



---

# After SIGI<sup>3</sup>

## A Guide to Further Resources

---

Now that you have used SIGI<sup>3</sup> to explore possible occupational choices, you may want to get further information on occupations you are now considering. Or you may still want to explore more widely. Here are some additional avenues to consider.

### COMMUNITY SERVICES

The sources of information and assistance listed below are widely available and either free or inexpensive. Most communities will have several, if not all of them.

#### Public library

This is your best starting point for reference books, business directories, government publications, and job-hunting books. (The section on Printed Resources lists some specific titles to get you started.) Libraries may also have out-of-town newspapers and telephone directories.

If your local library does not have what you need, it may be able to borrow from another system.

To view library catalogs on the Internet, visit The Library Index at: <http://www.libdex.com>.

For access to newspaper classifieds, use:  
<http://www.newspaperlinks.com/voyager.cfm>

Yellow pages on the Internet may be found at:  
<http://yp.yahoo.com>

#### Local adult/community education programs

Your local high school's adult program may offer courses in job-related subjects such as word processing, languages, computers, writing, accounting, and supervisory skills. Resume workshops or starting-your-own-business seminars are also popular topics. You may find out about other education and training programs offered in your area through this office.

#### Community colleges and technical institutes

These institutions offer — on either a credit or noncredit basis — courses and workshops that are useful for various occupations. They may also have a career resource center that provides counseling, testing, and occupational and educational information. Community colleges also have continuing or adult education programs in which you can get advice on how to start or continue work toward an

associate or bachelor's degree. Many institutions have weekend and evening programs for working adults.

#### State employment service

The local office of your state's employment service offers a variety of services. Computerized job banks and employer files can be searched for jobs that match your qualifications and include information on federal, state, and local government jobs, private sector jobs, government-sponsored education and training programs, and special services for people with disabilities. Software for resume and letter writing, self-assessment, and occupational matching is also available. For the nearest office, look in the phone book for "Employment Service" under the name of your state. Employment Service jobs may also be found on the Internet at America's Job Bank: <http://www.jobbankinfo.org>.

#### Other community agencies

Churches, the local Y, and service organizations like the Chamber of Commerce may offer some form of job-related help to the community — for example, a job-hunter's group in which members swap advice and information about the job market. Retired executives often donate their expertise on a variety of career concerns. The Small Business Administration ([www.sba.gov](http://www.sba.gov)) uses them as a source of advice for people starting their own business. (The SBA is listed in the telephone books under "United States Government.") A list of organizations that are especially helpful to women can be found by writing to Catalyst, 120 Wall Street, 5th Floor, New York, NY 10005. ([www.catalyst.org](http://www.catalyst.org))

#### Your own employer

If you are working now, your employer may offer any of the following forms of job-related assistance: internal transfer into a position more in line with your interests and abilities, tuition assistance for furthering your education, training programs and short courses in which you can learn new skills, and career development programs for career planning and growth within the organization. If you don't want to discuss your plans with your own supervisor, contact the Personnel Department for information about company policy and benefits regarding career development.

## Your college career services office

If you have already graduated or you are currently enrolled in college, consider *your* College Career Services Office. Many such offices provide services to their graduates either free or for a modest fee. Services can include counseling and testing and access to job vacancies for which you may qualify.

## Counselor education programs

Universities that train career counselors often have clinics that accept members of the public as clients. Since the students are supervised by faculty members, you will get near-professional services at fees much lower than in a private setting.

## Networking

Networking involves using contacts to give you additional information about a job or an occupation. Since written sources of information cannot convey all the variations and specializations within a broad occupational field, it's worth talking to people who are in that occupation, visiting their place of work, and getting acquainted with that world on a firsthand basis. Also, making contacts with people in an occupation can help you find a job, since, all things being equal, employers would rather hire someone they know or who has been recommended by a friend or employee.

How do you find contacts? You might start by making a list of all the people you know (yes, all — friends, relatives, neighbors, former teachers). Systematically ask them whether they can refer you to someone who works in an occupation of interest to you. In the unlikely event that a dozen contacts don't produce at least a few names, you can use organizations like the local Chamber of Commerce or the professional society in your area of interest. (To identify appropriate organizations, ask for a directory of associations in your local library. A well known one is the Encyclopedia of Associations by Gale Research.) Once you have identified some contacts, call or write, stating how you heard of them (for example, "\_\_\_\_\_ suggested that I speak to you because I am interested in finding out more about publishing.") Promise that you will not take up more than an hour's time and stick to that promise at the interview. Make up a list of questions beforehand so you can make maximum use of the opportunity. It is also essential that you read as much as you can beforehand; it is really an imposition to ask for a crash course on a topic that you could learn about through printed materials. Save your valuable interviews for finding out the intangibles that aren't in print. This technique is also called informational interviewing. You can find out more about informational interviewing and networking in the books on career planning that are listed in the Printed Resources section.

## Internships

Another source of information about an occupation is

first-hand experience working as a volunteer or intern. ("Intern" is used when the experience is part of an educational program.) The one catch, of course, is that often you do not get paid; but if you can afford to, volunteering is a good way to break into a field. Non-profit organizations are usually more receptive to such placements, presumably because their lower budgets keep them short of staff. Sometimes you can request an internship through an educational program you are taking, even if it is not for credit. If you are in such a program, ask the coordinator, otherwise, approach the employer on your own. Sources of information are listed in the Printed Resources section.

## COMMERCIAL SERVICES

Many businesses exist to help people find jobs, but there is a great deal of confusion about the different types of services that are available and the costs that are involved.

### Career counselors

Career counselors may work in the nonprofit sector. They may also work as professionals in private practice like psychologists and marriage counselors. They help clients choose occupations that best match their interests and abilities, often using aptitude tests and personality inventories. They also help them to develop job-hunting techniques. They may suggest places where you might look for a job, but they do not find jobs for their clients. They usually charge by the hour. Find counselors in the Yellow Pages under Career Counseling.

### Resume services

Preparing a good resume demands self-analysis, knowledge of the job market for your specialty, and good writing and word-processing skills. People often need help in one or more of these areas. Resume services are usually offered by people with career counseling or employment agency experience as well as those who specialize in word-processing and printing services. Depending on the type of help you need, you can choose a service from listings in the Yellow Pages or local newspapers. Ask to see samples of their work. Costs can range from \$75 to \$200 (for a fancy printing job). If you use a resume service, just make sure that the result is a document that reflects *you*.

### Executive guidance/personal marketing agencies

These organizations offer much hype about how their clients tripled their salaries and fulfilled their career dreams. Their service is a marketing approach. They will plan your job-hunting strategy, write your resume and cover letters, and teach you how to market yourself to employers. They may also provide names of companies that you can contact. You are then on your own to do the actual job hunting. Their fees vary, depending on your current salary.

Many people do not understand the nature of these services and think that a job will be guaranteed. Since this is not the case, many feel these agencies are a rip-off, and there have been many consumer complaints lodged against them. If you use one, be sure to read and understand the contract before you sign it, so that you know exactly what you are paying for.

## **Employment agencies**

Employment agencies exist to find qualified individuals for job openings that employers list with them. To a certain (and lesser) extent, they also attempt to find job openings that match the qualifications of the job seeker. They receive a fee based on a percentage (commonly 10-15 percent) of the salary of the job they fill. If the job is “fee paid,” the employer pays the agency; otherwise the job seeker does. A good agency will give you a realistic appraisal of the job market and the suitability of your skills for your occupational goal. It will critique your resume and coach you on interviewing. A poor one will try to hustle you to accept the job that they have available, not the one that might be most suitable for you. Use agencies only after you have done some searching on your own so that you will be able to identify a good opportunity should it arise and not be persuaded by the agency pitch.

## **Temporary employment agencies**

Unlike employment agencies, which act as brokers between employers and job hunters, temporary agencies are themselves employers of individuals. They contract these individuals out to companies where the actual work is performed. The agency pays the worker and may even provide paid vacations and benefits for long-term temps. Many people use temporary agencies to explore the market and try out different environments. Permanent offers are usually forthcoming. The Yellow Pages lists temporary agencies under Employment Agencies — Temporary Help.

## **Executive recruiters**

Also called search firms or headhunters, these organizations work for corporate clients to fill the openings within these companies; they do not work for individuals. It does no harm to send your resume to search firms that specialize in your occupation, but don't expect much action unless you happen to fit their qualifications. Their method is to tap individuals who are already working in a position similar to the one they are seeking to fill; it is after you are already employed that they are interested in *you*.

# **PRINTED RESOURCES**

## **Newspapers**

Classified and display ads in your local daily and Sunday newspapers are the best sources of information about the hiring needs of local employers. You should also check the ads in the Sunday paper of the nearest large city. If

you are looking for a job in another town or state, you can get short-term subscriptions to out-of-town Sunday editions.

Despite all the talk about the “hidden job market,” many people really do get jobs through the want ads. Don't overlook this source.

The business news sections are also useful for finding out about trends and events that may affect the job market: For example, company expansions and layoffs, new business products, and companies moving to town.

## **Classified telephone directories**

The Yellow Pages conveniently groups companies into categories according to the products or services they provide, which makes it easy to find advertising agencies, for example, if that is your job target. You can get directories for out-of-town locations at a large library or from the phone company for job-hunting from a distance.

## **Business directories (national)**

The following basic reference sources are most widely used for researching individual companies; they are all updated annually. Many are now in CD-ROM format, available at your local or regional library, or on the web.

### **Adams Jobs Almanac**

Profiles 7,000 U.S. employers in 28 industries, developments in the nation's job market, and job search guidance.

### **Directory of Corporate Affiliations: “Who Owns Whom”**

Useful for finding the name of the parent company if all you know is a subdivision. ([www.corporateaffiliations.com](http://www.corporateaffiliations.com))

### **Dun & Bradstreet's Million Dollar Directory**

Lists corporations by size, products, and geographic locations. ([www.dnbmdd.com/mddi/](http://www.dnbmdd.com/mddi/))

### **Ward's Business Directory of U.S. Private and Public Companies**

Primary source for basic company and industry information, including names, addresses, industry codes, and geographic location of over 135,000 U.S. companies.

### **Dun & Bradstreet's The Career Guide**

Provides information for the job seeker on approximately 5,300 larger U.S. employers.

### **Moody's Manuals**

Are individual industry volumes—finance, transportation, etc.

### **Poor's Register of Corporations, Directors, and Executives**

Gives biographical information about key executives as well as company information by product and location.

## Hoovers Handbooks and Hoovers Online

Publishes company descriptions, financials and contact information for thousands of public and private companies worldwide. The information is published in print as Hoover's Handbooks, and on the Web at Hoover's Online: [www.hoovers.com](http://www.hoovers.com).

## Thomas Register of American Manufacturers

Tells you how to find the name of the manufacturer, if all you know is the product or trademark.

Thomas Register can be found on the Internet at: <http://www.thomasnet.com>.

## Industrial directories (state and local)

You can find directories that list all the medium- and large-sized companies in your state, or county, or city. These directories are often available from the local Chamber of Commerce, industrial commission or larger public libraries. Like the Yellow Pages, they are handy for identifying employers by type of business or service.

## Books

In the past several years, the changing economy and the resulting shifts in traditional job markets have spawned what sometimes seems like an entire publishing industry devoted to the production of reference directories, guides, and how-to-books for the job-seeker, job-changer, and prospective entrepreneur. Now, with the growth of the Internet, many of these resources are available online, with the advantage of instant access and frequent updates. This rapid turnover of information makes it virtually impossible to print an up-to-date listing of new book titles. However, there is a wealth of solid information available in book format. The most relevant titles can be found under these headings:

- Career planning
- Career changing
- Job hunting
- Entrepreneurship
- Internships
- Resumes
- Career and/or vocational guidance
- Employment trends
- Industry outlook

## Career planning, career changing, job hunting

### Change Your Job, Change Your Life: High Impact Strategies for Finding Great Jobs in the Decade Ahead.

Ronald L. Krannich. Manassas Park, VA: Impact Publications, 2004, ninth edition.

Outlines the key career issues today and in the decade ahead. Covers today's job market, best jobs, and job search strategies. (Many other books by Krannich are also available on the subject.)

**Knock 'Em Dead 2008.** Martin Yate. Holbrook, MA: Adams Media Corporation, serial.

Features most up-to-date advice on the job market and how to follow up on job opportunities, as well as what to do when layoffs and downsizing are imminent.

**JobBank Series.** Adams Media Corp., Holbrook, MA.

These are individual guides to major employers and employment services in larger U.S. metropolitan and geographical areas.

**Games Companies Play: The Job Hunter's Guide to Playing Smart and Winning Big in the High-Stakes Hiring Game.** Pierre Mornell, Kit Hinrichs, Regan Dunnick. Berkeley, CA: Ten Speed Press, 2000.

Strategies for success to find and secure the right job.

**Occupational Outlook Handbook.** U.S. Dept. of Labor. Government Printing Office. Published every two years.

The most widely respected source of occupational and labor market information. Does more than its title suggests. Gives data on working conditions, job requirements, employment outlook, earnings, and education and training for over 250 occupations. See it on the Internet at <http://www.bls.gov/oco>.

**Career ReExplosion: Reinvent Yourself in Thirty Days.** Gary Joseph Grappo. New York: Berkley Publishing Group, 2000.

How to recognize, discover, overcome, translate, and promote when it comes to looking into reinventing and rebuilding career choices that have always seemed out of reach.

**Job Interviews for Dummies.** Joyce Lain Kennedy. New York: Hungry Minds, 2008, third edition.

Outlines the basic steps for researching and preparing for an interview.

**60 Seconds and You're Hired.** Robin Ryan. New York: Penguin USA, 2008.

Concise advice and easy-to-learn techniques for mastering the interview process and landing a great job.

**What Color is your Parachute? A Practical Manual for Job Hunters and Career Changers.** Richard N. Bolles. Berkeley, CA: Ten Speed Press.

Updated annually. This top seller has a step-by-step plan for identifying a new career and discusses changes in the job market and how to survive them. The newest edition includes tips about job hunting on the internet that work in conjunction with the author's web site: [www.jobhuntersbible.com](http://www.jobhuntersbible.com).

**Job Finder's Guide, 2002 The Only Book You Need to Get the Job You Want.** Les Krantz. Fort Lee, NJ, Barricade Books, 2002, Fourth edition.

Leads, tips, and examples to land a job, including information on 3,000 U.S. employers, current contact information for career counselors, employment agencies, executive recruiters, tips for writing cover letters and resumes, advice on interviewing and negotiating your salary, descriptions of the hottest jobs, and more.

**Jobs Rated Almanac, Sixth Edition: The Best and Worst Jobs.** Les Krantz. Fort Lee, NJ, Barricade Books, 2002, Sixth edition.

Describes and evaluates 250 jobs by the following criteria: salary, stress, work environment, outlook, security, and physical demands.

**Power Networking Second Edition: 59 Secrets for Personal and Professional Success.** Donna Fisher, Sandy Vilas, Marilyn Hermance. Marietta, GA: Bard Press, 2000, second edition.

Teaches powerful secrets to creating personal and professional networks.

## Entrepreneurship

**Working Solo: The Real Guide to Freedom & Financial Success with Your Own Business.** Terri Lonier. New York: John Wiley & Sons, 1998, second edition.

Fort Lee, NJ, Barricade Books, 2002, Fourth edition

Advice for starting up a business.

**Working Solo Sourcebook: Essential Resources for Independent Entrepreneurs.** Terri Lonier. New York: John Wiley & Sons, 1998, second edition.

An annotated listing of 1,200 resources for running one's own business.

**Getting Started in Entrepreneurship.** Jack M. Kaplan. New York: John Wiley and Sons, 2001.

A guide to starting a business, from developing ideas to setting up the company. Includes information on buying existing businesses and launching an Internet business.

**101 Best Home Businesses.** Dan Ramsey. Franklin Lakes, NJ: Career Press, 2001, second edition.

Describes the principles and priorities for a successful home business, including what a home business does, why it can be satisfying and how to select one that is.

**Self-Promotion for the Creative Person: Get the Word Out about Who You Are and What You Do.** Lee Silber. Victoria, Canada: Crown Publications, 2001.

Proven techniques that will work for you whether you are an author, actor, artist, or accordion player who wants fresh, off-beat, and cost-effective ways to build a business or develop a successful and fulfilling career.

## Future Careers

**America's Top 101 Jobs for College Graduates.** J. Michael Farr. Indianapolis, IN: JIST Works, 2004, sixth edition.

Provides detailed information on 116 Jobs for People with Four-Year and Higher Degrees.

## Internships

**Vault Guide to Top Internships, 2008.** Mark Oldman. Vault, Inc.

Provides detailed information on the internship programs at over 750 companies nationwide.

**Directory of College Cooperative Education Programs.** Polly Hutcheson. Phoenix: American Council on Education. Oryx Press, 1997.

Profiles cooperative education programs at nearly 500 U.S. colleges.

**Peterson's Internships 2005.** Jennifer Fishberg. Lawrenceville, NJ: Peterson's Guides, serial.

Comprehensive Guide to Internships in both corporations and non-profits in over 2,000 organizations.

**National Directory of Internships.** National Society for Experiential Education, 3509 Haworth Drive, Suite 207, Raleigh, NC 27609, serial.

Lists thousands of internships in over 85 fields of interest in corporate, government and nonprofit settings.

## Resumes and Letters

Although many of the books listed above offer guidance on resumes, and although there are many specialized resume books on the market, the four listed here are highly recommended for making resume writing a comprehensible and even interesting process.

**Resumes That Knock 'Em Dead.** Martin Yate. Holbrook, MA: Adams Media Corporation, 2006, seventh edition.

**Gallery of Best Resumes.** David F. Noble. Indianapolis, IN: Jistworks, 2007, fourth edition.

**Designing the Perfect Resume.** Pat Criscito. Hauppauge, NY: Barron's Educational Series, 2005, third edition.

**201 Dynamite Job Search Letters.** Ronald L. Krannich, Ron Krannich, Caryl Rae Krannich. Manassas Park, VA: Impact Publications, 2005, fifth edition.

## Careers for Liberal Arts Graduates

**Great Jobs for Liberal Arts Majors.** Blythe Camenson, Lincolnwood, IL:NTC/Contemporary Publishing Company, 2007, third edition.

Career planning and job search for liberal arts graduates.

### Periodicals

Magazines are another good source of current information on job-hunting trends. You can avoid hefty newsstand prices by reading current and back issues at your local library. These general news magazines often include special career-related articles:

Business Week	Time
Changing Times	Newsweek
Forbes	USA Today
Inc	U.S. News & World Report
Money	Entrepreneur
Wall Street Journal	Working Woman
Fast Company	

### Resumes

See <http://www.eresumes.com> for a variety of Internet resume resources.

## INTERNET RESOURCES

Use the popular search engines to locate frequently updated information on job openings, the job market, individual companies, career planning, and more. The resources here are endless and may take you in directions you never imagined. Try to discipline your search by zeroing in on the particular category of information you need at any one moment. SIGI<sup>3</sup> can point you in the right direction!