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Introduction

The main objective of this book is to demonstrate the most effective way of formulating the ideal CV.

Certainly, the way we initially present ourselves to a prospective employer is very important and can mean the difference between getting a job we want and failing. Presenting ourselves begins with the CV. This is the very first contact that an employer will have with us.

Although many people know the basics of putting a CV together, there is a big difference between those who have studied the technique and those who have not.

Many applicants undersell themselves right at the outset with a poorly laid out CV that contains too little information. The purpose of this book is to enable those who read it to ensure that the best possible CV is formulated, a CV which shows the applicant in the best light and which provides a stepping stone to the all important interview.

Your CV won't actually get you a job!

This happens at the interview stage. It will, however, get you through the door and put you in the race. Because your CV is so important it is obvious that it should be as neat as possible, presented on good quality paper and

accurate in all respects. Remember that your CV is being looked at cold by someone who has never met you and therefore first impressions count for everything.

The book assumes that you will be applying for jobs within the United Kingdom. If this is not the case, you must research the company even more thoroughly and fall in with local customs. For example, in some countries of the world, it is customary to tell the employer in what high esteem you hold them and that you want this particular job more than any other job. This approach would not be acceptable in the UK.

The overall approach this book takes is to build up an effective CV as it progresses. It also offers advice to the job hunter in such areas as writing the ideal covering letter and also how to construct particular types of CVs depending on your circumstances.

Application forms, which many firms still insist on, sending your CV ensuring it get maximum exposure and tips on making it computer friendly also dealt with.

Throughout this book the masculine gender has been used for ease. However, obviously the information is for male and female alike.

Good luck in your job hunting!