



Help students create winning job materials to launch great careers

Your students' initial career success depends on the content, messages, and personal branding they show to prospective employers. Are these materials *well-crafted, professional, and employer-focused*? Will they *differentiate your students as individuals* and help them *clinch job interviews*? Are your students prepared to discuss their *experiences and materials in an interview*?

Smarthinking Career Writing Experts

can help your students create job-related materials and prepare interview responses that stand out in a fiercely competitive marketplace. We'll help them wherever they are, whenever they need us, 24x7—from our website, your LMS, or their mobile devices via our Andriod™ and iOS apps.

Tutors work with students in a variety of settings to provide personalized feedback

- **Resume & Cover Letter Review** offers detailed feedback to help job seekers craft and polish resumes and cover letters to make the best impact on potential employers.
- **Career Writing** document submission helps students develop and polish personal branding and application materials to stand out in a competitive marketplace. Tutors can review application materials like LinkedIn profiles, elevator pitches, and personal statements.
- **Career Writing Live** tutors are available in real-time to help students at any phase of the application process. Our coaches are available whenever job seekers need one-on-one help to more effectively market themselves to employers.
- **Interview Practice** offers real-time video where a job seeker can practice responses to the most common interview questions with an experienced coach serving as mock interviewer. Coaches are available whenever a job seeker needs to prepare for that crucial interview and will help a student better articulate why he or she is the right person for the job.
- **Business Writing** helps students, job seekers, and employees to craft professional and polished workplace documents including memos, letters, emails, and proposals.

Students agree: *Smarthinking works*

93% of students who've tried Smarthinking were pleased with the assistance they received and would recommend us to friends. Here's some of what they told us:

“

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

— Mike ”



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 for career settings

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 their ongoing workplace communications. Smarthinking tutors can help your students:

- Give employers what they're looking for when they review an applicant's 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, brands, 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