



## JobSerf Sign-up Process & Data Entry Guide

### Customer Contact Information (1)

This sheet's objective is to help you prepare the information we will request for our site. Please remember the email and password you provide here, they will be the primary means of contacting you and permitting access into JobSerf.com. You may sign-out (to prepare or gather information) and return to the site when you are ready to continue. You are not required to do it all at once (the Cover Letters may require more time).

The information requested here should all be basic, and some fields, such as Fax, are optional. The email address will be your User ID. Please pay close attention to the Password fields, we require an (8) character password with both letters and numbers.

### Job Search Information (2)

Of the four major pages to enter/upload information, this page has the most items that may require additional explanation. At the end of this document there is a mock-up of this page with entry blocks. Many of the items on this page are optional; please do not feel that you have to enter everything.

**Location Preferences (Ex: City, State, Region):** Enter those locations where you would be interested in searching for jobs. Please avoid very specific 'in city' or other slang expressions, like 'Chicago West Burbs' or other ambiguous descriptions.

**Salary Objectives:** Enter the parameters of the lowest salary job you would consider, and the highest possible salary that you would realistically want us to apply to.

**Years Experience:** Enter the total years (or equivalent years) of work experience you have. Degreed professionals, please exclude part-time, summer and pre-graduation jobs.

**Level or Title Targets:** Enter in the targets of positions or job titles you are searching for. For Management, please refer to the options in the Career Level drop down box.

**Industry Targets:** Select those industries which you would like to target. If they are not on our drop down list on the website, please select 'Other' and enter them as Keywords.

**Skills:** Enter any special skills, computer programs, industry/functional jargon or other words which will help us search for jobs.

**Functional Targets:** Select the function(s) from the scroll down menu on the site.

**Target Employer Names:** In the box provided, please enter names of up to (10) companies you would like us to include in the search. We will most likely post your resume on their corporate website and visit it occasionally to check for new positions.

**Employers to Avoid:** In the boxes provided, please list companies you would like us to avoid applying for jobs and also not post your resume on their websites. This may include your current employer, its other divisions, past employers or companies you would prefer to approach yourself.

**Keywords:** Enter any words you think could help us search for positions. These may include obscure preferences on your part or anything else which could help the search.

**MUSTs:** In the boxes provided, please list the things/skills/keywords you would like us to always apply to if a job contains them. (Example: CATIA – we would apply to any position which has ‘CATIA’ in the description). (This is optional)

**MUST NOTs:** In the boxes provided, please list out the key words or requirements that you always would want to avoid. (Example: ‘CPA required’ – non-CPA finance people would not want to waste time applying to these). (This is optional)

**Full, Contract or Part-time:** Please select the check box for which type(s) of employment you are interested in. You may select more than one.

**Highest level of education:** Please select the most advanced degree that you have earned. If not present in the list, please enter in Degrees Earned box at the end of page.

**Relocation acceptable:** Please check box as to whether you are willing to relocate.

**Preferred User ID (first choice):** Enter your first Preferred User ID that you would like us to use while applying for jobs. User ID is for access to other job websites, not ours.

**Preferred User ID (second choice):** Enter your second Preferred User ID that you would like us to use while applying for jobs. This is an alternate for the one above.

**Password - For us to use online:** Enter the Password that you would like us to use while applying online to jobs. Should be (8) characters including both letters & numbers.

**Password Hint:** Enter the password hint that you want us to use while applying to jobs. (Examples include Pet Name, Favorite Movie or Elementary School. Given that numbers are required, you may want to have a two part questions to remind you.)

**Most recent/current title:** Enter the job title of your present or last job.

**Most recent/current employer:** Enter name of employer where you are/were working.

**Most recent/current salary:** Enter annual salary of your current or most recent position.

**Career Level:** This is a drop down menu on our website asking ‘what stage of your career you are in’, with options ranging from Student to Senior Executive.

**Degrees earned:** Enter all of your degrees (you may include majors if you like).

### **Additional Information (3)**

**Resumes:** Please submit your resume(s) and the type(s) of jobs they should be used for. Please make sure that you submit one General Resume as a default to be used when other resumes do not obviously fit a specific job. Also, please create and attach a text resume for websites which require submitting it into a data entry box. This can be done by creating a text file from your Word resume, and then left justifying everything so that formatting is not disrupted when entered on a website.

**Cover Letters:** Please submit your cover letters (in JobSerf’s format using our ‘CAPS’ concept, please review the end of this document for details) and for what type of jobs they can be used for. Please ensure that you submit one General Cover Letter as a default that can be used when other Cover Letters do not obviously fit a specific job.

**File Name:** Please provide file names for each Resume and Cover Letter.

**When applying for jobs in/with:** Please specify for what type of jobs each cover letter and resume can be used for. (Example: File Name ‘Marketing’; ‘Please use this to apply to all jobs in Sales, Marketing or Business Development’.

**Attach:** Please select the method you would like us to use for submitting cover letters and resumes. The options are as either as a file attachment or as text in the body of the email. We strongly suggest ‘text in the body’ and this is also the default.

## **Job Board Information (4)**

On this page of our website, there will be words in ‘blue’ which will provide a further description of the field. Click on them and an instructional window will pop up.

**DO NOT POST RESUME ON ANY SITES:** Please specify whether you would like us to post your resume on sites or not. Selecting this will inform us that we should not post your resume anywhere, though we may still apply to specific jobs if you select ‘Search & Apply’ below.

**Search & Apply:** Please indicate if you would prefer we search and apply to jobs.

**Search Only:** Please indicate if you would prefer we only search for jobs, and not apply.

**Include:** Select the Include option for the job board entered if you would like us to include it in your search.

**Exclude:** Select the Exclude option for the job board entered if you would like us to exclude it from your search.

**Existing Account:** Select this if you already have created an account for this job board.

**Job Board Name:** Please enter the job board name, if any, that you would like us to Include or Exclude.

**Website (URL):** Enter the website URL for each job board you entered.

**User ID (If already created):** Enter the User ID for this specific job board if you have already created one on the site.

**Password (If already created):** Enter password for User ID created to login to that site.

**Comments:** This box is for anything you would like to ask, tell, clarify or warn us about.

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## **JobSerf's Cover Letter format explained**

This page provides guidance on what Resumes and Cover Letters to submit and also explains the structure we would like to see them in. We will not explain how to write a Cover Letter or a Resume here, but if you require help, one of our Resume Writing or Career Coaching partners may be able to assist you. For resumes, we ask that you create a text version in case a company refuses to accept any attachments.

### **Explanation of our Cover Letter request and the CAPS concept**

The CAPS concept provides for a middle ground between the pure generic Cover Letter that impresses no one, and the pure custom letter that is of questionable value in time

spent by the person doing a search who wrote it. Back in his search in 2003, our Chairman created (18) distinct Cover Letters for his own search to improve his efficiency without diminishing the quality of the content of what was being sent, and was able to apply to more than 2,200 jobs in three months. Most people have a set of experience, skills, past jobs or other qualifiers that they wish to point out to the recipient. These can change depending on the position being applied to, but there are a number of common denominators from which these Cover Letters can be created and reused. JobSerf provides customers the opportunity to upload up to (5) different Cover Letters.

Below are some examples to describe potential options.

**General** – a cover letter to be used as a default unless a targeted other one is available. Also to be used when submitting resumes to companies without a specific position in mind. This is required by JobSerf, or we can designate one of your letters for you.

**Recruiter** – to be used for Recruiters and Search firms.

**Industries** – letter highlighting specific experience, background and interests in an industry. Some examples include Automotive, Retail, Banking or Electronics.

**Function** – for expertise in a functional area, such as Finance, Marketing, or MIS/IT.

### **What are CAPS?**

CAPS are the words in CAPITALS on the Cover Letters that facilitate customization of your letters to specific jobs, and will always be deleted or copied over. They are 'placeholders' for other words, which will be used to replace them or insert information after deletion. An example is below, with the sample letters with CAPS, then followed by the result after the placeholders are filled in.

**NAME**, We have chosen the firm who is going to help us, they are **FIRM** and are based in **CITY**. They will hire two people to assist us, one is **SERF1** and the other is **SERF2**, they will start on **DATE**.

**Bill**, We have chosen the firm who is going to help us, they are **NuNet Technologies** and are based in **Visak**. They will hire two people to assist us, one is **Swarup** and the other is **Sushma**, they will start on **August 30, 2004**.

Below are examples of the values where CAPS can help tailoring your Cover Letters.

**DATE** - The day that the letter is being sent. We will change this every day we work.

**NAME (LAST NAME)** - The person the letter is being sent to. Last name is used after the salutation at the start of the letter, and also above their title and address.

**ADDRESS** – where the person/company resides

**SALUTATION** – title of the person, example: Mr., Ms. or Dr.

**JOB TITLE** - customizes letter to show interest in a specific position being applied to

**JOB BOARD or BOARD** - shows the source of the specific lead and references the site

**COMPANY** – helps customize the letter and demonstrates interest in each employer

The JobSerf Team will select the appropriate cover letter for each specific job. Then we will transpose information from the site or job description into the letter to better improve the customization for the receiving party. If they are unsure of which letter to use, they will use the General one which is treated as the default.

## Cover Letter Structure

Please go through the example of a Cover Letter below using our CAPS concept. (It is shorter than a real cover letter so we can highlight the usage of CAPS.) The letter is written the same as a normal cover letter, but has placeholders, or CAPS, for items that your JobSerf Team will enter when sending it off to apply for a specific job.

### Cover Letter Example

DATE

SALUTATION NAME  
COMPANY  
ADDRESS

Dear SALUTATION LAST NAME,

Please consider me for the position of POSITION which you posted on JOBBOARD, as well as other positions within your firm which could utilize my background. With more than twenty years experience in both Industry and Management Consulting, I have an excellent mix of relevant skills.

As you can see from my attached résumé, my diverse experience could make me a valuable asset to almost any organization. My most recent assignment was leading the implementation of a new ERP system for a company in your industry.

Thank you for your consideration and I can be reached at (214) 555-9999 or by email at [coverletter@jobserf.com](mailto:coverletter@jobserf.com).

Sincerely,

John Jobseeker

## Job Search Information

Location Preferences (Ex: City, State, Region)

Salary Objectives (Min & Max)

Years Experience

Level or Title Targets

Industry Targets

Skills

Functional Targets

Target Employer Names

Employers to Avoid

Keywords

MUSTs

MUST NOTs

Full, Contract or Part-time

 Full  Contract  Part-time

Highest level of Education

Relocation Acceptable

 Yes  No

Preferred User ID (first choice)

(Primary email is fine)

Preferred User ID (second choice)

Password - For your Serf to use online

Password should be 8 letters & numbers

Password Hint

Most recent/current title

Most recent/current employer

Most recent/current salary

Career Level

Degrees earned