



# ADVANCED WORD PROCESSING (210)

REGIONAL – 2018

**Production Portion:**

Job 1: Letter	_____	(100 points)
Job 2: Table – print 1	_____	(100 points)
Table – print 2	_____	(25 points)
Job 3: Outline	_____	(100 points)
Job 4: Speech	_____	(100 points)
<b><i>TOTAL POINTS</i></b>	_____	<b><i>(425 points)</i></b>

**Graders: Please double check and verify all scores  
and answer keys!**

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*Workplace Skills Assessment Program* competition.

**Letterhead:**

Needs to contain all the provided information.

Must be in the header.

p (419) 555-1212

f (419) 555-3434

Current Date

Ms. Cambrie Hitchcock  
Hunter Temporary Service  
1500 Chamberlin Road  
Columbus OH 43215

**Job 1: Letter**

0 Errors = 100 points

1 Error = 90 points

2 Errors = 70 points

3 Errors = 50 points

4+ Errors = 0 points

Dear Ms. Hitchcock

**CREATING A PERSONAL BRAND**

As you work hard to develop your jobseekers and their resumes for profitable positions, consider having them develop a personal brand. A personal brand allows your jobseeker to market themselves, creating an image or impression of who they are in the minds of others. This personal marketing piece allows prospective employers to get a sense of who your jobseeker is before they walk in the door for the interview. Here are a few tips your jobseekers need to consider:

1. Stand out from the other candidates.
2. Demonstrate how you continue to elevate your expectations.
3. Strong brand reflects natural leadership ability.

Personal Mark™ provides training for you and your employees to better prepare your jobseekers for the competitive job market. Our personal branding online lessons allow your jobseekers to complete the process from home with guidance. With a unique online monitoring system, Personal Mark™, you will be able to monitor their progress.

Please contact me at your earliest convenience for an online demonstration of our product. You can reach me at (419) 555-1212 or by email at [thaas@personalmark.org](mailto:thaas@personalmark.org).

Sincerely

Trey Haas  
Marketing Manager

Contestant #

Job #

Contestant #



**Job 2: Table w/ Borders**

- 0 Errors = 100 points
- 1 Error = 90 points
- 2 Errors = 70 points
- 3 Errors = 50 points
- 4+ Errors = 0 points

**PERSONAL MARK™**

**Sales for 2018**

**Job 2: Table w/ Borders**

**Print 1 should be centered vertically & horizontally on the page.**

Region	2017 Sales	Increase	2018 Sales Goal
Northeast	\$23,425.00	\$11,712.50	\$35,137.50
Northwest	17,447.00	13,085.25	30,532.25
Central	55,625.00	27,812.50	83,437.50
Southeast	14,396.00	10,797.00	25,193.00
Southwest	51,366.00	25,683.00	77,049.00

**PERSONAL MARK™**

**Sales for 2018**

**Job 2: Print 2-Grading**

**Correct Formula = 25 pts  
No Formula = 0 pts**

Region	2017 Sales	Increase	2018 Sales Goal
Northeast	\$23,425.00	\$11,712.50	=SUM(LEFT) * "#,##0.00;(\$#,##0.00)"
Northwest	17,447.00	13,085.25	=SUM(Left) * "#,##0.00"
Central	55,625.00	27,812.50	=SUM(LEFT) * "#,##0.00"
Southeast	14,396.00	10,797.00	=SUM(LEFT) * "#,##0.00"
Southwest	51,366.00	25,683.00	=SUM(left)



## PERSONAL MARK™

### Job 3: Outline

- 0 Errors = 100 points
- 1 Error = 90 points
- 2 Errors = 70 points
- 3 Errors = 50 points
- 4+ Errors = 0 points

### I. WHY CREATE A PERSONAL BRAND?

- A. Who are you?
  - 1. What is your mission?
  - 2. Do you have core values?
- B. What do you do?
  - 1. Elevator speech
  - 2. What do you specialize in?

### II. HOW TO CREATE A PERSONAL BRAND

- A. Be real.
- B. Create valuable content.
  - 1. Give people a reason to find you.

### III. USING THE INTERNET TO IMPLEMENT YOUR BRAND

- A. Social Media
  - 1. LinkedIn
  - 2. Twitter
  - 3. Klout
- B. Blogs
- C. Website

AMERICAN STAFFING ASSOCIATION  
2018 Staffing World Conference

**Job 4: Speech**

0 Errors = 100  
1 Error = 90  
2 Errors = 70  
3 Errors = 50  
4+ Errors = 0

“You never get a second chance to make a first impression.” In this day of technology and social media that could never be truer. Employers and Employment Agencies are doing their homework on potential candidates and what they find on the Internet may shock you.

If you fail to create a personal brand, your brand will be created for you by social media and random search engine results. The Personal Mark™ application helps jobseekers create the first impression that will land the job.

Personal Mark™ allows you to work through the personal brand process. First, what is it that you want to accomplish in the next 12 months? Second, what is your story and do employers next five steps and to see a demonstration of the Personal Mark™ application, please visit booth 145.