



TOP 10 STUDENT USES OF BLOOMBERG

- 1. ADD YOUR FREE BLOOMBERG EMAIL ADDRESS TO YOUR RÉSUMÉ:** When employers see a “@bloomberg.net” email address on a résumé, it signals that you know how to use the Bloomberg Terminal. Here is how to set up your login and locate your Bloomberg email address:
 - a. Double click on the green Bloomberg icon
 - b. Click the green box on the toolbar and select “screen one”
 - c. Click the blue “Create a New Login” text
 - d. Click “Myself” radio button
 - e. Click “No”
 - f. Enter your name (e.g. CHRISTIAN SHEPPARD)
 - g. It then gives you an automatically generated login name (e.g. CSHEPPARD7)
 - h. Enter your Mobile #. Note that this number must be valid as it will be used to activate your account
 - i. Enter a Corporate #. Enter your trading laboratory phone number or any other university number
 - j. Enter your corporate email. Use your personal email address that you can access on your smartphone (e.g. gmail, yahoo)
 - k. Verify your account via SMS or email
 - l. Create a password
 - m. Your Bloomberg email address is then loginname@bloomberg.net (e.g. csheppard7@bloomberg.net)

Note: The login will go dormant 90 days after you last use your Bloomberg login on the Terminal itself. You can reactivate the login after summer recess by contacting the Bloomberg help desk
- 2. FORWARD YOUR BLOOMBERG EMAIL TO YOUR SMARTPHONE:** Here’s how to have all inbound messages to your Bloomberg email automatically forwarded to an email address of your choice (e.g. gmail):
 - a. Log in to the Terminal by double-clicking the green “Bloomberg” logo on the desktop
 - b. Go to “screen one” and either type “on” where the blue cursor is at the top left of the screen or click the red “DFLT” button at the top middle of the screen
 - c. Enter your “Login Name” and “Password”
 - d. Now that you have logged in, type MRUL into the command line at the top then hit enter (the green <GO> key)
 - e. Click the “1) Create Rule” button in the top left corner
 - f. Click “10) More Rules Options” in the top right corner
 - g. Change the second drop-down to “does not contain”
 - h. Type your name in the top right copper box and select it from autocomplete (e.g. CHRISTIAN SHEPPARD)
 - i. Change the bottom left copper box to “Forward Message”
 - j. Type in your personal email (e.g. gmail, yahoo) into the box on the right
 - k. Click on the red “1) Save” in the top left hand corner

- l. Name the rule in the copper pop out box (e.g. "Forwarding All Messages")
- m. Click on "1) Save"
- n. You're done! After about five minutes, you can check that it works by sending an email from your personal email to your Bloomberg login and see it boomerang to your smartphone inbox

3. **SEE A LIST OF BLOOMBERG-USING ALUMNI FROM YOUR SCHOOL:** The Bloomberg people database contains 2.3M people, including the 300,000+ Bloomberg Terminal users. These users can be filtered by school, allowing you to find alumni from your school. For instance Columbia, University of Pennsylvania and New York University each have over 3,000 alumni who use Bloomberg:
 - a. Type `PEOP<GO>` into the command line at the top
 - b. Click on "7) More" next to where it says "Education" on the left hand side of the screen
 - c. Enter your university name into the copper box where it says "<School>" then select the correct one from the autocomplete. If your school contains many entities (e.g. a business school and the parent institution), enter as many as you wish to broaden your search returns
 - d. Click on the checkbox in the bottom left hand side of the screen where it says "Bloomberg Users Only"
 - e. The results are then displayed on the right hand side with the total number of alumni in parentheses at the top of the screen
 - f. You can restrict your search by city by using the copper box which says "<Location>" on the left hand side
 - g. You can see further details on the individual by clicking on their name
4. **SEND THANK YOU NOTES THROUGH YOUR PERSONAL BLOOMBERG EMAIL ACCOUNT:** Make your thank you notes stand out by sending them over Bloomberg:
 - a. Type `MSG JOHN.DOE@BIGBANK.COM<GO>` into the command line, compose your subject line and message then click the red "1) Send" button in the top left of the screen. If you have done step two above, you will see any replies on your personal email account, which may be linked to your smartphone
5. **CONDUCT RESEARCH ON YOUR INTERVIEWERS:** The Bloomberg BIO function links all related Bloomberg News stories on finance professionals to their biography page. The Bloomberg Terminal is the only place where you can access the Bloomberg News archive as it is not picked up on Google News searches or any other news platform:
 - a. Type `BIO` into the command line followed by the name of the person in question then see if that individual is available on the autocomplete. If they are not, click on the blue "more choices" wording at the bottom of autocomplete
 - b. Once you have selected a name, it displays their biography with all related Bloomberg News stories at the bottom of the page
6. **GET REAL-TIME BLOOMBERG NEWS ALERTS ON YOUR SMARTPHONE:** (These are the alerts that only Bloomberg professional users see, not available for free on bloomberg.com!) Portfolio Managers and Traders rely on Bloomberg to tell them the most important market moving news be it earnings releases, interest rate announcements or statements from CEOs and politicians. As Bloomberg is the fastest business and finance news agency in the world these alerts will make you seem exceptionally well-informed as you walk into your interviews, perhaps more so than your interviewer!
 - a. Type `SALT<GO>` into the command line
 - b. Click on "1) View All Alerts" at the top of the screen
 - c. Check the box in the "Real-time" column for "Worldwide Hot" and "Readership Spikes". These are our two most popular alerts that will let you know the few breaking stories of the very highest importance and the stories that are "trending" among the Bloomberg Terminal user-base globally
 - d. Uncheck the checkbox called "8) My News" on the right hand side

- e. If you wish, you can subscribe to over 200 real-time or daily alerts on this page including regional/country alerts and asset-class-specific alerts. For instance if you are applying for a role in investment banking, you may want to subscribe to real-time “deals” alerts and “M&A analysis”. If you are applying for a role in asset management, you may want to sign up for “earnings” alerts
- f. To change your subscription options (e.g. to unsubscribe), you must log back into Bloomberg and come back to this screen, you cannot unsubscribe from the email itself
- g. If you have done step 2 above, all these alerts will go to your smartphone via your personal email

Note: The emails contain the headline and first few lines of the story, which most often gives you the full gist. To read the full story, you will need to log into Bloomberg, but knowing the headline is typically enough to be supernaturally well informed before everybody else on campus!

7. SIGN UP FOR DAILY BLOOMBERG NEWSLETTERS TO HELP YOU PREPARE FOR INTERVIEWS: As of September 2016, Bloomberg publishes 29 regular newsletters. They are available for free email delivery to all Bloomberg users, including students:

- a. Type BRIE<GO> into the command line
- b. Click on the subscribe checkbox next to those of interest. The most popular newsletter is “Economics” but depending on your job search, you may be interested in “Hedge Funds”, “Private Equity”, “Regulation”, “Clean Energy”, “ETFs”, “China” etc.
- c. You will then receive an email to your Bloomberg inbox containing a blue download link to the newsletter PDF. If you have done step 2 above, all these alerts will go to your smartphone via your personal email

Note: If at any point you would like to unsubscribe from any newsletter, log back onto Bloomberg and go to the BRIE function

8. UPLOAD YOUR RÉSUMÉ TO THE BLOOMBERG TERMINAL: The Bloomberg Talent Search (BTS) is used by Bloomberg’s 300,000+ users to source résumés of students looking for roles in finance. To upload your résumé:

- a. Type BMC<GO> into the command line
- b. Finish the 8 hour Bloomberg Market Concepts (BMC) course on the financial markets and the Bloomberg Terminal, then you will receive instructions via email on how to upload your résumé to BTS<GO>
- c. Completing BMC is the only way to upload your résumé to the Terminal

9. DOWNLOAD PRE-BUILT FINANCIAL MODELS FROM BLOOMBERG’S EXCEL TEMPLATE LIBRARY:

Bloomberg has over 300 pre-built models including a discounted cash flow valuation (DCF) model and a company comparable valuation (“comps”) spreadsheet:

- a. Type XLTP<GO> into the command line
- b. Press page down to browse the model library or type a keyword into the top left copper box to do a keyword search for a certain topic
- c. You can then send any model to yourself by saving it on the desktop, triggering a message to yourself with the MSG function, then using the paperclip to attach the model

10. CONDUCT INDUSTRY OR SINGLE COMPANY RESEARCH FOR YOUR STOCK PITCH OR THE CFA

RESEARCH CHALLENGE: Bloomberg has industry data sets on over 100 industries including market shares, common size financial statements for benchmarking and peer group comparable valuation tables tailored for that specific industry:

- a. Type BI<GO> into the command line
- b. Click into the major industry area on the left then click into the sub-industry of interest
- c. To look for Equity Research on a specific company, type BIP<GO> into the command line for the Bloomberg Intelligence Primers
- d. Then search for the company of interest using the top left copper box. There you have a “live” initiation note, a great starting point for your research project