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How To Effectively Search for Employment Opportunities In Technical Communication



JPG & Associates, Inc.

Presenter:

Jerry Grohovsky

jpgassoc.com





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Introductions: JPG

JPG & Associates, Inc. is a full-service technical communication company providing:

- Staffing: tech. comm. professionals
- Consulting services: to support tech. comm. projects

For more than 25 years, JPG has served more than 175 companies and completed more than 5,000 tech. comm. projects, along with filling hundreds of job requisitions.





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Introductions: Jerry Grohovsky (presenter)



- Education: University of Minnesota- BA, Journalism.
- 14 years experience as a technical writer—direct employee, contractor for world-wide companies, mid-size corporations, and startups.
- Roles: Senior technical writer/editor, technical illustrator, project manager, marketing writer, print production specialist.
- Independent consultant background: technical writing, marketing writing, technical illustrating.
- 1993: co-founded JPG & Associates, Inc.





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Facts To Get You Excited!

An Excellent Career Choice!

- Respectable, stable profession.
 - Variety of paths/specialties to pursue.
 - Challenging professionally, intellectually.
 - Opportunity for creative expression.
 - Exposure to fascinating/interesting technologies.
 - Great people.
 - Excellent compensation levels
- (continued)



Facts To Get You Excited! (cont'd)

Compensation Rates:

- Employee--Annual Salary:
 - U.S. Annual Mean (2013-19): \$74,440
- Independent Consultant:
 - Consultant compensation (hourly rates) are typically 15-20% higher than salaried positions because consultants usually do not receive any benefits.
 - Compensation well into the \$six figures is attainable for senior-level technical communication consultants—especially those with a niche skill, or with a long history in a specific industry—such as medical device.

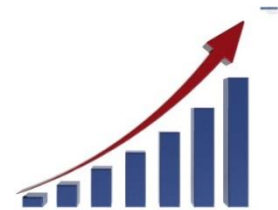




Facts To Get You Excited! (cont'd)

Technical Communication Is Expanding:

- Department of Labor: Employment of technical writers is projected to grow 11% percent per year from 2018 to 2022, faster than the average for all other occupations.
- Growth is not expected to level out at for at least the next ten years.
- Employment growth will be driven by continuing expansion of scientific and technical products, increasing needs for training/retraining, growth in web/cloud-based markets, and demographic influences (retirements).



(continued)



Facts To Get You Excited! (cont'd)

Opportunities Are Heating Up Because:

- Demographics: Boomers will be retiring in the next 10-15 years.
- More demands for documentation in healthcare and medical device.
- Increasing demand in bio-tech.
- Increasing variety of deliverables (i.e., tablets, notebooks, smart phones, cloud storage, file sharing, etc.).
- Increasing use of new technologies and tools (i.e., translation software, content management, web-based software, etc.).
- Training development (instructional design and e-learning) will continue to be in demand.

(continued)



Facts To Get You Excited! (cont'd)

Drivers Behind Expansion Of Deliverables:

- Medical device and bio-tech.
- Enterprise software (IT.)
- Web-based commerce.
- Quality assurance departments.
- Manufacturing processes.
- Internal policies and procedures.
- Compliances (FDA, ISO, Sarbanes Oxley, global import standards.)
- Training/retraining (employee, sales, customer, distributor).
- Global markets (compliance, translations, training).





Career Choices And Considerations

Career Paths To Consider--Starting out, a new graduate may want to keep all the options open to gain the experience. Some of the choices include:

- Traditional technical writer
- Instructional designer
- Content strategist
- E-learning developer
- Proposal writer
- Use experience analyst
- User interface specialist
- Social media specialist
- ...and so on...

(continued)





Career Choices And Considerations (cont'd)

Common Titles Of Technical Communicators

- Technical Writer
- Technical Communicator
- Technical Communication Specialist
- Documentation Specialist
- Technical Editor
- Editor/Proofreader
- Hardware Writer
- Software Writer
- Proposal Writer
- Specification Writer
- Parts Catalog Writer
- Technical Marketing Writer
- Independent Consultant
- Freelance Writer
- Contract Writer
- Temporary Writer
- Staff Writer
- Lead Writer
- Senior Writer
- Writer/Manager
- Principal Writer
- On-Line Help Developer
- Information Architect
- Information Developer
- Content Coordinator
- Content Strategist
- Content and Digital Marketer
- Content Marketing Specialist
- Web Content Writer
- Creative Learning Designer
- Web Content Editor
- Course Developer
- Courseware Developer
- Instructional Designer
- E-Learning Designer
- Interactive Learning Specialist
- User Experience Designer
- On-Line Content/Social Medical Editor
- User Experience Specialist
- User Experience Strategist
- User Experience Architect
- User Experience and Usability Specialist
- Usability Analyst
- Proposal Writer/Coordinator
- Proposal Development Analyst
- Information Developer
- Information Analyst
- Labeling Specialist
- Technical Labeling Specialist
- Medical Writer
- Training and Communication Specialist
- Social Media Coordinator
- Social Media Specialist
- Social Media Strategist



Career Choices And Considerations (cont'd)

Many Industries To Consider:

- Medical device*
- Bio-tech
- Healthcare
- High-technology
- Banking and finance
- Engineering
- Software development
- Manufacturing
- Web-based (cloud) applications, commerce
- *Note: Minnesota ranks near the top of the U.S. list for number of medical device (or Life Science) companies with facilities here.





Career Choices And Considerations (cont'd)

Projects Developed By Tech. Comm. Specialists

- Hardware documentation
- Software documentation
- Operator's guides
- Troubleshooting guides
- Maintenance manuals
- Installation manuals
- Paper-based
- On-line
- Web-based
- On-line help (local)
- Web-based help
- Remove-and-replace procedures
- End-user (external) documentation
- Internal documentation
- Field service notes
- Installation notes
- Test plans
- Test procedures
- Proposals
- Newsletters
- Reports
- Manufacturing procedures
- Process documentation
- White papers
- Trade journal articles
- Quick reference cards or guides
- Help desk tip sheets
- Functional specifications
- Product descriptions
- Feature/benefits marketing sheets
- Technical brochures
- Interactive technical manuals
- Equipment technical manuals
- Video scripts
- IFUs for medical devices
- Templates for formatting
- Research studies
- Style guides
- Medical device labeling
- Quality assurance documentation
- Training documentation
- Classroom training
- E-learning training
- Compliance documentation
- Sarbanes-Oxley compliance
- Motivational
- ISO
- FDA clinical trials documentation
- Intended-for-use statements
- Work Instructions
- Compliance documentation
- Procedural
- Descriptive
- Persuasive
- Standard operating procedures (SOPs)
- Step-by-step
- Policies and procedures
- Disaster recovery documentation
- Military spec.
- Parts lists
- Change management documentation
- Knowledge management documentation
- Software development/life-cycle documentation
- Business process requirements
- Software/system requirements
- Design documents
- Workflow documentation
- Presentations
- Network infrastructure doc.
- Cloud-based documentation
- Wiki/cloud authoring
- Mobile device delivery



Job Search Toolbox

- 1-Resume/Cover Letter
- 2-Portfolio Build & Present
- 3-Interviewing Skills
- 4-Communication Tools
- 5-Social Media Presence
- 6-Networking Activity
- 7-Application Activity
- 8-Follow-up





Tool 1: Resume/Cover Letter

Content: Relevant Topics (Or Headings):

- Clear objective—top of page.
- Internship description (new grad).
- Work history (new grads—brief; elaborate where employment involved communication experience).
- Projects completed/developed: course papers, research projects (new grad); technical and marketing pieces, other projects while employed.
- Written and verbal communication skills.
- Other skills and strengths to emphasize: detail-oriented, leadership, problem solving abilities, ability to work independently and collaboratively.
- Notable accomplishments, recognitions, awards.
- References upon request.

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Tool 1: Resume/Cover Letter (cont'd)

Content (cont'd):

- Use active/direct verbs to describe either a job, a project, and/or accomplishment: wrote, edited, proofed, developed, trained, authored, etc.
- Use active/direct verbs to describe interpersonal skills and abilities: coordinated, achieved, led, collaborated, negotiated, achieved, awarded, etc.
- Incorporate words, phrases, and acronyms that reinforce your image (or brand) as a technical communicator: deliverables, content, subject matter experts (SMEs), stake-holders, etc.

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Tool 1: Resume/Cover Letter (cont'd)

Content (cont'd):

- Incorporate words, phrases, acronyms that reinforce your image (or brand) as a technical communicator: deliverables, content, subject matter experts (SMEs), stake-holders, etc.
- Make mention of any industry and/or technology exposure which may be of interest to the reader—i.e., medical, computer, software development, and so on.
- Highlight knowledge, experience, familiarity with authoring and/or project tools, methodologies, processes, etc. that are attention-getters: Agile, CMS (content management, XML), UX/UI, etc.

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Tool 1: Resume/Cover Letter (cont'd)

Format/Style:

- Chronological (most common); functional is ideal for those transitioning from current profession into tech. comm., and preferred for independent consultants.
- 1 page optimum (new grad).
- 2 pages (experienced).
- 1 to 2 fonts ideal (Ariel/Helvetica, Times Roman).
- Use bullets where possible.
- If some paragraphs needed, limit to several sentences.
- Author in MS Word.
- Avoid complex layouts—1-column wide ideal; no photos or color.

(continued)



Tool 1: Resume/Cover Letter (cont'd)

Cover Letter:

- Include when applying for a specific job.
- Summary of your background, educations, status, and professional skills and strengths.
- Cover letters get better results.

◦

◦ **Summary:**

- Your resume should never be considered “good enough”.
- Always read and re-read--it may surprise you what you may find.
- Always keep it updated with new experiences and training. No pictures please.



Tool 2: Portfolio & Presentation

Building And Maintaining....

- Purchase a professional looking portfolio case. For digital samples, you may want to also consider including a laptop.
- Select samples of your work that best represent your communication skills and experiences: technical or creative pieces, website content, newsletters, training-presentation samples, research papers, articles, and so on.
- If—for example--the piece is an entire manual, then only include several representative sample pages.
- If the sample is a brochure or newsletter, insert the entire sample in the sleeve (you can always remove for later for discussion).
- If your samples cover several categories (technical writing, and marketing, for example), then consider sorting by group.

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Tool 2: Portfolio & Presentation (cont'd)

Building And Maintaining... (cont'd)

- If you are a new graduate and you completed an internship, you may have some good corporate samples from that to show.
- If no internship, then review your college courses and pull together samples of projects completed for such classes as Technical Communications, English, Journalism, or Marketing Communications. Consider excerpts from thesis papers, research project, reports, class projects, etc.
- If you have web-based projects, hyper-linked files, or on-line help files, it is ok to print out representative pages. Also post them on the web, or bring them to the interview on a flash drive or laptop (consider emailing PDFs, links, and other formats later).
- Do not include: worn out in appearance, appear to be old or produced with outdated technology (i.e., pre-desktop program era), excessive use of samples which don't have much impact overall (i.e., complex, graphs, specifications, formulas, or measurements).

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Tool 2: Portfolio & Presentation (cont'd)

Building And Maintaining... (cont'd)

- Periodically review your portfolio and determine if you need to add newly-completed samples, or if you need to either remove outdated, non-relevant samples, or worn out-looking samples.
- When obtaining samples (printed or digital), always try to get permission—as some samples may contain proprietary information).
- Check your portfolio before the interview in case you need to add, subtract, or change the order to better match the interview.
- As you show the samples, make sure you describe: 1) name of project or deliverable, 2) audience, 3) your involvement with the project, 4) any particular obstacles you overcame or problems you solved during the project.
- At the interview, usually wait until the interviewer either requests to see the portfolio, or offer to show it after you and the interviewer have discussed your background and experiences.

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Tool 2: Portfolio & Presentation (cont'd)

7 Great Portfolio Sites For Freelance Writers (And Most Are Free)

- Journo Portfolio...
- Clippings.me...
- Squarespace. ...
- Contently. ...
- Flavors.me. ...
- Pressfolios. ...
- WordPress.com...



Tool 3: Interviewing Skills

Prepare for the interview ahead of time to minimize surprises:

- 1) Retrieve directions to the location.
- 2) Check out company website and learn about the history, products, culture, etc.,
- 3) Make a list of questions you anticipate may be asked; then think about the answers you might provide.
- 4) Bring a list of prepared questions. This may include questions about: a) the position, expectations, career growth potential, b) company background, management structure, culture, financial strength, future growth, etc., c), if interviewing with an agency or recruiting firm, then questions about their track record, compensation levels, specifics about contracting.
- Arrive on time. Arriving 10 to 15 minutes early is advisable. Important: If you are late, avoid making excuses. Be honest with the reason and apologize.

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Tool 3: Interviewing Skills (cont'd)

- Attire: “business professional” level.
- It may sound like an old cliché, but a good place to start is always with a firm handshake, eye contact, and a smile.
- Bring a well-organized and representative portfolio of work samples. This can include separate manuals, books, handouts, etc. Laptops may be necessary for showing online sample portfolio. (Important: Lack of samples makes it more challenging for interviewer to assess background and experience.
- Be ready to describe your involvement with project samples. (Examples: Did you write it “from scratch”? Did you update the document? Were you simply the project coordinator?)
- In addition to bringing your portfolio, laptop, also bring an extra resume, flash drive (with sample files), and a list of references.

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Tool 3: Interviewing Skills (cont'd)

- Be prepared to provide the interviewer a brief summary of your personal background and career background, starting with your most recent assignment or position.
- Other topics for discussion that you may anticipate: 1) identifying your current career objective, 2) describing how you entered your current career path, 3) emphasizing skills or strengths that set you apart from other candidates.
- Always maintain good eye contact; it shows confidence, alertness, and interest.
- Answer questions thoroughly, but concisely. A big “turn-off” is interrupting the interviewer, or controlling the conversation. Let the interviewer control the conversation, as he or she most likely has an interview format that they follow. Additionally, there is a limited amount of time to gather information about your skills and experiences.

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Tool 3: Interviewing Skills (cont'd)

- Ok to engage a small amount of small-talk to “break the ice”, but nothing controversial.
- Avoid questions about compensation—unless the topic is raised by interviewer.
- Avoid sounding defensive when asked to clarify certain omissions from your resume. Being combative or difficult is a “red flag” to the interviewer.
- Avoid any implications of blame, such as: “your place is difficult to find.”
- Follow up soon after the interview with an e-mail or thank you letter. If interested, express your interest by telling the interviewer(s) why you believe you are the best candidate for the position.
- Check back periodically—but not excessively.



Tool 4: Communication Tools

Communication is vital to a successful job search. Making yourself easily accessible and quickly responsive can sometimes be the difference between getting a job, or missing out on it.

- Have all vital contact information on resume.
- Make sure you have a working cell phone, with voice mail set up.
- Check e-mail and voice mail on a regular basis.
- Return e-mail inquiries and missed phone calls promptly—sometimes a day or even hours can make the difference.
- Be proactive and check in with your agencies or contacts periodically—shows interest, energy, and professionalism.



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Tool 5: Social Media Presence

- LinkedIn—highest priority
- Facebook—prudent use
- Other—no particular commentary



Tool 6: Networking Activity

Networking is not dead—it is alive and well! Networking is still considered one of the most effective ways of finding employment opportunities.

- Professional organizations such as the STC, AMWA.
- Job search networks, workshops, classes, offered in a variety of venues and settings.
- Peers, professional colleagues from past employment.
- Friends, neighbors, relatives.



Tool 7: Applying For Jobs Activity

Keep the job pipeline filled by applying for jobs that match your career objectives on a regular basis. Here are some common sources for such:

- Corporate job sites
- Agency job boards
- Job posting sites such as Indeed, Zip Recruiter, Monster
- Job fairs (in-person)

(continued)



Tool 7: Applying For Jobs Activity (cont'd)

Hiring options available:

- Contract (typically, through an agency, at the client site).
- Contract-to-hire.
- Full time direct.
- Consulting—aka: freelancing, independent consultant (via an agency, or direct with the client).

(continued)





Tool 7: Applying For Jobs Activity (cont'd)

Where do I search for opportunities?

- Job boards
- Networking
- Corporate sites
- Generic recruiters
- Focused agencies specializing in communication professionals
- Academic sources—campus career fairs, career office postings
- Local and national career fairs



Tool 8: Follow-up Activity

Following a job interview, be sure to devote adequate time and energy to the follow-up process.

1. Communicate appreciation and interest with an email or thank you letter.
2. Offer to answer additional questions, provide additional samples, and/or offer list of references.
3. Be accessible by phone, email.
4. Return emails or calls promptly.
5. Check back occasionally after an interview--but don't over do it. Do same after applying for a position—assuming you have a contact name.



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Job Search Behavioral Traits To Develop

- Disciplined
- Punctual
- Responsive
- Communicative
- Methodical
- Resourceful
- Flexible
- Pro-active



Job Search Mindset (Attitudes) To Maintain

- Treat your job search like a job.
- Be aware of competition.
- Be positive.
- You can negotiate.
- You are interviewing them as much as they are interviewing you.
- If it doesn't work out, then move on—there are other opportunities.



Practices Or Behaviors To Avoid

- Being too bold, presumptuous.
- Letting our ego get out of control.
- Checking in too often.
- Asking too many questions.
- Taking for granted your network (i.e., burning bridges).
- Letting rejections get you down.



Ways To Lose Your Competitive Edge

- 1) Overlooking typos or grammatical mistakes on your resume and samples.
- 2) Not including a cover letter with your resume.
- 3) Arriving late for an interview.
- 4) Being inflexible and limited in availability for interviews.
- 5) Lack of preparation for an interview.
- 6) Slow to respond to questions or requests by those in the application chain.
- 7) Demonstrating lack of enthusiasm.
- 8) Presenting a list of demands before an offer is made.
- 9) Making unreasonable demands.
- 10) Not containing your ego—e.g., overstating your value. Items 8, 9, 10 above are “red flags” for the interviewer/screener that this candidate demonstrates very poor judgment--for starters.



Skills, Strengths, & Experience Counts

Skills, strengths, and/or experiences that make technical communicators “market ready”:

For the new grad:

- Internship (paid or non-paid).
- Relevant paying jobs while in school (i.e., school newspaper or other publications).
- Volunteer projects (non-paying)—such as for local church, community, professional organizations.

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Skills, Strengths, & Experience Counts (cont'd)

For both experienced and new grad:

- Knowledge and/or working experience with some of the more popular authoring tools and/or concepts—such as Adobe Suite (InDesign, Photoshop, Illustrator, Acrobat); XML-based tools (i.e., content management systems--CMS).
- Any knowledge, awareness, or experience with processes and procedures one would encounter in a tech. comm. setting, such as: global translations, UI and UX, Agile project management, etc.
- Experiences that demonstrate: a) good written and verbal skills, b) problem-solving abilities, c) successful project management, d) good people skills--negotiation and team involvement, e) adaptability, flexibility, creativity, f) the confidence to learn and adapt to any new technology.
- In summary, the more of these experiences you accumulate, the stronger your job search.



Education and Training That Gets Attention

- Technical communication majors.
- English, journalism, marketing comm. Majors.
- Engineering and computer science courses.
- Two-year technical degrees or certificates (supplemented by writing courses).
- Any writing courses; software courses/certifications.
- Technical writing & training development courses.
- Software authoring, web development courses.
- Professional certifications.
- Advanced degrees.
- Familiarity with widely accepted tools, new tools, and new methodologies.



What Are The Future Trends?

- Tools and methodologies will continue to evolve and change for content development, translation, and delivery.
- New industries will continue to emerge and expand on the waves of technology, thus creating new needs and new roles for technical communicators. (Social media, for example.)
- Web will remain strong, and get stronger.
- Paper will not go away, but will probably become less important.
- Writers will increasingly become project managers.
- Rapid pace of changing technology requires continue retraining and staying in tune with changing technology.

(continued)

 **change
ahead.**



What Are The Future Trends? (cont'd)

Future Trends (cont'd)

- Virtual office (working from home office) should get stronger as ways of communicating become better and more diverse, and as companies try to save on “brick and mortar.”
- Due to the increasing talent shortage and skills gap, companies will continue to adapt and find more creative ways to secure talent (i.e., part-time, remote, flexible schedules, more in-house training.)
- Although more technical writing jobs are done outside U.S (due to globalization), companies will prefer to have the writing resources on-site or close to site.

change ahead.



Summary: Opening Doors

Where To Start:

- Establish LinkedIn profile—and continue to update it regularly.
- Put in place necessary communication tools—cell phone with voice mail, e-mail (also mobile email), all stated clearly on the resume.
- View your resume as a “work-in-progress”—always continue to review, update, and modify a necessary (and when submitting resumes to job postings, be sure to attach a letter of introduction.).
- Build an effective portfolio (hard-copy and on-line).
- File samples (digital)—via your on-line portfolio hosting site, or on a flash drive.
- Consider memberships in professional organizations (i.e., STC, AMWA, etc.)

(continued)





Summary: Opening Doors (cont'd)

Where To Start (cont'd)

- Attend networking events.
- More importantly—do good old-fashioned networking (it still matters who you know).
- Watch on-line job posting sites.
- Consider temp-to-hire or temporary as options.
- Consider well-established agencies (locally-based), and make sure they are those who have a good reputation with the tech. comm. community. Especially consider those firms who specialize in recruiting and hiring professional communicators.
- Be pro-active (but don't overly communicate).
- Be accessible.
- Be responsive.
- Be methodical.

(continued)





Summary: Opening Doors (cont'd)

Where To Start (cont'd)

- If in last year of college: Try to get an internship that involves any type of writing (technical, marketing, training).
- If you are currently in any "cross-over professions," you may be able to get into technical writing easier if you:
 - Apply for a contract or consulting position.
 - Re-organize your resume so as to focus on "strengths" versus "chronology".
 - Take a course in technical writing, or in specific tools areas (i.e., InDesign, FrameMaker, etc.).
 - Network: Go to meetings of organizations that promote technical communication.





Summary: Opening Doors (cont'd)

Profiles That Catch Attention:

- 4-year degree in Tech Comm., English, Journalism; some requests call for an advanced degrees.
- Internships, projects, or related job experience while in school are very helpful.
- Solid writing ability.
- Good verbal skills.
- Quick study (learning about client products)
- A creative problem solver (can adjust to changing landscape).
- Works well with people, departments, and stakeholders.
- Basic software tools familiarity.





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Summary: Opening Doors (cont'd)

Use The Tools Of Effective Job Search:

- Watch the on-line job posting sites.
- Post resume on reputable sites.
- Person-to-person networks still important.
- Work with agencies that specialize.
- Brush up on tools and methodologies.





Summary: Opening Doors (cont'd)

Sources Of Software Education:

- Lynda.com
- Science Museum of Minnesota (Computer Education Center)
- Hennepin Technical College
- New Horizons





Summary: Opening Doors (cont'd)

Organizations And Memberships:

- Society for Technical Communication (STC)
 - www.stc.org
- American Medical Writers Association (AMWA)
 - www.amwa.org
- LinkedIn specialty groups
- Networking groups, training, seminars, expositions, etc.



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You Can't Go Wrong If You Are Professional In...

- ...preparation
- ...basic job search tools
- ...communication
- ...conversation
- ...presentation
- ...attire
- ...attitude
- ...appearance



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Your Future Looks Bright ☐



We at JPG wish you the very best of success in your search for your next career opportunity in technical communication!

If you have any questions related to the topic of technical communications, we invite you to email me at: jerry@jpgassoc.com, or contact me by phone: 651-779-1072.

Thank you for joining me today!