



user guide

VERSION 1.0



THE COMPLETE GUIDE TO
MAKING MYCAREERMATCH
A GREAT SUCCESS AT
YOUR LIBRARY

CONTACT US

If you require any further assistance
please feel free to contact us:

Telephone. (02) 9332 4288

Fax. (02) 9332 4699

Email. nathan@mycareermatch.com.au

Web. www.mcmlibrary.com.au
www.mcmlibrary.com.au/info

MYCAREERMATCH...
it's online @
your library.



TABLE OF CONTENTS	PAGE
SECTION 1: QUICK START ... Q&A	
What is MyCareerMatch	3
Who else is using it?	3
Who is it for?	3
Can anybody use it?	3
What age is recommended?	3
How long does it take to do?	3
Where do members go to start?	4
What information do members need to provide?	4
What do members get?	4
Do I need to show members how to use it?	4
How do career assessments help people?	5
Personalised career advice that can't be 'Googled'.	5
SECTION 2: MEMBERS' LOGIN INSTRUCTIONS	
To login...	6
The journey begins ... MyCareerMatch home page	7
Just relax ... quick tips before they start	8
About you ... members enter their details	9
Survey time ... members complete the survey	10
Career report and resume guide emailed	11
Report cover logo and promotional page example	11
Helpful bits ... frequently asked questions	12
SECTION 3: PRODUCT INFORMATION	
It's great for members	13
Quick overview ... 7 great reasons you joined!	14
Who am I? ... How it works	15
Our product ... what members receive	16
SECTION 4: PROMOTING MYCAREERMATCH @ YOUR LIBRARY	
Resource Centre ... launch & promote	17
Suggested promotional copy	18
Press Release	18
Introduction Letter to School Principals	18
Appoint a library 'champion'	18
Web Banners	19
Print Material	20
User stats	21
Need tech support?	22
Customer Service or Accounts questions ... Contact us	23

SECTION 1: QUICK START ... Q&A

WHAT IS MYCAREERMATCH?

My Career Match is an online personality assessment that offers members knowledge of themselves and the careers that best match their strengths. It encourages self discovery (who are you; what are you good at); highlights careers that best suit, and delivers 'must know' information about how to write a winning resume.

WHO ELSE IS USING IT?

One of the most popular online career assessments in Australia today, MyCareerMatch is used by thousands of secondary schools, colleges, universities, TAFEs, online course providers, career counsellors, recruitment companies, employers and of course - libraries.

WHO IS IT FOR?

Everyone at sometime needs career and resume help (students deciding what to do when they leave school; job seekers looking for work or those wanting to change jobs; back to work mums and seniors re-entering the workforce). If you are asked about career information or how members can write a great resume you can confidently recommend MyCareerMatch... hundreds of Careers Advisers do.

CAN ANYBODY USE IT?

Yes. It is designed for people of all ages and backgrounds and the survey and career reports are written in plain English, free of complicated words and technical language. It's easy to understand and intuitive to use.

WHAT AGE IS RECOMMENDED?

MyCareerMatch is recommended for members aged 12 years and over with a basic understanding of English.

HOW LONG DOES IT TAKE TO DO?

MyCareerMatch takes just 15 minutes to complete the online survey. We ask members a few questions about themselves and how they like to do things, and based on their answers we email them a personalised Career Report with links to a Professional Resume Guide and Online Resume Builder.

WHERE DO MEMBERS GO TO START?

Library members can access MyCareerMatch from home, school or the library at anytime via the internet provided they have a valid library card number. Members login at www.mcmlibrary.com.au where your library is listed along with all libraries using MyCareerMatch. Members select their library and start the process.

Your IT people or marketing department will have added a MyCareerMatch banner link to your library website for members to login - either on your home page or in the online resources section. When the link is clicked it transfers to the MyCareerMatch home page for members to complete the survey. For more information about member login, please refer to Section 2 of this Guide.

WHAT INFORMATION DO MEMBERS NEED TO PROVIDE?

Members are asked to enter their name (this will appear on their report); their email address (their report will be sent there); and their library membership number. If the number is correct they can proceed to do the survey. If it's incorrect it asks them to try again.

WHAT DO MEMBERS GET?

After completing the questionnaire Members are asked to select the report they would like to receive.

MyCareerMatch explains what you're good at and the careers that match your personality type, including our Top 5 recommendations. To enjoy a successful career, matching your strengths to your occupation makes much more sense than being in a job that you know is "not you". Suggested careers are linked to Job Outlook an Australian Government site specialising in career and employment information. Ideal if you're looking for a new direction or a student starting out in search of a career pathway.

MyResume helps you write a better resume by providing you with personalised content to add to your resume so that an employer understands your strengths and potential. It lists careers that match your personality type and has advice on how to write a resume and cover letter, how to read a job advert and how to apply, and lots more. Included is a 53 page eBook "Rock Your Resume" covering all aspects of resume writing and, an Online Resume Builder to help you get started.

DO I NEED TO SHOW MEMBERS HOW TO USE IT?

MyCareerMatch is self explanatory, intuitive to use and easy for library members to navigate on their own from home or the library, using their library membership card to gain free access. You only need give them the login address www.mcmlibrary.com.au and they will follow the prompts.

HOW DO CAREER ASSESSMENTS HELP PEOPLE?

Many people need career and resume help at some time in their lives. Most people can't afford to engage a professional career counsellor and many schools don't have the resources to provide this to their students.

Your library is a place of information for the community and MyCareerMatch helps members:

- Make the right decisions about their career and education
- Connect who they are with what they love to do
- Understand themselves and what motivates them to succeed
- Match their natural strengths with jobs that best suit
- Write a winning resume

PERSONALISED CAREER ADVICE THAT CAN'T BE 'GOOGLED'.

There are millions of web sites with career information available free on the web. But none are personalised for the individual. Using MyCareerMatch, your members will discover careers they would love and learn how to write a winning resume that will help them get a job interview.

SECTION 2: MEMBERS' LOGIN INSTRUCTIONS


To LOGIN...

Library members can access MyCareerMatch from home, school or the library at anytime via the internet provided they have a valid card number to authenticate their library membership.

To login and start the survey:

Members can login from the library website or from www.mcmlibrary.com.au

1. To assist members locate the MyCareerMatch link on the library website, library staff will need to know its location. To help members find this resource MyCareerMatch provides a number of banners for libraries to choose to display on their website.
2. If Members login at www.mcmlibrary.com.au (see screen shot below) they select their library from the list of participating libraries and click to start.



MYCAREERMATCH
it's online @ your library.

MYCAREERMATCH
your career & resume gateway to a successful future.

Welcome to My Career Match @ Your Library.

My Career Match is a FREE online service that provides instant career and resume help. To access this service your library must be a partner of My Career Match.

Please select your library.

NSW

Adelong Library Arish Park Library Auburn Library Balmain Library Bankstown Library Bateau Bay Library Batlow Library Blacktown Library Bowen Library Coolamon Library Costamundra Library Culcairn Library Goulburn Mulwaree Library Gundagai Library	Henty Library Junee Library Lake Haven Library Lalor Park Library Leichhardt Library Lidcombe Library Malabar Community Library MCM Library Mona Vale Library Mt. Druitt Library Randwick Library Riverstone Library Regents Park Library	Stanhope Gardens Library Tallbingo Library Temora Library The Entrance Library Toukley Library Tuggerah Library Tumut Library Yass Valley Library Wagga Wagga City Library Waverley Library Wylong Shire Library Upper Lachlan Shire Library
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VIC

Ararat Library Avoca Library Bacchus Marsh Library Ballarat Library Beaufort Library Clunes Library Creswick Library	Daylesford Library Hamilton Library Maryborough Library Sebastopol Library Wendouree Library
--	--

QLD

Logan City Council Libraries

We're coming soon @ your library.

VIC ACT NT TAS

MyCareerMatch Library User Guide

THE JOURNEY BEGINS ... MYCAREERMATCH HOME PAGE

Once members select their library, they are taken to the **MyCareerMatch home page** to start the survey. Here there's a short introduction to MyCareerMatch explaining how it works and what they'll receive. To start the survey, members click the arrow ... **'Click to Start'**.

This is the page that has your unique library code imbedded in it.

You will have received your code when you subscribed to the service. This unique code validates membership numbers; adds your library / council logo to the cover and a promotional back page to the report members receive. Your IT or marketing people would have imbedded your code in this page for tracking member activity.



MYCAREER MATCH it's online @ your library.

MYCAREERMATCH it's your career & resume gateway to a successful future.

Discover the perfect career today. [Click to Start](#)

about MCM.

MAKING HAPPY CAREERS

MyCareerMatch is the ultimate career profile that helps you discover the perfect career. It equips you with self knowledge about your strengths and personality style, the qualities you would bring to the job and 'must know' information about how to write a winning resume.

Career success depends on two factors:

- Are you in a job (or applying for a job) that's right for you, and
- Does your resume tell an employer why you are the right person for the job?

My Career Match helps you answer these questions:

- Do you know what careers are best for you?
- If you're unemployed, do you know what job choices you have?

HOW IT WORKS

It's easy! 15 minutes is all it takes to complete the short online survey. Based on your answers we immediately email your Career Report with links to download your Resume Guide and online Resume Builder.

Your Career Report:

Features your natural strengths, your ideal work environment, and a list of careers that are right for you. Each career is linked to the Government website - Myfuture - where you can find out everything about that job to help you make the right career decision.

Your Resume Guide & Online Resume Builder:

Will help you tell an employer why you are the right person for the job. You'll get winning resume templates, top tips from professional writers

MyCareerMatch Library User Guide

JUST RELAX ... QUICK TIPS BEFORE THEY START

This page explains the survey process and gives members an idea of the type of questions they'll be asked about themselves. It suggests they take their time to answer the questions and to complete the survey in one sitting.



quick tips

It's a good idea to complete the survey when you are relaxed and have time to complete in one sitting. Don't over analyse your response; your first reaction is always the best.

Completing the survey

There are 32 groups of questions.
Each group consists of four statements.
You must only choose ONE that is MOST like you and ONE that is LEAST like you.

Sample Survey Question

	(only select 2 in this group)	Most	Least
Group 1 I am an outgoing person who enjoys being with people.		<input type="checkbox"/>	<input type="checkbox"/>
I like to establish lasting relationships.		<input checked="" type="checkbox"/>	<input type="checkbox"/>
I am a determined and confident person.		<input type="checkbox"/>	<input type="checkbox"/>
I like to focus on doing things right.		<input type="checkbox"/>	<input checked="" type="checkbox"/>

Your report

MyCareerMatch reports are sent by email immediately on completion of the survey and are attached as PDF documents. You will need Adobe Reader installed on your computer to view your report. If you don't have it you can download it free from Adobe. [Download Free Adobe Reader](#)

Good luck! [Let's get started now.](#)

NEXT STEP

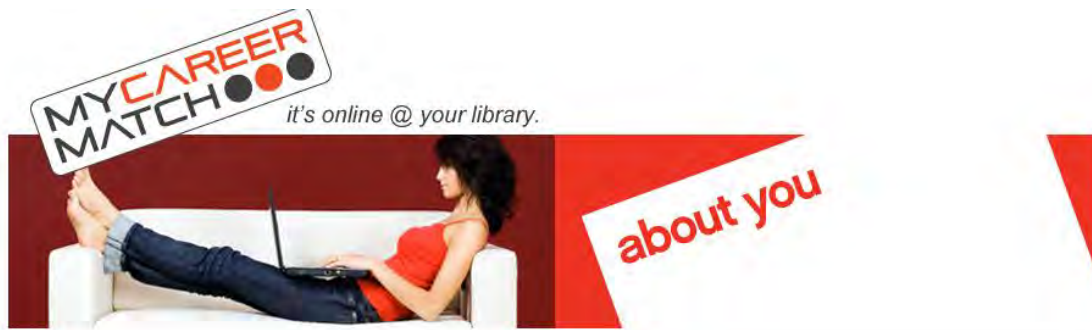
JOIN US: Offer MyCareerMatch @ Your Library. [click here](#) for more info | [Library Resource Centre](#)

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ABOUT YOU ... MEMBERS ENTER THEIR DETAILS

Members are asked to enter their name (this will appear on their report); their email address where the report will be sent to; and their library membership number.

If the number is correct they can proceed to do the survey. If it's incorrect it asks them to try again.



your details

Please enter your name, correct email address & membership number so we can send your personalised career report after completing the survey. **Please Note:** We do not retain copies of your report or share your details with anyone.


First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Your Email:	<input type="text"/>
Library Member#	<input type="text"/>

[Start Survey](#)

SURVEY TIME ... MEMBERS COMPLETE THE SURVEY


Members are now at the beginning of the survey. There are eight (8) sections to complete. They must complete each section to be able to go to the next.

At the conclusion of the survey, members' reports will be emailed directly to them. In the same email they'll receive download instructions for their Resume Guide and Online MyResume Builder.



MYCAREER MATCH it's online @ your library.

survey time



Profile Questionnaire - Section 1/8

Here we go Nathan, this is the first of a total eight sections.
Remember there are no wrong answers so relax, take your time and answer truthfully.

(select only one Most and one Least from this group)

	Most Like Me	Least Like Me
Group 1 I am an outgoing person who enjoys being with people.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I like to establish lasting relationships.	<input type="checkbox"/>	<input type="checkbox"/>
I am a determined and confident person.	<input type="checkbox"/>	<input type="checkbox"/>
I like to focus on doing things right.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

(select only one Most and one Least from this group)

	Most Like Me	Least Like Me
Group 2 I can not be forced into doing something I don't want to do.	<input type="checkbox"/>	<input type="checkbox"/>
I am sensitive to other people's feelings.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I have a respect for the rules and do things correctly.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
I have a great sense of humour.	<input type="checkbox"/>	<input type="checkbox"/>

(select only one Most and one Least from this group)

	Most Like Me	Least Like Me
Group 3 I like to observe before participating.	<input type="checkbox"/>	<input type="checkbox"/>
I say exactly what I think.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
I'm aware of what goes on around me.	<input type="checkbox"/>	<input type="checkbox"/>
I set high standards for myself.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

(select only one Most and one Least from this group)

	Most Like Me	Least Like Me
Group 4 Once I've made up my mind, I go after it.	<input type="checkbox"/>	<input type="checkbox"/>
I check things out before starting because I like to know what to expect.	<input type="checkbox"/>	<input type="checkbox"/>
I'm always eager to be part of everything that's going on.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
I tend to be quiet and reserved.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

[Next Section](#)

CAREER REPORT AND RESUME GUIDE EMAILED

The survey takes about 15 minutes to complete and the report is emailed immediately as a PDF to the members email address.

The email has their personalised career match report attached and a link to download the resume guide and connect to the online resume builder.

REPORT COVER LOGO AND PROMOTIONAL PAGE EXAMPLE



MyCareerMatch adds your library and or council logo to the cover of career reports to identify the library and promote this service to members and the community.

There is an opportunity for libraries to add a page to advertise services and events run by the library. These can be updated as required.

HELPFUL BITS ... FREQUENTLY ASKED QUESTIONS

If members have any questions about MyCareerMatch, they can click on **FAQ** in the left hand menu of the members section of the website.

This will take them to our “**Frequently Asked Questions**” page where everything is explained to them such as: what the process is; what they will get; why it’s important to know their work strengths; how a career assessment will help them; and information about the four personality styles and the careers that suit.

MYCAREER MATCH it's online @ your library.

helpful bits!

f.a.q
[What's the process?](#)

Home

Start Survey

F.A.Q

Tech Support

1. Details.

You'll be asked to provide your name, membership number & email address.

Privacy Policy: We do not retain copies of your report or share your details with anyone.

2. Survey.

It's easy! 15 minutes is all it takes to complete the short survey.

There are 32 groups of questions: Each group consists of four statements and you simply choose ONE that is MOST like you and ONE that is LEAST like you.

3. Report.

My Career Match reports are sent by email immediately on completion.

Please Note: Your career profile is attached as a PDF document. You'll need Adobe Reader installed to view. If you don't have it you can download it free from Adobe. [Download Free Adobe Reader](#)

[What Do I Get?](#)

An 8 Page Career Report.

that includes:

- Information about how to choose a career that's right for you
- A personality analysis and summary of your natural strengths & talents
- A list of over 50 jobs that match what you'd be great at
- Live links to the Australian Government's MyFuture website to research each job listed
- Your work related strengths and ideal work environment
- The qualities you would bring to the job

A 14 Page Resume Guide.

that includes:

- A winning resume template
- How to target your resume using key words
- How to highlight your key accomplishments and achievements
- How to read the job ad and write a 'stand out' cover letter
- How to use social media to build your career brand online
- A resume checklist

SECTION 3: PRODUCT INFORMATION

IT'S GREAT FOR MEMBERS

At MyCareerMatch we've developed engaging web-based assessments full of real-world career information. Your members will find MyCareerMatch extremely valuable, equipping them with self-knowledge about their strengths and personality, their best career pathways and the right words to use in their resume.

To visit the **'Join us'** page:

Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on the **'Library Resource Centre'** link at the bottom of the page

Select **'Join us'** from the left hand menu

The screenshot shows the MyCareerMatch website. At the top, there's a banner with the MyCareerMatch logo (a speech bubble with 'MYCAREER MATCH' and three dots) and the tagline 'it's online @ your library.' Below the logo is a woman's face with her finger to her lips in a 'shh' gesture. To the right is a red banner that says 'join us!'. Below the banner is a large red circle with a white right-pointing arrow. To the right of the arrow is the text 'it's great for members!'. Below this is a welcome message: 'Welcome to My Career Match - a new online career resource for libraries.' followed by a paragraph about the service. Below that is another paragraph about library workloads. To the left of the main content is a sidebar menu with sections: 'Welcome.' (containing links like 'Join Us', 'Quick Overview', etc.), 'Resource Centre.' (containing links like 'Launch Strategies', 'Web Banners', etc.), 'Client Admin.' (containing 'Library Statistics'), and 'Contact Us.' (containing 'Say Hello'). Below the menu is a photo of four people standing in front of a computer monitor that displays the MyCareerMatch website. Below the photo is a section titled 'Feature Library' with a purple arrow icon and a paragraph of text thanking specific libraries and staff.

MYCAREER MATCH it's online @ your library.

join us!

it's great for members!

Welcome to My Career Match - a new online career resource for libraries.

Everyone at some time needs help with their career or resume. At My Career Match we've developed engaging career planning software that's tailored to each individual to help them discover their strengths, their best career pathway, and the right words to use in their resume.

And because library workloads are increasing, we've made MyCareerMatch easy for members to navigate on their own. Delivered via the internet, members can access this new e-resource from the library or home using their library card.

We'd like to thank the following libraries for their support and invite you to take a closer look.

Welcome.

- Join Us
- Quick Overview
- How it Works
- Our Product
- Enquiry Form
- eBrochure (PDF)
- About Us

Resource Centre.

- Launch Strategies
- Web Banners
- Print Material
- Press Release

Client Admin.

- Library Statistics

Contact Us.

- Say Hello

Feature Library

We would like to give special thanks to Claire Campbell, Amy Heaps, Margot Lumley and all the staff at Wagga Wagga City Library and to Robert Knight Executive Director of the Riverina Regional Libraries for their enthusiasm and support in being the first to introduce My Career Match to their members.

QUICK OVERVIEW ... 7 GREAT REASONS YOU JOINED!

This section outlines many of the benefits provided by MyCareerMatch. Everyone at some stage of their lives needs career and resume help and the library is ideally placed to offer this service.

To visit the **'Quick Overview'** page:


Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on the **'Library Resource Centre'** link at the bottom of the page

Select **'Quick Overview'** from the left hand menu

You can also download an information brochure by selecting **ebrochure pdf** from the left hand menu



7 great reasons to join!

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Resource Centre.

- Launch Strategies
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- Press Release

Client Admin.

- Library Statistics

Contact Us.

- Say Hello

1. It's a New e-Resource Subscription Service for Libraries

In an age where libraries are re-inventing themselves and moving to online information services, My Career Match offers a unique opportunity to help people of all ages and backgrounds find their perfect career.

2. Quick & Easy to Use

Members can access My Career Match from the library or home using their library card. 15 minutes is all it takes to complete the short online survey and based on their answers we email a personalised Career Report, Resume Guide and Online Resume Builder.

3. We Help Your Members

- Connect who they are with what they love to do
- Make the right decisions about their career and education
- Understand themselves and what motivates them to succeed
- Match their natural strengths with jobs that best suit
- Write a winning resume

4. Increase Student Membership

Libraries are now in a wonderful position to make a big difference to the success of Australian students. By promoting My Career Match to schools in your area you can provide a valuable resource to help them discover the perfect career and make their first resume a winner!

5. Promote Your library

My Career Match helps promote your services to the community. Career Reports are branded with your library logo on the front and a promotional back page that can be updated regularly to feature:

- What's on?
- Library services
- Opening hours
- Your website
- Upcoming special events
- Special classes & activities

6. It's Low Cost

We've made My Career Match an easy 'turnkey' operation that's affordable for every library's budget. We provide all the website functionality, artwork for banners, posters, 'How to Use' cards and unlimited tech support – everything you need to make My Career Match @ Your Library a great success.

7. Take a Free Trial!

WHO AM I? ... HOW IT WORKS

This page shows members how the survey works and explains the four career personality styles and the career paths that match.

To visit the **'How it Works'** page:

Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on the **'Library Resource Centre'** link at the bottom of the page

Select **'How it Works'** from the left hand menu

MYCAREER MATCH it's online @ your library.

who am i?

how it works

Process for Members

Welcome.

- Join Us
- Quick Overview
- How it Works
- Our Product
- Enquiry Form
- eBrochure (PDF)
- About Us

1. Details.

Members will be asked to provide their name, membership number & email address.

Privacy Policy: We do not retain copies of their report or share their details with anyone.

2. Survey.

It's easy! 15 minutes is all it takes to complete the short survey.

There are 32 groups of questions: Each group consists of four statements and members simply choose ONE that is MOST like them and ONE that is LEAST like them.

3. Report.

My Career Match reports are sent by email immediately on completion.

Please Note: The career profile is attached as a PDF document. Members will need Adobe Reader installed to view.

Resource Centre.

- Launch Strategies
- Web Banners
- Print Material
- Press Release

Client Admin.

- Library Statistics

Contact Us.

- Say Hello

Sample Survey Question

(only select 2 in this group)

	Most	Least
Group 1 I am an outgoing person who enjoys being with people.	<input type="checkbox"/>	<input type="checkbox"/>
I like to establish lasting relationships.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I am a determined and confident person.	<input type="checkbox"/>	<input type="checkbox"/>
I like to focus on doing things right.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Personality and Careers

My Career Match is based on proven behavioural and psychometric principals.

Employment studies have shown that personality is a contributing factor for career success and the closer the behavioural match between you and the job requirements, the happier, more successful you will be.

Our Personality Style

There are four basic personality styles

Drivers | Promoters | Supporters | Analysers

When blended together in varying percentages these four personality styles make us who we are.

OUR PRODUCT ... WHAT MEMBERS RECEIVE

MyCareerMatch provides members with their own personalised **Career Profile** highlighting their strengths and their ideal work environment; a **Resume Guide** and free access to **MyResume Builder**. Self explanatory, intuitive to use and easy to navigate on their own, MyCareerMatch will serve your members well.

To visit the '[Our Product](#)' page:

Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on the '**Library Resource Centre**' link at the bottom of the page

Select '**Our Product**' from the left hand menu

The screenshot displays the MyCareerMatch website. At the top, a banner features the MyCareerMatch logo with the tagline "it's online @ your library." and a large red button labeled "our product". Below the banner, a red circle with a white right-pointing arrow is positioned to the left of the heading "members receive!". Under this heading, three sections are listed: "An 8 page Career Report that includes" (with a bulleted list of details), "A 14 page Resume Guide that includes" (with a bulleted list of details), and "PLUS FREE Access to MyResume Builder" (with a paragraph describing the tool). A red button labeled "MCM LIBRARY WEBSITES" is located below these sections. Underneath, a note states: "We provide members two ways of entering My Career Match @ Your Library". A "Please Note:" section follows, explaining that both entry points will capture the number of members using the product. At the bottom, two computer monitors are shown, each displaying the MyCareerMatch interface. The left monitor shows the "members receive!" section, while the right monitor shows the "MyResume Builder" interface.

MYCAREER MATCH it's online @ your library.

our product

members receive!

An 8 page Career Report that includes

- Information about how to choose a career that's right for them
- A personality analysis and summary of their natural strengths & talents
- A list of over 50 jobs that match what they'd be good at
- Live links to the Australian Government's MyFuture website to research each job listed
- Their work related strengths and ideal work environment
- The qualities they would bring to the job

A 14 page Resume Guide that includes

- A winning resume template
- How to target their resume using key words
- How to highlight their key accomplishments and achievements
- How to read the job ad and write a 'stand out' cover letter
- How to use social media to build their career brand online
- A resume checklist

PLUS FREE Access to MyResume Builder

MyResume Builder is an easy to use online resume writer created in partnership with ConnectCV. Members receive step-by-step instructions to create a winning resume which includes automatically transferring key personal content from their Career Report. They have total control and privacy of their account and can access it anywhere, any time. It's the perfect tool to help members promote and market themselves in today's web-based job market.

MCM LIBRARY WEBSITES

We provide members two ways of entering My Career Match @ Your Library

Please Note: Both entry points will capture the number of members using the product. You will be able to review all user statistics for your library in the 'Client Admin' section on this site.

Welcome.

- Join Us
- Quick Overview
- How it Works
- Our Product
- Enquiry Form
- eBrochure (PDF)
- About Us

Resource Centre.

- Launch Strategies
- Web Banners
- Print Material
- Press Release

Client Admin.

- Library Statistics

Contact Us.

- Say Hello

SECTION 4: PROMOTING TO MEMBERS

RESOURCE CENTRE ... LAUNCH & PROMOTE

To help you promote My Career Match to your members, and to your community, we have created a Resource Centre with downloads and artwork for you to use.

To visit the Resource Centre:

Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on the 'Library Resource Centre' link at the bottom of the page

Select 'Launch Strategies' from the left hand menu



MYCAREER MATCH it's online @ your library.

resource centre



launch & promote

[Here are 11 great tips to successfully launch MyCareerMatch @ Your Library](#)

- 1. Website.** Add **web banners and logos** to your library website. Make them easy for members to find.
- 2. Staff Training.** Organise staff training to get familiar with the product. Here's how. [Download Quick Guide for Library Staff](#)
- 3. Print Promotions.** Display pull up banners, **how to use flyers & posters** at your front desk and beside computers at the library.
- 4. eNewsletters.** A great way to promote MyCareerMatch to your members. Talk to your Council about promoting MyCareerMatch in their new sletters and ask them to add **banner links** so members can easily do the career test.
- 5. Out & About.** Display **posters and flyers** inside local organisations, job services offices, council offices and schools in your area.
- 6. Social Media.** Jump online and promote via your facebook, twitter and blog sites.
- 7. Newspapers.** Place adverts in your local papers and promote the service with editorial stories.
- 8. TV/ Radio.** Promote MyCareerMatch on community radio/regional TV.
- 9. Media Kit.** Send **press releases** to newspapers, magazines, blogs, and new sletters.
- 10. Promote to Students.** Collaborate with local schools to encourage students to become library members and get MyCareerMatch career & resume help for free! [Download letter for School Principals](#)
- 11. Special Events.** Organise community meetings and launch events to show students and job seekers the benefits of using MyCareerMatch.
- 12. Get Help.** For marketing ideas and help, please contact Leisel Shaw, Manager Library Services 0418 116 860 leiselshaw@mycareermatch.com.au

Welcome.

- Join Us
- Quick Overview
- How it Works
- Our Product
- Enquiry Form
- eBrochure (PDF)
- About Us

Resource Centre.

- Launch Strategies
- Web Banners
- Print Material
- Press Release

SUGGESTED PROMOTIONAL COPY

You will want to promote MyCareerMatch through your e-Newsletters and on the library or council websites. Here is suggested copy to add to your website. Make sure the link includes your library tracking code. To imbed your library tracking code follow the instructions on the Web Banners page or contact nathan@mycareermatch.com.au if you need help.

My Career Match is a free online career service that provides easy, instant help with your career and resume. To start login at www.mcmlibrary.com.au . You'll need your library card number to access this service for free.

PRESS RELEASE

We've prepared a **Press Release** template that you can send to your local newspaper and radio station. Just insert your library details and any other information you think is relevant for your community. This is a guide only.

To download **Press Release** :

Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on '**Library Resource Centre**' link at the bottom of the page

Select '**Launch Strategies**' from the left hand menu.

You will find the **Press Release** template in Item **No. 9 'Media Kit'** on this page.

INTRODUCTION LETTER TO SCHOOL PRINCIPALS

By promoting My Career Match to schools in your area you can provide a valuable tool to help students discover their perfect career ... and make their first resume a WINNER! You'll find a letter to School Principals that you can download and send to the Principal or Careers Advisers at your local schools.

To download **School Principals letter:**

Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on '**Library Resource Centre**' link at the bottom of the page

You will find the **Download letter to School Principals** in Item **No 10. Promote to Students** on that page

APPOINT A LIBRARY 'CHAMPION'

We urge you to place someone within your library to 'champion' My Career Match @ Your Library. You will maximise your subscription and be able to help as many members as possible achieve career success.

WEB BANNERS

We encourage you to place links and banners on your website and in your eNewsletters, and have provided you with web banners and MyCareerMatch logos that you can download and hyperlink. When you add a MyCareerMatch logo or banner to your library or council website, or feature them in your newsletters or emails, make sure these are easily found by members.

To download web banners:

Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on '**Library Resource Centre**' link at the bottom of the page

Select '**Web Banners**' from the left hand menu

Select the **banner you like** and follow the instructions to imbed your library code.

The screenshot shows the 'web' section of the MyCareerMatch Library Resource Centre. At the top, there is a banner with the MyCareerMatch logo and the text 'it's online @ your library.' Below this, a red circle with a white arrow points to the right. The main heading is 'web'. Below the heading, there is a text box that says 'To download MyCareerMatch banners simply right click on the image you require and 'Save Image As'.' Below this, there is a text box that says 'To generate a hyperlink to add to your selected banner:' and a button labeled 'Generate'. Below the button, there is a text box that says 'Enter your Library Client Code (e.g. XXX000)' and a 'Generate' button. Below the text box, there are five logos: Logo_1 (275 x 185px), Logo_2 (210 x 140px), Logo_3 (170 x 110px), Logo_4 (280 x 115px), and Logo_5 (210 x 85px). Below the logos, there is a large banner with the text 'free free fi' and the MyCareerMatch logo. Below the banner, there is a text box that says 'CAREER & RESUME PROFILE. DISCOVER CAREERS YOU WOULD LOVE + LEARN HOW TO WRITE A WINNING RESUME'.

MYCAREER MATCH it's online @ your library.

web

To download MyCareerMatch banners simply right click on the image you require and 'Save Image As'.

To generate a hyperlink to add to your selected banner:

Enter your Library Client Code (e.g. XXX000)

Logo_1
275 x 185px

Logo_2
210 x 140px

Logo_3
170 x 110px

Logo_4
280 x 115px

Logo_5
210 x 85px

MYCAREER MATCH it's online @ your library.

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MYCAREER MATCH it's online @ your library.

free free fi

CAREER & RESUME PROFILE. DISCOVER CAREERS YOU WOULD LOVE + LEARN HOW TO WRITE A WINNING RESUME

PRINT MATERIAL

In the **Print Material** section you will find a selection of DL 'How to Use' flyers and other promotional material you can print up and display in the library – at the front desk and near computers. You can also print and send to local organisations, job services offices, council offices and schools in your area.

To download Print Material:

Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on the '**Library Resource Centre**' link at the bottom of the page

Select '**Print Material**' from the left hand menu

Select the **flyer or poster you like**; download and print.

The screenshot shows the 'print' section of the MyCareerMatch Library Resource Centre. At the top, there is a banner with the MyCareerMatch logo and the text 'it's online @ your library.' Below this is a large red button with a white right-pointing arrow. To the right of the button, the word 'print' is written in a large, bold, black font. Below 'print', there is a paragraph of text: 'To download My Career Match print material simply click on the image you like. All artwork is laid up (including crop marks) on oversized A3 / A4 page dimensions at 300 DPI. To print in-house remember to click 'fit page' on your print set up. To customise and add your library logo or details you will need Adobe InDesign or Illustrator. If you wish to add your library website address, it is a condition of use that all printed material must also include the www.mcmlibrary.com.au login address.'

On the left side of the page, there is a vertical menu with the following sections: 'Welcome.', 'Join Us', 'Quick Overview', 'How it Works', 'Our Product', 'Enquiry Form', 'eBrochure (PDF)', 'About Us', 'Resource Centre.', 'Launch Strategies', 'Web Banners', 'Print Material', 'Press Release', 'Client Admin.', 'Library Statistics', 'Contact Us.', and 'Say Hello'.

Below the menu, there are four preview images of print materials. The first two are labeled 'DL 2 Sided_1 PDF (3.4MB)' and 'DL 2 Sided_2 PDF (3.4MB)'. The last two are labeled 'DL 2 Sided_3 PDF (3.4MB)' and 'DL 2 Sided_4 PDF (3.4MB)'. Each preview image shows a flyer with the MyCareerMatch logo, the text 'free', and a photo of a person.

USER STATS

To monitor your usage and that of your branches go to your **Library Statistics** section.

To view your **Library Statistics**:

Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on '**Library Resource Centre**' link at the bottom of the page

Select '**Library Statistics**' from the left hand menu

Enter your **reference number** (all upper case) and **password** (all lower case) to login.

To view stats select a Month or All Months and the Year then click 'Report'.

(Your reference number and password would have been sent to you with your welcome email when you subscribed to the program). If you don't have these, please email nathan@mycareermatch.com.au

user stats

See how My Career Match is doing @ your library.
You can review all the statistics here.

Remember to log out when you're done.
Enter your library reference code and password to begin.

Reference

Password

Login

Activity Reports

LOG OUT

Welcome.
Join Us
Quick Overview
How it Works
Our Product
Enquiry Form
eBrochure (PDF)
About Us

Resource Centre.
Launch Strategies
Web Banners
Print Material
Press Release

Client Admin.
Library Statistics

Contact Us.
Say Hello

JOIN US: Offer MyCareerMatch @ Your Library. [click here](#) for more info | [Library Resource Centre](#)

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NEED TECH SUPPORT?

MyCareerMatch uses session cookies to track members' answers for the duration of the survey only. Once members have completed the survey, the session cookies disappear. Some computer settings may not allow 'session cookies' in which case the security level may have to be re-set. Tech Support shows you how.

To visit the **'Tech Support'** page:


Login in at www.mcmlibrary.com.au

Select your library from the list of libraries

Click on the **'Library Resource Centre'** link at the bottom of the page

Select **'Tech Support'** from the left hand menu

Follow the instructions to re-set security settings to allow sessions cookies. If you are still having problems, please contact nathan@mycareermatch.com.au This Tech Support page also appears in the members' login section.



MYCAREER MATCH it's online @ your library.


cookie fix

Many library computer networks have strict internet security settings. If you receive a COOKIE ERROR message, then you will need to ask your IT Manager to add www.mcmlibrary.com.au to the list of trusted sites.

If you still encounter a Cookie message it means that your cookie security settings are too high and you will need to reduce to a Low level or select "allow session cookies" in Internet Explorer.

[Instructions for Internet Explorer to reset COOKIE handling](#)

1. Open browser
2. Go to TOOLS
3. Select INTERNET OPTIONS
4. Select PRIVACY
5. Select ADVANCED
6. Select box labelled OVERRIDE AUTO COOKIE HANDLING
7. Select box labelled ALWAYS ALLOW SESSION COOKIES
8. Click OK to exit Advanced screen
9. Click OK to exit Internet Options



[To add MYCAREERMATCH as a TRUSTED SITE](#)

1. Go to TOOLS
2. Select INTERNET OPTIONS
3. Select PRIVACY
4. Select SITES
6. Enter in how labelled ADDRESS OF WEBSITE

CUSTOMER SERVICE OR ACCOUNTS QUESTIONS ... CONTACT US

We are known for the excellence of our customer service. We will provide you with ongoing help and assistance to make My Career Match @ Your Library a success. If you have any tech questions or need to talk to us about your account, please contact:

Nathan Chanesman, CEO


02 9332 4288

nathan@mycareermatch.com.au

Michelle Chanesman, Account Services


02 9389 2800

mish@mycareermatch.com.au



MYCAREER MATCH
it's online @ your library.

say hello



contact us

MYCAREERMATCH
314/6 Cowper Wharf Road, Woolloomooloo NSW 2011
Sydney Australia
Tel: +61 2 9332 4288
Fax: +61 2 9332 4699
Email: nathan@mycareermatch.com.au
Web: www.MCMLibrary.com.au

ezy-mail

Use the form below to send us a message. Complete your details, click send and we will attend to your request ASAP!

Name

Organisation

Phone # (include area codes)

Email (required)

How may we help you?

How did you hear about us?

Welcome.

[Join Us](#)
[Quick Overview](#)
[How it Works](#)
[Our Product](#)
[Enquiry Form](#)
[eBrochure \(PDF\)](#)
[About Us](#)

Resource Centre.

[Launch Strategies](#)
[Web Banners](#)
[Print Material](#)
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