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WILKERSON'S BUSINESS SUPPORT, LLC

December 27, 2008  
Volume 1 Issue 4

Wilkerson's Business Support, LLC would like to welcome you to the fourth edition of our newsletter. We would like to thank everyone for their support and positive feedback. We guarantee to keep you updated on our services, and offer tips on running a successful business.

## Introduction

### TABLE OF CONTENTS

- Introduction
- About Us
- Spotlight On....
- What's been happening?
- Here's a Tip

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*"Business is a game. The minute you think of it any differently it ceases to be fun and immediately begins to control your life and ultimately drives you crazy with wild obsessions & eventually ruins your family life. Keep things in perspective. First family, second friends, and third your business. Practice this and you'll be much happier for it. And your business will be much happier as well."*

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*~Josh S. Hinds*

Have you ever felt overwhelmed with work and wish that you had more help but don't have enough money to hire extra staff? Wouldn't it be nice to devote all your time in promoting your business instead of doing basic administrative tasks? Well, Wilkerson's Business Support, LLC is here to provide the assistance needed in making sure you have time to run a successful business. Our mission statement is to provide individuals and businesses with exceptional administrative support and most importantly, great customer service. We aid companies without administrative assistance, companies that need help on special projects, and business owners that do not have the time or resources to perform tedious administrative tasks themselves. For a listing of our services please visit our website [www.wilkersonbusinesssupport.com](http://www.wilkersonbusinesssupport.com)

## About Us

Wilkerson's Business Support, LLC is co-owned by Derek and Patrice Wilkerson. Derek Wilkerson obtained his Bachelor's degree in Business Administration with a concentration in Management from Virginia Commonwealth University in May 2003. He started working at Duke University Medical Center in Durham, NC in March 2004 as a Health Unit Coordinator. In May 2005, Derek was hired by the Duke Clinical Research Institute in Durham, NC as a Staff Specialist. In August 2006, he was promoted to Data Technician at Duke Clinical Research Institute. In November 2008, he was promoted to Grants and Contracts Assistant at Duke Clinical Research Institute.

Patrice Wilkerson obtained her Bachelor's degree in Business Administration with a concentration in Accounting from St. Paul's College in May 2005. She started working as a Customer Service Representative at Telvista in November 2005. Through her various positions, she has gained over four years of administrative experience and is now handling the daily operations for Wilkerson's Business Support, LLC.

## Spotlight On....

As the economy is headed towards a recession Sharon McCormick, Career Counselor, was willing to provide us information about her background, go into detail about her business, and give us insight on what careers will be protected.

**Q: Can you provide me with a description of your business?**

A: I provide the full range of expert career assessment, testing, management and writing services for professionals in all industries. I also provide expert career counseling and career services program creation and management services, including resume writing, job placement assistance and corporate outplacement. I do provide Human Resource consulting as well.

**Q: What made you want to be an entrepreneur and start your current business?**

A: When I started working as a Career Counselor at a University, people in town needed help writing resumes so I started resume-writing part time, and never stopped. I branched out to include career counseling and other employment-related services.

**Q: What is your background? Education? Work Experience?**

A: I am a Master Career Counselor (MCC), one of the highest achievements in the field of accredited career counseling, and I am (1) of (4) in the State of North Carolina, and one of about 100 in the country. My Master's Degree is in Counseling, a requirement by the National Board for Certified Counselors for Career Counseling certification. I am a National Board Certified Career Counselor (NCCC); a National Board Certified Counselor (NCC) and a nationally Certified Professional Resume Writer (CPRW). I have served for many years as a Career Counselor/Coach and as a Human Resources professional, working as a Fortune 100 on-site Corporate Career Coach, Outplacement Counselor and Workshop Trainer, Federal Career Development Plan Writer, Career Development Instructor and Career Curriculum Developer in addition to individual career counseling work. I have worked in the Aerospace, Defense, Health Care, Higher Education, Human Services, Legal, Recruiting and Staffing Industries, and can offer very comprehensive career and life planning expertise.

**Q: What are the skills needed to be a successful career coach?**

A: Academic counseling degree completion, assessment skills, counseling and communication skills, case management, career resource information knowledge, marketing knowledge and experience in human resources to understand hiring manager/human resource hiring needs. Sometimes you will have a client who won't know what they want or they might not be ready to make a change even if they say they are, so a successful career coach has to be very sensitive and respectful of that process.

**Q: How long have you been in business?**

A: 15+ years

**Q: How do you market your business? How are people aware of your business?**

A: Client referrals and word of mouth-that is all I have ever done, and it has served me well.

**Q: Entrepreneurs begin with visions, or overall ideas for their business, and then they passionately pursue those visions. Describe the vision you had for your company.**

A: I wanted to build a solid foundation of assessment and career resource information to quickly be of service to people. I have worked for many years in building that foundation, and I help people move through career transitions very quickly. I have a sixth sense about people's skills and "career treasure" so I direct that to where it is needed most in the world-and I want to see people happy and employed, and earning on their terms.

**Q: As the recession approaches what careers do you think would be protected?**

A: Great question-any personal services industry-we can't ship health care, education or public services overseas.

**Q: What is the most important entrepreneurial idea or advice that you would want to convey to anyone contemplating becoming a career coach?**

A: Obtain a Master's Degree in counseling. There is NO SUBSTITUTE for clinical skills in assessing clients, or in the communication skills you will learn.

**Q: What are your goals for the future?**

A: To continue working in human resources and to continue learning about what hiring managers and human resource professionals are looking for in job candidates so I can pass that on to clients. To continue to teach clients how to complete an aggressive job search campaign today. To continue to honor the contributions and commitments that employees make everyday in this country. They are the heroes here.

If you would like to contact Ms. McCormick you can visit her website at [www.careertreasure.com](http://www.careertreasure.com)

## What's been happening?

Congratulations go out to Derek Wilkerson who was recently promoted to Grants and Contracts Assistant. He assists the Grants Manager with facilitating the pre- and post- award grant process. This includes helping entering proposals into the database system, submitting forms, communicating with the Office of Research Administration, and handling invoicing for specific projects. We are so proud of him!

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*"It is clearly not the journey for everyone. People succeed in as many ways as there are people. Some can be completely fulfilled with destinations that are much closer to home and more comfortable. But if you long to keep going, then I hope you are able to follow my lead to the places I have gone. To within a whisper of your own personal perfection. To places that are sweeter because you worked so hard to arrive there. To places at the very edge of your dreams."*

*~Michael Johnson*

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## Here's a Tip

### Interviewing Techniques

You have worked hard day in and day out submitting your resumes to employers hoping that they will contact you for an interview. A day or two later that phone call you have been anxiously awaiting finally arrives. You have gotten this far now all you have to do is impress the employer with your excellent interview skills. This is the part that many candidates may struggle with but with practice, preparation, and confidence you can easily show the employer that you are the perfect candidate for the position.

#### Tip 1 - Practice, Practice, Practice

- Practice your speech. Be sure to enunciate your words, so the employers can understand you clearly.
- Practice your eye contact. Interviewers pay close attention to candidates who make good eye contact.
- Practice basic interview questions. Below are some common interview questions. Write down your responses to the questions and practice them. When you are asked these questions in the interview, you will already know what to say. Make sure you sound natural because you don't want your answer to sound rehearsed. If you have someone who can ask you these common questions, you can practice your responses and your eye contact with them.

#### Common Interview Questions:

**Tell me about yourself.** This is where you need to sell yourself. Try to relate your job skills to the duties of the job that you are interviewing for. Also, be sure to thank them for considering you for the position.

**What is your weakness?** Always try to turn your weakness into something positive- whatever your weakness may be always let them know that you are working to improve that weakness.

**What are your strengths?** Pick your best strengths. This will definitely show the employer that you are the perfect candidate.

**What leadership positions have you held?** Employers pick candidates who are able to take charge whenever it is required.

**Why should we hire you?** This is your last chance to let them know that you are the best candidate for the position.

In your responses to your questions give clear answers. Avoid saying umm or I don't know. It is best to practice saying your responses to these common questions in order to avoid being caught off guard by questions that require a little more thought and in-depth answers.

### Tip 2 - Preparation is Key

- Do you have any questions you would like to ask us? This is your one shot to separate yourself from the rest of the competition. You need to do all the research you can about the company. Show them that you took the time to learn more about their company. Try to develop your questions based on your research; employers will really be impressed with that. Be sure to ask good questions this shows the employer that you actually came prepared. Below are some sample questions to ask the employer.

Sample questions to ask:

What are the most challenging aspects of the position?

What are you looking for in a successful candidate?

What are the next steps in the decision making process for this position?

How often will my performance be evaluated and by whom?

What are some of the skills and abilities necessary for someone to succeed in this job?

Can you portray the best and worst aspects of this job?

What are the key milestones you expect me to reach and within what period of time?

- You also want to be sure to get a professional looking portfolio to put your extra resumes and professional list in to take to the interview.

### Tip 3 - Confidence

- Dress for success. The way you dress reflects who you are. Your appearance plays a major role in the interview process. Keep it simple, natural, and most importantly professional. Below are some basic examples of the attire for the interview.

#### Attire for Women:

**Suits:** Pant suit or skirt and jacket - navy, black, or dark gray.

**Blouse:** Shirt with collar or any conventional shirt, nothing low cut.

**Hair:** Professional hairstyle. Nothing too stylish, remember you are going to an interview and not a night out on the town.

**Jewelry:** Something simple. If you wear earrings only wear one earring in each ear and only one ring on each finger.

**Make - up:** Keep it natural. Pick colors that complement your skin tone and look completely natural. You don't want to pick colors that make you look unprofessional.

**Perfume:** You might as well wear nothing because if you wear any someone on the interview panel might be allergic to the perfume and instead of them focusing on your interview skills they will be too busy sneezing the whole time and that will not be impressive.

**Fingernails:** Make sure they are neat and polished. If polished wear a natural looking polish. Don't wear loud colors like orange or hot pink.

**Mints:** Be sure to carry plenty of mints to keep your breath fresh. Since you are going to be doing a lot of talking you don't want to be remembered as the one with bad breath.

#### Attire for Men:

**Suit:** Black, dark gray, or navy blue. Don't wear any loud colors remember this is an interview not a fashion show.

**Shirt:** Long sleeve, white collar shirt.

**Socks:** Be sure they match your suit.

**Ties:** Make sure the tie is complimentary to the suit. Please no bow ties.

**Jewelry:** If married wear wedding ring only.

**Perfume:** Only wear after shave. You don't want to wear any cologne because someone on the interview panel might be allergic to the cologne and instead of them focusing on your interview skills they will be too busy sneezing the whole time and that will not be impressive.

**Fingernails:** Make sure they are neat.

**Mints:** Be sure to carry plenty of mints to keep your breath fresh. Since you are going to be doing a lot of talking you don't want to be remembered as the one with bad breath.

- Be prompt do not be late.
- Be confident, confidence is the key. Walk in there calm, cool, and relaxed. Show the employer that you work well under pressure.
- Remember to greet the employer with a smile and show them that you are excited about the opportunity that you were given.

Just remember that an interview is merely a conversation between you and the employer. They simply ask you a question and you respond. It is imperative that you practice, come prepared, and be confident. Remember you are competing against many other candidates so you will need to stand out from the rest. Be sure to leave a lasting impression so that your name and face will be the one that they will remember. Hopefully the tips presented in this article will help you land that dream job.



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