

THE CHAZIN GROUP

Career Connections Newsletter



The Chazin Group In The News

On Thursday, Dec. 5th Ethan Chazin conducted the first in a series of monthly Job Search Boot Camp programs sponsored by the Hoboken City Council entitled: "**Bulletproof Your Career In Turbulent Times**" to the residents of Hoboken at Stevens College.

"The program provided great information on researching companies and had a lot of useful websites," said one participant. "I found the information that was covered on identifying your core competencies, how to write a personal marketing plan, and the talk about the misperceptions of the traditional cover letter and resume to be most helpful," added another attendee.

"This is truly a one of a kind program that gives step-by-step guidance on how to take complete control of your job search," said Ethan Chazin, who developed the series of career seminars and is himself a resident of Hoboken."

"This is exactly the type of critical initiative that many of us on the Hoboken City Council support to help our residents deal with job loss and career uncertainty during these times of economic uncertainty," added Peter Cunningham, Councilman of the Fifth Ward who worked to develop the program.

Great Resources **December, 2009**

[What Color is Your Parachute](#), by **Richard Bolles**. A timeless career classic.

[Who Moved MY Cheese](#) by **Spencer Johnson**. A great tool to learn the art of adapting to constant change.

[The 4 Hour Work Week](#), by **Timothy Ferriss**. Some people find it useful in motivating themselves to assess their goals and dreams.

[Riley Guide](#). Good general purpose site for background information.

November U.S. Economic "LOW"lights

- 1 U.S. automakers were on Capital Hill last week begging for \$34B in loans from the Government, to remain in business. The total bail out cost may be as high as \$200B. GM claims without funding, they won't survive the year;
- 2 AT&T announces it will layoff 12k employees;
- 3 The Bureau of Labor Statistics announces November's economic results, and claim the numbers are worse than at any point in the bureau's 109-year history; and
- 4 According to the Labor Dept. the unemployment rate is at its highest since '93, and employment fell by more than a half million jobs. The number of people out of the labor market jumped by 637k last month, and the # of part-time workers who said they wanted full-time work rose by 621k. When all these #'s are factored together, the result is a job market in its worst condition since the early '80s.

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The “Positioning” Cover Letter

In the past you probably used a standard, one size fits all cover letter with a basic three paragraph approach. In your 1st paragraph you told the contact how you heard about them. The 2nd paragraph was your dumping ground., where you listed all your core competencies and experiences, hoping the person reviewing your resume would make the connection that you were an ideal fit for the position. In the 3rd paragraph you told them how to contact you.

Instead of this tired old approach, consider a “Positioning Cover Letter” instead. Write the cover letter from the hiring manager’s viewpoint. Position yourself to them by stating what you have to offer them. Try using a headline. List 3-4 bullet points stating what their needs might be, and propose a few ways in which you can help them by resolving their key challenges. Perhaps it’s by increasing their revenues on specific product lines or services, special fundraising skills you can leverage, new training programs for their customer service staff, or direct marketing expertise you can deliver.

When you position yourself as a specific set of solutions that will help their company to overcome challenges, you increase the likelihood that they will contact you, to discuss what you have to offer them.

Networking Corner

Here are some useful networking resources for you:

[BNI International](#)
[FENG](#)



New Program Developed For Schools

Break Into Media & Entertainment

In February, Ethan will be conducting a new program entitled: **Breaking Into The Business of Media and Entertainment** to Manhattan College. This program provides students with an overview of the media and entertainment industry, discusses content distribution and licensing issues, addresses the importance of partnerships & alliances, covers entertainment & media law, and much more!

New Program For Small Business Owners

“Navigate Your Business Through Troubled Times.”

The Chazin Group has developed an entirely new program to assist business owners manage through these turbulent times! Some key areas covered include: the importance of a human capital development audit, the importance of increasing marketing and sales, business continuity and succession planning, generating new revenue streams, and MUCH more!



Refer A Friend

Do you know some one that can benefit from this newsletter? **Send us their email**. We’ll add them to our list. They’ll appreciate you...and so will we!

Comments? Let us know at: TheChazinGroup@yahoo.com or call (917) 239-