

# OO What is LookFirst.net?

LookFirst.net combines the latest in streaming video technology and over 45 years of employment experience to help hiring companies and qualified job seekers find each other.

## THE LOOKFIRST.NET CONCEPT

LookFirst.net has developed a technology-based, cost-effective alternative to sifting through stacks of irrelevant resumés. Employers can now select applicants by viewing *Video Resumés* through custom e-mail inboxes designed to automatically screen for desired job seekers. Conversely, applicants are offered the opportunity to present themselves in a unique way to employers, helping them to stand out and gain true consideration for the positions they seek.

## QUANTITY DOES NOT EQUAL QUALITY

With the click of a button, and for virtually no cost, job seekers can search for numerous job opportunities on the Web and send resumés to over a thousand companies. Applicants have been relying on quantity, not quality, to land interviews. As a result, most employers have become inundated with irrelevant resumés. They are forced to spend valuable time and money to develop effective screening processes, while job seekers fear being lost in the crowd. Until now...

## OO How To LOOKFIRST...

### EMPLOYERS:

- 1 Contact LookFirst.net at [admin@lookfirst.net](mailto:admin@lookfirst.net) to schedule an appointment with one of our consultants to help you create a *Video Job-Op* at your facility.
- 2 Advertise, post or e-mail your customized *Video Job-Op*. For experienced positions the cost is less than most advertising spaces in newspapers or on the Web. **There is no charge to create a *Video Job-Op* for an entry-level position.**
- 3 Visit your company's confidential e-mail inbox on [www.lookfirst.net](http://www.lookfirst.net) to view the most relevant responses to your *Video Job-Op*.

### JOB SEEKERS:

- 1 Visit [www.lookfirst.net](http://www.lookfirst.net) to locate the LookFirst.net *Career Studio* closest to you and schedule an appointment.
- 2 Receive professional coaching and privately create a *Video Resumé* in one of our *Career Studios* for a cost lower than most college textbooks.
- 3 Search and view the many *Video Job-Ops* available at [www.lookfirst.net](http://www.lookfirst.net) and choose your favorite postings. Respond by directly and confidentially e-mailing employers. Attach your exclusive LookFirst.net *Video Resumé* and make that great first impression.

**LookFirst.net, LLC**  
4030 Skyron Drive, Suite F  
Doylestown, PA 18901  
Tel: 215.340.2981  
Fax: 215.340.1608  
[admin@lookfirst.net](mailto:admin@lookfirst.net)  
[www.lookfirst.net](http://www.lookfirst.net)

# LookFirst.net™

Where employers look first.

# Because a picture is worth 1,000 resumés.



# LookFirst.net™

Where employers look first.

“There is such a heavy emphasis on effective communication in the workplace that college students who master these skills can set themselves apart from the pack when searching for employment.”

—Marilyn Mackes, Executive Director  
National Association of Colleges and Employers



## WHY EMPLOYERS LOOKFIRST.

LookFirst.net, LLC is built on the philosophy that time and money to identify valuable prospective employees should be invested wisely. With our services, applicant screening time is dramatically reduced. Wherever employers can access the Internet, they can more efficiently identify the **best people for their jobs**. The *Video Resumé* format is designed to capture the **personality, attitude** and **work ethic** of each applicant with improved integrity.

## WHY JOB SEEKERS LOOKFIRST.

Just as a *Video Resumé* exposes the intangibles of a job seeker, a *Video Job Opportunity (Job-Op)* reveals much more about an available position than a classified ad. Applicants can now seek out various positions and respond directly and confidentially to *Video Job-Ops* posted on our site. Job seekers can now **look** at the employer, **read** a job description, **hear** revealing details about the job, **view** pictures of the work environment and **link** to most companies' websites.

VS.



## LOOKFIRST.NET WEBSITE

Whether you are an employer or a job seeker, the LookFirst.net website provides a place for you to meet face to face. Just follow the directions on the back panel of this brochure to find out how to create a *Video Job-Op* or *Video Resumé* and take advantage of our services.

Our site is a great place to research companies and receive interview support from our staff of professional employment consultants. Job seekers will have access to hundreds of *Video Job-Ops* posted by employers from all over the country. The LookFirst.net website also provides step-by-step instructions on how to prepare for a *Video Resumé* appointment.

LookFirst at [www.lookfirst.net](http://www.lookfirst.net).

## LOOKFIRST.NET CAREER STUDIO

Our custom-designed *Career Studio* is a private kiosk, where job seekers can create LookFirst.net *Video Resúmes*. Lighting, sound and video technologies are combined to create the ideal recording space. Our *Career Studios* are designed to comply with the American Disabilities Act (ADA).

If you are currently attending school, your career placement office may be able to provide more information about our LookFirst.net *Career Studio*.

By e-mailing *Video Resúmes* to prospective employers, LookFirst applicants will be looked at first.