



CV writing

- Hello and welcome to this AAT webinar on CV writing
- We are due to start at 19:00. You should not have any sound at this stage. We will be doing a sound check at 18:55
- When you logged into the webinar you will have been asked if you wanted to participate in a 'Integrated Voice conference' – if you did not click yes to this then you will not have any sound. Please log out, re-join the webinar and answer 'yes'.
- If you have any questions during the webinar please use the Q&A panel on the right hand side and direct your questions to 'all panellists'.
- For more information on participating in a webinar see our user guide; 'AAT webinars – what they are and how to take part' at aat.org.uk/webinars

CV Success Webinar

Aimee Bateman – AAT Career Coach
& Founder of Careercake.com

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The logo for the Accounting and Finance Association (AAT), consisting of the lowercase letters 'aat' in a green, sans-serif font, with a horizontal line through the top of the 't'.

Host/Founder of Careercake.com

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Helping you thrive in your career is my absolute passion and why I created Careercake. I hope you enjoy the site, Aimee Bateman



Aimee is incredibly knowledgeable and fantastic to watch.

James Caan, Web Recruit Ltd

TV Media - BBC 1 , BBC 2, BBC 3



Author & Writer

Guardian Careers

Expert careers advice and great job opportunities every day

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An essential guide to finding and applying for apprenticeships

As National Apprenticeship Week gets underway, **Aimee Bateman** shares her advice on how to find and apply for schemes



Will you be the next apprentice? Photograph: BBC/Talkback/Talkback

Everyone knows that a university degree can do wonders for your career prospects. But many people overlook [apprenticeships](#), which can also be a great way to kickstart your professional life.



Services at Communicate Recruitment Solutions.

Q "What is the culture like here?"

A "Bosses care about two things: 1) Will the candidate make me money? 2) Will they get on with me and my team? Asking about the working environment shows you want to fit in," says Aimee Bateman, founder of careers advisory site [careercake.com](#).

Q "What do you like most about working here?"

aat

AAT Career Coach





Session Objectives

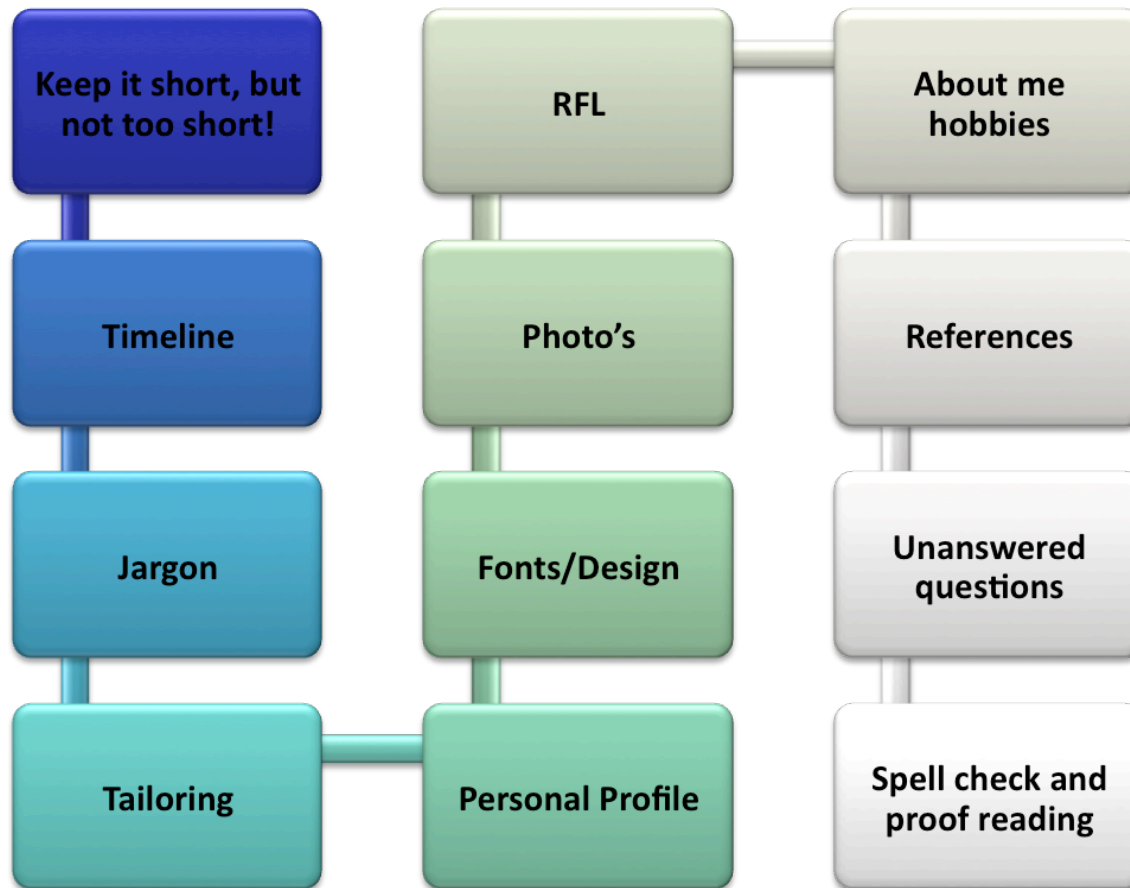
- To understand the sales process....yes I did say 'sales'
- To understand the employer and how they think during the recruitment process
- To understand what is needed to create a superb CV that will improve your chances of an interview request.
- In conclusion....to stand out (for all the RIGHT reasons) in just one document



The 3 W's

- Who are you talking to?
- What do you want them to do?
- Why should they do it?

The 12 Steps





Common Mistakes

- PUBLIC
- CAR
- THEN
- TO
- THERE
- ACCEPT
- AFFECT



The Cover Letter

Do not send this...

Dear Hiring Manager,

Please see my CV attached for the position of XXX.
I look forward to hearing from you to discuss my
application.

Kind Regards
Aimee Bateman



5 Steps to Impact

- 1) Make it personal
- 2) Why you picked them
- 3) Why they should pick you
- 4) Show them how much you want it
- 5) Sign off with consideration



My Final Thought

You can only sell one thing,
to one person, at one time.



How to connect

- Careers Advice – www.Careercake.com
- Youtube – CareercakeTV and AATCareerCoach
- LinkedIn – Aimee Bateman
- Twitter - @Aimee_Bateman
- Facebook – Aimee Bateman – Careercake.com



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Thank you for attending this AAT webinar on CV writing

Please take some time to fill in the online questionnaire to help us plan and improve future webinars. This will pop-up in your web browser when you leave the webinar.

A recording of the webinar will be available to view online. We will email a link to all attendees once the recording is available.

Thank you and good night