

Fall 2009

Hello everyone! After reading the comments and notes people sent following the introductory newsletter this summer, the staff at JF Medical Brokers wanted to share some things. Here is what you said, "Thanks for sharing a bit of information about yourselves, it is nice to know who you are talking with", "I look forward to reading more about job searching", and one reader asked if she could use our article on passion for a project with kids. Thank you all for your responses. Have a great fall and remember to contact us if we can assist you in developing your resume, writing a cover letter or locating that "hard to find" prime job opportunity.

*Take care,
Anne*

Passion

Caring about your work and taking pride in what you do are qualities that most of us strive to achieve. We work hard, do our best, and readily accept new challenges that we are faced with. In the last issue we promised you some tips for making your passion shine through.

1. TALK. SPEAK. Get out there. Anyone with even an inkling of intuition will pick up on the energy that surrounds you when you discuss your passion. If your passion is the profession you are in, or the new product you developed, talk about it. Have you ever noticed that when someone is truly passionate they don't shut up? Talk, Talk it up!

2. FEEL YOUR PASSION. Before you meet with a client or a patient, take some time to get centered and feel how much you love your passion and feel how good it is when you are achieving your passion. Feel it before you do anything. You know the feeling!

3. BE ENERGETIC. Part of what attracts people to you when you are following your passion is the energy you give off. The energy is natural and can't be faked. It is also magnetic. People sense it, are attracted to it, and want some of it. Let it show!

4. SURROUND YOURSELF WITH OTHER PASSIONATE PEOPLE. You know who they are. You will all feed off each other. Learn from each other. Mastermind. Why spend your time with anyone else? Enjoy the energy produced by one another.

JF MEDICAL BROKERS IS RECRUITING:

Nurse Practitioners in KCMO area, **Respiratory Therapist** in Mid MO, and **Physical Therapist** for beautiful rural setting.

SEEKING JOB OPPORTUNITIES FOR: Nursing Home Administrators, Hospital Purchasing Manager, Skilled Cardiology Nurse Practitioner

Advertise Yourself Through Your Cover Letter

Your cover letter and resume are part of your advertising campaign. You are advertising your skills, qualifications and abilities in order to secure job interviews which will lead to job offers.

Often the cover letter is what stumps people when preparing their ad campaign. Some people opt not to send their prospective manager a cover letter while others write just a few lines telling the employer what they are sending. A cover letter should always be sent with your resume since it can be tailored to the job specifications listed in the job description. The purpose of the cover letter is to get the prospective employer interested in reading your resume. Research shows that a company may get 500 or more replies to one ad – a good cover letter could get you the attention you need to score an interview.

Keep in mind:

- When possible, find out the name of the hiring manager and address the letter to them. If the name is not available, you should use Dear Hiring Manager or Dear (Department) Manager
- Your cover letter should be brief and to the point. It must attract the manager's attention. Remember, the average cover letter and resume are looked at for no more than 15 seconds.
- If you have qualifications which are hard to describe on the resume, you can explain them in your cover letter
- Incorporate a special reason you have for wanting to work at a particular facility, hospital or clinic, i.e. "I recently read your annual report that indicated you

October Conference to Cover Work Force Shortage

Who among us hasn't been influenced by the work force shortage? The Allied Health Research Institute (AHRI) will be addressing the issue at its 2009 Conference "Healthcare Reform: Addressing the Allied Health Workforce" on October 1 and 2 in Kansas City. Karen Miller, RN, PhD, FAAN who served on the advisory committee for the "Out of Order, Out of Time" publication, Stephen Spielberg, MD, PhD, director of the Center for Personalized Medicine and Therapeutic Innovation at Children's Mercy Hospital, and Justin Moore, VP, Government and Payment Advocacy with the American Physical Therapy Association are slated to speak. Sean Elizabeth Maloney, executive director for AHRI, encourages health care executives, managers, clinicians, educators, researchers and policy makers to attend.

The conference comes in the wake of Missouri Governor Jay Nixon's announcement to fund the Caring for Missourians program. The initiative is set to train and educate more than 900 additional Missouri health care professionals. In the fall 2007, MU's system's nursing schools alone had to turn away more than 225 qualified applicants due to space limitations.

Under the program, Missouri will provide an additional \$40 million dollars next year to help its public colleges and universities increase the capacities of their health care training programs. As is, 95 Missouri counties are considered "health professional shortage areas." Missouri hospitals are lacking physical therapists, occupational therapists, nurse practitioners, lab techs, and over 1500 RNs. It's understandable why industry representatives have called this a crisis. Though Gov. Nixon plans to seek funding to sustain the program in upcoming fiscal years most facilities need staff now. If you are interested in learning about state-wide job opportunities please give JF Medical Brokers a call, 573-446-4250 or email anew@jobfindersusa.com.

are growing your (name of dept) department." An informed prospective employee always looks better than one who has not done any research before applying.

■ Always keep in mind the cover letter should effectively introduce your resume not rehash it.

When writing your cover letter, do not be afraid to tell the prospective employer why you are good at what you do. There is no reason to be boisterous but if you don't toot your own horn you may lose out on a grand opportunity. If you are an entry level professional it is a good idea to describe any leadership opportunities, special skills or learning experiences you have had while obtaining your education. Employers are looking for something that makes you stand out, so write it down!

Before signing off on your cover letter make certain to thank the reader for their time in reviewing your qualifications in light of the vacancy. Also, many people end their cover letter before they ask for an interview. Ask for the interview! Tell the employer when you are available and... if you have or can find out (call the receptionist and ask who the manager for the department is) the employer's name write "I will call you the week of _____ to arrange a convenient meeting." Please never write "I hope to hear from you soon" unless you are sure you will not hear from them.

Knowing what you want to do in your career, completing company research and writing your cover letter are the beginning to a great career... in sales. Finding your dream career, in today's world, not only takes great skills and qualifications but the ability to advertise and sell yourself to a prospective employer. Let JF Medical Brokers assist you by representing you to our clients. Our recruiters will seek out opportunities that fit you!