



Coatesville

Medical Center

Work Restoration

Prepare Like a Marketer

by Jeff Taylor

Monster Founder and Chief Monster

There are four fundamental attitudes you need to take command of your job search. Together, I call them Monster's F.A.M.E. Attitudes. The third attitude, Prepare like a Marketer, is all about how you present yourself to potential employers.

Marketing is the business of making a clear impression. As you move through your career, each job search is an opportunity to develop, enhance or change your "personal brand," that is, the package of skills and professional reputation you present to employers.

Don't be afraid of putting your skills and personality forward. Most people are uncomfortable selling themselves. You will be forced into the limelight many times in your life. An interviewer asks you a tough question. You make a bid for that high-profile project. The boss has you stand up at the company meeting and describe a recent accomplishment. With the right preparation, you can feel more comfortable.

Preparing a job search is a lot like preparing a marketing campaign:

Understand Your Personal Brand

Your personal brand is a summary of your most important work attributes, such as work ethic, honesty, leadership or creativity. Your record of accomplishments helps define your personal brand, especially if you've been working for a while.

Do you come to work early and leave late? How do you act under pressure? What are your dress, demeanor and attitude toward the corporate culture? Are you reliable, and can you keep information confidential? Over time, people paint a picture of who you are.

A reputation isn't words; it's behavior. You have to live the personal brand you want to project. If you're habitually late to meetings, learn to come two minutes early. If you dress a little sloppy at work, cleaning up your look will strengthen your reputation -- it will give you a more credible personal brand.

Focus on Your Customers

It's not enough to identify a potential employer -- you have to know plenty about its business. Whether you're selling your own skills or an idea for the next project, information is the key.

Continued on page 3

Inside this issue:

Health/Safety	3
Prepare Like a Mar-	1,3
Pay Calendar	2
Telephone Numbers	2
Local Transportation	2
Web Address	3

In the middle of
difficulty lies
opportunity.

Albert Einstein

Local Public Transportation



Bus Service: KRAPF'S TRANSIT (610-431-6015 or

WWW.Krapfbus.com)

The "Coatesville Link" provides transportation to and from Coatesville between 6:47 am to 6:47 pm. A bus stop shelter for the Link is provided in front of bldg #2.

The "A Route" provides transportation along business route 30 from Coatesville to Exton and then continues south along 100 to West Chester between the hours of 5:26 am to 10:00 pm for most destinations.

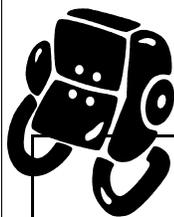
Taxi Service

Downingtown Cab provides taxi service to the general Coatesville area from 6:00 am to 4:30 pm. (Information, 610-384-2900)

Rainbow Cab provides taxi service in the general West Chester area. (Information, 610-696-6060)

For assistance in utilizing public transportation for employment related activities contact:

Dave Berk 610-384-7711 ext. 5669
Bill Luff 610-384-7711 ext. 5670



Telephone Numbers

Kathy Renfroe	5287
Yvonne C. Baker	2251
Dave Berk	5669
Neil Cholminsky	5284
Joe DiFalco	5276
Bev Donohue	5276
Jeff Drexel	4311
Gail Gregory	5289
Charity Illes	5274
Bill Luff	5670
Al Morton	4859
Sandy Nielsen	5276
Bob Seiberling	5288
Marsha Watson	2254

▶ June 2004

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

▶ July 2004

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

▶ August 2004

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Calendar Legend:



Veteran Industries Pay Days
Pick up from the Agent Cashier
Thursday 8:15 am to 3:00 pm
Friday 8:15 am to noon

(Continued from page 1)

Thanks to the Internet, it's easy: In 10 minutes on a company's Web site, you can understand its core products and services, read its president's description of the company, learn about its executives and read its history. Amazingly, a majority of job seekers don't do the minimum work. According to a recent Monster Meter survey among people who used the Internet for part of their job search, only 35 percent went online to prepare for an interview and just 32 percent researched different companies online.

As you prepare your marketing materials -- the professional resume, cover letters and job applications described in Monster Careers -- you must stay focused on your potential employer's needs and the benefit received by hiring you.

Deliver the Message That Makes You Memorable

You have probably watched tens of thousands of ads on television. How many do you remember? The top agencies that make great advertising know their first and last goal is to be memorable.

An employer advertising a position online will often get as many as 50 resumes an hour. You have to rise above all this noise. It's not enough that you shoot off a resume with a cover letter -- you have to customize these documents to fit the job.

Peter Blacklow, marketing VP of online gaming site WorldWinner, suggests you ask yourself, "What are five or six things about me that are unique?" It might be what you do in your current job, and it might be skills you learned two or three jobs ago. Then combine those into a unique package.

The combination of personal brand, research and customization makes you memorable to an employer. It's not enough that you tell a hiring manager a memorized speech about your fabulous qualities -- you have to be prepared to describe how those qualities will solve their most pressing business problems. If you invest thoughtful time preparation before you apply for a job, your chances of success grow exponentially.

From MONSTER CAREERS by Jeff Taylor, with Doug Hardy.
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Health and Safety Reminders

1. Make sure you discuss with your work site supervisor proper fire and severe weather evacuation procedures.
2. Discuss with worksite supervisor protective clothing and wear as recommended.
3. Report any unsafe work conditions or potentially unsafe conditions.
4. Report any injuries to your worksite supervisor immediately and to a member of the Work Restoration staff.

