favorably influence the employer
- To establish yourself as a professional person with high standards and excellent writing skills, based on the fact that your resume is so well done (clear, well-organized, well-written, well-designed, of the highest professional grades of printing and paper).
- To use as a covering piece or addendum to another form of job application
- To put in an employer's personnel files. (which they may check out later for other openings)
- To help you clarify your direction, qualifications, and strengths, boost your confidence, or to start the process of committing to a job or career change.

It is a mistake to think of your resume as your work history, a personal statement or some sort of self expression. Sure, most of the content of any resume is focused on your job history. But write from the intention to create interest, to persuade the employer to call you. If you write with that goal, your final product will be very different than if you write it just to catalog your job history.

Most resumes are quickly scanned, rather than read. Ten to twenty seconds is all the time you have to persuade a prospective employer to read further and the decision to interview a candidate is usually based on an overall first impression of the resume, a quick screening that so impresses the reader and convinces them of the candidate's qualifications that an interview results. The top half of the first page of your resume will either make you or break you. You hope it will have the same result as a well-written ad: to get the reader to respond. You are selling a product in which you have a large personal investment: you.

The person who is doing the hiring often cares deeply how well the job will be done. You need to write your resume to appeal directly to them. Ask yourself: What does the employer really want? What special abilities would this person have? What would set a truly exceptional candidate apart from a merely good one? How can I demonstrate that I am the perfect candidate? Put yourself in their shoes.

Loosen up your thinking enough so that you will be able to see some new connections between what you have done and what the employer is looking for. You need not confine yourself to work-related accomplishments! Use your entire life as evidence of your character, skills and talents. If Sunday school or your former gang are the only places you have had a chance to demonstrate your special gifts for leadership, fine. What are the talents you have to offer the prospective employer? A great resume has two sections. In the first, you make assertions about your abilities, qualities and achievements. You write powerful, but honest, advertising copy that makes the reader immediately perk up and realize that you are someone special.

The second section, the evidence section, is where you back up your assertions with evidence that you actually did what you said you did. This is where you list and describe the jobs you have held, your education, etc. This is all the stuff you are obliged to include.

Most resumes are just the evidence section, with no assertions. The 'juice' is in the assertions section. When a prospective employer finishes reading your resume, you want them to reach for the phone to invite you in to interview. The resumes you have written in the past have probably been a gallant effort to inform the reader. You don't want them informed. You want them interested and excited.

THE OBJECTIVE SECTION

Ideally, your resume should be pointed toward conveying why you are the perfect candidate for one specific job or job title. Good advertising is directed toward a very specific target audience.

Targeting your resume requires that you be absolutely clear about your career direction—or at least that you appear to be clear. You would be wise to use this time of change to design your future career so you have a clear target that will meet your goals and be personally fulfilling. With a nonexistent, vague or overly broad objective, the first statement you make to a prospective employer says you are not sure this is the job for you.

Imagine the position of a software manufacturer looking at a sea of resumes. They all look so much alike until they come across a resume in the pile that starts with the following: "OBJECTIVE - a software sales position in an organization seeking an extraordinary record of generating new accounts, exceeding sales targets and enthusiastic customer relations". They are immediately interested! This first sentence conveys some very important and powerful messages: "I want exactly the job you are offering. I am a superior candidate because I recognize the qualities that are most important to you, and I have them. I want to make a contribution to your company." This works well because the employer is smart enough to know that

someone who wants to do exactly what they are offering will be much more likely to succeed than someone who doesn't. And that person will probably be a lot more pleasant to work with as well.

Secondly, this candidate has done a good job of establishing why they are the perfect candidate in their first sentence. They have thought about what qualities would make a candidate stand out. They have started communicating that they are that person immediately. What's more, they are communicating from the point of view of making a contribution to the employer.

Here's how to write your objective. First of all, decide on a specific job title for your objective. Go back to your list of answers to the question "How can I demonstrate that I am the perfect candidate?" What are the two or three qualities, abilities or achievements that would make a candidate stand out as truly exceptional for that specific job? Having an objective statement that really sizzles is highly effective. And it's simple to do. One format is:

OBJECTIVE: An xxx position in an organization where yyy and zzz would be needed (or, in an organization seeking yyy and zzz).

Xxx is the name of the position you are applying for. Yyy and zzz are the most compelling qualities, abilities or achievements that will really make you stand out above the crowd of applicants.

If you are applying for several different positions, you should adapt your resume to each one. Have an objective that is perfectly matched with the job you are applying for. Remember, you are writing advertising copy, not your life story.

If you have a limited work history, you want the employer to immediately focus on where you are going, rather than where you have been.

Examples of an Objective section:

OBJECTIVE: An entry-level position in the hospitality industry where a background in advertising and public relations would be needed.

OBJECTIVE: A position teaching English as a second language where a special ability to motivate and communicate effectively with students would be needed.

THE SUMMARY OF QUALIFICATIONS

The "Summary of Qualifications" consists of several concise statements that focus the reader's attention on the most important qualities, achievements and abilities you have to offer. Those qualities should be the most compelling demonstrations of why they should hire you instead of the other candidates.

This may be the only section fully read by the employer, so it should be very strong and convincing. Include professional characteristics (extremely energetic, a gift for solving complex problems in a fast-paced environment, exceptional interpersonal skills, committed to excellence, etc.) helpful in winning the interview.

How should you write to write a Summary of Qualifications? Look for the qualities the employer will care about most. Then look at what you wrote about why you are the perfect person to fill their need. Pick your qualities that best demonstrate why they should hire you. Assemble it into your Summary section.

The most common ingredients of a well-written Summary are as follows. Do not use all these ingredients in one Summary - use the ones that highlight you best.

- A short phrase describing your profession
- Followed by a statement of broad or specialized expertise
- Followed by two or three additional statements related to any of the following:
 - breadth or depth of skills
 - unique mix of skills
 - range of environments in which you have experience
 - a special or well-documented accomplishment
 - a history of awards, promotions, or superior performance commendations
- One or more professional or appropriate personal characteristics
- A sentence describing professional objective or interest.

Notice that the examples below show how to include your objective in the Summary section. If you are making a career change, your Summary section should show how what you have done in the past prepares you to do what you seek to do in the future.

A few examples of Summary sections:

- Highly motivated, creative and versatile real estate executive with seven years of experience in development and construction. Especially skilled at building effective, productive working relationships with clients and staff. Excellent management, negotiation and public relations skills. Seeking a challenging management position in the real estate field that offers extensive contact with the public.
- Health Care Professional experienced in management, program development and policy making in the United States as well as in several developing countries. A talent for analyzing problems, developing and simplifying procedures, and finding innovative solutions. Proven ability to motivate and work effectively with persons from other cultures and all walks of life. Skilled in working within a foreign environment with limited resources.
- Performing artist with a rich baritone voice and unusual range, specializing in classical, spiritual, gospel and rap music. Featured soloist for two nationally televised events. Accomplished pianist. Extensive performance experience includes television, concert tours and club acts. Available for commercial recording and live performances.

SKILLS AND ACCOMPLISHMENTS

In this final part of the assertions section of your resume, you do exactly what you did in the previous section, except that you go into more detail.

In the summary, you focused on your most special highlights. Now you tell the rest of the best of your story. Let them know what results you produced, what happened as a result of your efforts, what you are especially gifted or experienced at doing. Flesh out the most important highlights in your summary.

Here are a few ways you could structure your "Skills and Accomplishments" section:

SELECTED SKILLS AND ACCOMPLISHMENTS

- Raised \$1900 in 21 days in canvassing and advocacy on environmental, health and consumer issues.
- Conducted legal research for four Assistant U.S. Attorneys, for the U.S. Attorney's office
- Coordinated Board of Directors and Community Advisory Board of community mental health center. Later commended as "the best thing that ever happened to that job."

FUNCTIONAL RESUME FORMAT

The functional resume highlights your major skills and accomplishments. It helps the reader see clearly what you can do for them. It helps target the resume into a new direction by lifting up from all past jobs the key skills and qualifications to help prove you will be successful. The functional resume is a must for career changers and for those returning to the job market.

THE EVIDENCE SECTION - YOUR WORK HISTORY, EDUCATION, ETC.

Most resumes are not much more than a collection of "evidence," various facts about your past. By evidence, we mean all the mandatory information you must include on your resume: work history with descriptions, dates, education, affiliations, list of software mastered, etc. If you put this toward the top of your resume, anyone reading it will feel like they are reading an income tax form.

EXPERIENCE

List jobs in reverse chronological order. Don't go into detail on the jobs early in your career; focus on the most recent and/or relevant jobs. (Summarize a number of the earliest jobs in one line or very short paragraph. Put dates in italics at the end of the job; don't include months, unless the job was held less than a year. Include military service, internships, and major volunteer roles if desired! Because the section is labeled "Experience," it does not need to mean that you were paid.

EDUCATION

List education in reverse chronological order, degrees or licenses first, followed by certificates and advanced training. Set degrees apart so they are easily seen. Put in boldface whatever will be most impressive. Don't include any details about college except your major and distinctions or awards you have won.

- Do include advanced training, but be selective with the information.
- If you are working on an uncompleted degree, include the degree and afterwards, in parentheses, the expected date of completion.
- If you didn't finish college, start with a phrase describing the field studied, then the school, then the dates (the fact that there was no degree may be missed).

Other headings might be "Education and Training" or "Education and Licenses".

And then add your Awards, Civic and Community Recognition and Comments from Supervisors.

PERSONAL INTERESTS

Only list these if your personal interests indicate a skill or knowledge that is related to the goal, such as photography for someone in public relations, or carpentry and wood-working for someone in construction management. This section can create common ground in an interview.

REFERENCES

You may put "References available upon request" at the end of your resume, if you wish. This is a standard close (centered at bottom in italics), but is not necessary. You can bring a separate sheet of references to the interview, to be given to the employer upon request.

A FEW GUIDELINES FOR A BETTER PRESENTATION

The resume is visually enticing, a work of art. Simple clean structure. Very easy to read. Symmetrical. Balanced. Uncrowded. As much white space between sections of writing as possible; sections of writing that are no longer than six lines, and shorter if possible.

There are absolutely no errors. No typographical errors. No spelling errors. No grammar, syntax, or punctuation errors. No errors of fact.

All the basic, expected information is included. A resume must have the following key information: your name, address, phone number, and your email address at the top of the first page, a listing of jobs held, in reverse chronological order, educational degrees, in reverse chronological order.

Jobs listed include a title, the name of the firm, the city and state of the firm, and the years employed. Jobs earlier in a career can be summarized and extra part-time jobs can be omitted. If no educational degrees have been completed, it is still expected to include some mention of education (professional study or training, partial study toward a degree, etc.) acquired after high school.

It is targeted. First you should get clear what your job goal is, what the ideal position would be. Then you should figure out what key skills, areas of expertise or body of experience the employer will be looking for in the candidate. Gear the resume structure and content around this target, proving these key qualifications.

Strengths are highlighted / weaknesses de-emphasized. Focus on whatever is strongest and most impressive. Make careful and strategic choices as to how to organize, order, and convey your skills and background.

Use power words. For every skill, accomplishment, or job described, use the most active impressive verb you can think of (which is also accurate). Begin the sentence with this verb, except when you must vary the sentence structure to avoid repetitious writing.

Show you are results-oriented. Wherever possible, prove that you have the desired qualifications through clear strong statement of accomplishments

Writing is concise and to the point. Keep sentences as short and direct as possible.

Make it look great. Use a laser printer or an ink jet printer that produces high-quality results. A laser is best because the ink won't run if it gets wet. It should look typeset. Use a standard conservative typeface (font) in 11 or 12 point. Use off-white, ivory or bright white 8 1/2 x 11-inch paper, in the highest quality affordable. Use absolutely clean paper without smudges, without staples and with a generous border.

Shorter is usually better. Your resume should be just long enough to keep the reader's interest, and create psychological excitement that leads prospective employers to pick up the phone and call you.

Telephone number that will be answered. Be sure the phone number on the resume will, without exception, be answered by a person or an answering machine Monday through Friday 8-5pm.

WHAT NOT TO PUT ON A RESUME

- The word "Resume" at the top of the resume
- Fluffy rambling "objective" statements
- Salary information
- Full addresses of former employers or names of supervisors
- Reasons for leaving jobs
- References