

# Introduction

Would you rather apply for a government position or have a root canal? If you're like most people, you'll choose a visit to the dentist over the pain of answering Selection Criteria.

But, this is about to change. Like any skill, answering Selection Criteria is easy ...when you know how.

If you are applying for a public service or private sector position that requires responses to Selection Criteria, this book is for you!

The pages are jam-packed with examples from dozens of successful applications that you can adapt to meet your particular requirements. So, whether you are seeking a position as a CEO or a cleaner – or anything in between – this book will provide you with all the tools you need to write a brilliant application.

Regardless of your level of experience (or success) in answering Selection Criteria, you will gain enormous benefits from learning how to use a proven marketing approach that 'sells' your skills, knowledge and experience to potential employers.

For first-time applicants, everything you need to know about answering Selection Criteria is in the Toolkit. The book guides you through how to make the big decision about whether you should actually apply for the position (this is a really tough question), then provides step-by-step instructions and opportunities to practise your new skills along the way.

For more experienced applicants, or those with urgent deadlines, you can skip the areas that are already familiar and scan the summaries located at the end of each section. Refer to the examples provided and adapt them to suit your needs.

**GOOD LUCK!**

