



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 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 should you 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 provides an advantage when applying for scholarships, awards, to colleges, and employment. The *NH 4-H Marketing YOU* experience helps develop skills to effectively communicate accomplishments, develop confidence during interviews, and increases knowledge of business etiquette to distinguish yourself from other applicants in a competitive marketplace.

The *NH 4-H Marketing YOU* Process

Similar to applying for a job, the *Marketing YOU* process includes the completion of an application, submission of a cover letter with a resume, and then a two-step interview process. For each award you are applying for, you must submit an application, a cover letter, and a resume. Each 4-H member is eligible to apply for up to 2 awards. Submissions are due to your County Extension Office by the date they establish. County Offices will select 2 award applicants for each trip with selected applicants notified by the State Office. First Round Interviews will be held virtually via zoom June 9th. Finalists will be chosen from the virtual meetings with final interviews held in-person the afternoon of June 23rd on UNH's Durham campus.

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
- Applicant checklist

An outline of each of the possible awards is provided separately with a description of the event and application criteria.



COVER LETTER & RESUME

COVER LETTER

A cover letter emphasizes your interest in a specific opportunity while your resume provides the who, what, when, and 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 a little bit about your 4-H story. The *4-H Marketing YOU* cover letter should be no longer than 1 ½ pages.

Create individual cover letters for specific award 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 award experience. 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

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

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 for – 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 such as “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, Licenses and Certifications, Languages (only if advanced/fluent), Community Service, Memberships

Emphasize

- Be specific 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 award.

The interviewer wants to know:

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

How to Prepare for your Interview:

Evaluate

- Are your education, skills, and experiences a good match for this event?
- Identify your top 3 skills for this opportunity (What are your strengths? What makes you different from other applicants?)
- Identify 3 different scenarios that demonstrate those skills (a 4-H or school project, 4-H Club activity, volunteering, etc.)

Research

- Check the 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

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 your note short, thank them for their time, express interest in the opportunity and be sure to proofread!
- *Thank you notes and References:* www.unh.edu/career/thank-you-notes-references

Virtual Video Interviews

In today’s world it is common for first rounds of interviews to be held virtually. Below are some key tips to help you navigate the online interview process.

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

- Plan ahead 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 and keep the desk in front of you neat

Speech

- Speak slowly and clearly making sure you are within appropriate distance from your microphone
- Be aware of saying um, uh, etc, as it will be amplified in these settings
- Do not to interrupt the interviewer

Technology Capacity

- Find out in advance what software program the interviewer prefers (UNH uses [zoom](#))
- Make sure to download the correct program and practice logging in
- Test your video by practicing with a friend
- Check your volume settings for both your microphone and speakers

Professional appearance

- 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
- 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

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, this 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
- Review *Thank you notes and References*: www.unh.edu/career/thank-you-notes-references



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		
Addressed	Analyzed	Acquired		
Allowed	Anticipated	Adjusted		
Amended	Appointed	Allocated		
Arbitrated	Assessed	Altered	Adapted	Acted
Arranged	Assigned	Approved	Advised	Adapted
Ascertained	Attained	Arranged	Clarified	Combined
Attested	Certified	Assembled	Coached	Conceptualized
Authored	Chaired	Assessed	Communicated	Created
Briefed	Commissioned	Authorized	Conducted	Customized
Clarified	Compared	Cataloged	Coordinated	Designed
Cleared up	Contracted	Centralized	Critiqued	Developed
Closed	Consolidated	Charted	Developed	Directed
Communicated	Coordinated	Classified	Enabled	Displayed
Composed	Corrected	Collected	Encouraged	Drew
Concluded	Correlated	Compiled	Evaluated	Entertained
Convinced	Delegated	Confirmed	Explained	Established
Consulted	Determined	Contracted	Facilitated	Fashioned
Corresponded	Developed	Designated	Focused	Formulated
Critiqued	Devised	Dispatched	Guided	Founded
Dedicated	Directed	Drafted	Individualized	Illustrated
Defined	Enforced	Edited	Informed	Initiated
Developed	Evaluated	Established	Initiated	Instituted
Discussed	Executed	Executed	Instilled	Integrated
Directed	Forecasted	Facilitated	Instructed	Introduced
Educated	Formulated	Generated	Motivated	Invented
Elicited	Identified	Implemented	Persuaded	Modeled
Enlisted	Improved	Incorporated	Simulated	Modified
Explained	Increased	Inspected	Stimulated	Originated
Formulated	Motivated	Issued	Taught	Performed
Improvised	Organized	Linked	Tested	Planned
Indicated	Oversaw	Logged	Trained	Revised
Influenced	Planned	Mapped Out	Transmitted	Revitalized
Informed	Prepared	Monitored	Tutored	Shaped
Instructed	Prioritized	Obtained		Solved
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		



State Achievement and National 4-H Awards
Applicant Check list

Name: _____ County: _____
 Phone: _____ Age (as of Jan 1 of the current year): _____
 Email: _____ Years in 4-H: _____
 Parent Email: _____

Please check awards (*no more than two*) for consideration. Indicate year of previous awards.

<i>Name of Award</i>	<i>Current Application</i>	<i>Previous Award (date)</i>
<i>National Awards</i>		
Agri-Science Summit		
Healthy Living Summit		
Makers Summit		
National 4-H Congress		
National 4-H Dairy Conference		
<i>State Awards</i>		
Barry Conservation Camp Scholarship		
State 4-H Teen Conference Scholarship		
State Achievement Award		

Reminder: Youth are not allowed to apply for a trip they have already been awarded.

* Applications for national opportunities are automatically considered for a State Achievement Award.
Apply for a SAA separately only if you are not applying for a national trip.

Application package - include each item listed below:

- Applicant checklist (this form)
- Cover letter (1-1 ½ pages)
- Resume (up to 2 pages)
- Letter of Recommendation from an individual other County 4-H staff

Signature of Applicant: _____

Signature of County 4-H Program Manager: _____