

Dear Valuable Clients,



On the 1-May'09 and conjunction with Labour Day, we will be celebrating our 1st year anniversary of our blog (www.resumeweassist.com/blog). Throughout the year, our blog has gone through several changes which I hope they are positive changes. The major change happens about a couple of months ago where the appearance and layout of the blog were changed to reflect a more professional look. On top of that, currently, there are 39 articles of 10 categories about Career Marketing System (CMS) available **FREE** for you to learn and share with anyone on how to market your career effectively and to attain your career goals. For this E-Newsletter subscriber itself, currently there are about 180 subscribers.

As what I have written in my [last month's E-Newsletter](#) adapted from Winston Churchill "*To improve is to change; to be perfect is to change often*". Yes, I have done some changes to my blog but now I have to be more aggressive to make it "perfect".

But when I mentioned about change to perfection, I'm actually talking about rational change. I must be very careful not to make any drastic changes that will make it more difficult to manage the blog and worst not meeting your needs.

Similarly to our career, making a change is supposed to be managed wisely even though it is so tempting to make the career jump. But remember there is a Malay saying "*You have escaped from the dragon's mouth but end up jumping into the crocodile's mouth*".

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Ironically, career change management is one of those challenges that many of us still fail to succeed. I've seen many people including some clients who are so excited with their new job offer and blindly jump into it without even realizing they are making a severe mistake in their career. Well, for some who are lucky, they are able to come back to their old job but many still have to suffer until today.

In the CMS cycle, one of the crucial process at the end of the cycle is accepting or rejecting a job offer. Regardless if you are a fresh graduate or an experience professional, making the decision to accept or to reject a job offer will determine the future of your career.

That is why in this month's E-Newsletter under CMS article, I'll introduce about making the decision to accept or reject the job offer. I would also like to take this opportunity to introduce another service that we are providing which is Career Marketing System (CMS) Career Coaching Program.

I really hope the information available in this and the future E-Newsletter will be beneficial for your career marketing. If you think this E-Newsletter will be

beneficial to your friends or family members, please feel free to share it with them. Sharing is caring.

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Nevertheless, I know that I am not able to fulfill all your needs that is why I highly encourage for your feedback and comments on how to improve our future E-Newsletters to exceed your needs. Please e-mail us at career_advisor@resumeweassist.com.

Till next month, take care.

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ResumeWeAssist Enterprise services – CMS Career Coaching Program

CMS is established as a guide for job seekers to **search**, **secure** and **negotiate** a suitable job for themselves. The structure of CMS is leverage from basic marketing principals where job seekers are able to use some basic marketing techniques to let their future employer know that they are **capable**, **knowledgeable** and **skillful** to get the job done. At the same time **convince** their future employer they are the best candidate. To close the deal, job seekers also have the right to **negotiate smartly** the best benefits as their compensation. Basically CMS teaches &



Career Marketing System (CMS) Model

guides job seekers the complete cycle in the process of looking and securing a job.

CMS Career Coach Program is a special program designed to help you explore the career opportunities in your field of interest, teach you to set your career goal, and how to plan your career path to achieve your career goal. A fresh graduate entering the job market or a working adult looking for career advancement or career switch may benefit from our CMS Career Coaching Program. Let's find out how our CMS Career Coaching Program will benefit you in helping you to attain your career goals in the shortest period of time.

Benefits for a Fresh Graduate

You graduated with a degree of you choice but you may wonder the degree you earned will qualified you for what types of careers and which one is the best for you. If you have hardship to decide your career direction, then, it's better for you to consider our CMS Career Coaching Program to guide you through your career selection. The final decision still on your hand, our career coach will only provide opinions and explain to you what are your options based on your degree qualification. Our CMS Career Coaching Program will get your mind open with all your available options so that you can make the best choice for yourself and set your career path in a right direction.

Make Your Career Switch through CMS Career Coaching Program

You don't find your current job to be your best choice and you are looking for a career switch but you may wonder about what is the next career that best suit you. You may concern that you might make another wrong decision. Then, joining our CMS Career Coaching Program will provide you with useful information & guidance that will help you

to understand what you really want in your career life and how to make a right decision to make your career dream come true.

Currently, we are providing individual and group CMS career coaching programs by leveraging CMS into your effort to market your career effectively. In the future, we are working on a web base interface and webinar where you can leverage CMS by yourself at anywhere and anytime through the internet.

Our career coach has designed 2 types of coaching programs for you which are:

- **Standard CMS Career Coaching Program**

- **Customize CMS Career Coaching Program**

Standard CMS Career Coaching Program

In this standard coaching program, you (individual or in group – 5 person max) will experience a systematic coaching program (starting from looking for a job until benefit negotiation) which will be guided by our carer coach. You will be going through each process by sequence in the CMS cycle. Listed are the main processes in CMS including the activities that you will experience:

- **Looking for a job**

- Personality test
- Career coaching
- Job vacancy resources

- **Resume/Cover letter writing**

- Resume/Cover letter consultation
- Resume/Cover letter writing services

- **Interview coaching**

- Pre interview preparation
- During interview preparation
- Post interview preparation

- **Follow up coaching**

- How to follow up after sending your resume?
- How to follow up after attending an interview?

- **Offer letter & Benefit**

negotiation coaching

- Understand the offer letter
- Effective negotiation skill
- Decision making – accept or to reject?

Customize CMS Career Coaching Program

You can opt for the customize CMS Career Coaching Program where you has the option to request coaching on any of the processes in CMS based on career needs. Our career coach will assess your career needs & propose a customized coaching program for you.

Who should attend?

Final year certificate, diploma or degree students, fresh graduates & working adults who are looking for a job or looking for career growth opportunity.

Why choose us?

- ✓ Coaching program is industrial based as well as customer based
- ✓ Experienced career coaches (more than 9 years industrial experience)
- ✓ Excellent flexibility and adaptability to the current industrial changes and future industrial development

If you would like to attend or conduct our CMS Career Coaching Program in your college, university or workplace, please contact us via e-mail: career_advisor@resumeweassist.co

[m](#), thru Skype: search for resumeWeAssist or thru LinkedIn :<http://www.linkedin.com/in/resumeweassist>

We can help you attain your career goals!

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CMS ARTICLE – I've received the job offer. Should I accept it or reject it?

Now we have reached to the best part in CMS. After the hard work of writing a “masterpiece” resume and had gone through a strenuous couple of hours of interview session, finally the job offer comes it. I dare to bet, majority of you will just grab the offer and start asking how much is the pay and when can I start?

So the question now is, why are you rushing? Remember whatever you are doing in CMS is actually you are marketing yourself. Firstly you will need to understand what marketing means to gain a win-win situation between you and your future employer.

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Adapted from the book “Trump University, Marketing 101” by Don Sexton, marketing is defined as follows:

Stay tune.



You can find our previous editions of E-Newsletter at:

<http://resumeweassist.com/blog/category/e-newsletter>

“Marketing is about what people want. Marketing is about targeting the correct customer. Marketing is about positioning the benefit to customer. Marketing is about advertisement, pricing, promotion & distribution.”

So in CMS, you have the advantage where the customer is actually yourself and you are the only one who understands what you really want. You will need to sit down and spend some time to strategically position yourself to get the best out of your future employer.

For me, by just grabbing the job offer without thinking what do you really want or benefit from as a customer is a bit foolish.

Even if you are desperate for a job, you still need to consider what is the benefit before making that decision to accept or reject the job offer.

Making the wrong decision might kill your carer.

I'll be writing more articles in the future to share on how to weigh the job offer before making that important decision to accept or reject it.

**Making the wrong decision
might kill your carer.**