

DELUXE EDITION

*The*  
**MANUAL TO**  
**MANHOOD**

**How to**  
**COOK the Perfect Steak,**  
**CHANGE a Tire,**  
**IMPRESS a Girl**  
**& 97 Other SKILLS**  
**You Need to Survive**

**JONATHAN CATHERMAN**

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JONATHAN CATHERMAN



*a division of Baker Publishing Group*  
Grand Rapids, Michigan

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Published by Revell  
a division of Baker Publishing Group  
PO Box 6287, Grand Rapids, MI 49516-6287  
[www.revellbooks.com](http://www.revellbooks.com)

Deluxe edition published 2023  
ISBN 978-0-8007-4539-4 (cloth)

Printed in China

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Library of Congress Cataloging-in-Publication Data is on file at the Library of Congress, Washington, DC.

Baker Publishing Group publications use paper produced from sustainable forestry practices and post-consumer waste whenever possible.

23 24 25 26 27 28 29      7 6 5 4 3 2 1

*This book is dedicated to my sons,*

**Reed CatherMAN**

*and*

**Cole CatherMAN.**

*Two strong, brave, and  
courageous men in the making.*

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# Introduction

Welcome to manhood. Well . . . almost. This “coming-of-age” stage in your life is guaranteed to introduce many highly anticipated opportunities you’ve been looking forward to. And much of what you are about to experience will put your manhood to the test—daily.

Speaking man-to-man, I can tell you that every guy wants the same two things. Do you know what they are? Before you laugh and say women and food, try thinking a bit differently. Here’s the deal. At his core every man wants to gain respect and avoid embarrassment. The best of men know how to do both. And yes, learning to do each will benefit you, your relationships, and your BBQ skills.

Only you know how you got your hands on this manual. Maybe your mom gave it to you hoping it would teach you how to start shaving, grilling, or dating. Or maybe

you picked it up yourself to avoid having your mom try to teach you to shave, show you how to grill, or put you through the embarrassment of her introducing you to a girl she thinks is “perfect” for you. Whatever the reason, remember this. Becoming a man requires practice—and despite what some people say, practice doesn’t make perfect. Practice does make better, and you will become a better man for practicing what is captured on the pages of this *Manual to Manhood*.

First things first: take what you read in this book like a man. Start by not assuming you already know how to do everything. World-class experts were consulted about the best ways to do this stuff, and they were quick to admit that their way works but may not be the only way. You may know a different way to light a charcoal grill or iron a shirt. Good. Every man needs to develop

his own style. No matter what your level of independence is, everybody needs to practice the life skills in this book—and for many readers, this will be an introduction to what every guy should learn and master.

Second, remember that performing the tasks of life with confidence and humility is done best when paired with a mature character. The top-shelf men consulted for this book recognize that becoming a man has little to do with age, size of muscles, or if a dude can grow a mustache or not. The world is populated by lots of guys with “manly” hairy chests who still act like immature boys. You have to earn the transformation from boyhood to manhood. And in doing so, you mature and secure without a doubt your title of “Man.” There is no room for entitlement or false claims of maturity in the character of an authentic man. You have to work for it.

How a boy earns his manhood has changed over time and varies by location. Way back in the day, young Vikings joined their fathers in raiding parties. If a boy survived the raid, plundered the enemy, and shed blood, he proved himself and was from then on considered a man. On the South Pacific Island

of Vanuatu, boys today still climb 100 feet up a tower, tie vines to their ankles, and dive headfirst bungee-style toward the ground. If a boy’s leap is timed and measured correctly, he won’t hit the dirt and his tribe will call him a man. In the “modern civilized” world, many guys act like chugging beast-sized power drinks, eating processed meat sticks, and killing each other virtually online is the magic formula needed to win their manliness. They are wrong.

Real men live by different standards, higher standards. Real men don’t believe that the kind of car they drive, how much they drink, or the number of girls they get are what make them a man. Real men know that personal maturity transforms boys into men. Maturity is a practiced skill and is best demonstrated when a man knows how to do the right thing, the right way, at the right time, for the right reason. Even when nobody is looking. Are you this kind of man? You can be.

Your coming-of-age starts with a call to practice and master the solid life skills and mature character possessed by only the best of men. Consider this book your invitation . . .





# WOMEN & DATING

**1**

**W**omen. We men discover few things in the world that capture our attention quite like women. With so many men having the same focus, it's a good thing that about 50% of the planet's population is female. That means the odds are pretty good that you will run into a few ladies along the way who captivate you at levels you will find difficult to understand, let alone explain.

Though men and women share 99.7% of the same genes, it's the other 0.3% that makes the difference between our genders such a great mystery. Add to this intrigue the mix of emotions, hormones, and the coded way some girls talk, and it's no wonder most guys feel totally confused about how to interact successfully with women. One minute it feels impossible to live with them and the next it's impossible to live without them. You can't stop thinking about her yet you have no idea what she is thinking! What's a guy supposed to do?

According to Dr. Les Parrott, who just so happens to be one of the world's leading relationship experts, there is a three-part process every man needs to practice if he wants to better understand how to be in a good relationship with a woman.

1. **Be self-aware.** "If you want to have healthy relationships with anyone, especially women, you need to bring health to the relationship. Are you the best man you can be physically, emotionally, socially, and spiritually?" asks Dr. Parrott. "Your relationships can only be as healthy as you are. This means you must first be aware of your own emotions, needs, and goals in life."<sup>1</sup>
2. **Be aware of her.** "The most important thing you can do to build a healthy relationship is practice the skill of empathy. Empathy is key to a strong relationship because it is the act of setting aside your own selfish agenda to consider her needs. What are her feelings, thoughts, or attitude? What are her hopes and dreams? What are her concerns and fears? What are her goals in life?" Dr. Parrott goes on, "Empathy is not an easy skill to master because the way men's and women's brains think is so different. Our heads are hardwired in ways that lead us to naturally think and act differently.

Correctly imagining her perspective will take time and practice, but the results include greater levels of trust and understanding. This strengthens the relationship, which makes practicing empathy well worth the effort.”

3. **Bring the two together.** To emphasize the point, Dr. Parrott instructs, “Men who can connect their self-awareness with a skill of empathy possess the twin engines and maturity needed to drive strong, healthy relationships.”

Dr. Parrott is right. Guys can find a way to better understand and interact with women. Good thing too. Men and women were created to be perfect partners and lifelong companions. Learn what you can, yet keep in mind, not everything in life is meant to be understood. Some things are best valued when they retain a healthy level of mystery. Women included.

### **Meet Les Parrott III, PhD**

Dr. Parrott is a #1 *New York Times* bestselling author and psychologist. Along with his wife, Leslie, he’s authored books on love and marriage, selling more than 2 million copies in 30 different languages. An expert in relationship development, Dr. Parrott’s groundbreaking work dedicated to teaching the basics of good relationships has led him to speak before hundreds of thousands of people around the world.

# Talk with a Girl You Like



## YOU WILL NEED:

- A girl you like
- Courage
- Fresh breath  
(see "How to Freshen  
Bad Breath")

## TIME REQUIRED:

- It will take as  
long as it takes.

What would men be without women?  
Scarce, sir . . . mighty scarce.

—Mark Twain

**T**here she is. This is your chance. Go over and say something! If you don't, some other guy will. He who hesitates loses and you're not a loser. So don't hesitate. You can talk to that girl, and here is how you're going to do it.

## STEP 1 **Breathe.**

Before you take a step in her direction, take control of your breathing. You need breath to make words, so be sure to breathe normally. Hyperventilate and you'll talk too fast and get a brain buzz. Forget to breathe and you'll run out of the air needed to speak. The last thing you want is to lose your words before the end of your opening sentence.

## STEP 2 **Check your breath.**

First impressions are important and you want this one to be fresh in her mind for a long time.



## STEP 3 **Approach her with confidence.**

Stand tall with your shoulders back and your head held high. No slouching.

## STEP 4 **Say something nice.**

Start with a simple, "Hi, I'm [your name here]." Don't drop some witty pickup line that you read on a friend's status update. They don't work. Stick with what you know . . . like your name.

## STEP 5 **Give her a genuine compliment.**

This requires you to really mean what you say and say what you mean. If you fake this part, she will know. Don't ask how, girls just seem to know when guys are not being authentic. Try giving her a compliment like one of these, if appropriate:



- "I went to your volleyball game yesterday. You really did well."
- "Good work in class today. You made answering those lab questions look so easy."
- "Your new hairstyle looks good. I like it."

## STEP 6 **Talk *with* her, not *to* her.**

This means you are both talking, in a conversation. Your best bet to get the conversation started is to ask her questions that require more than a simple yes or no answer. Look for a conversation topic *she* would be interested in talking about. Keep asking thoughtful questions and practice being a good listener. If she is into the conversation, she will also ask you questions. When she does, don't brag, go off topic, or talk about yourself too much. Keep the conversation light and focused on her.

## STEP 7 **End the conversation well.**

Wrap things up with a positive statement like, "It was good talking with you. I look forward to seeing you again soon." Now is a good time to ask her for her cell number.

### **Did You Know?**

Men's brains release "feel-good" chemicals when playing video games, laughing, and engaging in physical activity. Women's brains do the same, but theirs release these feel-good chemicals when engaging in a meaningful conversation. So go talk with her, and her brain will love it.

Pages 17 -28 omitted



# SOCIAL SKILLS & MANNERS

2



**I**t's remarkable! The surge of social media sources has grown from a surfable wave to a virtual tsunami. Just as one "like my status update" site rises in popularity, another "share this picture instantly" app drowns it out. People can tag, comment, post, repost, link, and follow their growing collection of "friends" with near hoarder quantities. Some even believe one space is too restricting and take great pride in checking in on multiple social sites just to make sure they are not missing anything, or being missed. With heads down and eyes locked on HD pixels, many guys are failing to see the importance of the social skills required to update their face-to-face connections with the people standing right beside them.

Learning the craft of meeting, properly greeting, and truly getting to know people expands a man's social network and adds value to both his personal and professional life. One man who has mastered this craft of staying connected is public relations and marketing guru George Toles. With a voice for broadcasting and a magnetic personality, George seldom finds himself in a place where he doesn't know anybody. His openness to and interest in others has built him an extensive network of authentic relationships in countries, communities, companies, organizations, and churches around the world.

George's secret to making so many friends is simple: "I introduce myself, look them in the eye, shake their hand, and pay close attention to what matters most to them. Do they share stories about their kids, work, sports, or do they just want to talk about themselves? I ask them meaningful questions about their family, friendships, and their faith. I try to listen and make connections."<sup>1</sup> Once George discovers a connection, he introduces his new friend to another of his friends with similar interests, needs, and opportunities. "This way they can make, expand, and strengthen their connection with other people. That and introducing them takes the burden off me of having to constantly keep up with them. Once I have made an introduction, I exit stage right, quickly."

George has proven that a valuable network is founded on building meaningful relationships with reliable people, then serving and staying

in touch with them, seeking to regularly add value to their lives. He has followed this path to build a good reputation in business, to heal and protect family ties, and to make legions of friends around the world. Best of all, George takes his networking gift a step further. “When people know they can trust me to introduce them to helpful friends, they are open to meeting my best Friend, who is the wisest, most loyal, patient, forgiving, influential, and welcoming Person I know.”

### **Meet George Toles**

Founder of His Deal ([www.hisdeal.org](http://www.hisdeal.org)), George Toles has been a deejay, newscaster, TV sports anchor, program director, radio salesman, recording studio manager, commercial narrator, NBA stadium announcer, ad agency owner, and mentor to many good men.

# Shake Hands



**YOU WILL NEED:**

- Clean hands
- Authentic smile
- Confidence

**TIME REQUIRED:**

- 3 seconds

Shaking hands is an important part of making a good first impression. The palm-pressing tradition started back in medieval times as a way of showing that neither greeter held a concealed weapon. The tradition holds true today for those who grasp the significance of trust, respect, and honor. Mastering the handshake is one way to show new acquaintances, teachers, bosses, and your girlfriend's parents that you are friendly, confident, and respectful.

### STEP 1 **Make eye contact.**

Look the person in the eyes as you prepare to shake their hand. Just don't lock on with a creepy, wide-eyed stare.

### STEP 2 **Prepare to shake.**

Extend your right arm and hand toward the other person. With your hand open and your thumb pointing upward, direct your handshake to align with the center of your body.

### STEP 3 **Meet in the middle.**

Keeping your extended arm slightly bent at the elbow, meet the other person's hand in the space half the distance between your body and theirs. The flat of your palm should meet theirs with fingers extended and thumb raised.

### STEP 4 **Grasp hands.**

Use slight pressure to give their hand a firm but gentle squeeze. No limp fish, wimpy handshakes allowed! (Hint: Pretend their hand is a small bird that needs to be held firmly enough to not fly away but not so tightly it is crushed.)

### STEP 5 **Shake hands.**

With your wrist locked, raise your hand upward about two inches and downward about two inches. One or two upward and downward shakes should be sufficient.

### STEP 6 **Release hands.**

Simultaneously let go and lower your hand back to your side. Do not wipe your hand on your pants, even if their palm was sweaty.

#### **More Info**

In many cultures, making eye contact is a sign of interest and respect. In others, looking into the eyes is a sign of disrespect and even lust. Know what the traditions are where you are. As the saying goes, "When in Rome, do as the Romans do." (*Just an FYI: When shaking hands in Rome, be sure to maintain eye contact while greeting people. Otherwise Italians may think you are hiding something.*)

Pages 34 - 54 omitted



# WORK & ETHICS

3

Choose a job you love, and you will never have to work a day in your life,” said the Chinese philosopher Confucius more than 2,500 years ago. His words have stuck around since the fifth century BC because they are true. Going to work is a good thing when a man loves what he does. So how does a guy find a job he loves so much that it’s not work? The answer can be found in the modern-day wisdom shared by five super competitive best friends who love to step up, take their shot, and make every day on the job count.

Meet Dude Perfect. Twin brothers Cory and Coby Cotton, Garrett Hilbert, Cody Jones, Tyler Toney, and their supercool mascot, Panda. These five guys and their bear have loved to play/work since way back in the day when they were roommates at Texas A&M University. Known today across the universe as simply Dude Perfect, the guys have transformed their love for backyard trick shots into a business with bragging rights that include a TV show, book, and game, all wrapped up in one of YouTube’s most popular brands. Sporting a “failure is not an option” attitude, their business is to impress, and business is booming with millions of subscribers and billions of views. Yes, you read right, billions of views! That’s Billion with a capital B and count them: , , , , four commas.

The trick to Dude Perfect turning their viral videos into a wildly successful business plan isn’t the once-in-a-lifetime shot you’d expect. Any dude can follow the same five principles Dude Perfect shoots for both on the job and in life. So what are these five principles, you ask? According to Cory Cotton, the trick to “Making Your Shot Count” is to *get excited, own it, blink later, inspire others, and give back.*

First things first: you have to **get excited** about something. Cory says,

What gets us excited is coming into work and trying to create content that puts smiles on people’s faces. We feel there is a huge role model gap in entertainment today. Unfortunately, there’s also a male gap right now. We focus on being positive male role models, and not just to guys. Girls watch our videos and television shows too. We want people to see there is a different way to live and have fun besides just pitching the party scene. You can

have fun doing sports and being competitive. So, what gets us super excited about work is creating new content that makes people smile in a way most mainstream media and entertainment don't.<sup>1</sup>

Dude Perfect's principle to *get excited* is something you should consider working with too. To find your *get excited* thing, Cory suggests you ask yourself a couple questions:

First, have you paid enough attention to the things that excite you? Have you taken notice of the moments that are awesome—like *really awesome*? And second, what are those things? What is it that thrills you? What is it that's almost unnaturally exciting to you?<sup>2</sup>

Next, you'll have to **own it**, and not just a little bit. To make that big shot you'll have to be all in, plus some. Cory explains,

For our work at Dude Perfect we have never been able to shake the belief that “idea” drives everything. If an idea doesn't get you excited, then it's probably not worth pursuing. For Dude Perfect to *Own It*, we start with a great idea worth giving 110% to make happen. This is important because it takes a lot of effort to pull off something that's truly amazing. It takes time and patience, and unfortunately, that's more than most people are willing to commit. You can't be out for instant gratification. We've made some shots on the first try, but usually we have to try again and again before making it. In our work we've had to put in the time to accomplish something fun for people to watch. That starts with owning an idea worth pursuing and then giving it 110% until it's accomplished.<sup>3</sup>

To accomplish your big ideas you'll need to get moving. It's a fast-paced world out there, so don't blink or you might miss an opportunity. In fact, **blink later** is the next principle Dude Perfect follows. Cory shares this wise advice in his book *Go Big* when he writes,

Don't talk yourself out of a Go Big idea by sitting for too long. Again don't blink. Act.<sup>4</sup>

It takes a lot to Go Big with your ideas, so maybe it's a good thing that most people don't make their big shot on the first try, or all on their own. The Dude Perfect guys know the importance of surrounding themselves with people who support them when opportunity knocks and celebrating together when something amazing happens. The trick is to act on your



opportunities without taking advantage of the people involved. Cory talks about putting that belief into practice:

Opportunities come up all the time and we need to take advantage of the right ones, but never by taking advantage of people. One thing we [Dude Perfect] have come to know is all those things people chase, be it fame, money, or power, none of them are eternal. Those things fade. But to get that stuff, some people are willing to take advantage of others by stabbing them in the back. That's the exact opposite of how we want to handle ourselves. We want to put out the biggest and best videos anyone has ever seen, but we'll never undercut people to do it.<sup>5</sup>

Seriously! Are these guys too good to be true? How can they sink the most impossible trick shots ever and focus on treating people right, all at the same time? Well, despite what the trolls and haters say, Dude Perfect doesn't fake any shots, and that includes the shot they are taking on you. Believe it or not, Dude Perfect believes in you and your Go Big dream. So much so that **inspire others** is the next principle they shoot for.

At the end of the day, you've got two options: achieve temporary results by persuading others, or focus on inspiring others and create lasting momentum, positively impacting those you reach. Choose the second option. It does take effort, but as you'll soon see, the results far outweigh the work.<sup>6</sup>

Who has inspired these dudes to work so hard at inspiring others? Cory says, "Guys like Tim Tebow who have pushed to excellence and remained strong in their faith. Rob Dyrdek for staying relevant and fun. And of course we're all huge Stephen Curry fans." Just as the Dude Perfect guys are inspired and inspiring, you too can work hard to rally people, create momentum, and inspire others. Showing people you believe in them is how to keep the job work fun and feeling like it's not work at all.

Finally, the guys all believe that to those dudes who are given much, much is expected of those dudes. This shows in their fifth principle, **give back**. Over the years Dude Perfect has worked alongside charities like Compassion International and the Make-A-Wish Foundation. Yet having a *give back* mindset isn't about charity; it's about having an others-centered perspective.

For us giving back is a mindset and different than just giving to charity every once in a while. For us it's been a really healthy thing to mentor younger guys. My brother and I have been doing life with the same group of guys since they were in sixth grade. To have twenty guys who remind us constantly—and

everybody needs to be reminded—that life isn’t just about you is a good thing. The thing we will hang our hat on at the end of the day is that spending an entire life chasing after popularity, fame, money, and power is shallow, because all those things fade away. Instead, the five of us dudes have found real and lasting joy in our faith. For us to build that into the lives of the twenty guys closest to us, that is where we can make the greatest impact. And who knows how far the ripples of that impact will go in their lives.<sup>7</sup>

Confucius probably never competed in an epic trick shot battle with other philosophers, but his wisdom about loving your job is still amazing to see in action. If five best friends and a Panda can make a job out of sinking trick shots by practicing the principles *get excited*, *own it*, *blink later*, *inspire others*, and *give back*, then you can too. So step up, take the shot, and make it count.

OOOHHHHH!!!!!!!

Pound it, Noggin!

### **Meet Dude Perfect**

To learn more about Dude Perfect, read their book *Go Big* and visit them online at [dudeperfect.com](http://dudeperfect.com).

# Apply for a Job



## YOU WILL NEED:

- Job application
- Résumé and cover letter
- Telephone

## TIME REQUIRED:

- Varies

Hard work spotlights the character of people:  
some turn up their sleeves, some turn up their noses,  
and some don't turn up at all.

—Sam Ewing, former professional baseball player with  
the Chicago White Sox & Toronto Blue Jays

## **STEP 1 Contact the employer.**

Call the employer and inquire about any job openings. If there are opportunities available, clarify how you can apply. Be sure to write down the name of the hiring manager so future correspondences can be directed to the appropriate person.

## **STEP 2 Fill out an application.**

Many companies now require prospective employees to fill out applications online. Some may ask you to pick up an application in person, so be sure to dress appropriately. Fill out the application in its entirety. (See “How to Fill Out an Application”)

## **STEP 3 Construct a résumé.**

If necessary, prepare a résumé and cover letter to include with the submission of your application.

## **STEP 4 Proofread.**

Be sure to edit and proofread your résumé, cover letter, and application prior to submission to ensure they are free of errors. This is critical in making a good impression on the hiring manager.

## **STEP 5 Submit your application.**

Whenever possible, turn in your completed application **IN PERSON** (unless the employer will accept only online submissions). Dress and act professionally to ensure you make a good first impression. Remember, dressing professionally means wearing clothes appropriate for the job the way the employer wants rather than wearing your clothes any way you want on the job.

## **STEP 6 Follow up.**

Several days after submitting your application, visit the employer and ask to speak with the hiring manager **IN PERSON**. Confirm that your application was received and reviewed, and always be prepared to answer the hiring manager’s questions.

### **Did You Know?**

Posting your résumé online with a major job site is not going to be good enough. On average about a half-million résumés are posted on top job sites each and every week. The best way to step to the front of the job opening line is to get in front of the employer, in person.