

The GET-A-JOB Manual



for suggestions?

Everything you need to know
to win the job offer

The Resume Store's methodology.

One that supports our commitment to help those seeking new or better jobs receive higher numbers of interview invitations and to avoid the multitude of interview process pitfalls.

Preface

Before reading further, take a few minutes to examine the ad that follows on page 4. Try to identify what this ad has in common responding to a job posting. If you can, you are well on your way to understanding the newest application of the basic principles of advertising to the job search challenge. It is this application that has secured greater numbers of interview opportunities than the antiquated and traditional Cover Letter and Resume writing methods practiced by our competition. Within the following pages, I will attempt to explain more clearly our literary technique and applied ideology.

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As an educated guess, placing the ads above in trade magazines or newspapers may cost as much as \$1000.00 to run just one time. In the pages to follow, I shall attempt explaining our new principles and why they've evolved from what are antiquated and mediocre job seeking and interviewing methodologies, still used by many who profess to write up-to-date documents.

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**IN RUSSIA I WAS A DOCTOR;
IN AMERICA, A PHLEBOTOMIST;**

**The job search story of
Valeriya Rudolfovna Gortinskaya**

The afternoon of March 13, 2009, Valeriya Rudolfovna Gortinskaya (we'll call her Val) came to my office and ordered from me a Cover Letter and Resume. Having emigrated from Russia in 2007, Val spoke English rather well; better than most with whom I've spoken from other countries. Anyway, Val and I spoke for more than 2 hours, during which I felt as though I understood her passion and her commitment to start over in America.

On May 31 she picked up her new Cover Letter and Resume.

Before she departed that day I gave her some sound advice about interviewing. Below are a succession of e-mails between Val and me. Within them is a story of which I am proud.

Perhaps they best explain why I do what I do!

Arnie Sherr, President

The following is the body of her new Cover Letter...

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Few sacrifice years of education and an earned professional designation of Doctor of Pediatrics. However, many from where I came would sacrifice almost anything to live in America. I am part of those few. Now, after realizing the dream it is my goal to once again become part of the medical community; only this time in America. I have so much to contribute to humanity and doing so as part of your prestigious healthcare facility will permit me to dedicate not only to your mission, objectives, and goals but to the needs of the patients and their families that trust their healthcare concerns and challenges to your team's knowledge and experience.

Of this quest, I have just successfully completed the Ultimate Medical Academy's Phlebotomy Program. I will be sitting for the next A.M.T. National Phlebotomy examination which is scheduled for late April. Anxious to begin rebuilding, I offer dedication, commitment, and a never lost passion for helping others live a better quality of life. Practicing my newly refreshed skills is certain to benefit your Phlebotomy team's productivity and high healthcare standards. Your invitation to tell you more of how my skill-set will benefit your needs, I assure you will be time well spent.

Sincerely yours,

VALERIYA RUDOLFOVNA GORTINSKAYA

THE GET-A-JOB MANUAL

Date: Tue, 12 May 2009 20:51:28 -0700

Subject: from Val

To: arnold.sherr@sherr-enterprises.net

Hi Arnie,

Thanks a lot for your support today, you made me feel much more confident before my interview.

The lady from HR didn't call me on time, so I called her

20 minutes later and left a message. She called me back later when I was at the job. My boss was away at that time so I could speak and I had that interview right in the stock room of my store :) I think I answered OK, of course I can't say for sure. She said they will tell me their decision in 1 week. The lady didn't ask me why I quit medicine and how much money I expect from Morton Plant, so I didn't touch these questions too.

We will see what happens, I will let you know.

Thank you for everything. I will sure recommend your service to my friends and will not mention your fees.

Have a nice day.

Do svidaniya.

Val.

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From: Arnold Sherr <arnold.sherr@sherrenterprises.net>
To: Valeriya Rudolfofna Gortinskaya
Sent: Wednesday, May 13, 2009 6:26:34 AM
Subject: RE: from Val

Thank you Val,

I am so pleased that after speaking with me you feel as though your confidence is empowered. What good would I and The Resume Store be if we just wrote Resumes and cut off our clients? Well, I guess we'd be like all the other Resume companies that are just in it for the money. Although income is important, helping others is what drives me and my business. I am, as always, happy to answer your questions and boost your confidence. I interpret requests like yours as compliments.

Please, never hesitate to call.

Arnie

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Date: Tue, 19 May 2009 21:16:32 -0700

Subject: Re: from Val

To: arnold.sherr@sherr-enterprises.net

Hi Arnie,

How are you doing?

I had 2 more interviews today, both in Morton Plant. They enjoyed speaking with me for 2 hours:

During that time Dale (one of my future bosses I believe) showed me the lab and we discussed what shift I would prefer to work. He also asked me about money and I told him one of the students from our group just got a job in St. Pete for 12 USD per hour and I think that was fine. Dale also said I seem to be a nice person and I immediately said I really am a nice person. Fortunately the guy has a sense of humor. I think in general everything was good, they will contact me in some days and hopefully I'll get an offer. Anyway I am very glad all these things are happening and this is your fault :) too.

Thank you again.

Val.

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From: Arnold Sherr (arnold.sherr@sherrenterprises.net)
Sent: Wed 5/20/09 8:40 AM

To: Valeriya Rudolfofna Gortinskaya

Val,

Thank you for giving me credit; however, I am only responsible for creating documents that got you interviews. I can't take very little responsibility for getting you a job. For that you get the credit. Yes, you called for advice and I gave you some. Many call me for advice after which they seem to ignore what I've said and as a result they don't get hired.

I credit you for a couple of reasons...

1. When you interview you are liked. That is a genuine appraisal because you are indeed a very nice and likeable person, and
2. You are not threatening to those with whom you interview. This means that if they hire you, their decision will not turn out to have been a bad one. They realize you will do the best you can do and not make them look bad for having hired you.

I know you will do well because you are not overly egotistical. Most Americans who have achieved medical or other highly respected degrees could not start over as a phlebotomist or as anything similar. It would be beneath them. The people interviewing you sense your humility and humility is a great quality to own.

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Let me know when you are hired.

Here's one other thing. When they call you next, ask for the job. You can simply ask in this manner;

"When would you like me to start, this Monday or is next Monday better?"

Ask a similar question every time and with everyone you interview (assuming you want the job)

There is no better way than to say you want something than to ask for it!

ARNOLD SHERR, President

Wed, 20 May 2009 14:01:16 -0700

Subject: Re: from Val

To: arnold.sherr@sherr-enterprises.net

Hi Arnie,

It's so nice to hear from you.

Today I got a call from Morton Plant and they offered me a job. I agreed. Tomorrow I am going to HR with my documents and I'll start on the 1st of June.

Arnie, I can't thank you enough for all you did for me that great Resume, nice words and advice. I appreciate your help and support.

Have a nice day. Val.

JOB SEARCHING vs. CAREER MARKETING

Consider the difference between these two, very different concepts.

- "Searching": to uncover, find, or come to know by inquiry or scrutiny. Most assuredly, "searching" is a most unscientific method of finding or locating something. For our purpose it describes reading the classifieds, internet job sites, making random phone calls, responding to help wanted signs, etc.

In other words, searching is a broad concept without self-examination for specific qualifications and/or aptitude; without industry research; without knowledge of economic and market trends; without a strategy for choice; without a direction or income considerations. One may as well toss every job posting in a hat and work them in the order of their retrieval.

- "Marketing": the process or technique of promoting, selling, and distributing a product or service. Sound complicated? Well, not really!

Simply put, marketing is the development of a plan to examine a product; to identify its features and benefits; to identify its market of interest; to establish its value; to develop methods of advertising; to present the product properly; to ask for the sale.

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Let's examine each part of the marketing process as it applies to your desire to secure the job or position that best fits your wants, needs and qualifications; a career choice that will hold your interest and permit professional and personal growth through lasting enthusiasm.

1. Examine the product. Your product is a new and unique toaster. The toaster has many new and unique features. Features are your toasters characteristics. Its benefits are how the features fill the buyer's needs.
2. Now that you have identified the features of the toaster and understand how they may relate to the needs of the buyer, you must next identify the market or markets that are likely to be interested in buying your toaster.
3. Now that you have identified target markets and before you can attempt to sell your toaster you must establish its value (price or compensation).
4. Having all the necessary facts to advertise your toaster (features, benefits, and price), it is now time to plan your ad. You may place a newspaper ad, radio ad, TV ad, or perhaps you wish to create a flyer and make mailings to the target markets identified earlier.
5. You've designed an effective flyer, ergo you are receiving many requests from interested prospects to present your toaster after which, you will ask them to buy.

I am sure by now you have surmised that the toaster is you. If you invest the time and effort you will stand out in the crowd. You will have removed yourself from the status quo. Most job seekers search; therefore, utilizing with my career *marketing* strategy appears to prospective employers as professional, unique, and investment worthy.

Next I shall address each of the above individually.

Features and Benefits: Only you are equipped to make this list. Take the time necessary to self-examine and appraise. After making your list ask yourself as will an interviewer, "What are the needs these features may benefit?" Their conclusions are essential ingredients in developing your ad or more accurately your Cover Letter. This information is critical to the creation of effective Cover Letters whether you write your own or retain the services of a professional.

Identifying Target Markets: "Target markets" are comprised of industry categories that match your knowledge, skills and attributes. It may take some research to accomplish this task. We are lucky; we have the benefit of the Internet. The Internet avails us the ability to investigate potential employers through surfing. If you are not computer literate, I am sure you know someone who is. If you simply want a job; don't care about salary; don't care about your future, then apply at McDonald's, Wendy's or wherever. Do you get the picture? If you want to adequately justify your income goals you must make the investment of time and effort. Do not be lazy or procrastinate.

Designing your Ad: Now you are ready to design your ad; Cover Letter! Effective Cover Letters and Resumes are critical to a desired result. They will never get you hired. Their sole purpose is to attract interview invitations. If your "flyer," poorly designed and written does not attract inquiries you will not sell your toaster! If you have not the ability to expedite an effective Cover Letter and Resume, make the investment in a competent professional.

Presenting your Toaster: This is the final curtain. You now have the opportunity to present your toaster to an interested party. Have you prepared? Have you learned your lines? Have you made your outline? Have you investigated your prospect? Have you committed to memory the your benefits and features? It is simply enough just to get the part? Rehearsing your part or role is critical to a successful interview. Your Cover Letter and Resume accomplished their task. Obviously the interviewer, impressed with your Cover Letter and Resume is excited at the prospect that you will be as impressive, professional, and well informed as your documents allude. If you disappoint the interviewer you will go no further in the hiring process. However, if you exude confidence and enthusiasm, know you information, sell your benefits and ask for the position your chances are better than excellent. Why? Because the average candidate is job searching, not marketing. You shall excel over the competition. This is crucial to a successful marketing campaign.

Next, let's discuss interview dos and don'ts!

The interview is multi-faceted. Each facet is contingent upon the other. I will discuss each separately.

Control: When selling a product controlling the process is essential to making sales. Control, when practiced effectively is subtle. You have entered the interviewer's territory. Geographically, you are out of your comfort zone. The interviewer is very comfortable in his or her office. Maintaining control in another's space is challenging indeed. However, it is incumbent for you to relax, be confident and exude enthusiasm. In other words, when on stage

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be believable, be interesting and be sure of yourself! As stated above, be prepared and the rest comes easy. Because you've investigated all employers for whom you are interviewing, you may and should engage them in conversations about that which you've learned. Let interviewers know you prepared or, as they say, did your homework. They are always impressed when applicants demonstrate these kinds of interest and commitment.

Body Language: Body language is extremely important. Human Resource representatives train to read body language. Looking down indicates a lack of confidence and a propensity toward dishonesty. Crossing arms denotes boredom. Crossing legs denotes familiarity and lack of professionalism. However, if the interviewer crosses arms, then you may; leans on elbows, then you may, folds legs, then you may. My best advice is not to follow their lead. Make and maintain eye contact, sit erect, hands at your side or placed on the table or desk. Always appear interested and focused. Smile and be personable. Moderate humor in good taste can suppress tension. Interviewing all day may be tiring and boring for the interviewer. When they have an enjoyable experience, they tend to recall it above others. Make it fun and all will have an enjoyable experience and more importantly, a winning result.

The Close: Asking for the Sale; **THE JOB:** Many sales are not made because salespersons, even though the presentation was excellent never bother to ask the prospect to buy. Applicants should always ask for the job (the sale) even when realizing hiring decisions are not generally made at first interviews. **Note:** Never phrase them as yes or no questions. Always ask either-or questions. Example: May I start next Monday, or is the following Monday a better day?

Self-critique: After all interviews take time to self critique; do so right away while the experience is fresh. This will benefit future interviews.

Follow-up: Send a thank you notes/letters immediately. This is essential. All you do to remind the interviewer is never too much. Call after one week and then every two keeping them aware you are interested and enthusiastic. You will not be perceived as a pest. More accurately, the reason follow-up calls are put-off is because most have a fear of rejection. If you make the call and receive bad news, you are now freed-up to push forward. In these scenarios,

"Absence makes the heart grows fonder NOT", and "Out of sight, out of mind"

Salary Inquiries: Among the most awkward questions heard by applicants are, "What are your salary requirements?" "What are you earning on your present job?" "What do you need to get by?" Most interviewers ask about income in some form during the process. It may even be asked during their first phone contact. There are two negatives to answering these inquiries in whatever form they are asked. They are: (1) if your response is too high, they may refuse to go ahead with the process, and (2) if you say too little you may be offered less than is budgeted for the position. Answering money questions is a 'lose-lose' proposition. It is imperative the criteria for offering the position are solely based on the merits of your qualifications. Never answer money questions!

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What if asked; how shall you respond? The following is how I answer money questions.....

“I understand why you have asked this question. However, I face two obvious pitfalls at the very prospect of answering. Both answers succeed to "shoot-me-in-the-foot" If the answer to high, I priced myself out of the position. If too low, you may offer less than budgeted. But, more importantly, I wish to be considered for that which I will bring to your company to contribute towards its growth and prosperity. In other words, I don't want to taint this process with money considerations. I hope you understand that my refusal to comply is not intended as uncooperative, but rather a prudent decision within this process.”

Under no circumstances shall you provide salary information. I believe an employer whose criterion, even in part, involves salary information is more concerned with what to pay rather than candidate value.

Salary Negotiation: Of this entire process and as tedious as it may be negotiating salary, it is for many intimidating. The fear is, indicating dissatisfaction will alienate the employer and kill the offer. Would this be the case, I would be reluctant to consider accepting their offer. Certainly, pressures to thrive play a great part in these decisions. However, countering is generally acceptable. They may refuse to negotiate their offer in which case you must decide yea or nay. It is always worth a try! Do not be greedy. It has been my experience that once employed raises, even if frequent, are usually not generous. It is important to negotiate the most when initially brought on-board.

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I offer this information for two reasons:

1. to provide common sense guidelines and the importance of preparation as a demonstration of commitment to your career aspirations, and
2. to alert you that knowledge, willingness and enthusiasm are important parts of the Career Marketing Process.

ADVERTISING PRINCIPLES

Ads and Cover Letters

With respect to job searching much has changed over the years. Population and corporate growth has, even when unemployment is within normal ranges, placed great demands on human resource personnel. Generally, the numbers of job vacancies grow as companies grow. And the numbers of applicants grow as the population grows. But now, because of present economic challenges, the number of unemployed Americans is estimated to be at record highs. Coupling growing unemployment with the reality that many companies experiencing losses are either closing their doors or filing for bankruptcy protection. Others are closing branches and restructuring almost annually in an effort to survive the present and depicted to get worse, recession.

After having interviewed employees for most of my career, I had become accustomed to traditional resume technique; however, soon after I discovered that those for whom I write these important documents are not achieving what are considered average results. Examining my findings it became apparent that growing competition made necessary a new uniqueness that will succeed in elevating job candidates above the growing competition. A new Cover Letter/Resume recipe was the answer. I reflected back to college years and recalled that which I learned while studying marketing and advertising. I then drew parity between the manners in which corporate America views employees and how they view the products they market, manufacture, broker, and/or design.

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If you have not drawn this parity from the print ad on page 4 then maybe, just maybe, after reading to this point you may be getting my message. In case you're not, allow me make the comparison in another way...

XYZ Company manufactures a product that, after all design and production costs, advertising expenses, sales commissions, shipping and bookkeeping charges and overhead will sell at wholesale for \$459.00. The cost attributed to its production is \$240.00. Clearly, for every one sold the company will have earned a net profit of \$219.00.

In marketing, a product is anything that can be offered to a market that might satisfy specific wants and/or needs. In retailing products are called merchandise. In manufacturing products are purchased as raw materials and sold as finished goods. The verb 'produce' is from the Latin produce (re), (to) lead or bring forth. The noun product is "a thing produced by labor or effort". Since 1575, the word "product" has referred to anything produced. Since 1695, the word has referred to "thing or things produced".

The economic or commercial meaning of product was first used by political economist Adam Smith. In general usage, product may refer to a single item or unit, a group of equivalent products, a grouping of goods or services, or an industrial classification for the goods or services. Let's also make the comparison that products must be productive; it is their purpose to produce profits through their eventual sale. Some products are more productive than others because of their broader appeal. Other products, thought to be winners when produced, turn out to be duds; selling poorly causing companies to breakeven or lose money. You can be certain; products given reasonable time that do not produce are soon to be discontinued. Essentially, the

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same production goal sought from product sales that is sought of employees; “from both are anticipated profits derived from productivity.”

Stepping away from the productivity theme for just a bit, I retreat back to product development when companies after determining target markets assign their respective marketing departments the task of developing marketing and advertising campaigns around their new products. Many products are targeted to consumers and sold through retail outlets. The companies’ advertising is geared to both the retailer and the consumer (end user). For the consumer; newspaper, television, radio and print ads are designed around planned campaigns. The objective is to create consumer demand. The second part is geared towards presenting the product to the retailer who will, if duly impressed, order quantities sufficient to meet anticipated consumer demand. Advertising tools needed here are promotional letters, flyers, brochures, pictures, and etc. They are usually part of a salesman’s presentation. Companies make huge investments in all things related to promoting new and existing products. Furthermore, companies generally offer advertising discounts (incentives) to retailers that order products to help them pay for their own advertising campaigns. All of this is done in the hopes that lots of consumers will visit respective retailers, examine products in-person, and hopefully make purchases. However, there is one more step in the process that generally determines whether or not consumers make decisions to buy. This step is the retailer’s presentation and closing of sales. I will draw parity to this part after I complete explaining how the basic principles of advertising relate to the job search, Cover Letters and Resumes.

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Now, permit me to connect the dots!

Just as companies' products produce profits; so do its employees. Remember, if a product costs \$240.00 to produce and sells for \$459.00, it yields a net profit of \$219.00. To compare; an employee who earns \$45,000 annually and in the performance of his or her job earns the company \$125,000 annually has generated profits from productivity of \$80,000. That represents 179% of productivity. At that rate it will not be long before he or she is offered a promotion.

Hopefully, it is becoming known that employees like products, are expected to be profitable. But, how may human resource persons reading Cover Letters and Resumes get that impression? What talents must either you, if writing your own documents, or a professional Resume writer own? Furthermore, how will you know if the Resume service you may be considering understands this exceptionally effective ideology? I suppose you could ask what recipe they employ when writing Cover Letters and Resumes. Certainly, after reading this publication making an intelligent and educated decision should be less challenging.

Having brought you this far, let me once again make a comparison between Cover Letters and the ad on page 4. All ads; whether print, TV, radio, computer pop-ups, in-box spam, and others have the same objective; create a demand for the subject of the ad. Well, I believe the purpose of Cover Letters is to create a demand to take a closer look at the letter's subject. Moreover, Cover Letters and advertisements have the same goal and contain the same ingredients. Their formats are different but their content is compiled for the same result; to create demand. Many experts suggest using a headline atop Cover Letters. There are many who claim to write the

best Cover Letters and Resumes; frankly, if they're not incorporating the basic principles of marketing and advertising achieving promised results might be for them, a stretch.

Product Specs and the Resume

In this segment I wish to dispel one perception among which “Resumes” are defined. Most define “Resumes” as chronological records of jobs and every bitty thing done while on those jobs. To some degree it is, but in reality “Resumes” are merely “spec sheets.”

Recalling how we NOW view Cover Letters (Ads), it is important to remember they essentially advertise you in the same manner as companies advertise products. Therefore, the Cover Letter being your Ad; the “Resume” is appropriately your “Spec Sheet.” Let’s imagine a visit to a store to investigate an advertised item. The ad brought you in and once there you did what? You read the item’s spec sheet which is usually printed right on the box or carton. Many times it is also on a display card as a shelf tag. In the spec sheet you can read of all the important “duties and responsibilities” or should I say “attributes” of which this product is equipped and able to perform. Is not that exactly what is listed on your “Resume”?

Aside from the objective and summary there lists:

- Characteristics
- Attributes
- PC Skills
- Work History

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- Duties and Responsibilities
- Licenses and Certifications
- Education and more...

Moreover, Resumes are much the same as “Spec Sheets.” Even in light of this comparison, we apply the same uniqueness and creativity to, so called “Spec Sheets,” or Resumes, as we do to Cover Letters. It is so important to be consistent! It is also important to conceptualize the content within Cover Letters (ads); that it is what leads readers to examine accompanying Resumes. If Cover Letters are mediocre to poor then most likely Resumes will not be read. Because of the heavy volume of Cover Letters and Resumes received by HR Departments, those who peruse them look to shorten the stack as quickly as possible. They accomplish this by looking for reasons to place them in the ‘file 13’, rather than to look for the good that may cause them to invite the respective applicant to interview. Latest reports tell that interviewers visually scan resume for further examination in 10 or less seconds. That is to say, resumes must be impressive enough to be set aside for further review in as little as 5 to 10 seconds. It is also suggested that in addition to key words, resume are to be content adjusted to job vacancy posting content; cover letters too.

Special attention should be given to Resume summary sections; profound, impressive and short. It is equally important to scatter keywords and power phrases throughout Cover Letters and Resumes because those who read them seek-out such phrases and words to speed up the process. Additionally, it is never wise to exceed two pages; doing so almost guarantees your documents will end up in the File 13.

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Factually, 95 percent of those who come to me inquiring about Resumes think it is the Resume that gets them hired. In that vane “Resumes are, indeed, Worthless.” Candidates are seldom hired because of Cover Letter and Resume content. From them they are only selected to interview. So then you ask, “From what do hiring authorities make hiring choices?”

Before I answer, let me impress the importance of writing Cover Letters and Resumes effectively. Writing effective Cover Letters (ads) requires special skills and knowledge; writing Resumes requires specific rules to be followed. An example: most Resumes state that respective applicants have excellent communications skills, both written and verbal.

Imagine making that statement within Cover Letters and Resumes filled with grammar mistakes, typos, and the like. Certainly, applicant credibility is suspect. If you feel capable of writing your own, be sure you are a skilled writer and conceptualist and have researched well the rules and parameters of Resume writing. Mistakes will cost you interviews and worse, job offers.

Now I will answer the question “From what do hiring authorities make hiring choices?”

Remember, of candidates being interviewed all - according to their Resumes - have the skills required for this job. Basically, there is little candidates can do to prove how proficient they are at performing the skills listed on their Resumes (spec sheets). Therefore, it makes sense that reasons for being hired have little or nothing to do with Resume content.

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Interviewers seek the kinds of qualifications that can not be written to paper. Asking a candidate if they “are” or “can be” these kinds of innate qualities, attributes, or human conditions will not prove them to be. Most, wanting the job will answer yes. The kinds of confirmation interviewers seek are best revealed subliminally.

Some examples are:

- Energetic – must be demonstrated; not said.
- Energy properly channeled; not said.
- Assuming the position’s roll; not said.
- Enthusiastic; not said.
- Emotionally mature; not said.
- Good judgment; not said.
- Financially adept; not said.
- Self-control; not said.
- Dedicated to complete tasks; not said.
- Dedicated for reasons other than the paycheck; not said.
- Loyalty; not said.
- Compatible; not said.
- Team-player; not said.
- Leader; not said.
- Coach, teacher; not said.
- Analytic; not said, and more...

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Of course, many of the above are written to Cover Letters and Resumes. Just because they're written, are they to be believed? Well, since most candidates write similar things to their documents it may be a good idea to demonstrate these attributes rather than simply saying them.

“How, you ask, can the above be demonstrated?”

Well, let's assume the position for which you are interviewing seeks the duties and responsibilities of a General Manager. One of the most important functions of management is leadership. The interviewer is aware you've written in your Resume that you are an accomplished leader. But, how can you best demonstrate to interviewer(s) that you are?

Before I tell you how, it is important to understand this method applies to all-of-the-above list, and of others I've not mentioned. Remember, to write or say means little unless you can demonstrate by example (also, a key manager attribute).

Even if you are not interviewing for a leadership roll, demonstrating leadership potential can't hurt. Therefore, implementing the following is a plus for two reasons.

1. It demonstrates without saying most of the list above, and
2. It sends subliminal proof of written and verbal communication skills, public speaking, leadership, confidence, attitude, energy, tenacity, assertiveness, thoroughness, self-control, organization, dedication, maturity, and so much more.

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These are characteristics and attributes that can only be proved by doing what I am about to suggest.

After introducing yourself to the interviewer(s) say, “Mr. or Ms _____, before we begin the interview, I would like to ask your permission to make a brief presentation, a sort of introduction in which I will tell you about me; where I’ve been, where I am going, and how I will add value by bringing dedication and commitment to the goals and objective of (COMPANY NAME).”

Then proceed!

“Wow,” one client said to me after telling her this. “How can I do that? I don’t know how!” My response, “Do you want this job?” She responded “yes.” Then your question should be, “What must I do to accomplish this?”

It’s really basic. Maybe simpler said than done, but I believe most can pull-it off.

First, imagine having an out-of-body-experience. I don’t mean being close to death; I mean imagine you as, let’s say for example, a copier. Make a list by recalling all of the things I mentioned above and a bunch from your Resume. After making your list, begin writing a sales presentation about the copier (you) incorporating examples of as many of your list as possible. You can build in a few very short stories about some of them if you wish. Interviewers like stories; they hear so few without probing.

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I've written an example to get you started...

"Ms. H. Authority, I am very grateful for this opportunity to interview for the exciting position of payroll department general manager. Before we begin our interview, I wish to ask your permission to make a brief presentation. (Wait for the OK; then begin).

I am here today at your invitation seeking the payroll department general manager's position. I am well qualified to responsibly and effectively perform the required duties and responsibilities because I've been recognized many times for excellent attention to detail, accuracy, and the required due diligence that conforms to tax laws and other Federal guidelines. As a dedicated member of your accounting team, I will employ years of training and coaching experience to improve the payroll department's productivity and cohesiveness. Believing in transparency, I will be concise and detailed when reporting to superiors and when participating in planning sessions. Furthermore, it is important to realize that among every aspect of the position I not merely promise dedication and commitment, I bring a passion for my work unmatched anywhere by anyone with whom I've ever come in contact. Practicing professionally that which I've learned; leadership, attention to detail, accuracy, results, and more is very important. In preparing for today's meeting I have prepared by fully investigated your company. After doing so I am certain my contributions will play a big part in (COMPANY NAME) growth and profits... and so on!

Over past years I have.....

The above took 2 minute and 10 seconds to recite. Within that 2+ minutes I demonstrated excellent written and verbal communication skills. Because I've taken control by making a

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presentation I have demonstrated strong leadership potential. By the very nature of the messages given they understand I've demonstrated confidence, detail orientation, commitment and dedication, professionalism, ability to train others, an adept collaborator, a team player, honesty, and a believed promise to work towards meeting and exceeding all company goals and objectives. And, do you know what; I did it in 2 minutes and 10 seconds. Presentations should not be less than about 5 minutes/not longer than 10, incorporating a summary of your employment successes and a few relevant stories while permitting interviewer input from time-to-time.

When you are finished, ask the interviewer(s) “Have you any questions?” (And, shut up!!!!) I defy you to find anyone among your competition making such a presentation or for that matter leading their interviews by...

1. Taking control, and
2. Presenting them so prolifically. Doing so will not only earn the job offer, but most probably the highest pay package authorized.

Building a Personal Marketing Presentation (PMP)

Up to this point I've written how the basic principles of advertising relate to Cover Letters and Resumes. Now we shall explore the beginnings of developing a PMP (Personal Marketing Presentation).

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As mentioned earlier, another important segment of product development is usually assigned to a company's advertising division. It is there that various sales aids and promotional materials are designed. Things like product packaging, sales brochures, flyers, bulletins, and a myriad of other get-the-word-out media. Since my entire methodology is based on the very same principles, it stands to reason that Cover Letters and Resumes, as important as they are, are only one part of job getting process for which there is but a single purpose; to present our clients as so unique and professional that hiring authorities who receive their PMP's are so impressed they are driven to invite these professionals to interview. For all intent and purpose, we are "packaging" our clients for all advertised positions of their choosing. This is also referred to as "branding."

There are many parts to this packaging process; however, for now I shall continue by introducing three additional promotional items: Personal Marketing Presentation (PMP) folders, marketing/networking cards, and thank you notes. In addition to Cover Letters and Resumes they round off the entire pre-interview segment of the PMP.

What is a Personal Marketing Presentation Folder (PMP)?

I am best able to explain in this way...

Wanting to buy a new car you stop in at your local auto dealership just to look around. While there you notice a tall display filled with full-color brochures; one for each model. You fill your arms with these brochures, take them home and compare them with brochures you've gathered

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from other area dealerships. My my; aren't these brochures attractive? They are well written and certainly present each auto professionally — they kinda' make you want to drive them home right now. Truthfully, the artists that create these brochures are experts at making these autos titillate consumer "want-it" emotions. "Wow," said one car shopper, "I can't wait to test drive this one."

The PMP folders we design induce the same emotional reactions. Our goal is that HR recruiters react similarly, "Wow," I can't wait to meet this applicant." Our PMP folders are full color and provide additional space in which to insert info not generally written to Cover Letters and Resumes. The inside back cover has an acetate pocket in which a copy of the applicant's paper Cover Letter and Resume is placed.

The next two items are "personal marketing/networking cards" (a business size card designed around you career designation) to be left with interviewers upon leaving and thank you notes or letters to be mailed immediately after interviews.

January 22, 2009 -This writing is an adaptation of an article by *Michael Cooney, co-founder of Global Development entitled...

WHAT RESPONSE DOES YOUR COVER LETTER SEEK?

Two Common Profit-Robbing Mistakes

Is your ad (Cover Letter) sent to the right prospective employers, but in the wrong way? If so, you're not alone. Many unemployed have done proper research to determine the best prospective employers for their career goals, yet remain puzzled as to why responses do not meet expectations. For maximum results job applicants must be certain they're not making the two following common, response-robbing mistakes.

Fulfilling your ad's (Cover Letter's) purpose

One of the most common mistakes is a failure to remember the primary purpose of an advertisement or in the case of job searching, the Cover Letter. That is: to motivate readers to take the next step in your selling process. It is just that simple.

What action do you want your ad (Cover Letter) to bring about? Do you want the reader to call you personally and in a timely fashion and invite to interview? Whatever it is, it's your job to direct the reader to do next, exactly what you want them to do and hopefully, when it is to be done.

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How may this be accomplished? By telling enough of your story; giving enough information to encourage those reading your ad (Cover Letter) to take that next step – read your resume and initiate contact.

Michael Cooney points out: A friend recently showed his script for a one-minute television commercial, and then asked if perhaps he shouldn't shorten it to 30 seconds so it could appear twice as often for the given budget. I advised against it, said Cooney, for this reason: once you have someone's attention, doesn't it make sense to tell him enough to motivate an action(s)? If your commercial tells twice as many people half your story, you'll just end up with twice as many people who won't respond.

To put it another way; let us imagine, you went on a sales call to a prospective client. Would you give only half your presentation, half the benefits of your product/service, and then stand up and walk away? Of course not! So why allow your advertising to do that?

The same principle is true for print ads. You might suppose that a one-page ad would sell twice as much product as a half-page ad. Not necessarily. If half a page is all that is needed to tell a compelling story, then a full page may generate few additional sales. On the other hand, if it takes a full page to give all the important details and tell the whole story, then such a page may sell four or five times than would a half-page.

Why allow you Cover Letter to do either of the above?

Factually, the above is professed to be best recipe for Cover Letters and although many "so-called" experts allay different Cover Letter approaches, it is generally accepted that Cover Letters restricted to one page most times permit only half of a job applicant's story. That being the case would a job seeker's entire story in some related but creative manner be able to be told? If so, is it not then reasonable to expect to receive greater numbers of interview initiations?

Direct Response vs. Institutional Approach

This, the second mistake is directly tied to the first. Interestingly, the more intrinsic and detail intense is a particular career designation, the more likely it is to make this costly error.

First, some definitions:

Direct response means you are seeking a response directly from your ad (Cover Letter). You want the reader, a business owner or human resource representative to respond and take the next step in your selling process.

Institutional approach: It, on the other hand, seeks no response. This is also called "image" advertising and since it is only intended to showcase and build an image, it typically features eye-catching terms and catch-phrases. Many even suggest 'headlines' delineating an applicant's special skill or skills. If it is agreed the purpose of Cover Letters should be a call to action, then you can see that merely presenting generalities is not going to be of much help.

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As to the argument that you just need to get your “image” out there so that when an employer is ready to act you will be remembered; well, that’s a weak position to take. Here’s why: applicants may create direct response presentation materials that carry the entirety of their compelling stories, and do so without exceeding the one-page Cover Letter limitation. There’s nothing saying text and imagery can’t work together to compliment each other and create a powerhouse presentation.

By avoiding these two costly mistakes, you can greatly increase the desired result of your job seeking advertising campaign. Better still, you won’t be investing in Cover Letters and Resumes that can’t pay for themselves.

THE INTERVIEW

The challenge of getting interviews in tough times

As re-emerging companies whose financial health has been weakened by current economic woes recover, they seek employees with skills integral to boosting growth of productivity. Many companies search tirelessly for more experienced, multi-skilled employees. Labor markets becoming less stable and more risky desire applicants who are able to wear multiple hats and perform diverse skills which improve their chances of acquiring and maintaining gainful long-term employment. Because many companies are struggling to stay afloat, it is imperative they manage with smaller workforces. However, a diminished workforce is still responsible for the same non-diminished operational requirements, manufacturing and/or service demands.

From another point of view: ABC company manufactures ceiling fans. Business has slowed drastically, so the company laid-off 30% of its employee base. Operations are proportional to incoming orders (sales). As the economy slowly improves, bringing back laid-off employees to the job will require of them a more diverse skill-set. That is to say, as the company re-grows it becomes necessary for new and re-hires to have a more diverse bag of tricks; to be able to perform multiple crossover duties as part of the companies renewed growing pains.

Considering the staggering number of Americans who compete daily for every job posting, regardless of where posted, those whose skills-set is more diverse and experienced will

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definitely spark the most interest among resurging companies. However, as hard as it is to accept, expecting additional compensations for wearing additional hats may be unwise. It is my belief that getting back to work is the primary goal. Offers are harder to earn and mathematically challenged. It is for employers “a buyer’s market.”

You don’t have to agree with my economic hypothesis; but, for the past 20 or 30 years raises have been negligible against normal annual rates of inflation (CPI). It is therefore to be expected, an “economic correction” is inevitable. Adding to the aforementioned (what I feel is the root cause), the mortgage crisis, fraudulent under-overlooked banking practices, and more; I am surprised we are not worse off.

Without discussing further why we are where we are, it still remains that huge numbers of Americans are unemployed and that number is fragile month by month. It is not my objective, nor should it be yours to solve the economic tsunami enveloping the globe; what is our mutual concern is getting back to work. Please do not misunderstand; I am not suggesting you beg for work; simply that you become more qualified than those with whom you compete.

Like it or not, Washington its best to stimulate the economy. As this plays out; hopefully, more postings will be forthcoming; in certain industries recruiting is re-birthing. The so-called “green industries” are beginning to sprout all over the country. Bio-fuels and other new technologies are soon to open many doors for new jobs resulting in increasing consumer spending.

What seems to be slowing the process is the lending crisis?

Think of America's banks as the Hoover Dam in a drought. Those who manage its flow control it from its intake towers. Too much flow will overwhelm dry areas wasting precious water to run-off, depleting water resources on the full-side of the dam; whereas a controlled flow from a trickle to an acceptable volume will healthfully and productively re-irrigate the land and populous while mother-nature replaces that which has passed through the dam swiftly and naturally. America's banks are reacting cautiously; restarting the lending process too quickly may exacerbate an already challenged situation by causing a rush on bank liquidity. After all, many banks including the largest of have also geared down. I doubt they are prepared for a small and large business rush for loans.

This, I believe is why it is professed that as companies slowly emerge, unemployment will continue to grow. It is a sort of pecking order. A significant contributor to the entire economic melt-down was the overwhelming acceleration of real estate values nationally; severely in certain geographical areas of greater consumer demand. Certainly these areas took a bigger foreclosure hit than areas of lesser demand. That being said, it is easier to digest that the competition for jobs is soon to become more challenging.

I've tried denoting reality while hoping not to discourage those seeking jobs. Even among immense competition there are unique and creative methods for professionally propelling qualified candidates to the top of the call-to-interview list.

It has always been inferred by the most well-known experts in the employment field; ***“Shine and those looking will see your brilliance”*** – ARNOLD SHERR

Even in normal economic times, wise job seekers found ways to get noticed. Of those who embraced the wisdom but not the creative attributes, many retained appropriate resources. Whatever the case, being invited to interview is by all numerical standards the greater challenge. To get one interview, you are competing against thousands. For an offer of employment you are up against only the number of others invited to interview. That number may be from 0 to 10, or more; who really knows? Winning the offer holds incredibly better odds than getting invited to interview!

Transitioning the PMP into the Interview

Within the PMP folder, the Cover Letter (in generic format) and the Resume fit comfortably in the pocket on page 3; the inside back cover.

1. Resumes should not be longer than two pages, and
2. Cover Letters should be written as though an ad for a needed product, not a further depiction of more characteristics and skills. Therein lays our reasoning for insisting on a lengthy pre-Resume writing consult.

Having explained the above, it is important from the very beginning that we employ the same preparation when writing all Cover Letters and Resumes simply because as part of our client’s free one hour interview preparation consult it is the interview that we speak of most. We do this

in the hopes that clients who order only Cover Letters and Resumes will at least understand and interview using the same format applied to the creation of their cover letters and resumes.

Of course, concepts built into our Cover Letters and Resumes do not encompass the intricacies of the interview process; the dos and don'ts, so to say. Therefore, the following is meant to present valuable rules for successfully participating, and especially controlling the interview process.

Pre-interview phone contact

Most times, interested employers after having received an applicant's Cover Letter and Resume will make contact by phone. The initial phone contact may simply be an invitation to attend an in-person meeting or it may be in the form of an initial telephone screening. If a telephone pre-interview session is requested applicants have two options; to participate during this first contact attempt, or ask the caller to set a more convenient phone interview appointment at a later time. Unless the applicant is extremely confident in his or her ability to spontaneously participate, I recommend the session be re-set and I'll tell you why!

Re-setting the phone interview offers applicant's time to prepare; there are a few things that may be accomplished in preparation. Applicants may investigate this interested employer's website and note facts about their governance, growth, and some valid stats from their annual reports. Dropping some high level names - CEO, CFO, VP of Sales, etc. tells the phone interviewer that you are organized and prepared; great qualities to demonstrate. It also allows applicants to create unique questions to ask during this important first step. Moreover, I suggest

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even for those feeling confident, allowing time to prepare can't hurt; only benefit. If initial phone interviews are successful, they are usually followed by statements like "I'm going to recommend you for the next step; someone from Human Resources will be calling to set-up an in-person meeting" or perhaps the next step may be to set-up the first in-person before the call is ended.

In any case, applicants should have either retained us to or outlined for themselves their own "presentation format." At the very least they should have prepared a presentation outline before the first call. As was and is sternly emphasized; as an interviewee the purpose is to present one's self as one would present a product for sale. Recalling the ad on page 4, applicant presentations must address this methodology if they are to be unique and impacting in ways that elevate them above the competition. It is very important to practice PMP outlines over and over; in front of a mirror, if that's what it takes.

When creating PMP presentations consider the following...

- Never ask for anything you want, desire, or need.
- Always make clear how the product you are selling (you) will solve this potential employer's needs, goals, and objectives.
- Never answer income questions (What are you presently earning? What did you make on your last job? What is your income goal? How much do you need if hired? Never ask income questions (What is the pay range for this job?). Doing so opens the door for them to ask you income questions.

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- Everything you say and do should be in terms of how the product (you) you are selling will help this potential employer meet its goals and objectives.

I can not express more diligently; everything applicants say and do during interviews must be expressed in terms that benefit only the potential employer's goals and objectives. The applicants sole goal is to sell how their product (they) will best solve the needs of the prospective buyer (employer).

To recap; this is “needs selling.” When interviewing employers are not interested in what applicants want, need, or request; the time for dealing with those issues comes if and after applicants are made an offer of employment. It is then and only then, because the tables have turned and all other applicants have been eliminated the chosen may now interview the prospective employer. Now and only now, is it okay to ask all of the questions he or she has been wanting the ask; about benefits, vacation, working conditions, holidays pay, sick time, chain-of-command, promotion potential, management style of immediate supervisor or department head, bonuses, and more. More importantly, if the compensation offer does not meet desired goals, then planning an effective salary negotiation may be considered. Candidates should then make an excuse for not rendering an immediate decision. Perhaps wanting to discuss the offer with one's wife is reason enough or simply wanting to think things over before deciding. “Never – never, rush to judgment!” In today's challenging economic environment raises have proved to be minimal, if at all. It is imperative that attempts to be compensated at the highest possible, but reasonable compensation package is achieved or, at least, attempted without risking the security of the offer.

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Other than the “script” or “outline” there are important performance standards with which to comply. One in particular is “body language.” Human Resource personnel are trained to read “body language.” Such actions like folding arms may alert the interviewer of an applicant’s insecurities or perhaps not making eye contact as a sign of insincerity. Another is sitting with elbows on the table which would say to them the applicant is bored.

Certainly, communication skills can not be written to Cover Letters and Resumes if the applicant speech is constantly interjected with um’s, uh’s and ah’s. Additionally, um’s and uh’s demonstrate that an applicant is unsure of the content of his or her orations and also displays a lack of confidence and commitment. There is so much more to learn about “body language”; failing to do so may cost unprepared applicants valuable employment opportunities. How about the manner in which impressions like enthusiasm and confidence are expressed? Speaking in a flat monotonous voice will certainly place listeners in a “coma.” It is the best way to lose an audience. Once lost, getting their interest back is a steep hill to climb. Therefore, things like voice inflection and vocal emphasis are very important. Practicing the aforementioned impresses listeners, holding their interest and instilling in them a confidence that you have the ability to not merely communicate well, but if required to coach and mentor others effectively. If sales are your intended objective, certainly demonstrating confident speaking skills is imperative. Additionally, everyone likes to laugh so injecting tasteful but moderate humor and wit is recommended.

Making a strong interview presentation

Interview presentations are developed and given synonymous to the very same principles as would be applied to making any kind of a verbal presentation. In interviews the audience may be one person or some cases two or three. In any case, you must present yourself in the same way one would make a product presentation. Moreover, your entire presentation shall speak only of the needs of the prospective employer and address how, should you be selected, your skills-set, attributes, and characteristics will benefit those needs. If and until an offer of employment is presented there shall be no questions or discussions relating to an applicant's wants and/or needs; this includes any conversation or information related to compensation – your past earnings, desired earnings, bonus or other monetary perks. Conversely, asking the interviewer questions about their pay range is also off-limits. Many times, interviewers may volunteer pay range information in which case you should offer absolutely no reaction, verbal or otherwise; simply let it pass and go on to the next subject. It is almost a given that interviewers will ask you about past earnings and desired income goals.

As in any sales situations the seller (applicant) must assume and maintain control. I realize for some that is an intimidating task; nevertheless, it is extremely important to a successful result for a couple of reasons...

1. It is a long standing sales principle and since most permit the interviewer to control, an applicant who takes control is admired for that quality because it not only sets them apart from and above their competition; it illuminates a high level of surety and self confidence – not to mention leadership potential.

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2. It says the applicant is well organized, communicative, intelligent, and dedicated to a positive result; that because he or she is confident enough to lead in the interview they certainly qualify to lead others once employed.
3. Body language is many times more revealing than the spoken word. It can allay a lack of confidence, integrity, arrogance, and desperation. Moreover, without even realizing, an applicant may be contradicting his or her spoken words with gestures, physical positioning, hand movements, facial expressions, eye contact, and more. Conversely, good body language will positively affect the outcome.

There are 7 body language mistakes...

According to research done by Albert Mehrabian, currently Professor Emeritus of psychology at UCLA, the spoken word is only 7 percent of communication. The rest is your voice tonality (38 percent) and body language (55 percent). You can, however, create a connection to another person more easily when using more powerful and appropriately balanced body language. Doing so causes communication skills to become better and more focused.

Control your emotions; they are linked to body language. Emotions work backwards, too. If you feel good you'll smile. If you force yourself to smile you'll feel good, too. If you feel tired or down you might sit slumped down. If you sit slumped down you'll feel more tired and negative. Just try to sit up-straight for 5 minutes and feel the difference in energy from half-lying in your chair.

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Increase your attractiveness. It's not what is said, it's how it is said. A better posture and a more enthusiastic and focused body language will make anyone more attractive. And not just in a visual way but also when talking to new friends or in job interviews and business meetings.

These 7 common body language mistakes are a mix of deeper things that control body language. Also a few tips to manually correct and stop reinforcing certain old habits.

1. Keeping emotions and not focusing.
2. Being too self-conscious.
3. Taking one's self or life too seriously.
4. Moving too fast and/or fidgeting.
5. Not keeping posture in mind.
6. Being tense, closing-up.
7. Holding Back.

A few common ways to close up are:

1. Crossing arms and/or legs
2. Not keeping eye contact.
3. Hold a drink at your chest.

Closing up often comes from feeling nervous or intimidated. You may be perceiving that people you are meeting as a threat. A few ways to relax:

1. Belly breathe
2. Assume rapport

Experiment: Have a look at a few more ways to handle nervousness. And a few tips for putting a stop to anxiety. Try a few of them plus the ones above to find which one(s) fit you the best.

To Summarize: In today's corporate environment employees are representative, as are the products and services of all companies and corporations, of profits and growth. Employees are nothing more than the difference between their compensation and the currency value of their productivity just as a manufactured product is representative of the profits derived between its cost and its selling price (mark-up). When and if job applicants understand the above economic relationship sought by employers that advertise to fill career vacancies they are no longer confused about why they may have been laid-off, fired, or asked to resign from previous employment.

Prior perceptions were; I'll write myself a Resume, send it to XYZ company, and if I get an interview I'll just go and do the best I can; kind of "wing-it, if you know what I mean! No plan, no real methodical preparation, and most times they've not really thought-out that which may be their best career direction. Moreover, many remain working in their same industries without examining if perhaps there may be other areas of employment in which their KSA's (knowledge, skills, and attributes) may expand for them a greater difference between salary and productivity value; in other words, ammunition if presented properly may attract much higher compensatory offers of employment.

Our methods are aligned with the basic principles of advertising...

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1. Develop and advertising strategy
2. Determine Target Markets
3. Create a needs analysis
4. Establish product value
5. Do market research
6. Research competition
7. Design all promotion materials
8. Cover Letters & Resumes
9. Develop Marketing Brochures
10. Prepare Thank you notes
11. Create Networking cards
12. Establish networking sources
13. Contact trusted peers
14. Activate customer contacts
15. List influential fiends & relatives
16. Determine neighborhood business resources
17. Contact prior employers
18. Connect with Third Party Recruiters
19. Perform Internet research
20. Search Trade Magazines
21. Write and practice verbal interview presentation

GREAT INFO; DO NOT DISCARD

Below is great interview advice from Lori Enos. Its basics are constructed around the principles I have been preaching and implementing for more than 10 years. Although the questions Lori addresses are most likely to be asked, they are all answered in manners that illustrate the characteristics and qualities generally stated, but not proved from reading Resumes. Such things as passion, dedication and spontaneity; quick thinking, communicative, collaborative, articulate, and more even though stated on Resumes cannot be believed simply because they are written to paper. However, demonstrating them by actions and spontaneous responses is proof enough. Examining the answers Lori illustrates, it is easy to recognize she is proving all of the above not from writings, but from the content and delivery of her words. Imagine a listener's impression should Lori be a strong, sincere, and influential speaker? Every one of the real reasons jobs are offered are easily but subliminally proved when presentations are made with confidence and filled with carefully scripted content.

How to land a job by telling interviewers what they want to hear by Lori Enos

Interviews are risky business for job seekers and interviewers alike: the job seeker's financial future is riding on the success of the interview and the interviewer needs to find someone who can do the job and fit in with the company culture. In a very real sense the interviewer's future with their employer is on the line because whom they choose to hire will reflect on their judgment.

The one key thing to remember about a job interview is that it is NOT just a pleasant conversation, it is an opportunity for the interviewer to learn how you perform under pressure, how well you think on your

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feet, how committed you are to having this job, and how well you will fit in with the company culture. That's a pretty tall order for a conversation that may last less than an hour.

Because there is so much riding on an interview, it's important to make the most of the time you have with the interviewer and to answer their questions in a manner that reflects positively on your skills, abilities, and judgment. I'm not advocating lying or sugarcoating your failures, but I am advising you to put your best foot forward.

Included below are some of the most common interview questions and strategies for answering them. They will allow the truth while impressing the interviewer. Be warned, many of these questions are loaded and are designed more to see how well you think on your feet.

Tell me about yourself--Trust me, this is not the time to tell your interviewer your entire life story. The interviewer really doesn't care where you went to grade school, what your first pet was, or where you were born. The interviewer wants to hear how your life experiences make you the best candidate for this job. If you have relevant job experience, tell them all about it and make sure to tell how your experience makes you the perfect candidate for this job. If you don't have relevant job experience or are fresh out of college, you need to tell the interviewer about the successful bake sale you managed, about the group project you led, or anything else that will show the interviewer you are competent and able to take the initiative.

This is the part that of the process in which applicants must seize control. Adhering to Lori's recipe, beginning the interview by asking to make your presentation before being asked is a plus. It is with your presentation that you must bring life to such verbs as dedicated, committed, passionate, prolific, goal oriented, focused and more. If this part is performed with the proper tone the job may well be yours. Remember, in all of sports it is he or she that controls the ball that most times wins the game.

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What's your biggest weakness?--Interviewers really don't want to hear that you snore, but rather answer the question by taking a weakness and turning it into strength. For instance, do not answer "I'm a very impatient person" and I like or anything else that will dissuade them from hiring you. It is better answered "I don't like to let things linger, tending to tasks in a timely fashion benefits all concerned. This tells an interviewer that you're not going to dilly dally around completing your work.

It is important to understand, it is less of what is said than how it is said. Be emphatic and a bit emotional when speaking. Make sure listeners feel your passion.

What's been your biggest failure and what have you learned from it?--Don't tell your interviewer how you cost your previous company millions and that you'd do it all again because you are still convinced you did the right thing. The key part of this question is "what did you learn from it?" Employers want people who aren't afraid to take risks, but who learn from mistakes and don't make the same mistake twice. My advice is to pick an innocuous mistake and fess up to it and then make sure your interviewer knows how you learned from your misstep.

What kind of environment do you work well in?--This is another tricky question because unless you know the company environment, you don't know if you should tell the interviewer you work best alone or as a team player. The best way to answer this question is to say that you're a team player and that you like the synergies generated by working in teams, but that you're also comfortable working alone.

How soon will it be before you can make a significant contribution?--I've interviewed people who told me it would be six months before they made a significant contribution and at the company I work for, that would have been unacceptable because people are expected to jump into the fray and make a contribution within weeks. However, you need to answer carefully because you want to make sure that you don't make it sound as if you going to come in and criticize the way things are currently being done without learning the territory. The key to answering this question is to say that it will take you some time

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to learn the way things are done at NAME OF COMPANY. But, you're sure you'll be up to speed and making contributions quickly.

Why did you leave your last job?--This is not the time to bash your former employer and go on and on about how unfairly you were treated. If you were laid off, you can say that you had differences of opinion and leave it at that. If you chose to quit, the best answer is that you were seeking new challenges.

What is your style of interacting with co-workers?

Employers want to hire people who will get along with current employees and will fit into the corporate culture. However, they don't want social butterflies that will spend so much time socializing that they don't get any work done. The key to this question is to say that you enjoy working with and learning from a variety of people and that you are always open to new ideas.

What do you know about this job?--Before you even walk into an interview, you should at a bare minimum know about the company, what your role in the company shall be and how the company is doing financially. The internet can help you learn what the company does and how it is doing financially and the want ad for the position is your best bet for learning about the job. You might also want to do a job search on the title of the job and read similar want ads that might have more detail than the ad for the job you are actually applying for.

What will be the most difficult aspect of this job?--Unless this is an entry level position, a prospective employer does not want to hear that you'll have problems with the technical aspects. The best answer is that the most difficult aspect will be learning how things are done at this particular company. However, after you've told the interviewer that, it's a good idea to reiterate that you are a quick learner and will have no time learning your job quickly.

Where do you see yourself in five years?--The right answer to this question is that you would see yourself moving up the company ladder and advancing within the company. However, you need to be

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delicate and not make it sound as if you will leapfrog over the person who is hiring you. Additionally, you don't want to be so arrogant as to assume you'll be president of the company in five years, that won't will you any fans.

So many times applicants answer this question; "I see myself doing your job." Do not assume he or she who asks this question is not in love with the position you just acclaimed as a goal; that you could appear to them as a threat. It is best, as Lori suggests, being vague but targeted.

As Lori suggests, money questions are a troublesome area. Therefore, unless you own a crystal ball I suggest all money questions be answered as follows: "I understand why you ask this question; however, answering it too high or too low will definitely impact this process negatively. If I say too much you will lose interest assuming that if hired I will still be searching and conversely, saying too little it may earn for me the lowest end of your pay range. But, more importantly I wish to be offered the position based solely on how well I will benefit my new employer in the performance of the position for which I am interviewing. I certainly don't want your decision to be tainted by money."

Why should we hire you?--This is your chance to sum up in a few succinct sentences. If this is the last question asked, use it to reiterate the positive things you've already said and clarify your previous answers as needed. If it's asked at the beginning of the interview, use it as an opening argument and tell the interviewer in a few brief sentences what you're going to tell them. DO NOT under any circumstances tell the interviewer they should hire you because you need the job. This makes you appear desperate and as if you'll jump at the next good opportunity that comes along.

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I can't guarantee you that these strategies will land you a job, but they'll help you appear poised, confident, and employable.

If you are confident you've have participated properly, you may not hear this question. But if you do, you may want to answer it in this manner. "I am so pleased you asked me that question. I realize that of everyone you interview for this position will have submitted Resumes with similar content. Certainly there were enough similarities to get us all here. Realizing that, I don't believe simply because duties and tasks are written to Resumes is proof of how well one performs them. Therefore, deciding factors will have less to do with Resume content and more to do with the kinds of things that can only be illuminated during the interview process. I don't mean repeating verbally 'Yes, I possess excellent analytical skills.' What I mean is that from how I have spoken and handled myself throughout this process, I have demonstrated conclusive evidence of confidence, communication skills, organizational acuity, analytical proficiencies, passion, commitment and most other relevant human characteristics. Why should you hire me? "Because, I believe I have achieved this very objective better than anyone else with whom I am competing."

THE IMPORTANCE OF RESUMES

Important conceptual information about the relevance and importance of Resumes

Many, for reasons unique to themselves feel investing in intangibles such as life insurance is a complete waste of money. More likely, their rationale is one of priorities rather than of importance or urgency. The only tangible part of “life insurance” is the physical policy that is delivered to the insured and of its purpose, inevitable death. Its urgency is dependent on the imminence of its ultimate need. When a person is advised, perhaps by a medical professional that for whatever medical criteria their death is predictable within an estimated time period the intangible perception of “life insurance” suddenly becomes “tangible.” However, when one’s health is evidenced as terminal, qualifying for “life insurance” coverage is no longer a viable option. Life Insurance companies insure the ultimate result (death), but only when its eventuality is unknown and is appropriately termed “risk.” Of course, there are persons who by the nature of pre-existing but not imminently life threatening health status are by acceptable degrees of additional risk issued policies, but at greater costs as determined by the severity of their health status and the increased risk; their probability of death prior to calculated average life spans which are determined by actuaries.

Many see Resumes as intangibles, as well. That is to say, unless there is an imminent threat of job loss by rumor, notice of termination, or having been terminated the costs of preparing for an indefinite probability is viewed by many as “intangible.” Like the delivered Insurance Policy, a delivered Resume is for them not representative of a current challenge. Furthermore, just as many choose to save monies on their own by hoping they live long enough to grow a sufficient

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death benefit for their surviving loved-ones if and when death occurs, many believe they endear the knowledge, experience, and expertise to write Resumes that yield promising results in case they should be threatened of or actually lose their present employment. This is statistically unrealistic and most improbable. By comparison, with Life Insurance death is a given whereas with job loses over a lifetime the probability is for many an unknown, but for others it has become a reality.

So you ask, “What is the point of this writing?” It is simply to illustrate that about 90 percent of The Resume Store’s clients have retained services after they have been terminated, laid-off, fired, resigned, or other; a time when their incomes are no more - a time when facing an investment they would have been better off dealing with when they were gainfully employed and receiving income has now become unavoidable but necessary.

If what you’ve read hereof makes sense, then I further caution that purchasing Resumes over the Internet regardless of what you may think are bargains or of what appear as credible sources is unwise. In fact, many portray themselves as experts but in reality and after the fact (they require payment in advance as do we) the product received most times lacks many of the most effective and required elements necessary to earn interview invitations.

CAN WE SAY TOO MUCH WITHIN RESUMES?

An important fact; companies today are inundated with Resumes from the more than 15 million unemployed. Having said that; it is important when writing Resumes they be kept that as “pointed” and as “short” as possible. Time is precious and the task of perusing the overwhelming numbers of Resumes is, to say the least, tedious and challenging.

Because of the above it is beneficial to make the process as easy as possible for those whose job it is to read and evaluate Cover Letters and Resumes. Herein I will define two ways of accomplishing this in an efficient and acceptable manner.

The first consideration has to do with “relevance.” I realize how proud we are about past jobs and all that was learned and well-practiced therein; however, prospective employers are not interested in duties and responsibilities that have little or nothing to do with the position they are seeking to fill.

The second consideration: Employers have little interest in jobs going back farther than about eight to tens years, relevant or not. This does not mean that relevant awards and accomplishments and maybe a few applicable skills from prior positions can not be intertwined within your Cover Letter and Resume. Experienced writers of these important career seeking documents are able to involve all relevant matters skillfully, without building a long tireless list of past employers. Perhaps if the list is too long it may illustrate employment instability which is advisably better un-revealed.

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Additionally and as part of the second consideration, it is recommended to consider age if perhaps you are older than say 45 to 50. You and I know that even up to age 60 most are vibrant, energetic, and ambitious. It is important to realize employers, given their druthers are more attracted to younger candidates. Considering that reality, listing jobs that extend further back than about 10 years permits them to do the math. Also and while on this subject, leaving off dates of college and high school graduations is another clue best eliminated from Resumes. Make no statements like "I've more than 30 years experience as a..." Perhaps it is best written like this - "I've many years experience as a..." Be cognizant of anything that may allude to age if in fact, your age is a factor.

It is generally professed that Resumes should be no more than two pages; keeping them to one page enhances their chances of being read. And perhaps, if your Resume is just a tad over one page the content can then be presented in 13 or 14 pt type making reading it, although two pages, easier for the reader. In either case, chances of your Resume being read are greatly improved.

Another benefit of eliminating older employment affiliations is that having done so leaves more room for elaborating of those qualities, skills, and abilities most relevant to the position for which you are applying.

The straight skinny; what used to take thirteen applications to get one interview has now tripled. Being there are fewer jobs and greater numbers of applicants it has, for employers, become a buyer's market. Only those who best play by the rules will first be interviewed and

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secondly, win the offer. Learning how to interview is yet another reality; but is also of a different writing.

Be clear, only that which is relevant to the needs of the job posting are to be elaborated upon. What I have attempted illustrating is “career marketing” as opposed to “job searching.” After all, as an employee you represent for your employer, profits – “employees equal profits because they are the difference between compensation and productivity.” When products no longer sell and yield acceptable profits they are generally discontinued; when employee productivity suffers, they too may be discontinued.

The ultimate objective of the job seeking process; from writing Cover Letters and Resumes to participating within the interview process is to demonstrate more effectively than your competition that you are extremely “profitable.” Please, do not misconstrue the above; this does not mean that you accept a lower salary; it means you are uniquely qualified to perform better than all others for a greater than anticipated salary.

“You’ve studied, worked, and learned hard to be good at and qualify for your chosen profession; then study, work, and learn just as hard, if not harder to find the right place in which you may best practice that which you’ve so dedicated and committed to be.”

WHEN IS THE RESUME'S JOB OVER?

There is only one purpose Resumes play in the job search; to earn invitations to interview. Beyond that, earning the offer is a horse of another color. However, before discussing horse colors permit me to make a few relevant comments about Resumes.

1. They must reflect the personality, intellect, aura, attitude, and passions of the candidate.
2. They must allude to fill industry and employer needs and wants, and
3. They must appear compatible with employer missions, objectives, and workplace environments.

Actually, Resumes are like a good pair of shoes; worthless unless a perfect fit. Rest assured; the fit of which I refer not only applies to the candidate, but also to the prospective employer. “How,” ask so many, “can we represent all of the above within a single Cover Letter and a 'not longer than two page' Resume?”

Resumes must allude to fitting employer needs if it is expected the candidate is to be invited to interview. Once at the interview candidates must not appear as someone different than what respective Resumes describe. Having laid-out these imperatives, once the candidate arrives at the interview the Resume’s job is finished. But, one thing can be bet-on for sure; much of the interview’s substance is outlined from the content of Cover Letters and Resumes (Ads and Spec Sheets).

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It is simply not enough to sit down with a legal pad and list every job ever had and detail every duty and responsibility ever practiced. Employers are not interested in duties and responsibilities that are not remotely related to what they are seeking. They are as well, not interested in employment histories going back more than about 10 years. If applying for a machinist position, having performed filing and other office related tasks is irrelevant.

To present as a religious entity to a company whose culture is contrary, is a mutual waste of time. This example may be a bit-of-a-stretch; however, it is why I tell all it is important to fully investigate potential employers before attending interviews. This is a time of Internet wonders, when accessing company websites is easy and informative. Reading of company cultures and mission statements unveils great deals of information. Reading “C” level executive dossiers also lends itself to understanding those who pull the purse strings. Seeking out annual reports will give clues as to a company’s financial stability.

To summarize: When sitting down to interview, candidates must be that which their Resumes project. Candidates must be able to support every characteristic, skill, and attribute as written. And then they must be ready to demonstrate everything claimed content, leaving Cover Letters and Resumes behind never to be peeked at or referred to again.

It’s now Act One and you are the lead. I only hope you’ve studied your lines!

THE EFFECTS ON EMPLOYMENT SECURITY IN TIMES OF ECONOMIC CHALLENGE

Experts confirm a long economic recovery. What does this mean in terms of how secure you feel in your job or career? Although the jobs picture has stabilized, it is not out of the woods and it remains that record numbers of Americans are seeking jobs. Additionally, it is evidenced that thousands of retail stores have gone out-of-business. Economic effects have been destroying American families, their savings; growing debt, deteriorating credit standings, and worse. Family stability is deteriorating as economic stresses cause conflict among family members.

It is bad enough that salaries and incomes have for some years fallen behind inflation statistics. In 2007 salaries are reported to have risen a mere 1% while the CPI (Consumer Price Index – inflation rate) had grown by 4.21% (gasoline up 27%). When in my 20's, 30's, and into my early 40's I, and most everyone I knew were able to support entire families on one income and where there were two incomes, family savings and financial security grew making more of life's luxuries available. The picture today is very different; so different that those born just 20 years ago can not relate to that which my generation (baby boomers) knew as the “streets paved in gold” and the ease of achieving the “American dream.”

There was a time - it seems almost fictional - when it was advantageous to spend lifetimes dedicated to a single employer; perhaps your parents did exactly that. In any case, job changing now has adopted the same cadence as selling old and purchasing new homes; average 7 years

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(although I fear home ownership data is changing dramatically because of the mortgage crisis). Factually, once employed at a new job anticipated pay increases are most certainly minimal at best. Just like the mark-up on the products employers manufacture or market, employees are measured in the same manner: cost of products verses their retail selling price as compared to employee salaries in relation to employee productivity. Both, treated as commodities must exude profits. The personal or human equation no longer exists in the workplace. Corporate goals define universally and globally as profits and growth. Products and employees that do not add acceptably to profits and growth are eliminated or replaced post-haste; does “out” an “in-sourcing” ring the proverbial bell?

How is an employee in times when jobs are diminishing, the economy slowing, and forecasts poor – at best - to not merely attend interviews if able to get them, but to navigate the process properly so that the opportunity up-for-grabs is offered?

Believe it or not, it is doable. But it takes an approach of which the average job seeker is unaware. In fact, many who feel rather experienced as interviewees are experienced only because their interview-to-offer ratio is less than desirable. Those who expend the wisdom to invest in career counseling from well-informed and seasoned counselors, invest whatever is necessary – dollars, time, study, research, and commitment – will prevail over the intense competition that is also looking to salvage their “streets paved with gold” and “American Dreams.”

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Those who have even a minimal knowledge of the basic principles of advertising agree that Cover Letters are simply print ads and Resumes are merely product spec sheets. The applicant is analogous to the product that is the advertisements' item of promotion. It should be noted, human resource staffers spend great deals of time reading Cover Letters and Resumes, some good and some not so good. One person's appraisal of a Cover Letter and/or Resume may differ completely from another's. Let us assume a particular Resume is selected and the applicant is invited to interview. What is the applicant's presentation? Has he or she even thought about what is to be said; answers to be given; questions to asked; controlling the process; the protocol involved in successfully interviewing; whether to answer or not the "how much are you presently earning" or "what is your target income" questions; and if not, how to not answer them without offending the asker?

Many highly qualified individuals are, in fact, eliminated from getting to step two simply because they 'screw-up', if you will, at the interview. Remember, human resource departments exist partly to screen applicants for those departments advertising to fill vacancies. Most times they are not experts with and of the duties and responsibilities of the actual job. They attempt to validate backgrounds, human qualities and attributes according to a predetermined company employee profile. If an applicant meets those standards they are selected among all who have qualified thereof to evolve to the next step in the process; interviewing with the department manager or designated supervisor. This interview generally approaches the specifics of the position and matters like fitting-in. After all, this manager or supervisor shall be interacting with their new-hire daily; therefore it is important that a standard of compatibility be achieved.

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To summarize; having well-written Cover Letters and Resumes is but a small part of the process. Their function is to attract interview invitations; of the rest; well, you be the judge! Ask yourself, “How many failed interviews have you attended?”

“SELLING YOU FIRST”

My Mission...

“There is no one harder to negotiate for than me, even for something like buying a home or car, so negotiating over the value of my own work is daunting. So much so, prospects and clients can feel it. For the services I offer to provide there are fees; however, for the quality of and the commitment to that which I provide there are no fees. As a marketer and provider of products and/or services it is my goal to instill within my prospects and clients a confidence that the integrity, dedication, and commitment I bring is an ethic that also spills over into my personal life. It is who I am; and to that end there are no exceptions.” Arnie Sherr

As for employer (my customers); it can expect the same. Peers, associates, superiors, and subordinates will also get nothing less and to this end as well, there are no exceptions.

Are you the above? Or better yet, are you getting this across to your prospects and clients? Those who live in the top 20% of the Pareto Principle (Also known as the 80/20 rule) do this naturally. Is it possible that those who live in the bottom 80% of the Pareto Principle are there because they don't take the time to make known their own core values?

I'll bet my last dollar I am correct!

Ask yourself these questions as though you are the prospect or customer...

- Have you ever brought home a new car or house and told everyone you were sold a car or house?
- How often have you bought from a salesperson you didn't like or trust?

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- How often after making a large purchase did buyer's remorse' set in?
- Have there been times when you've decided to return something and felt bad for the salesperson that helped you make the purchase?
- How often have you recommended a salesperson for excellent service?
- How many times have you complained to a manager for the poor service of another?
- Have you ever felt so good about someone who assisted you in a purchase that you believed this person could be your friend?
- Has a salesperson ever caused you to feel like you wanted to give them first crack the next time you need their products or services.
- Have you ever had to request another salesperson because you felt you are being treated poorly?
- Have you ever taken note of those businesses to which you feel loyal and, conversely of those you have mentally black-listed?

I could add more questions to this list; however, I think you get the point.

Rather than suggest people buy from people they trust and like, it is better illustrated to say that people generally won't buy from people they distrust and dislike. Most times, when good service is rendered it goes un-noticed because good service is as it should be. Unless service is "exceptional," it is generally performed and accepted routinely without applause or special notice. However, poor service is generally reported not only to management, but to the next 15 people or so with whom unhappy customers come in contact.

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If it desired to be a successful salesperson then the message is clear. You must “warm-up” your prospects and clients. I can’t remember the last time a salesperson attempted a warm-up. It seems to be a forgotten step!

Warm-ups can take a few minutes or a few seconds; whatever the case, the warm-up is the only opportunity salespeople have to build trust and confidence and breakdown consumer defenses. Once you’ve lost your customer’s trust it is best to turn them over to another.

There are no second chances.

I’ve had people tell me they are good salespeople. When I ask them why, they fall short of convincing me. If they can’t convince me in an informal setting, then how do they convince their prospects and customers? Most cannot define “good salesperson.” That of itself tells the whole story!

Some, even though they have been told over and over again of the importance of warm-ups, still refuse to warm-up their prospects and clients before presenting their products or services. And they wonder why their numbers are poor as they bounce from one job to another. When making a pie, omitting just one ingredient changes the best of the finished product, its taste. I’ve never heard a single successful salesperson say anything other than how important is the function of warming-up.

Now, let’s apply another bend to this writing; the job interview. Is it not very different from selling products and services? After all, isn’t the purpose of an interview to identify and acquire the services of an individual? When companies post a job vacancy it is because they want to

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hire someone who can fill certain needs. Therefore, if you are sitting before an interviewer, is it not your job to sell you? Is there the slightest chance interviewers hire people they don't trust or like? So then, how can you earn that trust and respect before actually presenting your wares? You can do as stage performers do; have another warm-up the audience? Certainly you are not able nor is it practical to have a "Dr. Phil" warm-up your interviewer. My word, I guess you'll have to do it yourself!

To find more about substantive warm-ups, you may browse the Internet or locate the many books on this subject at Borders and Barnes & Noble Booksellers. And, let's not forget Amazon.com.

PLAYIN' HARDBALL

A true story depicting the dangers of answering and asking money question

The phrase “Playin’ Hard Ball,” from my research is generally used negatively; much like “the glass is half-empty.” However, for the purpose of the content herein, I am using it in a positive manner. In fact, I analogize it as much the same as “stayin’ committed; unwavering; dedicated to an end result.”

Relate what I’m addressing to a Presidential candidate who has changed his or her view(s). He or she most assuredly is accused of “flip-flopping.” Perhaps you’ve witnessed this when viewing past presidential debates! The sad truth; it is bad to be perceived as unsure; uncommitted; wavering; not dedicated to an end result.

For the purpose of this writing: imagine how interviewers react to inconsistent answers and/or actions? Let’s bring this closer to home! You ask someone to whom you are attracted to hang-out. Their answer: “Well, I don’t know; where would we go, what would we do? I mean, well maybe.” From that answer, what impressions do you derive? Is one who is so indecisive the kind of person with whom you wish to associate? Were you an interviewer, are you inclined to bring a person who is so uncommitted aboard? I think not! But, let’s not forget we are all human and subject to lapses of judgment; are we not?

As you read this you are probably picturing similar responses of which, at some time in the past you’ve been guilty!

Defining “Playin’ Hard Ball” in the job search...

If, for whatever reason you are unsure about a job or career choice it shall be difficult to create your “personal marketing presentation” (PMP). Your PMP is the road map to the result you have mapped out for yourself. It takes into consideration all you may offer a potential employer, how to get invited to tell of all you offer, the tools to help get you invited, how to tell of all you offer (presentation), how to act when telling of all you offer (audition), preparation for what may be asked of you; what you should ask, what you should not ask (learning your lines), and asking for the job (asking for the part). Oh’ my word; and you thought you’d just “wing-it.” Well, perhaps you could “wing-it” at McDonald’s or Wendy’s; certainly not at Smith Barney or Price Waterhouse!

Getting back to “Playin’ Hard Ball”; it is following the script; no deviation; no flip-floppin’; no unsured-ness; no guessing.

When “Playin’ Hard Ball applies...

Obviously it is okay, even normal to be indecisive when developing your PMP. This is when you want to examine all options. The mind-changing process during PMP development is necessary in planning your goal(s) and the best path(s) to take. After all, you may have one, two, or even three career markets and that’s okay too. However, once you’ve committed to a PMP you must adopt the **“Playin’ Hard Ball” Principle**”

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To summarize: Vacillate all you wish before; but once at the interview you must stick to the script (stay the course). After this and all other interviews, immediate reflection and assessments are mandatory. That is the time to make script changes, performance and goal adjustments, etc. It is never done during the process. Once the curtain opens: it is time to “Play Hard Ball”!

STAY THE COURSE, good or bad; rewrites are okay, but only after the curtain closes.

“MONEY QUESTIONS”
Ripped-Off When I Got The Job Offer!
Why and how it happens!

Five, if not the most awkward or uncomfortable, of the questions asked of interviewees are:

- What is your income goal?
- How much are you making at your present job?
- What kind of money do you need?
- What hourly rate are you seeking?
- What is your “nut”?

If you have ever in your life searched for a job, you have been asked these questions. Initially, I can give you two most obvious reasons for NOT answering these questions, or for that matter, any question of which the answer will tell the interviewer what your income goals are or are not. But first, let me tell you the two most obvious reasons:

- If you tell what you are earning (and you may unwisely exaggerate) you may overprice yourself, or...
- You may under price the pay range and receive an offer smaller than was possible.

Either way, hitting their number is as bad a bet as playing the lottery, and a lot less fun!

I’ve included herein a list comprising 84 interview questions, any of which an interviewer may ask. However, the most invasive and dangerous of them all are questions that arm them with

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knowledge that involve salary criteria from what you offer to bring to their company (skills, attributes, knowledge, experience, education, ethics, integrity, and more) permitting them to base their decision on your present earnings or stated salary requirements. Consider these two assumptions held by all human resource interviewers...

They believe, because you are seeking new employment, you are unhappy with your current position, regardless of statements to the contrary; most persons exaggerate their present stated earnings in hope of attracting a higher income offer in their new job.

After understanding these two important considerations, it may become apparent why giving up salary history and requirements places applicants at a serious disadvantage.

Answering all questions asked at interviews properly is also very important. However, the income question may be asked by others spoken to prior to receiving an interview invitation. The person who first calls may conduct a phone interview or perhaps the person conducting the first of two in-person interviews will definitely, at some point ask this question. Most of the time, it is asked by your first official contact. Many employment ads request this information with applications.

Never; never give it up!

ANSWERING MONEY QUESTIONS

This is how I suggest you answer the following...

How much are you looking to earn?

What is your present income?

How much money do you need?

And, all questions that ask for income information and desires!

Answer:

Mr. Interviewer, I understand fully, why you asked this question. However, I've found that answering questions related to my present or desired earnings seems to taint the interview process. If I answer your question and my numbers are too high I risk over-pricing myself and conversely, if my numbers are too low I may sabotage my income goal. Additionally and much more important, I wish to be selected based on that which I offer to bring; experience, attributes, characteristics, skills, leadership, knowledge, and more. Therefore, I ask respectfully that you understand why I am refusing to answer questions related to present, past, or desired earnings. I am willing however, to answer any and all other questions you may wish to ask.

Once you read and understand the true story of Paul's experience to follow, it will be overtly obvious that he has presented the prospective employer with ammo with which they have

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calculated a salary offer based on his present earning that he said is \$40K; add to that, \$4,000 per year for travel expenses.

If Paul is hired he may be commuting up to 45 minutes from home. In Paul's resident State of New Jersey, \$4,000 per year relates to \$52.00 per week after taxes; just enough to pay for a tank and a half of gasoline weekly.

Remember, please:

- They do not believe Paul likes his present job,
- They're ignoring his firm income desire of \$48K believing it was deliberately overstated.

84 POSSIBLE INTERVIEW QUESTIONS

1. Why do you want this job?
2. How do you manage your staff?
3. What do you look for in a manager?
4. What do you look for in a subordinate?
5. How do you decide on your objectives?
6. What interests you most in your work?
7. What have you read recently, that has taken your interest?
8. What sort of things do you like to delegate?
9. What do you do in your spare time?
10. In what environment do you work best?
11. How did you change the job?
12. What motivates you?
13. If you could change your current job in any way, how would you do it?
14. If you could change your organization in any way, how would you do go about it.
15. How have you changed over the last five years?
16. Where do you see yourself going in the next five years?
17. Describe a time when you felt you were doing well.
18. Describe a time when you felt that things were not going too well.
19. How do you work in a team?
20. What contribution do you make to a team?
21. What would your colleagues say about you?

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22. How would your boss describe your work?
23. Describe your ideal work environment.
24. Tell about a time when you successfully managed a difficult situation at work?
25. When were you most happy at work?
26. Describe a difficult situation and what you did about it?
27. Who are you working best with just now? Why?
28. Who are you finding it difficult to work with right now ? Why?
29. Describe how you typically approach a project?
30. Given a choice in your work what do you like to do first?
31. On holiday, what do you miss most about your work?
32. Given a choice, what would you leave till last in your work?
33. What do you think you can bring to this position?
34. What do you think you can bring to this company?
35. How do you see this job developing?
36. You seem not to have too much experience.
37. We prefer older/younger candidates.
38. You seem over/under qualified for this job.
39. Why did you leave the xyz company?
40. Why are you dissatisfied with your present job?
41. Why are you considering leaving your present job?
42. Why have you stayed so long/for such a short time with your present company?
43. Why were you out of work so long?
44. Why were you let go/fired?

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45. If we asked for a reference what would it say about you?
46. What sort of salary are you expecting? MONEY QUESTION
47. What do you think is your market value? MONEY QUESTION
48. On a scale of 1 to 10; 10 the highest, how important is your work to you? Why not 10?
49. How did you get your last job?
50. Why were you transferred or promoted?
51. Do you like to work in a team or on your own?
52. What do you like best about your present job?
53. What do you like best about your present organization?
54. What did you learn in that job?
55. What did you learn from the xyz organization's approach?
56. How did that job influence your career?
57. If you did not have to work what would you do? Why?
58. Given the achievements per your Resume, why is your salary so low/high? MON. QUEST.
59. What will you do if you don't get this job?
60. What other jobs have you applied for recently?
61. How could your boss improve his/her management of you?
62. What decisions do you find easy to make?
63. What decisions do you find difficult to make?
64. How does this job fit into your career plan?
65. How long do you plan to stay with this company?
66. When do you plan to retire?
67. What will you do in your retirement?

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68. What training courses have you been on?
69. What training have you had for this job?
70. On what do you spend your disposable income? MONEY QUESTION
71. If offered this job, what would be your major contribution?
72. How do you get the best out of people?
73. Which of your jobs have given you the greatest satisfaction?
74. How do you respond under stress? Can you provide a recent example?
75. Why should we hire you?
76. What is your major achievement?
77. What do you consider yourself good at doing?
78. What sort of person are you?
79. What are your strengths?
80. What are your weaknesses?
81. What do you know about our organization?
82. How would you approach this job?
83. How do you get things done?
84. Tell me about yourself?

DEPRESSION AND UNEMPLOYMENT

“When Perceptions Indicate No Light at the End of the Tunnel”

For those of us who find ourselves in limbo economically, professionally, and mentally praying may provide some measure of solace. However, after doing so and regardless of whatever degree of spirituality is subscribed, I submit with all sincerity that reading the story below will profoundly affect motivational losses which, symmetrical with unemployment, pending lay-offs, budget challenges, and family crisis’ have proved for many to lift them high enough to construct a positive plan to meet what seems to be insurmountable odds against.

Believing You Can

By Anonymous

A young man fell asleep during math class. He woke up as the bell rang, looked at the blackboard, and copied down the two problems that were there. He assumed they were the homework for the night. He went home and labored the rest of the afternoon and into the evening knowing if he didn't complete the work he would surely fail the class.

He couldn't figure out either one but he kept trying for the rest of the week. Finally, he got the answer to one and brought it to class. The teacher was absolutely stunned. The boy feared he had done too little, too late. It turned out the problem he solved was supposedly unsolvable.

Power Commanders

How did he do it? He was able to do what was thought to be impossible because he believed it was possible. He not only believed it was possible, he believed that if he didn't solve it he would fail the class. Had he known the problem was unsolvable he could never have done it.

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Beliefs are the commanders of our brain. When we believe something is true, we literally go into the state of its being true. Handled effectively, beliefs can be the most powerful forces for creating the good in our lives.

The Birth of Excellence

Beliefs control our destiny: The belief we have in ourselves... the belief we have in our clients... the belief we have in our employees... and conversely, the belief others have in us. The birth of excellence begins with the awareness that our beliefs are a choice.

“Beliefs are the compass and map that guide us to our goals. Believe you can do something -OR- believe you can't and you'll be right every time” -Unknown

Not only have I experienced the depression that accompanies unemployment, under-employment, and even employment-settling, I've proved that when the mind takes on 'negative' proclivities solving anything is for most a difficult challenge to overcome, especially without some degree of objective assistance.

I am not a physician; therefore, prescribing chemical depression solutions is not my area although, if depressive states are interfering with positive actions towards achieving re-employment consulting with a physician may be in order. Otherwise, consulting with a qualified employment counselor of your choosing, you may illuminate the light at the end of the proverbial tunnel.

I do submit, for those who are suddenly unemployed, underemployed, or are out of necessity flippin' burgers at the local McDonald's, most experts may be able to alleviate to a great degree

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the hopelessness that overcomes us when hard times invade our lives and the lives of our families and others who depend on us for life's necessities. More than 15 million Americans have become wards of their respective State's unemployment resources since this economic crisis has begun. Enormous numbers of competitors seek vacancies posted to Internet job sites, newspaper classifieds, third party recruiters, and temp agencies. If ever there is reason for becoming unemployment-depressed, one has only to read and listen to the abundance for negative predictions and reports being promoted by the media's expert wannabes and others.

“Be assured, most times it is the jockey that leads the horse across the finish line to capture the blue ribbon.” -Arnold Sherr

Let us all pray the jockey, those in Washington who are to lead the horse across the finish line has hopefully, implementing a successful plan. Little in life happens by accident, certainly not significant things. Betting on chance most times results in depression. From how many have you heard “I’m waiting for my ship to come in”?

You can believe this, ***“before your ship can come in it must be built”***.

The Resume Store and other qualified Resume writers can not get you hired; only you can do that. What is imperative; a well written and organized interview “PLAN” must be built. I call it a “Personal Marketing Plan.”

“Beg only for that which is unachievable; otherwise indulge.” -Arnold Sherr

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It is well to understand, of all of the lay-off announcements that permeate TV airwaves there are multitudes of new emerging career ops also being announced. Because of the resurgence of the baby-boomers, healthcare is growing and demand for qualified employees is evidenced in all job sites, news broadcasts and most other employment guides. Local and national schools, colleges and universities are implementing or expanding courses for medical transcriptionists, billing specialists and the like. New “green” initiatives and infrastructure agenda is soon, if not already, to create strong demand for employees from construction experienced to office adept personnel and more.

A lesson applied to infants; when babies cry it is recommended to distract them from what fuels their cries by introducing something of a different more positive focus. The lesson here is not exclusive to babies; anxiety, depression, and regressive feelings may likewise be redirected towards more positive agenda. My solution has always been; plan for what will be rather than dwelling on what was!

AVOIDING DEADLY JOB SEARCH SINS

by Michael Stern

Michael is an Executive Search Professional; he is the president and chief executive of Michael Stern Associates Inc. (www.michaelstern.com), an executive search and coaching firm in Toronto, with affiliates in major business centers worldwide.

Many human resource executives complain that recruiting has become harder in recent years because so many top-quality candidates have taken job-search training or sessions on "how to interview well." Weeding out superior candidates from those who just interview well is becoming a growing burden for search consultants, HR professionals and senior company executives alike who are under pressure to select the best talent. However, there is another side to this coin: The seasoned executives who make fundamental mistakes when they apply for a new job.

How many of these deadly sins have you committed?

1. Sending out documents that others can't open, much less read. If a recruiter can't access your letter or Resume the first time, they're unlikely to try again. Test important e-mails on different platforms (try sending copies to friends first) before you send them out.
2. Submitting 10-page Resumes. No one has the time or the interest to read so much about you, so not only is your effort wasted but may count against you. Stick to the salient points. When appealing to busy employers, less is more.
3. Not inspiring a callback. Calling a recruiter or potential employer and leaving a message with your name and phone number --but no compelling reason to call you back is a no-no. Let them know a little more about you and your qualifications. Give them a "hook" to remember you by.
4. Trying to create an "in" by saying, "I got your number from a mutual acquaintance." Headhunters and employers are very busy, and many people try to get through our defenses by pretending to

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know a friend. Separate yourself from the fraud artists by telling us exactly who suggested you call us --and why.

5. Writing long, involved Cover Letters. Recruiters rarely read Cover Letters. These Cover Letters focus on what the writer is best at or excited about -they almost never approach the conversation from the employer's point of view.
6. Spending too much time on your Resume working out appropriate "objectives." Nobody cares. Objectives such as "I am a dynamic and driven marketing executive looking to add value at the enterprise level" are cliché collections --and they simply don't register with most professional recruiters or consultants who have heard the same thing countless times before.
7. Don't babble. Some candidates, whether through nervousness or lack of preparation, jaw on endlessly in interviews. Make your point and make sure it's of interest to the person you're speaking with.
8. Not knowing how to straddle the line between desperate and uninterested. To preserve their bargaining power, many candidates pretend they're not much interested. Employers are looking for people who will bring passion to the job. Show you're interested. Let a potential employer know you are intrigued by the opportunity they are offering.

If you're clearly the best person for the job these sins may be forgiven. But if the competition is tight, or you really want this new position, don't undermine your prospects. Get the basics right, and your future will look after itself

TIPS FOR FINDING THE PERFECT JOB

An adaptation

The following is reported by “JobMarketWeekly.com” in their daily advisory. It is credited to an article in the Charlotte Observer of Charlotte, N.C.

This writing is chock full of great advice. Essentially it makes the point; what was is no longer. In other words, job search odds have changed. If in past years sending Resumes to 30 potential employers had earned enough interviews to land a job, that number may now have grown to maybe 60 or even 80 Resumes sent to potential employers.

If we adopt the same theory to job searching it can be related that because of the overabundance of job seekers it is for those employers who are hiring a “buyer’s market.” Simply put, the job pool is significantly larger than available job vacancies. Please read the article and then my comments after.

Article: Tips for finding your perfect match

By The Charlotte Observer

Finding a job is much like finding your match in the dating game. If you're tired of meeting the same type of people, you change your social calendar. If you're looking for a job and haven't landed an offer, examine your search strategy. Consider the mistakes you're making and adjust.

There are lots of fish in the sea: A job search is a numbers game. Charlotte, NC career coach Tom Killen says make sure you are applying to enough positions. "We're in a bad economy and most companies are laying-off people or freezing their hiring," he said. "You may have contacted 40

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companies in a traditional search. You may have to contact 80 or 120 now. You have to be persistent and aggressive. The numbers will increase your probability in finding a job."

Play the field: If you are just doing an online search, it will be hard for you to stand out in the pool of other candidates doing the same thing. Make sure you're contacting employers directly.

Make a good first impression: Make sure your Resume is formatted in a way that sells you. Think of it as a sales letter. "You need to make sure you use the right format to emphasize your transferable skills if that's your key strength or your chronological work history if that's your key strength," says Killen.

Get beyond the first date: Do you have a lot of first dates, but no second dates? Do you make it to the interview, but don't get the offer? Examine where you "lose" the offer and change that part of your job hunt. "If you've contacted 80 companies and you haven't gotten an interview, there's a good chance there's something wrong with your Resume," says Killen. "If you've gotten five interviews and haven't gotten the job, something is wrong with your interview style."

Mr. Right or Mr. Right Now: Perhaps, you may have to settle in order to pay the bills. The next job may not be your dream job; it is not Mr. Right, but maybe it is Mr. Right Now. In this job market, you may have to be a little more flexible. You may have to work in a field you haven't worked in before. You may need to be more flexible on your salary and your location.

There are no augments against the points Tom writes of above. However, adding respectfully to his factual depiction; there are two ways to improve one's odds.

- As Tom says, "double or even triple the amount of Resumes sent."
- Be sure Cover Letters and Resumes are the best they can be.

Well, we've just one to add:

- Build a job seeker “Personal Marketing Presentation”

For most, understanding the value of “marketing” as opposed to “searching” may be a stretch. If others happen to have marketing knowledge or related educational backgrounds they might be more adept at developing some kind of a career marketing strategy.

Because of overwhelming and growing numbers of unemployed and the concurrent lessening of available jobs it is taking more than simply sending Cover Letters and Resumes to whatever vacancies can be found that seem to meet particular employment objectives.

It actually takes what most have been hearing and reading of over and over; unique and clever approaches. Even though various news media pound these points at us most have no idea how to appear unique and clever, just as most could not oil paint in the absence of knowledge, training, experience and talent. This is why there are people like Tom Killen whose specialty is career consultation. And, this is why there are people like me whose knowledge, training, and experience is applied directly to preparing the most effective and odds improving “Personal Marketing Presentations” available anywhere. It is what we have developed and do so very well.

As a seeker of employment, either already unemployed or working under the threat of, and who may have families who are forced to make sacrifices or simply being alone the odds of

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reemployment is becoming more and more challenging. The only viable way to improve the odds is to present one's self in ways that stand out; so unique that applicants market towards employer solutions rather than employee needs.

“INTERNET JOB SITES”
Are they good sources for job searching?

Who really makes out; the job seeker or the job site’s CEO, President and/or owner? How bout’ putting this in your pipe and puffin’ a bit of reality?

It’s true, searching for and posting as many Resumes as wished to most of these sites is free. Have you ever given thought as to how these Internet parasites make money? Well, it’s for certain you don’t give them any.

Excuse me if I missed a few...

1. Employers pay healthy fees to post their job vacancies.
2. Many related job seeker resources pay to advertise their products and services on Internet sites because they attract millions of visitors daily. Right now with record numbers of unemployed they must be charging through the nose just to mention a companies’ name.
3. They offer many of their own services; Resume writing, Resume blasting, faxing to third party recruiters, and more.

I am also aware; being part of this industry that everyday there appears more and more Internet job sites.

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Don't get me wrong; there are multitudes of valuable and useful resources that are not only free, they exist to attract job seekers to visit their respective sites. Your visits are the traffic that drives their ad rates, drives their job posting rates, and more. Some of the good things job searchers may advantage are...

1. Salary estimators.
2. Searching by industries and companies.
3. Sample Resumes and Cover Letter and of them sample objectives and summaries, and more.
4. Their blogs, if they host them, is full of information about who, where, and what is hiring.
5. They publish information about schools and courses. They even allude to which are the up and coming industries and career choices.
6. Yes sir, they are full of everything job seekers could ever need or want!!!

“Not”

From my job searching experiences and those of whom I coach, I've always emphasized the importance of following-up. Once Resumes are posted to Internet sites and even if specific jobs are applied for there are no vehicles for following-up. On few occasions company names and maybe even websites are listed; most times, they are deliberately withheld.

As far as I am concerned, if applicants can not be follow-up they shouldn't bother making application via Internet sites; the competition is too great. However, I do have a solution for this 'deliberate' oversight.

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- Implement technology that alerts, by e-mail, those who apply through respective Internet job sites when their Resumes have been downloaded and by whom – contact information included.

Not surprising though, posting employers will be up-in-arms. The last thing they want is thousands of follow-up calls. “Isn’t that special”? (Dana Garvey)

- Perhaps there can be a small charge for this service; certainly, this may discourage frivolous follow-ups.

However, in the absence of such a resource I suggest my clients apply only through company websites. Research their corporate addressees; call and ask for HR names and numbers if they are not on their websites and FOLLOW-UP/FOLLOW-UP/FOLLOW-UP.

Keep accurate records and follow-up systematically. If you’ve not been told they have filled the position; keep on keepin’ on! No news is good news.

I am amazed how reluctant applicants are about following-up. It is perceived they will appear as pests; on the contrary, they will appear as enthusiastic and interested. You can believe this; if you are hired for any job, following up is a job requirement. It can only help to systematically follow-up. It demonstrates persistence, desire, confidence. I’m sure you can add a few more adjectives to this list.

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So, until the hundreds of Internet job sites implement Resume download alert systems for job seekers, I shall continue to urge my clients to apply directly through company and corporate websites. Many times, Internet site postings list the employer's name. If a web address is not present then simply type the company name into your browser. Many times doing the same in Wikipedia will provide their web addresses and corporate locations.

“Be creative; be resourceful, and ‘before all else’, FOLLOW-UP.”

HOW COMMITTED AND TENACIOUS ARE YOU?

A true story passed on by Arnie Sherr

“Looking for a job the old-fashioned way?”

Abridged: The New York Times

NEW YORK, NY --Finding a job quickly and easily in today's job market means getting creative! Joshua Persky, an out-of-work investment banker, has been hunting for a job on Wall Street for more than six months. Recently he got so frustrated he decided to get a little creative. Persky, 48, stood on Park Avenue, handing out Resumes to passers-by and wearing a sandwich board that said, "Experienced Grad for Hire." The sign included his name and contact information.

But these days, jobs on Wall Street are scarce. Worldwide, banks and securities firms have cut more than 80,000 jobs. Still, a couple of young brokers who passed Persky said they thought his unorthodox methods would pay off. One said Persky had a "first mover's advantage" and that "all this press coverage will probably get him a job." His colleague agreed, saying, "Yeah, there is no question that it is going to work."

It certainly generated some attention. Persky was interviewed by many major news outlets and appeared on Fox and MSNBC. His story went global.

Persky recently had one interview with a boutique investment bank and has another one lined up at a hedge fund. MIT alumni have contacted Persky and have tried to help him in his job search. So things are looking a bit brighter for Persky -but nothing solid yet. Nevertheless, he has received hundreds of e-mail messages and phone calls from well-wishers and companies wanting to find out more about him, which puts him in a better position than where he started.

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Most when challenged with insurmountable odds fold, Joshua Persky demonstrated a great deal more than just simply manipulating the usual. He said to onlookers “I am unique, ambitious, and dedicated to a result. For that person or entity that has the wisdom to recognize chutzpah (boldness coupled with supreme self-confidence), together we will rewrite the path to that which is not only minimally achievable but to successes only dreamt of.

“They who try, ‘try and try again;’ they who commit, ‘fulfill’.” -Arnold Sherr

WHAT MOTIVATES YOU?

By Carole Martin, Monster Contributing Writer "What motivates you?" is another one of those soul-searching interview questions where your answer will depend on your background and experiences. It can really catch you off guard unless you've thought about it before the interview. Contemplating when you have been most satisfied in your career will not only help you answer this question, but it will also help you focus on what you want in your next job.

Two candidates answer the motivation question, reflecting their values and what is important to them.

The first one says, "In my previous job, I worked directly with customers and their problems. What I liked was solving problems and helping people. Sometimes it took a lot of effort on my part, but it was very rewarding when the customer appreciated the service."

This answer reflects the candidate's interest in helping people and the satisfaction he gets in finding solutions.

The second candidate says, "Two years ago, I was involved in a project I was really excited about. The team

I was working with had to come up with innovative ways to market a product that was not received well by consumers. It took lots of effort and long meetings, but we met our deadline and launched a terrific marketing campaign. It was really a motivating experience."

This candidate likes thinking outside the box and being part of a team. He loves a challenge and works well with pressure and deadlines.

Prepare Your Script

Writing out your thoughts will help you think about times when you felt energized by your work, times when you looked forward to going to work. For a source of ideas, refer to your Resume. Which tasks did you list? Were they the tasks you enjoyed most and felt most motivated doing?

A statement on your Resume might be:

Project leader: Led a team in coordinating and monitoring the progress of projects to assure the flow and completion of work on schedule.

What was it that was motivating about this experience? Being in charge? Being the source of information? Controlling the flow of work? Making sure the standards were in line with your work values?

By making a list of motivating experiences from your last two or three jobs, you will begin to see patterns of projects and tasks that stand out. Analyze what you did before. Do you want more of this type of responsibility in your next job? The answers to these questions will give you insight into what stimulates you as well as possibilities for fulfillment in future jobs with similar responsibilities.

Additionally, by focusing on times when you were energized by your work, you may become more enthusiastic about the job you are seeking.

There is no such thing as the perfect answer to the motivation question. Your answer will be based on your own individual experiences and analysis. Ultimately, this exercise will help you reveal to the interviewer what turns you on in your work. Even if you are not asked this question, your pre-interview thinking, analysis and scripting will help you be more focused and in control of what you want in your next job.

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The previous is an exciting exposé about what is an obvious, but most times overlooked or misunderstood method for answering interview questions in general. Why it is mostly overlooked is because most have not the where-with-all to think-on-their-feet, as the saying goes. Moreover, the two responses above are great examples of allaying messages interviewers want to hear. Although their answers are truthful, the respondents were careful to word them in ways that placated the questioner's probes. In other words, they answered the questions as they would want to hear them were they the interviewer or the employer's first line of screening.

What most don't understand the role first interviewer's play, most times, is to identify whether or not first interviewers meet the CEO's employee profile. It is generally the practice of CEO's to determine a company's employee profile and then direct that only those who meet this profile and who qualify otherwise, shall advance to the next step or second interview.

When I coach my clients on this subject many can not distinguish between tailoring their answers to meet interviewer expectations and lying. I would never suggest any candidate lie; in fact, I am vehemently against doing so, but thinking about how and wording truthful answers in ways that give the asker sought information and perceptions is what has proved to be effective and impress those listening.

For many, this meets with "I can't do that" or "I'm not that creative." This is why I role play over and over with my clients during coaching sessions. You may practice looking into a mirror; just ask and answer your own questions. Be both the applicant and the interviewer; after

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a while you'll get my drift. It is just a concept; once you comprehend the concept, answering whatever questions are asked will come naturally and easily.

“IF YOU LOOK FOR THE BAD IN PEOPLE EXPECTING TO FIND IT, YOU SURELY WILL”

Abraham Lincoln - February 12, 1809 – April 15, 1865

Today I heard, while watching an old American movie on the TCM channel, a statement filled with wisdom as I've never heard before. In this movie a young girl told Carl Malden, a now deceased famous American actor who was playing the part of a preacher, of a quote made by President Abraham Lincoln, "If you look for the bad in people expecting to find it, you surely will."

Hearing this has filled me with new inspiration; the kind of inspiration I try to write within client Cover Letters and Resumes. Taking this a tad further; this is the wisdom those whose job it is to interview potential candidates should absorb, learn, and adopt. Too many times they, and us too, look for the bad and in doing so lose sight of how much good many applicants are capable of bringing.

Essentially, what I am writing hereto is much broader than my original intend. Moreover, the clear meaning Lincoln's quote applies universally to all living entities. However, of this writing it is my purpose to use President Lincoln's quote to make a specific point.

I chose to write Cover Letters and Resumes as a business because most do not understand the riggers involved in writing such important job seeking tools. They think, "Well heck, how hard can it be?" Truthfully, the number of books written on this subject are too numerous to count. In fact, writing books about Resumes and interviewing has been going on, it seems, forever. I'll

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bet sales for such books are remarkable considering how many Americans are looking for jobs. Since this is the case, how can so many think they are able to exploit the curiosities of college degreed human resource professionals by writing their own Cover Letters and Resumes; not to mention, conquering the challenges they shall face when interviewed?

By now you must be thinking; “My-my, Arnie seems to be contradicting Mr. Lincoln’s quote.” Not really; what I am trying to suggest is that admitting you are not equipped to do a particular task is not a bad thing. Conversely, making such admittance is a good thing. A bad thing is jeopardizing your chances because you either don’t have the required monies or just feel that spending such monies is unnecessary or unwarranted. Some may even be inclined to mask the real reason by labeling it is being frugal (???). Whatever the case, while unemployment stats are so numerous nationally; here in the Tampa Bay area more than 135,000 plus, it appears logical that if interviews are to be gotten one must have the best possible interview getting tools at their disposal.

I am good friends with the owners of a very busy Pizza shop in Clearwater, FL. Just the other evening they told me that two weeks ago after placing a want-ad in one of the local papers (not the Tribune or Times) they received an insurmountable number of phone calls and more than 150 job seekers appeared in person. Keep in mind, all of this activity was for one position making pizzas at a local pizza shop.

To make another point; because this is a small business (less than 8 employees) a self written Resume would have sufficed. The bare facts are, most are not seeking pizza store jobs; they are

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seeking career positions with large companies that offer livable wages, futures, benefits, and more. One thing is for sure; to get interviews and job offers in this arena, do-it-yourself Resumes will not cut it. Why? Because recruiters are not looking the good in people, they are looking to eliminate the large stacks of Resumes they receive through the mail and off the internet by looking for reasons to file 13 those they deem unqualified. The only way to prevail is to present Resumes as close to professional expectations as is humanly possible. If bad things are not recognized, hopefully your Resume will be placed in the “interview” pile.

There are many reasons why Resumes may be discarded; format, grammar, and typos are the most obvious and common. They are easily identified without even absorbing Resume content. Poor format means applicants did not demonstrate the intellect to learn how to properly format a Resume (easy enough to do). Poor grammar illustrates poor communication skills; written and verbal.

Typos, well don't even get me started. One thing that comes to mind is applicant unfamiliarity with MS Word or worse. Keywords are another important Cover Letter and Resume ingredient. How many do you know of? Have you a clue what they are and where to find them? Do you even know how and when they are to be used?

These are a few of many examples of how your Resume may become file 13 bound. Because, unlike Abraham Lincoln's intended message, ***"If you look for the bad in people expecting to find it, you surely will,"*** those who speed check yours do seek to find the bad. Moreover, if you write your own Cover Letter and Resume ***"they surely will!"***

EGO

Somebody's idea of his or her own importance or worth, usually of an appropriate level

EGOTISTICAL

Conceit: somebody with an exaggerated sense of his or her own importance, especially somebody who tends to speak or write about himself or herself excessively

EGOCENTRIC

Selfish: interested only in personal needs and wants, and not caring about other people

EGOMANIAC

A dangerously obsessive preoccupation with the self

How all four can cost you the job!

Ego plays a much bigger role for applicants who have approximately 10 or more years of successful employment track records. Egotistical applicants generally exaggerate their self worth, whereas egocentric applicants exaggerate theirs believing they are entitled; that all and everything should bow to them. Egomaniacs are all of the above; but of it, they own a dangerous obsession in, of, and for themselves.

Of the four, only 'ego' is the 'so-called' positive or normal attribute assuming the idea one bears of them self is accurate, or close to. Presuming those with "normal" egos are realistic, it would seem to most that allaying such egos is a good thing to do at an interview. **NOT!**

Since perception is an important qualification for interviewers, involving ego may be costly. It is far better for them to assess you than for you to make that assessment for them. In other words, instead of telling them how great and wonderful you are, demonstrate it. Allow them to make such judgments based on how you act, what you say, and how you say it. If you bring ego, normal to obsessive, you will definitely throw red flags at those whose job it is to unveil red flags. Abraham Lincoln once said, ***“If you look for the bad in people expecting to find it, you surely will.”*** Because employers are enjoying a “buyer’s market” with respect to filling vacancies, recruiters not only look for red flags, they try to trick applicants into hoisting them up the flag pole for all to see. The process is much the same as that of American Idol; ***elimination.***

Within the first sentence I wrote ***“Ego plays a much bigger role with applicants who have approximately 10 or more years of successful employment track records”***. Why ego comes into play is because all with good track records want to brag of their accomplishments. Most are of the opinion that their successes add value and that value is ammunition to make them more marketable and desirable to prospective employers. Sounds good to me; how about you? **NOT!**

Here are a few reasons why earning more brownie-points with ego is hurtful...

- It is entirely possible you be perceived as over-qualified.
- Even though (I pray) money has not been discussed, you can make yourself appear too experienced and capable for their salary range.
- You might be thought of as a braggart, egotistical, or worse.

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- Bragging and/or spending too much time on how great you feel you are distracts from making the appropriate case for the real reasons recruiters make hiring decisions.

It is important to stay focused on the *“Interview Golden Rules”*...

1. take control by making an excellent “let me tell you a little about me” presentation,
2. do not discuss money under any circumstances,
3. do not ask for anything for yourself, and most of all, and
4. answer all questions with answers they want to hear. This is not lying; it is just wording everything to benefit the employer.

Here are a few examples...

Interviewer asks: **“Tell me one of your biggest faults?”**

Your answer should benefit the employer as such: I’m glad you asked that question. My biggest fault is that I take my job very seriously; some say too seriously. Let’s say you gave a task with a deadline for Friday 5 P.M. It is very much like me to take the work home to guarantee it will be finished on time; most times, it gets completed early.

Here’s another popular question...

Interviewer asks: **“You are working late one evening when a co-worker, John, approaches you and says he must leave early; that he has an emergency and must go home. John then asks you to punch him out at nine when you depart. How would you handle this?”**

Once again, your answer should favor the employer: First I would say emphatically to John, NO! Then I would follow it up with this statement... John, you are asking me to jeopardize my job and do something contrary to company rules and my own ethics; what you are asking me to do is be a party to payroll fraud. Furthermore, since you made such an outrageous request I demand you tell your boss of this request first thing in the morning because I am going to write a report of this entire incident.

Everything and I mean everything said must be directed to benefit the employer.

**“THE DYNAMICS OF WINNING; THE SALE, THE JOB OFFER,
THE GAME, ETC.”**

Have you the heart to make it happen?

Recall watching your favorite sport, your player or team seeming to be hopelessly losing the game? How much are you amazed when suddenly he, she, or they elevate into a much higher gear; an intensity that even an earthquake could not penetrate or cause of it a distraction? How turned on and enthused are you when they manage the most remarkable come from behind victory you've ever witnessed?

I wonder what it takes to win against the greatest of adversities. To be so forlorn and depressed because you've been on fifteen job interviews and then sent packing while hearing the same ol', same ol', "We've got five more candidates to interview; we'll call you in a week." So much so that going on future interviews seems like a total waste of time? I used to ask myself that very question; in fact, I asked it many times, only not about getting the job offer; I asked it about making the sale.

"What has getting the job offer to do with making a sale," you ask? Aren't they the same thing? Think about It?

In both cases something is to be sold. Either a product/service or YOU! Stop a minute; think! When I was selling a product to a prospective account, was it not my purpose to influence that buyer to say, "I'll take it?" I don't know about you, but whenever I went on interviews I

wanted to hear the same thing, “I’ll take you, you’re hired, when can you start; *what, pray tell, is the difference?*”

Here is the biggest of problems for many. And I don’t want hear, “I can’t sell water to a lost sole in the deserts of Egypt.” Are you married? Have you now or ever had a girl friend? Have you ever pled with your parents to attend an unsupervised party where there may be booze when you were a teen? Ever tried to make a case for not having done your homework for school or not completing an assignment on time at work? No sir or madam, don’t tell me you’ve ever sold anything. Sometimes when caught in a suspected lie, haven’t we all tried to save face by pleading even harder to defend our lie? Everybody sells and they do so everyday of their lives. Getting back to the biggest problem; it is that many don’t know when they are selling and have little knowledge of what selling is or what it is to sell. It is primarily for those who fit this description that I write the following. To those who are masters at sales, it won’t hurt to read this as well.

Whether selling a product or oneself, both have features; bells and whistles, if you will prefer. Of products, it is the features and quality that buyers examine to gage if the products are saleable; if indeed it fits their customer’s profile and buying preferences. The buyer seeks to buy products that will produce “profits.” Although buyers can never be sure to what degree of profits a product shall yield, they engage judgment and experience to make prudent buying decisions. It’s true, if a salesperson desired; he or she could just hand the product to the buyer with its catalog sheet and wait for a yes or no response. Herein lays the definition of an “order taker.”

Have you ever heard of the Pareto Principle? Most times it is referred to as the 80/20 rule. Simply put, it means that of many things, especially sales that 20% of the salespeople produce 80% of the sales. The remaining 80% are comprised of mediocre to poor producers. Having spilled the beans, so to say; these numbers do not indicate that some the 80% can not be taught, coached, and mentored into achieving top 20% status. Andre Agassi, Maria Sharapova, Barry Bonds, Wayne Gretzky, the 2008 Phillies, and other great achievers were not always #1; however, once they reached #1 few dropped below the top 20% before retiring. My point is, even though you may feel as though you can't sell, you may just be among those that learn well "How to Win Friends & Influence People"; a best selling book written by Dale Carnegie in 1936.

Let's examine how the above scenario changes when a top 20 salesperson goes about selling the same product. First, he or she will have put together a formal presentation. In it will not be mere statements that the "bells and whistles" exist, but how dramatically they will be accepted and cherished by the buyer's customers. The salesperson accomplishes this by emphasizing the best features of his product. He or she will successfully demonstrate how profitable the product is and try to convince the buyer of its superior salability against similar products; it outsells them all wherever it has been displayed. However, is it simply enough to do the above? Well, that depends on how believable, passionate, and focused the salesperson is. Simply making a mundane presentation and speaking almost in monotones certainly undermine all attempts to influence or make a case for anything. Al Gore is extremely knowledgeable, but puts many to sleep when he speaks. When presenting products, top 20 salespersons speak as though they truly believe in the product they are selling. Moreover, if they don't; I believe the results of their efforts will suffer.

THE GET-A-JOB MANUAL

Relating the above to selling yourself in an interview, hopefully by now you can see many similarities. One that I failed to mention above is “control.”

“It is well known in sales; “control” and most time the seller prevails.” - ARNOLD SHERR

Moving on, just as the salesperson created a formal presentation to sell his or her product, so must you. You must take control of the interview right from the start. Respectfully requesting the interviewer’s permission to tell them a little about you is all it takes. After all, that is probably going to be their first question anyway; it is far better if you are first to offer. You can make your presentation as would Al Gore, or you can sound as though you really believe in your product (YOU). If you can’t make them believe you believe in you; then, why should they? You must practice your presentation. You don’t have to memorize it; it’s okay to have notes or an outline. It’s true however, there is a lot more to this than I can put to paper without writing a book. Speaking of which, there are many great books about sales presentations; check it out!

In essence, what I am trying to convey is this. One of five job seekers belongs to the top 20 interviewer’s club. Therefore, if you follow my lead you have an 80 percent chance of shining. If you shine brighter and better than those with whom you compete, it will be you that wins the trophy.

I write much about this and other related employment subjects. I am Arnie Sherr, and I wish you job-hunting success. Remember...

THE GET-A-JOB MANUAL

DYNAMICS IS:

- The state of energy, enthusiasm, and a sense of purpose and the ability both to get things going and to get things done.
- Characterized by vigorous activity and producing or undergoing change, development and personal growth.
- In physics; involving or relating to energy and forces that produce motion or a desired result.

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