

Live the dream: Work in sports

Canada's only sports careers website is open for business

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DREAMING OF a career that combines work and play?

"You don't need to be an athlete to get a job in sports," says Cary Kaplan.

Kaplan is the former Hamilton Bulldogs president and founder of Cosmos Sports, a fan-focused sports management company based in Mississauga.

Now he has turned his attention to the Internet and launched the first all Canadian sports job website.

For job seekers who would love to work in sports but are unsure of how to get there.

The site, www.canadiansportsjobs.com, was officially established on June 1, 2004, and has received more than 500,000 hits, 7,000 visitors and 650 registered members in the first month, Kaplan says.

The site, which is completely free for job seekers to browse, register and apply for career opportunities, is designed to put an end to

the tedious and cumbersome process for those who would love to work in sports, but are unsure of how to get there.

Links on the site include tips on writing a sports resumé and the positions posted cover the gamut from management, sales and physiotherapy to community relations and media.

Cosmos Sports has successfully hosted two Sports Careers Conferences in the past year, with speakers from Maple Leaf Sports & Entertainment, Toronto Blue Jays, WWE, the CFL, Toronto Argos, IMG, Hockey Night in Canada and many others.

"We are rapidly taking a leadership role in bridging the gap between sports employers and passionate sports enthusiasts seeking sports-related employment," Kaplan says.

Another Sports Careers conference is scheduled for October. Watch for details on www.cosmossports.com closer to the event.

"If employers are looking to hire people for sports camps, sports retail, sports manufacturing, sports media, sports teams, sports therapy, sporting goods, or sports marketing, www.canadiansportsjobs.com offers a fresh and affordable option," Kaplan says.

For more information, call 1-877-626-7667 or 905-206-0076, or visit these websites: www.canadiansportsjobs.com or www.cosmossports.com.



THE DON'TS OF A COVER LETTER

■ **DON'T** forget to sign your name at the end of the letter. It's amazing how frequently people do leave the signature area blank.

■ **DON'T** write an essay. Get to the point and keep it simple.

■ **DON'T** be afraid to sell yourself up. You can be assured that everyone else applying for the same job will be.

■ **DON'T** make assumptions. Whether you believe you are the most qualified candidate in the world, be humble yet show self-confidence to the reader. If you display arrogance about yourself, it'll generally get you nowhere.

■ **DON'T** be Generic. Be different.

■ **DON'T** forget to ask for the interview.

www.canadiansportsjobs.com

THE DOS OF A COVER LETTER

There are many critical points when writing an effective sports resumé cover letter. The cover letter sets the tone on who you are, what you can offer the potential employer, what you are looking for in a career and if you can hit a home run! The cover letter is that first impression you will be making in your pitch to separate you from the rest of the hundreds of people applying to that one DREAM JOB. It can show how much desire and salesmanship you can present to a potential employer:

■ **DO.** Make it personal and specific. Sending a letter with the correct name and title of the individual you are responding to shows

■ **DO.** Say a little about who you are. A very brief history of possible synergies or similarities that can exist between you and the potential

the hiring company. For example, strengths for a sales job may be time management and ability to close. However, strengths for an event planner may be outgoing personality and multi-task co-ordination.

■ **DO.** Keep the cover letter to three to four paragraphs. Be concise and get to the point.

■ **DO.** Differentiate yourself from everyone else. Mention a special interest or activity which helps separate you from

grammar. Pay careful attention to detail and always double check all the correspondence you send out.

■ **DO.** Always finish the letter with a positive, closing statement that should help encourage the employer to meet you for a face to face interview.

■ **DO.** Be professional. You are trying to get a job, not buy a car or get a date. Always remember that you must impress the reader at all times.