



Help students create winning job materials to launch great careers

The job market is competitive, and you want your students to succeed. Polished and professional employment materials are essential to securing an interview *and* getting that coveted job offer. Are your students prepared to craft well-written job search materials and to present themselves and their experiences effectively in an interview? Let Smarthinking's Career Writing Services help.

Smarthinking Career Writing Experts provide personalized feedback to help students strengthen their job search materials

- **Resume & Cover Letter Review** offers detailed feedback to help job seekers craft and polish resumes and cover letters to best impact potential employers.
- **Career Writing** provides personalized reviews of any job search materials—employment profiles, personal statements, application essays—to help students develop and polish their personal branding and stand out in a competitive marketplace.
- **Career Writing Live** coaches are available in real time to help students at any phase of the application process, whenever they need one-on-one guidance to more effectively market themselves to employers.
- **Interview Practice** coaches are available in real-time video to help job seekers practice responses to the most common interview questions. Serving as mock interviewers, coaches help each job seeker prepare for that crucial interview by better articulating why he or she is the right person for the job.
- **Business Writing** helps students, job seekers, and employees craft professional and polished workplace documents, including memos, letters, emails, and proposals. Our reviewers help writers understand conventions and expectations for common business-related written communications.

Students agree: *Smarthinking works*

95% of students who've tried Smarthinking were pleased with the assistance they received and would recommend us to friends.

“

The tutor was very thoughtful in giving me a good critique on my cover letter. I appreciate that feedback.

— Mike ”



New for Fall!

Strengthening writing skills for a lifetime of success

We coach on all key elements of writing, helping students become better at self-editing so they can produce better writing long after they've graduated. Our experts assist with:

- Purpose, focus, and clarity
- Content
- Organization
- Keywords
- Accurate grammar and mechanics
- Consistency
- Formatting
- Tone and style

Experts trained to help your students excel for a lifetime

Our Career Writing Experts are professional writers and editors who are extensively trained to help students communicate more effectively, both during job searches and in all of their ongoing workplace communications. Smarthinking reviewers can help your students

- Meet employers' expectations of quality application materials
- Craft succinct, powerful elevator pitches that excite employers in 30 seconds
- Write compelling cover letters that clearly show why they're suited for the job
- Build LinkedIn profiles highlighting their capabilities, interests, and missions
- Develop personal brands that make them more attractive job candidates

But it's not enough to get the job: your students need to succeed in it—and that demands superior communications skills. That's why, as we help students improve job search content, we focus on strategies they can use in all their workplace communications, as they climb their individual ladders of success.

Help your students stand out when it counts most

You're deeply committed to your students' success: their futures depend on it, and so does your institution. Smarthinking can help prepare them for rewarding careers. To learn more, visit

pearsoned.com/smarthinking/writing

Expert coaching and feedback for career materials that work

Our specialists offer **personalized feedback** to help students improve their documents to launch the next stage of their careers. We can help students improve any document or message potential employers will see.

Available 24x7 on a variety of platforms

- Smarthinking's website
- Your LMS
- Mobile devices
- Android & iOS apps

“

It was a great experience and the instructor was very useful and offered great tips for making my resume better.

— Jocelyn

”



Pearson