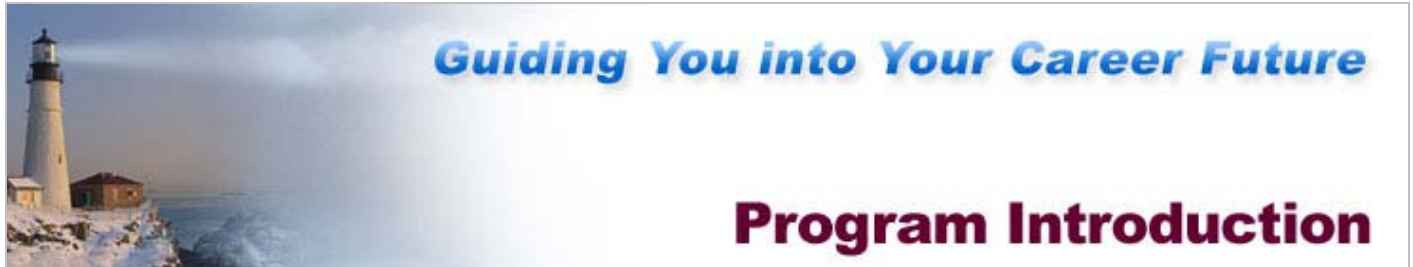


TO: New Graduate

FROM: Larry Burton, Vice President

RE: Job Search Seminar



Program Introduction

Welcome to our exciting, proven career transition program. To assist you in a successful job search, your company has provided you with the most comprehensive Job Search learning system available. To help you complete your A+ resume and implement your job search, we also provide follow-up telephone counseling. In addition, your A+ resume will be placed on our secured online resume database, **ResumeConnect**, for companies to access. This valuable service provides you with the following benefits:

- 1) **P**rofessional assistance in how to find the "right" job for you at the **highest pay** in the **shortest time**.
- 2) **C**omprehensive Program Materials including Job Search: The Total System and Total Interview Video with video guide.
- 3) **G**uidance in **assessing** your skills, abilities, interests and experience to identify job and career goals.
- 4) **T**raining in the **best techniques** for a successful job search.
- 5) **C**ounseling to develop the **confidence to "sell" yourself** in today's market.
- 6) **A**ssistance in writing your **resume for best results** and placement on our **ResumeConnect** database available to companies internationally.
- 7) **P**ractice in **effective interviewing** techniques.
- 8) **T**raining in **how to "network"**, telemarket, target and research companies; access to JobConnect.net Bulletin Board for job leads.
- 9) **L**earning **how to negotiate** your salary and benefits.
- 10) **L**ibrary resources and job leads.

LOCATION: 2000 Bering Drive, Suite 460, Houston, Texas 77057
(Between Westheimer and San Felipe, 1 block west of Chimney Rock.
Free parking is available in garage adjacent to building, unreserved areas 3rd floor and above.)

SEMINAR DATES: May 18 - 19, 2005

TIME: 9:00 a.m. to 4:00 p.m. (Lunches will be provided)

WHAT TO BRING: If you have one, bring your resume (hard copy & disk), even if it is out-of-date; we will be working on resumes on Day 1 of the seminar. Please bring your lap top if you have one. We now have wireless capabilities in our offices.

As part of your program, you will receive the following items:

Resume instructions

Sample resumes

Job Search: The Total System, program materials

Total Interview Video with video guide during seminar



We want to help you create and word process your resume and review it for appropriate modifications to ensure that it presents your background in the most favorable light to potential employers as soon as possible. Just **email** (larryb@dawsonconsultinggroup.com) your draft to us and we will then set up a time to help you get started in finding ***the best job for highest pay***.

Let's Get Started Today!

Our **2-day seminar** is designed to assist you in achieving the ***Best Job, for the Highest Pay*** in the shortest time possible. If you apply them along with **Job Search: The Total System** and **Job Search: The Total Interview Video**, and with our counseling support, you will have a significant advantage over your competition to get the job you want.

Commit now to maximizing your job search leverage by using every resource at your disposal, and you will discover new opportunities you never dreamed possible. Once you are oriented to your outplacement program and receive **Job Search: The Total System**, begin by drafting an "A+" resume which reflects your skills, capabilities and accomplishments:

Read Chapter 3 in Job Search: The Total System

Listen to audio 5 from Job Search: The Total System

Arrange to meet with your consultant to help you create the "drive wheel" of your campaign – your "A+" resume.

Whatever your goal ...

-- **E**mployment

-- **C**ontract or consulting opportunity, or

-- **E**ntrepreneurial venture

Your "**A+**" resume is the key link in successfully marketing yourself. What are you waiting for? You've nothing to lose and everything to gain, including the ***best job, for the highest pay!***

Call Now: 713-784-3197 or 800-422-7540
Ask For: Larry Burton, Vice President

HERE'S WHAT PROGRAM PARTICIPANTS HAVE EXPERIENCED

The entire seminar was conducted professionally with our best interests always the main objective. The practice interviews were extremely beneficial and should prove to be an invaluable first step. You have my sincerest thanks!

-Texas Medical Center

Very results oriented. Wish I had been advised of "The Total System" years ago.

-Det Norske

I think this seminar helped everyone's morale and I believe anyone would benefit by this seminar.

-US Oncology

At first, I feared this seminar was geared only towards a person seeking a management position. But this seminar is for everyone seeking employment or a career change.

-UTHSC

I enjoyed it! I especially appreciate the professional resume – it will be invaluable.

-Zachry Construction

The seminar was focused. All of us felt a personal commitment from Dawson Consulting Group and we were made to feel important. The program builds confidence and instills enthusiasm and optimism.

-Daniel Measurement

I really enjoyed the program and the support. It is well run and a class program.

-Thermo Electron

I needed this. The program helps one to be organized and gives self confidence. I do appreciate "The Total System" and its contribution to making me a "total" person.

-Rohm & Haas

At first I had no interest in attending. I am glad I did because I now have a positive attitude. Excellent and thorough program.

-Christus

Exceptionally useful. Being able to return to use the library and not to be cast adrift is especially helpful.

-Huck Fasteners

The program promotes a future look and provides the tools to achieve my employment goals.

-FMC

From a personal standpoint, excellent presentation. From a company standpoint, especially in a cyclical industry like engineering/construction, the investment in outplacement will pay dividends in the up-cycle rehiring of best people.

-CB&I

This seminar dispels a lot of misinformation. It is very practical.

-Kvaerner Engineering

The knowledge acquired in resume preparation, networking, salary negotiation and interviewing techniques gives an individual a great advantage over others who may be better qualified but not as schooled in job search techniques.

-Stewart & Stevenson

The program will probably cut time to placement by 75% - 80% and will result in a significantly better compensation package.

-King & Spalding

"The Total System" is well organized and is the result of experience and success in the field of career search.

-Smith International

I do not see how I would have survived "seeking a job" successfully without this seminar. The information learned here is invaluable.

-Quanex

Wish I had this seminar years ago – I would have changed jobs three years ago!

-Mitsubishi

Small class provided for a lot of personal attention. I had a rude awakening – at the start I was not able to explain what it was I had accomplished. But now, I know how to explain my value in an interview.

-Texas PetroChemical

I was so wrapped up in the learning process! I really agree with your multiple reinforcement of concepts. My suggestion is to keep up the good work and do not let up!

-Lufkin Industries

2005

**OUTPLACEMENT SEMINAR OUTLINE: THE TEN STEP PROCESS
(BASED ON JOB SEARCH: THE TOTAL SYSTEM)**

STEP 1: FOCUSING YOUR JOB SEARCH -- ASSESSMENT

- Assessing skills, interests and characteristics;
- Analyzing past positions and accomplishments;
- Evaluating current job market and career alternatives.

STEP 2: WRITING A PROFESSIONAL RESUME

- Defining your objective;
- Designing a 2-page chronological resume;
- Writing accomplishment statements with results.

STEP 3: PREPARING LETTERS FOR RESULTS

- Writing cover, ad and search firm letters.

STEP 4: USING REFERENCES EFFECTIVELY

- Writing reference letters;
- Preparing your references for potential reference calls.

STEP 5: NETWORKING INTO THE HIDDEN JOB MARKET

- Identifying where 80% of jobs are found;
- Developing a contact list;
- Designing a personal marketing plan;
- Targeting and researching companies.

STEP 6: USING SEARCH FIRMS AND AGENCIES WITH CAUTION

- Learning to research and select the pros.

STEP 7: IDENTIFYING AD RESPONSE SOURCES / TELEMARKETING TECHNIQUES

- Learning to "telemarket" yourself;
- Developing telemarketing scripts.

STEP 8: INTERVIEWING SUCCESSFULLY

- Understanding the dynamics of the interview;
- Reviewing do's and don'ts in the interview;
- Identifying the interviewer's hidden agenda;
- Developing proper responses to tough questions;
- Interviewing practice.

STEP 9: IMPLEMENTING YOUR PERSONAL MARKETING PLAN / NEGOTIATING

- Utilizing The Total System for maximum results;
- Developing negotiating strategies;
- Evaluating multiple offers.

STEP 10: ACHIEVING PLACEMENT

- Accepting the best job, with the best company, for the highest pay;
- Designing a letter of understanding;
- Getting off to a good start in your new job.

ALL STEPS ARE LINKED!

WHAT REVIEWERS HAVE SAID ABOUT JOB SEARCH: THE TOTAL SYSTEM...

Job Search: The Total System really works! It is a **comprehensive and precise** formula for leading job seekers through the techniques for a successful job search.

-- **Mert Robinson**
Manager, Human Resources
Giant Foods

After looking for a book that would not only give me the basics of job search, but would assist me through all aspects of a search from creating a resume to negotiating a better compensation package, I finally found one. Without question, your book, **Job Search: The Total System is the finest I have ever read on job hunting PERIOD!** What makes your book different from all of the rest is the step-by-step process combined with the unique concept of *linkage* in which all steps of the process are linked from assessment and resume to the interview and final negotiations. In addition, your straight forward approach helped me work through the negative emotions of job search and challenge myself to find, not just a job, but a *better position with higher pay*. During the past 17 years of employment, I have been through **four downsizings** and have used your book and materials each time. And I have **landed a better position with a significant increase in compensation each time**. My success alone validates the power of *The Total System*.

-- **Richard O'Donnell**
Director, Human Resources
Province Healthcare

Senior level candidates can and do stand out from the crowd when they use *The Total System*. It has worked for me twice. *The Total System* helps you fully present and reinforce all the skills and experience you have and can bring to an enterprise. You'll soon realize that age and experience are marketable assets only "seniors" can offer. **Preparation is a prerequisite to success, and I never felt better prepared to be successful.**

-- **Joel G. Bates**
Former Vice President, Special Projects
Major Power Company

Mastering *The Total System* proven self marketing techniques **ensures ongoing career success**. I know because they worked for me!

-- **Jack Browder**
Chief Operating Officer
Ecorp

Job Search: The Total System is designed to give job seekers **the best competitive position** in the marketplace. In today's market, individuals need to take responsibility for their careers and proactively position themselves for mobility. Time and energy must be applied to find a new position. Our employees who have learned *The Total System* job search skills have all demonstrated **commitment, energy and enthusiasm**. And more importantly, **they've successfully moved to new positions in a very short time**.

-- **Patricia Mitchell**
Senior Vice President, Human Resources
Texas Medical Center

The Dawsons' unique way of viewing a job search, as a total system, is the **best approach** currently in the market place. Recognizing that each element of the system, such as an A+ resume or letters of recommendation, has a dual role of standing on its own merits and building on each other in an overall job search strategy, is what differentiates *The Total System*. **Applying its techniques will enable you to differentiate yourself from your competition.** *The Total System* was successful for me and I most heartily recommend it to anyone starting a job search.

-- **Pat McMahon**
CEO
TIMEC

I am convinced that without *The Total System* I would not have achieved my present status nor **doubled my total compensation package**.

-- **Mike Green**
Asst. Vice President, Operations
MD Anderson

2005

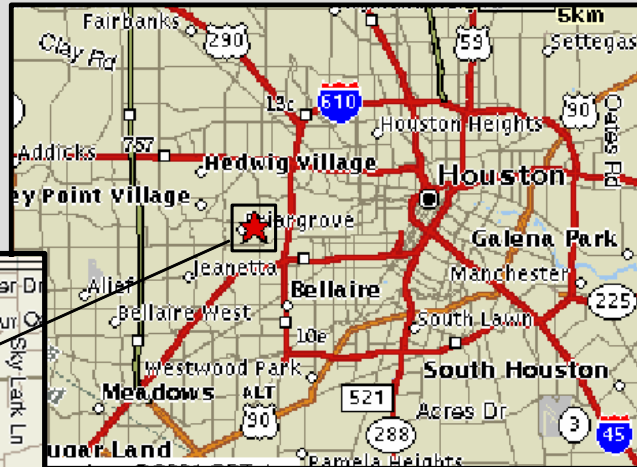
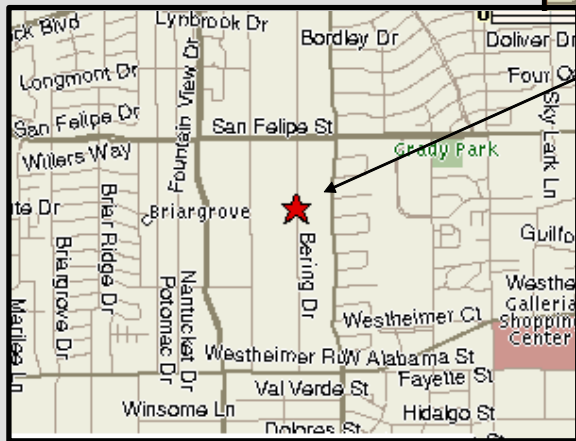
Map to the Offices of Dawson Consulting Group

2000 Bering Drive, Suite 460 · Houston, Texas 77057 · 713-784-3197

From 610 Loop: Exit Woodway

From I-59: Exit Chimney Rock

From I-10: Exit Chimney Rock



Free parking is available in parking garage at rear of building, 3rd floor and above (areas not designated as “reserved”) and church parking lot adjacent to building (please park in spaces outlined with green).