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About the Author

Leslie Farwell has been on both sides of job interviews as an applicant and employer seeking the best person for a job with the company she worked for.

Leslie said, "The pressure on getting the job you want is much harder than it was. I've got experience and ideas which can help almost anyone make their quest for a better job more successful and less stressful!"

"There is no magic wand, but my book will help every reader improve their preparation, interaction with people in person, on the phone or the Internet."

"Everybody needs to be able to create a good impression, answer questions without hesitation and accept criticism or other negativity."

"We also must deal with disappointment and keep moving forward."

Leslie has included tips and strategies from her own experience and the people who have guided her on her own successful quest for better jobs!

Introduction

The pressure on job seekers is increasing every day.

Many highly skilled people are losing their positions and finding it hard to adjust to a tighter market with fewer opportunities.

Having the skills for the position is just the start. There are more applicants for any worthwhile job than ever before.

We have little time to keep our interviewing skills up-to-date because of the demands of our current work.

And, many of the old techniques have been replaced or devalued because most interviews are shorter with less applicants even getting to that stage.

This book will help you prepare for the current situation. You still need to have the skills, or be prepared to get them. But, you also need to convince the employer that you are the best possible choice!

I will help you put forward your case and avoid the hurdles which can bring you down.

Interviews are just part of the process but they are still very important.

I will also help you to deal with preparing your campaign, dealing with nerves and doubts, and handling other aspects of your job search experience.

Leslie Farwell

Making a Resume Resonate



Resumes have changed with the changing demands of employers.

Most resumes are a work-history and record of your qualifications and that standard resume will not work well today.

They are too long.

Resumes are often scanned for the high points which are relevant to the position.

If those are not apparent and clearly worth following up on, the application may be rejected immediately.

You must tailor a resume for each position you apply for.

Most interviewers will recognize resumes which are prepared on common “fill-in-the blank” templates and discount the applicant.

You can just use them to see what topics you should include, but make your own template to show something of your own ideas.

Check for clues in the advertisement about any areas of activity or specialties which are mentioned. You should target those topics in your application.

Focus on those aspects of your abilities and career which are most relevant to the particular position you are applying for.

I suggest you put a highlights section near the start of your application to make sure the interviewer sees those items.

Keep sentences short.

Use a common font like Arial, Verdana or Times New Roman which are easy to read.

Formatting

Create a PDF version of your resume – they can be read on almost every device out there.

Keep a plain text version for your own use and reference.

Do spell check, (not with the Microsoft older Word Spell checker which was notoriously erratic), and read the whole thing aloud checking for clarity.

If you just read it silently, your mind will “see’ what it intended to write unless you have a break of several hours between preparation and review.

Wherever possible, ask someone who has some knowledge of the type of work involved to check it as well.

Rename the file, **your_name_Resume** so the interviewer can find or file it easily.

Include addresses for your LinkedIn profile and other relevant social media links.

You can include links to your own material online.

Most resumes are checked by clerical staff and only those which stand out and attract attention for the right reasons get passed up the chain.

Ensure your most important claims are at least mentioned near the top,

Your “Objective” in applying to the job is often just written up with some generic fine phrase. That won’t be given any value by experienced checkers.

Put a brief sentence which connects your intentions with the goals of the company you find on their web site or in the supporting part of the job advertisement.

Video Resume



Who needs a video resume?

They are already almost the standard for jobs where you create or handle creative work.

For other areas, a good video resume might make you stand out.

Don't bother to make a video resume if you don't use it to show something relevant which cannot be as well described in a regular document, paper or electronic.

But, your effort could be completely wasted if the interviewer is not impressed by the presentation and content.

If you don't own quality equipment, you may be able to borrow some but you will need time to become familiar with it.

The area where you record the video should be appropriate to the message you deliver.

Keep the background and furniture clear of any mirrors or other distractions.

Write an outline of the material you want to say and any items you want to show or clips you will insert in the video.

Keep your words clear and your sentences short.

The video should be as short as possible with no fluff. Many are under three minutes. Just give the viewer the highlights.

Don't give them a set of slides with text or a single shot of you reading from your script.

Say something worth saying.

Dress as you would at their office and show some personality. You may need several run-throughs if you stiffen up in front of the camera.

Don't drink alcohol or anything with caffeine to try to relax before doing the video.

Do some deep breaths and quick, brief power poses before making the video.

Show something relevant which will interest them.

If you use screen effects, keep them simple.

You aren't making the video for thousands of viewers, just a few interviewers at most.

Memorize the highlights of your script. Repeating it word for word will not appeal to viewers.

Practice your smile. Record how you look when you are on camera and review it.

Speak a little slower than you do normally. Many people talk faster under pressure, unconsciously trying to finish the video as soon as possible.

Ask people you trust to review your video. Ask for criticism and redo the video.

Avoid white or red clothing.

When you think the video is ready, watch it one more time and listen for background sounds or other distractions. Check that there are no shadows or glare interfering with the picture your interviewer will see.

Could you improve your current Job?



If you already have a job, this chapter will help you explore the possibility of improving the fit between you and your current job. There may also be some advantages to putting some more time in your present position while looking for any potential better jobs with the same company which will remove or lessen the factors which are making you think seriously about leaving.

I know this is not always possible but, with the current pressure on the job market, it makes sense to look at the option.

Then, you can decide if you need to jump into the job hunting arena or not.

If you do a review as I suggest, you will gain some time and better knowledge of your skills and current capabilities and some idea of the prospects for finding and getting the sort of job you really want.

Many people have lost their grip on the spark of enthusiasm which they used to have about their job. Now, it's just a chore to be done so they can have some sort of real life with the rest of their day.

Unfortunately, their mindset affects all of their activities. They lost the edge which makes them successful and that drags them down.

But, they can often find that spark when they realize it could be easier than facing the job search arena where there are often less opportunities and much more competition.

This section will share some ideas for improving the connection you have with your current job and setting the spark of enthusiasm roaring again.

..... Or not. You may decide to hit the job seeking arena in the next section.

Deciding Whether to Stay

We need to review the bits which you like and those which are like pebbles in your shoe.

The Costs

The costs of a job are all those things which you do to perform your work. They include travel, equipment, time away from home and family, effects on your health etc.

We can also add personal costs such as stress from working in adverse conditions, unreasonable shifts or other conditions, stressful situations in the workplace, disruptive co-workers, unreasonable conditions, interference with family time and plans, lack of recognition, low rewards or other factors.

The Rewards

We automatically consider the pay and other benefits such as Healthcare, subsidized training, work clothing, training, social events, travel and other rewards.

Each of these headings contain just a few items which may or may not affect you. Some items may be benefits in your situation and costs for a different person.

Now, we'll explore some other aspects of this situation to help you see how to adjust them to fit you.

Answer these questions:

Do you still fit your job?

Are you doing work that is appropriate to your skills and experience?

Can you achieve your goals or, at least, get substantially closer to them while working where you are?

Are you enjoying the business and social interaction with your colleagues?

Is your job still providing opportunities and challenges or is it just one crisis after another?

What don't you like about your job?

Could you fix those things rather than go looking for a new job?

Then you can consider what is the better option for you; renovating your current position or starting a serious hunt for a better option while working in your current job.

Check-up your Health



A wise step is to get a full health check-up from your doctor so that you are aware of your basic state of health and anything which needs attention.

Also any suggestions for changing diet or habits to give you the ability to make the most of personal goals and business opportunities which may be ahead of you.

Better Breathing

This is a simple breathing routine which is good to do before an interview or any time you can get some privacy for a few minutes.

Doing this a few times before making a call or other important task will help you relax your body as well as get more oxygen into your system.

Before you start, take a couple of deep breaths.

Make sure you draw the air to the bottom of your lungs, not just into the top part of your chest.

Hold your hands flat against your stomach. Breathe in and draw the air down until you feel a gentle pressure against your fingers.

Hold the breath in for a few seconds. Then, exhale slowly and gently.

Imagine you can feel the used air flowing up through you windpipe and out through your mouth or nose.

A few breaths done this way can have a calming effect and also improve the amount of oxygen your body gets from every breath you take in future.

Explore Options

Sometimes, the answer to our dissatisfaction with our current situation can be solved by exploring hidden possibilities.

If you've read "Acres of Diamonds", you'll know that some people are driven to explore opportunities far afield when they might have done better to dig a little deeper in their own backyard.

It's important to take stock of our potential to make a better future for ourselves by adjusting our attitude or improving some aspect of our work and skills to provide greater productivity.

That could be a strong factor if we want to get further training or opportunities.

Are there any options for company provided or subsidized training?

Are there jobs with other parts of the company where you are or at other locations?

Will the company support you doing training related to your work by allowing paid time off to do exams and some lectures?

Check into online tuition. There are many free courses available from recognized universities and colleges with a paid option to get a certificate.

Sometimes, our desire for change is partly driven by lack of recognition of what we contribute or lack of opportunity to use some of our skills with benefits for us as well as our employer.

Do you get useful feedback from your boss?

Sometimes you don't need to ask, just listen and follow hints etc.

Some companies do look after their workers while others don't as much.

Although there are many more people employed as human resources consultants either on staff or hired as needed, the recent decline in profits has caused many of these positions to be downgraded.

Look carefully at the benefits where you are working and what potential is

there before you decide if other pastures really are greener for YOU.
Always take your time and discuss it with your partner and other close relative who would be affected.

Networking



Networking is reportedly more effective in getting a job than the traditional route through a formal interview. This section will share some good tips about various types of networking.

Then, I'll give some tips about the resumes and interviews as they are evolving.

Whether you are looking for a new job or not, brushing up your networking smarts and finding out more about new options through the Internet are worth the time and effort.

To get the best results from your business-related networking, consider these simple tips.

The most important networks are those you become part of through direct personal contact.

I will help you learn to connect with more people with some focus on improving your employability and also increasing opportunities through connecting with more people.

Even if your main reason for doing more and better networking is to get a better job, please keep in mind that networking works best when there is a focus on mutual benefit.

Networkers quickly tire of being pushed to help someone with references and introductions by people that hardly talk about anything else or lack consideration for the people they approach.

Making a Great First Impression



If you get an interview for a job, you have probably done better than 50% of the applicants! That should give your confidence a boost as you get ready to make that first impression on the interviewer.

You may be thinking about the questions you'll be asked, but you need to be fully prepared for the interview when you walk in the door of the company premises.

Your actions and attitude will be noticed from that moment.

Plan to be at least ten minutes early. If, through unavoidable and unforeseen occurrences, you are likely to be late, call the company and explain. Don't blame anyone, just give them the facts and estimate how late you will be.

They'll appreciate it.

If you leave them guessing, they're unlikely to re-schedule your interview.

Dress for the interview to the same standard as you would when working there.

Carry just your essential gear and make sure everything is in first-class condition. You don't need to flash the latest device or the latest fashion unless you're applying to a company in those areas.

Don't charge up with caffeine or anything else before you enter.

Keep off your phone unless someone calls you while you are entering the building. Switch it off or to "silent" before you get to the interview floor.

If you have to wait, read some notes about the interview. It may not give you any new insights but it will keep you focused.

Make sure you can get anything you might need from your bag or case easily during the interview.

Have at least two working, new pens of good quality.

Smile and extend your hand when greeted. When the interview is over, thank everybody and leave.

Telephone Tactics

These tips about improving your ease in using the telephone for interviews and related calls apply to most other devices as well.

Almost everyone thinks they are good talkers because they’ve been doing it all their lives. But, many have developed lazy habits which devalue the effectiveness of what they say.

And many people have an often irrational fear of making business calls.

But, handling enquiries, making sales calls and giving product support over the phone or other device is an important skill which we all have to do sometimes.

There are no more important calls you will make than those which could lead to better employment!

Removing Your “Phone Fear”

When we make a call to persuade someone to buy a product, meet us for a coffee or give us the interview for a job, we need to have convinced ourselves that we are making a reasonable request – even doing them a favor!

We fear that negative response as if it would be a disaster. We are filling our own mind with negative thoughts that disempower us!

If we can’t convince ourselves, we are very unlikely to convince them!

Give yourself the best chance of success by preparing what you will say.

Don’t learn it word by word unless that is required by your employer. A script should be a guide so that you can use words and tones which fit your personality and way of speaking.

Always smile as you pick up the phone (or click your device). Tests and experience have shown the smile really does help you communicate better with the person you are calling.

Identify yourself and confirm that you’re talking to the right person.

Speak a little slower than you usually do in conversation with people you already know and then, if necessary, adjust your speed as the call proceeds.

Listen carefully to everything the other person says and feed back some of the information they give you to show you understand what they mean.

Focus on helping the other person and making sure that you both understand each other.

If you cannot understand something they say, ask for them to repeat it. No-one minds this as it shows you are paying them due attention.

Don't waste their time on trivialities.

Give them a summary of the information again at the end of the conversation and make sure they have no other questions or concerns.

Give them your contact details and an email, if appropriate, before ending the call.

Thank them for their time and help or cooperation.

Make a record of the relevant information as soon as the call is completed and start any follow-up action which is required.

Incoming Calls

If you are called, wait a couple of rings before answering. This gives the caller time to adjust to the call.

If you cannot help a customer who calls you, don't just transfer the call mechanically.

The caller might be cut off which could lose your company a customer.

Tell the caller you will find the appropriate person and introduce them to ensure there is no problem with the transfer. Then transfer your caller to the other person after sharing the details of the inquiry.

Leave a prepared message when you call someone and just get their answering system. It ensures you sound professional and don't miss any important details.

Tactics Interviewers Use



Interviewers focus on finding the candidate who best fits the job. Many factors are important. It's not always who is the most highly qualified.

There are many things which applicants might not realize that interviewers take into account.

They want someone that will need minimum time and support to get up to speed doing the job.

You must demonstrate that you will not be disruptive.

They will test your communication skills. The need is for someone who is able to communicate with the other employees, the customers and suppliers where appropriate.

The interviewers also may take into account the appropriateness of your attire.

Organizations such as Google, which are known for supporting and encouraging creative ideas, are known to ask mind-exploding questions like, “Why are manhole covers round?” But, many times, the companies are as interested in how you handle the challenge as the answer you come up with.

Sometimes, there may be no one correct answer. (BTW, the answer is they are easier to align over the manhole and cannot be held at an angle over the hole and dropped into it like a square cover could be!).

If they offer you a cup of coffee, they aren't interested in how you hold the cup. They may be evaluating how important such casual treats are when you are in a situation which has other priorities.

The best answer is to politely decline.

They probably would prefer that response because the coffee break would interrupt the session, take up valuable interviewing time and leave them with a cup etc., to be dealt with.

Always be ready with endorsements, references and other information but don't include it all with your application unless they have specified you do so.

Give them information about those achievements and qualifications which are most relevant to the position you applied for and positive.

Keep the other material available if it is asked for.

It's commonly accepted that many positions are filled by someone that is from within the organization or who has a personal connection to the company. Sometimes, interviews are just window dressing to comply with regulations or give an appearance of fairness.

But, always approach any interview with the same positive attitude. Any you don't win will help you get better for the next time.

And a good interview may get you a call about another position from the same company.

The Right Answers



Many applicants are worried about handling the questions which interviewers put to them.

Your answers should demonstrate your interest in the job and how you will fit the position and the work environment.

When you are asked to tell the interviewers about yourself, keep the focus on your value to the employer, how your past record shows you would fit in and be up to speed in minimum time.

Answers should be short where appropriate. But, it is more important that you give all of the most important points about you which fit you for the job.

If you are giving them relevant, supported facts, taking a little time is fine.

Fitting in is vital. Most places already have a grouch on their staff.

You can demonstrate your ability to work with people by the way you treat the other employees you meet before and after the interview and those you connect with when arranging the interview.

Many people have lost their chance for the job they sought because of feedback from other staff they met outside the interview.

If you are asked questions about your faith, marital status or any other personal information, you are justified in not answering in any detail.

But, if you don't answer, you may be giving away the job.

Questions about some personal information are illegal in some jurisdictions.

If asked any of those questions, I would not answer in a way which provided any information I want to keep private but I would try to answer the company's reason for asking it.

Be prepared for questions which are not allowed under legislation in areas such as marital status and religion. Never imply impropriety by the company.

Prepare Your Questions

This part of the interview is very important.

Some applicants undo their efforts in the other parts of the interview because their questions reveal more about them than they may realize.

If you ask, "What are the main areas the company is focusing on?", the interviewer will wonder why you didn't do some checking through the Internet before the interview.

It suggests that you have little interest in the company, just the job!

"Can the conditions, hours or salary be negotiated?" At fairly high levels, this may be more acceptable. But, for most positions, you're better to accept the job as it is and negotiate any changes after the company has seen what value you bring to them.

Maintain a professional attitude.

Don't be negative about anyone or any organization. Maintain confidentiality about anyone and any company which you mention in an interview.

Don't ask about the interviewer's experience or accomplishments.

Avoid focusing on what you will get unless there are any important details which have not been shown in the supplied information.

Social Networks for Job Seekers



The most popular social network for people looking for professional and technical jobs is **LinkedIn**.

<https://www.linkedin.com>

LinkedIn have a comprehensive online tutorial for new Members.

Use your LinkedIn profile to build a source of information about yourself and your business activity.

You can find and connect to people through your profile and groups within LinkedIn which relate to the type of business you are in.

Put your current resume on your profile.

You can ask people you know and connect to within LinkedIn to review your resume and maybe recommend you.

You can also make recommendations for people you know.

If you are involved in areas such as financial services, information technology, manufacturing, medical professionals and retail, or any other area where companies use professional recruiters a lot, LinkedIn is likely to be very worthwhile.

As well as job opportunities on LinkedIn, you can benefit from opportunities to connect with people in your area of business in areas dedicated to that type of business.

All your dealings within LinkedIn must be conducted in a professional manner, of course.

Many people use Twitter to establish a positive profile. They comment on new developments in their profession and follow companies they want to work for. Respond to and retweet their tweets. Keep a personal Twitter account for your personal interests. I do not include any Facebook information in business networks.

Keep Safe When Job Hunting

Be aware any information you post will probably be stolen and added to databases. Personal details and photos are often misused.



When we are looking for a job online or by following up advertisements, we can be scammed, defrauded or worse!

This section will give you some tips about keeping yourself, your reputation and other assets safer.

Keep a full backup of the important contents of your computer on a separate drive which is not connected to your computer all the time.

You also need a full restorable copy of all the system and content. Ideally, keep a copy of this away from your home or office so it is safe should your machine be stolen or destroyed.

Update your backups frequently.

No-one can guarantee complete protection in the modern world.

With the growth of social networks, there has been a comparable growth in the misuse of personal information which is posted on them.

You are probably aware of the celebrities whose intimate photos have been stolen and posted or sold widely on the Internet.

But, there are also a lot of ordinary people who have had their innocent photos stolen and misused. Their likeness may appear with a fake post on a dating site or attached to someone else's body on other sites.

Personal information which many people still type into any site which requests it is also misused.

Before you send your contact details, credit card information or picture to someone who offers a job, make off-line inquiries to ensure that the person and company are legitimate.

Many people have applied for jobs advertised on sites like Craigslist. The

advertisements have had no details about the company which was advertising.

Craigslist has some security added to stop these attempts but the fraudsters keep coming up with new scams.

If they ask you to send credit card details or your Paypal information, just refuse.

People have sent applications with their personal details and never heard anything. That may just be bad management by the advertiser, but they also may be harvesting the information and selling it to scammers.

Women, in particular need to be very careful if an advertiser offers to meet them for an interview.

Any job offer where you are required to pay for supplies, equipment or materials should be checked with the authorities.

Most advertisers are legitimate, but we must be careful about our safety.

If you get an offer which seems over-generous, think twice.

Anyone that asks you to deposit their check in your account or send them money through cash services such as Western Union should be refused.

If the information requested seems too personal or valuable, start checking through other sources than the one where you found the advertisement.

Review each company’s web site and also Google **reviews: Company name.**

Check with the Better Business Bureau or similar organizations in your country.

Read up on scams through reputable sites. The details are always being updated, but many of the methods are similar to those which were successful a century ago.

Keep your mobile devices close to you. Use security software when it is available. Update your software on time.

Resources

All information is supplied with no guarantee of accuracy or suitability for anyone. Web sites may change ownership and content at any time.

Use of the information is entirely at your own risk.

U.S.A

USAjobs.gov.

<http://usajobs.gov>

USAjobs.gov is the government-funded online jobs board.

Pipl People Search Engine

<https://pipl.com/>

Free online search engine for people but not specifically for employment related searches. Use it to search for old friends, family members and people you've lost contact with. **Pipl** also provides other paid services for individuals and companies.

It focuses on jobs and job-seekers in the U.S.A.

Australia

Jobsearch

<https://www.jobsearch.gov.au/>

Jobsearch is a free, government funded resource for employers and job seekers.

U.K.

Universal Jobmatch.

<https://jobsearch.direct.gov.uk>

Universal Jobmatch is the government funded job resource for U.K. job-seekers.

It lists jobs in areas outside the U.K. as well. Registration is not required to obtain basic information but is recommended so all features can be accessed.

Be Prepared for Success



I hope the tips and other information will make your quest for the job of your dreams easier.

Don't let anything overwhelm you. Even jobs which you do not get can help you polish your methods and make you more determined next time.

Leslie Farwell

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