



# 4-H Marketing YOU

**Marketing YOU** is New Hampshire 4-H's annual application, resume, and interview event where youth have the opportunity to apply for one of the many state and national trips created specifically for 4-H youth members. The '4-H Marketing You' program experience teaches youth how to capture their vast real-world experiences and articulate it through their professional portfolio. Program participants create a cover letter and resume that highlights their accomplishments, followed by an interview with community members and business professionals as a way to improve communication skills.

## **Why participate in NH 4-H Marketing YOU...**

When you combine all that you have learned through your participation in 4-H with your education, volunteerism, and leadership experiences it becomes quickly apparent that you have a lot to offer. Learning effective self-marketing strategies gives you an advantage when applying for scholarships, awards, to colleges, and employment. The *NH 4-H Marketing YOU* experience is designed to help you develop skills to effectively communicate your accomplishments, develop confidence to promote yourself during interviews, and knowledge of business etiquette that will help you stand out from other applicants in a competitive marketplace.

## **The NH 4-H Marketing YOU Process...**

Applying for state and national 4-H awards is similar to applying for a job. Each part of the awards packet builds upon the others. The Marketing YOU process includes the completion of an application, submission of a cover letter with a resume, and an interview process. The Marketing You process is used to select recipients of the Eva Conant Memorial 4-H Scholarship.

For each award you are interested in applying for, you must submit an application, a cover letter, and a resume by the designated deadline (see 4-H calendar). Each 4-H member is eligible to apply for up to 2 awards, in addition to the Eva Conant Memorial Scholarship. County Offices award applicants for each trip. Selected applicants will be notified by the State Office that they are invited to interview for the selected trip.

Marketing YOU applications for Eva Conant Memorial Scholarship are due March 1<sup>st</sup> in the Sullivan County 4-H Office.

## **Where to start.....**

The following pages contains information about each part of the process with samples provided for your cover letter, resume, as well as possible interview questions. Included in this packet:

- Cover Letter & Resume Guidelines
- Interview Skills; Virtual and In-Person
- Transferable Skills
- Commonly Used Verb List



## COVER LETTER & RESUME

### COVER LETTER

A cover letter emphasizes your interest in a specific opportunity. Your resume provides the who, what, when, where. Your cover letter provides the why, showcasing how your background matches the needs of the organization. Professional cover letters are not long; generally three paragraphs is the recommended length. For the purposes of 4-H Marketing You, the cover letter can be slightly longer to incorporate material previously included in the essay portion of the application (as the essay has been eliminated). The 4-H Marketing You cover letter should be no longer than 1 ½ pages.

Create individual cover letters for specific opportunities. Do not use generic templates. The cover letter is the place to use examples of life experiences that highlight why you are a great fit for the role. Keep in mind personal information can help you stand out, but you do not want to tell someone your entire life story. *Sample cover letters:* [www.unh.edu/career/sample-cover-letters](http://www.unh.edu/career/sample-cover-letters)

#### Presentation

- Use simple, direct language and correct grammar
- Letters should be flawless - no typos or spelling errors
- Do not rely on your computer software to proofread, as word substitutions can occur
- Single-space and use business letter format (add your heading, the date, who it's going to, etc.)
- If printed, use high-quality, white or off-white paper that matches your resume paper
- Online/email submission, save and send as a PDF

#### Cover Letter Outline

##### **First Paragraph**

- State why you are contacting the organization
- Indicate the opportunity you are applying for and how you learned of it
- Include a brief sentence that describes your area of interest

##### **Middle Paragraph**

- Describe how your education, experience, and personal skills make you a good match for the opportunity
- Be specific, offering proof of your experiences and clearly describe how you will share what you learn at the national event with NH 4-H'ers when you return
- Outline one or two specific examples of how your skills and experiences will be used to positively represent NH at this national event
- Show genuine enthusiasm and knowledge to set you apart from other applicants

##### **Final Paragraph**

- Thank the reader for considering your application
- Say what you'll be doing to follow up on your letter

## **RESUME**

Your resume is a targeted marketing tool that highlights your skills, education, experience, and accomplishments for a particular award, position, or organization. *Resume templates:*

[www.unh.edu/career/resume-template](http://www.unh.edu/career/resume-template)

### **What you need to know**

- In the professional world, employers take around 20 seconds to review a resume; 4-H judges will be more thorough but you should make the most of their time
- Bullet your descriptions to include accomplishments and skills
- Show leadership and initiative, not just participation
- Tailor the experiences and skills for each specific opportunity you are applying to – a one size fits all resume will be recognized for what it is

### **Presentation**

- Have both a Word (.doc) and a PDF version of your resume available, and follow the instructions on which format is preferred
- When printing your resume, use high quality white or off-white paper
- Your 4-H Marketing You resume should be no more than two pages (one sheet, double sided)
- Proofread to confirm formatting is consistent and verb tenses match the experience
  - Ex. Current experience: use present tense (organize, correspond, etc)
  - Previous experience: use past tense (organized, corresponded, etc)

### **Resume - Structure**

#### **Professional identifying information**

- Name, address, phone number, and email

#### **Education**

- Name of school, city, state, anticipated month and year of graduation
- Include applicable honors, awards, special projects and relevant coursework
- Include your GPA if it is above average or better (3.0 or higher)

#### **Experience**

- Place experiences most relevant to your application under a heading like “Related Experience”
- You don’t need to have separate sections for paid and unpaid experiences, so include related 4-H activities, internships, class projects, research, or volunteer experiences
- Unrelated experiences, such as summer jobs, can appear under a heading like “Additional Experience”
- List in reverse chronological order (with the most recent experience first)
- Other headings to consider include: 4-H Experience, Leadership, Technical Skills, Lab Skills, Licenses and Certifications, Languages (only if advanced/fluent), Research and Publications, Community Service, Memberships/Affiliations

#### **Emphasize**

- Be specific in your descriptions and quantify accomplishments using action verbs, superlatives and numbers
- Use verbs to showcase specific and transferable skills

- Remove all personal pronouns (no “I” or “my”)



## INTERVIEW SKILLS

### *In-Person & Virtual Interviews*

Your interview is an opportunity to demonstrate you have the skills, experience, knowledge, and qualities to represent New Hampshire 4-H at the national level. It is an opportunity to explain how your participation will help the organization and what your motivation is for applying for this trip.

The interviewer wants to know:

- Why do you want to attend this trip?
- Why you would be a good choice?
- How will your attendance at this national event benefit 4-H'ers in NH?

### **How to Prepare for your Interview:**

#### **Evaluate**

- Are your education, skills, experiences, strengths/weaknesses, and past successes/failures a good match for this national event?
- Identify your top 5 skills for this opportunity (What are your strengths? What makes you different from other applicants?)
- Identify 5 different scenarios that demonstrate those skills (a 4-H or school project, 4-H Club activity, volunteering, etc.)

#### **Research**

- The national event's website (What are the goals of the event? Are they transferrable to the NH 4-H program?)
- Talk to others who have experienced this opportunity in previous years

#### **Practice**

- Practice answering questions on your own, out loud
- Ask a 4-H staff member/volunteer, family member, or friend to perform a practice interview with you. Be sure to choose someone who will take on the interviewer role in a serious fashion

### **Your appearance is important because it is the interviewer's first impression of you.**

- Be professional, neat, clean, and well-groomed
- Dressing professionally allows you to switch into that mindset, rather than lounge mode with your sweatpants
- Being overdressed is better than being underdressed
- Clothes should be clean and wrinkle-free
- Test-drive your outfit to ensure you are comfortable walking, sitting, standing
- Review materials to see if a dress code has been established for the interview

- Review *What to Wear for Interviews*: [www.unh.edu/career/what-wear](http://www.unh.edu/career/what-wear)

### **During the Interview:**

- Arrive 5-10 minutes early, have extra copies of your printed materials with you.
- Make a good first impression:
  - Turn off your cell phone
  - Smile, offer a firm handshake, make eye contact and introduce yourself using your first and last name
  - Establish yourself immediately as prepared and confident
- Keep answers brief and to the point — If in doubt, you can always ask, “Does that fully answer your question?”
- If you lack experience in an area the interviewer asks about, say so, but go on to describe similar experiences or examples indicating your willingness and ability to learn new things
- Present a positive attitude during the interview. Avoid saying anything negative about individuals or organizations.
- Your interviewer may ask if you have any final questions or comments — Take that opportunity to ask thoughtful questions or make a final, compelling personal sales pitch. Express confidence in your ability to represent NH in a positive way, and excitement regarding this opportunity to represent the NH 4-H program.
- At the close of the interview, thank the interviewers, offer another firm handshake, and ask about the next step in the process
- Above all: show interest, be pleasant and enthusiastic

### **After the Interview:**

- Always send a thank-you note or email within 24 hours
- Keep it short, thank them for their time, express interest in the position and company, and make or a remake a key point(s)
- Proofread before sending
- *Thank you notes and References*: [www.unh.edu/career/thank-you-notes-references](http://www.unh.edu/career/thank-you-notes-references)

## ***Virtual Video Interviews***

### **General**

- Be prepared for the interview
- Have a copy your resume on hand
- Have two pens (in case one stops working) and paper in case you need to write something down
- Keep a glass of water nearby in case you need it

### **Space**

- Make sure to plan where you will be for the interview
- Make sure it is a quiet space where you will not be interrupted
- If you are in a shared space, make sure to let others know, so you will not be interrupted
- If possible, secure pets in a different room. Barking dogs, or cats moving in the background can shift focus away from you

- Have a clean, neutral background
- Keep the desk in front of you neat

### Speech

- Speak slowly and clearly
- Be aware of saying um, uh, etc, as it will be amplified in these settings
- Try not to interrupt the interviewer

### Program

- Find out in advance what program the interviewer prefers
- Make sure to download the correct program and practice logging in
- Test your video by test-calling a friend
- Test your volume settings for both your microphone and speakers

### Practice

- Practice with a test video call to a friend to see how it will feel
- Practice establishing eye contact by looking into the camera

### **Your appearance is important because it is the interviewer's first impression of you.**

- Be professional, neat, clean, and well-groomed, as if you were meeting face to face
- Dressing professionally allows you to switch into that mindset, rather than lounge mode with your sweatpants
- Being overdressed is better than being underdressed
- Clothes should be clean and wrinkle-free
- Test-drive your outfit to ensure you are comfortable walking, sitting, standing
- Review materials to see if a dress code has been established for the interview
- Review *What to Wear for Interviews*: [www.unh.edu/career/what-wear](http://www.unh.edu/career/what-wear)

### During the Interview

- Look directly at the camera, rather than the screen - it will look more like eye contact rather than staring off in space
- Try not to move around too much, moving around will show much more on the screen than in person
- Make sure to have good posture and look relaxed
- Don't forget to smile and stay present
- Your interviewer may ask if you have any final questions or comments — Take that opportunity to ask thoughtful questions or make a final, compelling personal sales pitch. Express confidence in your ability to represent NH in a positive way, and excitement regarding this opportunity to represent the NH 4-H program.

### After the Interview:

- Always send a thank-you note or email within 24 hours

- Keep it short, thank them for their time, express interest in the position and company, and make or a remake a key point(s)
- Proofread before sending
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## TRANSFERABLE SKILLS

The following list of can be customized with your unique experiences and skill set in your cover letter and resume.

### **Leadership**

- Exhibit self-motivation and a positive attitude
- Motivate individuals and groups to perform
- Encourage effective teamwork with people from diverse backgrounds
- Design and implement plans of action
- Set goals and follow through
- Assess and evaluate situations effectively
- Manage time efficiently and effectively through scheduling and prioritizing
- Handle multiple demands for commitment of time, energy, and resources
- Identify critical issues quickly and accurately
- Meet the needs of both the organization and the employees when possible
- Use integrity in decision-making

### **Program Administration**

- Interpret rules and regulations
- Analyze data and information
- Create innovative solutions to complex problems
- Ensure that tasks are completed on time
- Prioritize daily workload

### **Personal Development**

- Instill self-confidence and self-esteem in others
- Demonstrate flexibility and commitment to change and learning
- Learn the value of hard work and persistence
- Recognize and appropriately address bias in self and others

### **Creativity**

- Solve problems creatively, logically, and practically
- Write interesting and clear articles, reports, etc.
- Design culturally sensitive activities to engage participants
- Market and display products to appeal to target audience
- Create visually intriguing and skilled designs, displays, or works of art
- Demonstrate convincing public speaking or acting skills

### **Interpersonal Communications**

- Exercise "give and take" to achieve group results
- Display understanding of, and respect for, people from diverse backgrounds
- Understand and work within the group culture
- Listen actively and attentively
- Delegate tasks and responsibilities
- Discuss cultural differences and issues openly
- Interpret behavior and emotional patterns in individuals and groups
- Teach, supervise, and train others using easy-to-understand concepts and hands on experience
- Conduct in-depth interviews
- Express ideas and thoughts based on facts

### **Information Management**

- Research, investigate, and compile information
- Synthesize facts, concepts, and principles
- Compile, sort, and interpret data
- Identify and combine a variety of resource materials into final copy
- Formulate relevant questions and develop ways to supply and clarify answers
- Communicate facts and ideas clearly both orally or in writing
- Manage a budget and keep accurate financial records

## **VERB LIST**

As you develop your resume it is important to use verbs that will accurately portray what you have accomplished within your current and previous experiences. Below is a sample list of verbs you can use to enhance your portfolio.

<i>Communication</i>	<i>Management</i>	<i>Clerical/Detail</i>	<i>Teaching</i>	<i>Creative</i>
Admitted	Administered	Activated	Adapted	Acted
Addressed	Analyzed	Acquired	Advised	Adapted
Allowed	Anticipated	Adjusted	Clarified	Combined
Amended	Appointed	Allocated	Coached	Conceptualized
Arbitrated	Assessed	Altered	Communicated	Created
Arranged	Assigned	Approved	Conducted	Customized
Ascertained	Attained	Arranged	Coordinated	Designed
Attested	Certified	Assembled	Critiqued	Developed
Authored	Chaired	Assessed	Developed	Directed
Briefed	Commissioned	Authorized	Enabled	Displayed
Clarified	Compared	Cataloged	Encouraged	Drew
Cleared up	Contracted	Centralized	Evaluated	Entertained
Closed	Consolidated	Charted	Explained	Established
Communicated	Coordinated	Classified	Facilitated	Fashioned
Composed	Corrected	Collected	Focused	Formulated
Concluded	Correlated	Compiled	Guided	Founded
Convinced	Delegated	Confirmed	Individualized	Illustrated
Consulted	Determined	Contracted	Informed	Initiated
Corresponded	Developed	Designated	Initiated	Instituted
Critiqued	Devised	Dispatched	Instilled	Integrated



Dedicated	Directed	Drafted	Instructed	Introduced
Defined	Enforced	Edited	Motivated	Invented
Developed	Evaluated	Established	Persuaded	Modeled
Discussed	Executed	Executed	Simulated	Modified
Directed	Forecasted	Facilitated	Stimulated	Originated
Educated	Formulated	Generated	Taught	Performed
Elicited	Identified	Implemented	Tested	Planned
Enlisted	Improved	Incorporated	Trained	Revised
Explained	Increased	Inspected	Transmitted	Revitalized
Formulated	Motivated	Issued	Tutored	Shaped
Improvised	Organized	Linked		Solved
Indicated	Oversaw	Logged		
Influenced	Planned	Mapped Out		
Informed	Prepared	Monitored		
Instructed	Prioritized	Obtained		
Interpreted	Produced	Ordered		
Lectured	Recommended	Operated		
Mediated	Researched	Organized		
Moderated	Reserved	Prepared		
Negotiated	Reviewed	Processed		
Perceived	Revised	Procured		
Persuaded	Scheduled	Programmed		
Promoted	Strategized	Purchased		
Presented	Strengthened	Recorded		
Publicized	Studied	Rectified		
Questioned	Supervised	Retrieved		
Reconciled		Scheduled		
Referred		Screened		
Reinforced		Secured		
Reported		Simplified		
Represented		Specified		
Shaped		Suggested		
Spoke		Systematized		
Solicited		Tracked		
Suggested				
Summarized				
Supported				
Translated				
Wrote				

*The information in this document is adapted from the University of New Hampshire Career and Professional Success (CaPS) website. Please visit for additional resources. [www.unh.edu/career/students](http://www.unh.edu/career/students)*

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