

We all know how important first impressions are. In a job search, a first impression can make the difference between getting hired or not. A first impression is made when you first talk to a potential employer on the phone, or when you drop off an application or résumé in person. It's important to be dressed appropriately, smile, look the person in the eye, and have a firm hand shake.

In our digital age, first impressions can be made over the impersonal space of the Internet. Are you aware of the impression you make with your online presence? It's quite possible that the first impression you make to an employer is your email address.

Our personal email addresses often times reflect our personalities, interests, and general outlook on life. It is fine to be known as *ilovemydogs*, *mr_nice_guy* or *babyblueeyes* to friends and family, but if you wouldn't ask your employer or other professionals to address you as *baconlady*, *babygirl* or *bassfishing_jack*, then don't use these types of email address for job search related communication.

Establish a separate email address for job search and professional purposes. A professional email address should be your name or some variation of your name. This makes it easy for employers to remember your name and how to contact you. Examples include:

Suggested user names for "Ryan Fuller":

- First, middle initial & last name = rtfuller
- (above) plus last four digits of phone = rtfuller2876
- Last name & first initial & anniversary date = fullerr0826
- First name. last name & zip code = ryan.fuller49684

The possibilities are endless, which is why there is no excuse for not having a professional email address. There are many free email providers to choose from, including Yahoo, Gmail, and Hotmail. Each of these providers offer the ability to link accounts; meaning that you don't have to check multiple accounts to get your personal and non-personal email.

Professional email addresses should be used not only when corresponding with employers, but also when contacting other professionals such as networking acquaintances, workforce professionals, former employers, references, volunteer connections, and more.

Just as you wouldn't include any personal information on a résumé, your professional email address should not reveal personal information about you such as religion, political affiliation, or sexual orientation.

CONTACT

NORTHWEST MICHIGAN WORKS! CENTER LOCATIONS

Traverse City

1209 S. Garfield Ave., Suite C
Traverse City, MI 49686
1-800-442-1074

Cadillac

401 N. Lake Street, Suite 700
Cadillac, MI 49601
(231) 775-3408

Manistee

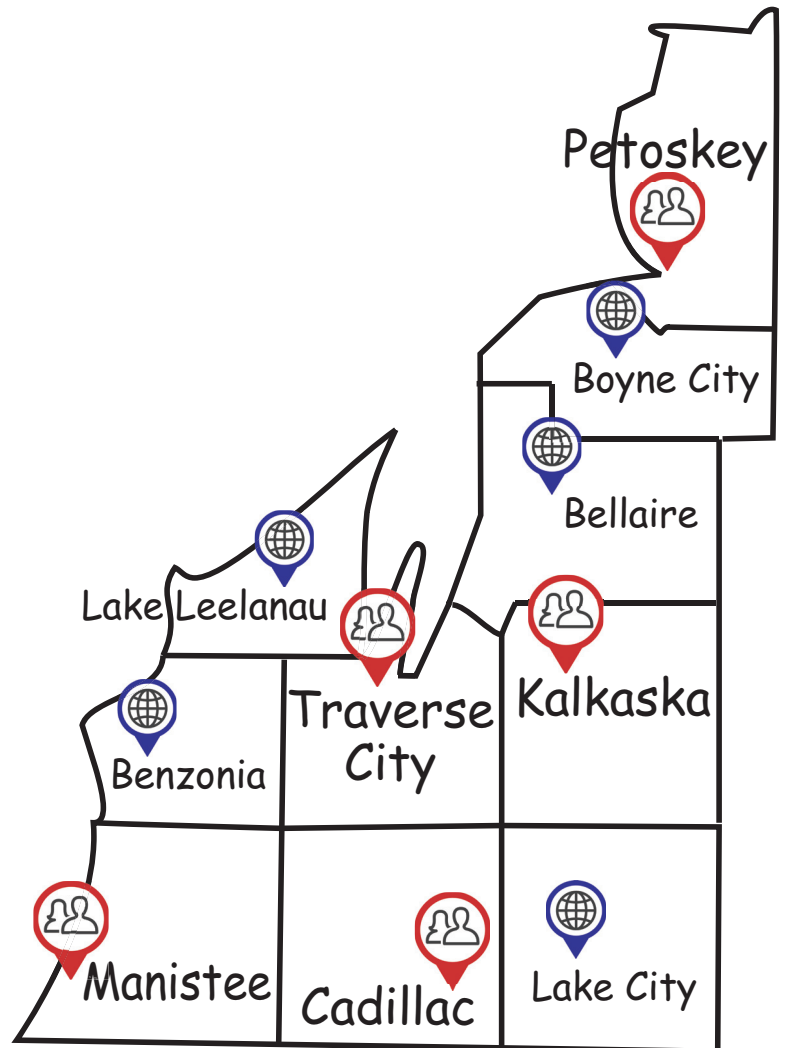
1660 Manistee Hwy
(US 31 South)
Manistee, MI 49660
(231) 723-2535

Petoskey

2225 Summit Park Drive
Petoskey, MI 49770
(231) 347-5150

Kalkaska

103 Third Street
Kalkaska, MI 49646
(231) 258-8889



Centers



Access Points

NWMichWorks.org

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