

Everyone needs to sell themselves to potential employers. Have your resume, interviewing and research skills perfected.

- **Never go out and just schedule interviews without practicing the process and questions. Look at segmentation, targeting and positioning. If you want to be considered, you may need to demonstrate enthusiasm, experience, passion and dedication.**
- **School** and the “**real world**” are two very different places.
- **"So, tell me about yourself."** It's the most frequently asked question in the interview process and also the best opportunity to deliver the most compelling reasons to hire you.
- The interview is part of the attempt to solve the employer's needs, wants and desires. At the first impression and interview you are not part of the solution. They are in the process. FUD factor: Know the things interviewers fear: **F**ear, **U**ncertainty and **D**oubt. The sorts of things they are afraid of: You won't be able to do the job. What you say on your resume may not be totally correct. It will cost them money and time if they hire the wrong person.
- Networking 101 advice
<http://www.youtube.com/watch?v=Y9VUqB7wQpY> or
http://newgradlife.blogspot.com/2009/11/job-networking-101-for-new-grads_18.html

Your job search may include:

- Going to your fellow students, friends, family friends, teachers, counselors. Ask for help and leads. Don't forget to follow thru on commitments to friends, associates, recruiters, and networking contacts.
- Use all of the tools and resources you have available. Think of fishing. The name of the game is casting, and to keep casting.
- Using research and reference materials including industry associations to identify and target firms.
- Responding to Internet job postings.
- Posting your resume with databases, websites and on campus. Remember that the company's website is better than a job site. Companies may post only 25% of their job openings on the huge job boards (it's expensive; a single job can cost the hiring company \$305. on monster.com)
- Consider niche sites such as specific industry or job sites.
- Responding to newspaper job listings.
- Direct mail to targeted companies.
- Direct mail to headhunters and search companies.
- Networking on campus, with friends, teachers, associates and family.
- Networking at meetings, associations, organizations (on campus and off).

Some thoughts:

"If you work just for the money, you'll never make it, but if you love what you're doing and you always put management or customer (others) first, success will be yours."

1. As millions of recent graduates weigh their career options, here's what experts advise:
 - Tie the profession to your passions. You are usually best at what you enjoy.
 - Focus on the right company. Don't always look at brand-name companies.
 - Choose your location wisely. The best time to relocate is when you are young. Location can have a big impact on wages.
 - Know what you are worth. Internet and salary.com are good resources.
 - Pay attention to the benefits. Your best negotiating time is when they want you. But don't ask for the moon.
2. In late '99 the economy was booming and an undergraduate or graduate degree seemed like an easy ticket. Now there's a harsh reality---for many reasons, including the economy, threats, and the fantasies of dot.com wealth. It can be harder to find the right job.
3. Good interviewees ask questions. Try to take control by having “short stories” about you.

4. Where do you see yourself in two, five or even ten years? Think about your long-term goals and the different paths you could take to achieve them.
5. Suggest that every job you'll have or look at may not be perfect. Sometimes a job or interview is a good first step toward a long-term goal. You may not immediately get what you are looking for.
6. Don't waste your time if you aren't interested. Information interviews??
7. Try not to use buzzwords on your resume or in your interview.
8. Don't put something on your resume unless you are prepared to talk about it.
9. **Come prepared with 3-5 "life" or "success" or "accomplishment" short stories about you.**
10. Dress appropriately.
11. Give yourself a timeline and a schedule. What if a company isn't hiring? If companies aren't hiring in certain divisions or regions, they may be in others.
12. One caveat: Don't cross the line between being enthusiastic and annoying.
13. Your goals and ideas may change over time.
14. Treat the job-hunting process like a marketing process: Be a CEO of your own business: ME, Inc.
15. Don't think like everyone else. Explore jobs that don't fit the mold. You never know where a job will come from.
16. Luck affects everything. Let your line and hook always be cast. In the streams, where you expect fish and also in areas you'd least expect fish."
17. Excellent communication and writing skills cannot be stressed enough in the interviewing and employment/recruiting business. Another is the ability to think and read critically.
18. Presentation skills are important.
19. Enthusiasm in yourself, in your school/company, in your product or your service is a quality that radiates positive energy to everyone with whom you are in contact. People naturally prefer the company of an upbeat, dynamic, affirmative person, rather than a negative individual. In a difficult economic period, it may take your energy to radiate optimism, but it is energy well spent because you will attract people to you.
20. Enthusiasm generates self-confidence in yourself and motivates those around you to have a positive attitude. Your passion raises everyone's spirits to overcome adversity. Anyone can be enthusiastic when a great economy is profitable for you and your company.
21. Can you still stay positive when the news media takes an almost gleeful delight in bad news? Remember that the media's front-page "bread and butter" is not good news, but the worst news.
22. You cannot have great success without some disappointments.
23. Thomas Edison endured hundreds of failures before the electric light bulb was perfected. The world's greatest inventors and innovators, all of whom refused to give up when times were bleak, all had one enduring trait: they believed they were only one failure away from success.
24. If it's real make enthusiasm a compulsive, driving force in your personality. You may regard mistakes as only learning experiences.
25. How could Edison find what worked if he didn't learn what did NOT work? Replace the word "failure" in your mind with the word "experiment." Or "experience."
26. History's scientists endured many unsuccessful experiments, but did not give up until they found the right answer.
27. Resumes: ADP, the leader in the background-checking business analyzed 2.6 million resumes last year and found 44% of job applicants describing their past employment significantly different than their last employer; 41% of the education records varied from what the job applicants claimed; and 23% of the professional credentials were phony. (see www.avert.com)
28. Here's more: How often do companies verify educational degrees (Society of Human Resource Management)? **Regularly 44%; Sometimes 22%; Rarely 18%; Never 14%;** Don't know 2%; No answer 4%.
29. You need to make a lasting impression in the first 15 seconds. A likely first question is "Tell me about you." When networking, or even when someone casually asks you "What can you do?" If they like what they see and hear, statistics show you are 80% of the way to getting the job.
30. The goal is to make a statement that is memorable. Keep it simple and brief.
31. **Have a few stories, like "One of my accomplishments..."**
32. **Another of my accomplishments is...." Another is..."**

33. Talk about achievements, not classes or responsibilities. Actions and decisions are important. Use action verbs. Use quantitative statements. Make the person intrigued and wanting elaboration and additional accomplishments. Excite the listener. Good luck, but you don't need luck just an opportunity.

34. Everyone agrees that online recruiting is still second choice to the cheapest and most effective source available to companies. The first is **employee referrals**.

35. Go to www.15secondpitch.com. The right pitch at the right time can jump-start a career. It may be priceless.

Common mistakes that recent college graduates make during the first interview include:

- Not doing enough research about the company/industry
- Unprofessional behavior (tardiness, attire, no thank-you note, etc.)
- Don't ask enough questions of the interviewer
- Focus too much on what the job pays/benefits

Important factors in the decision making of the interviewer include:

- Educational background
- Grade point average
- Relevant work experience
- Previous experience with candidate (e.g., held internship with your company)
- Personal characteristics (e.g., interviewing skills, demeanor)

Mistakes Candidates Can Make

Not feeling so great about your last interview? Take heart. Chances are the interviewer has seen worse. A recent CareerBuilder study surveyed hiring managers to identify the most common mistakes candidates make. Here are the top five categories - along with some real-life examples:

What They Say (or Don't Say)

According to CareerBuilder's survey, the number one mistake interviewees make relates to how they communicate. Some come in with a pre-determined script and sound as if they're reading from a textbook. Others give one-word answers with no further elaboration. While still others use profanity or ramble on about their personal problems and social lives rather than answer - or ask - questions about the job or company.

Others are too candid. For example, when asked what interested her about the position, one candidate replied: "I'm open to anything; I really need to get some medical insurance." Another candidate at a children's organization stated that he "hates kids." Those interviewing for customer service positions confessed: "I'm not a people person," and "customers are annoying." While a man applying at a drug treatment facility anxiously asked if they drug-tested employees and whether they'd give advance notice.

Others complain about former bosses. And many make the mistake of bringing up money and hours-required in the first interview. But the "Too Much Information" award has to go the candidate who said: "I'm only here because my mom wants me to get a job." He was 37!

How They Act

The second most common way candidates flub their interviews is what they do. Many of these mistakes are the result of being unprepared and knowing nothing about the job or company. Others are because candidates don't listen to the questions being asked or try to bluff their way through technical questions.

Some stem from a lack of common sense or courtesy. Many hiring managers complain about candidates showing up late and the surprising number who interrupt the interview to take calls on their cell phones. One woman brought her children along.

And which is worse? The candidate who asked the hiring manager to hurry up because he wanted to have lunch, or the one who pulled out a sandwich and began eating?

Yet other bloopers are simply a result of nerves - or too much coffee. Several hiring managers complained of nail-biting

while another watched in horror as a candidate jumped up to make a point, then turned around and fell to the floor!

Bad Attitudes

The third most-cited category of mistakes has to do with the candidate's attitude. No one likes a braggart, know-it-all or name-dropper - or the candidate with the super-sized ego who demanded to be hired and said the company could do no better. Then there's the interviewee who declared he was "used to a higher class of business."

On the other side of the coin, are those who show no enthusiasm. Many hiring managers complained of interviewees who show little energy or interest in the conversation. One candidate spent the better part of the interview looking at his watch.

How They Look

Coming to the interview improperly groomed and dressed is the fourth most common mistake. Along with the usual culprits: bad posture, tattoos, facial piercings, fluorescent-colored hair and poor hygiene, hiring managers also told of a candidate who did not wear shoes, one who wore a skirt slit to her derriere, another who wore dark glasses throughout the interview and a candidate with dirty fingernails wearing jeans and a t-shirt - oh, by the way, he was drunk, too!

Dishonesty

Common forms of dishonesty include exaggerating about achievements or misrepresenting knowledge. There's also the candidate who mentioned his arrest after saying on his application he had never been arrested - and the one who actually stole something from the interviewer's office.

Besides highlighting ignorance in action, the survey confirms that truth is stranger than fiction and proves that life is not all that rosy on the other side of the interview process either.

Interrogation versus Interview:

Most candidates expect they will be interrogated. An interrogation is when one person asks all the questions and the other gives the answers. An interview is a business conversation where both people ask and respond to questions. Too many job seekers believe an interview is an interrogation. With this attitude, candidates do not ask questions and hence do not make their best impression. You need to ask questions throughout the interview. If you don't, you force the interview to be an interrogation.

Making a Positive out of a Weakness:

Unskilled interviewers frequently ask candidates "What are your weaknesses?"

Conventional interview advice recommends candidates highlight a weakness like "I'm a perfectionist" and turn it into a positive. Interviewers are not that easily fooled. If you are asked "What are your weaknesses?" highlight a skill that you wish to improve upon and (more importantly) describe what you are proactively doing to enhance your skills in this area.

Interviewers really don't care what your weaknesses are. They simply want to see how you handle the question and what your answer may indicate about you. Highlighting an area for improvement demonstrates you are self aware. Describing what you are doing about that weakness demonstrates you are proactive and seek to continually improve your talents.

No Questions:

Every interview concludes with the interviewer asking if you have any questions.

The worst thing to say is you have no questions. Having no questions shows you are either not interested or not prepared. Interviewers are more impressed with the questions you ask than the selling points you try to make during the interview. Before each interview make a list of five questions you will ask.

Take out your list when they ask if you have any questions.

This demonstrates you are prepared and thorough. In some cases the interviewer starts the interview by asking if you have any questions. In such instances you will be well prepared to handle this situation.

Only Researching the Company, What about You?:

Candidates intellectually prepare for interviews by researching the company and reviewing the company web site. Most job seekers do not research themselves by taking inventory of their experience, knowledge and skills. Formulating an organized talent inventory prepares you to immediately respond to any question about your experience. Interviewers will focus their questioning on your experience and talents.

You must be prepared to discuss any part of your background at a moments notice. Creating a your talent inventory refreshed your memory about the many dimensions of your experience and helps you immediately remember experiences you would otherwise forget during the tension of an interview.

Leaving Cell Phone On:

We may live in a wired, always available society, but a ringing cell phone is not appropriate for an interview. Turn it off before you enter the company.

How To Land Your First Job, by Lynn Brenner June 12, 2005

This year's 1.4 million college graduates may enter the best job market in three years. Still, it takes an experienced worker more than three months to find a job. Experts say new grads shouldn't take the whole summer off. Here's their job-hunting advice for the Class of 2005: **A Game Plan**

Five to 15 resumes in a highly focused job search are more productive than hundreds in a random search, says Bill Coleman, senior vice president of Salary.com. First, identify what you want to do, where you want to live and the type of company you want to work at. Next, look for people who can help you apply there. Tell everyone your target jobs and employers, and ask your parents' friends and colleagues for advice. Talking to them is good practice for interviews.

Your Résumé

Stick to one page and a simple layout that notes:

- **Your college and degree.** Don't list a grade-point average below 3.5. It only puts you at a disadvantage vs. graduates with higher averages. A résumé without a GPA won't be tossed unless it's a requirement; and if an employer asks about your GPA, you can soften bad news with an explanation.
- **An objective.** Sound as if you know what you want. ("My goal is a job that will lead to a career in marketing.") Don't worry if you're not really sure yet, says Mark Cenedella, CEO of TheLadders.com. Your first job won't lock you into a lifetime choice.
- **Work experience.** Don't just list job duties, describe the results you achieved. ("Senior Day Camp Counselor: I wrote, directed and produced a play featuring 15 six-year-olds, on a limited budget.")
- **Strengths.** What are you good at? (Meeting deadlines, organizing, creative thinking?) These abilities should tie into your job and personal achievements.
- **Skills.** Knowledge of computer programs, fluency in a second language, license to drive a truck.
- **Extracurricular activities.** "You never know when you'll connect with someone because you're both interested in building for Habitat for Humanity," says John Challenger, CEO of Challenger, Gray & Christmas. "Your interests help a company get a better handle on who you are and separate you from the competition."

The Cover Letter

It must be specific to each company or job you apply for. Your letter should be enthusiastic and grammatical and fit on one page. Ask someone you respect to proofread it. End the letter by saying you'll follow up with a phone call—but even if you e-mail it, wait three days before you call.

The Interview

Do your research. Many recruiters say job applicants are clueless about the companies they interview at. There's no excuse for that. You can find out everything you need to know on a company's Web site. Be ready to ask a few questions about the firm and the job and to say why you're interested in the company, what appeals to you about the job and where you see yourself in five years.

"The ability to write and speak well is a major plus," adds Bill Coleman. It helps to be able to improvise too. One of his early interviews went fine until the interviewer asked, with a smile: "By the way, how many I's are there in William?" "I immediately realized there was a mistake on my résumé," he recalls. "I figured I was likelier to have put in an extra I than to have dropped one, so I said: 'In my name? Three.' 'Really!' she said, 'I thought it was a typo.'" P.S. He got the job.

Follow The Rules

- Record a new voicemail greeting. Replace "Yo, dude, leave your digits!" with "This is John Smith. Please leave a

message. I'll return your call as soon as possible.”

- Don't use an e-mail address like honeybunny@xyzmail .com. Create one that uses your first and last names.
- Proofread your e-mail to employers. Use the same rules of punctuation, grammar and style you'd use on paper.
- Keep your cell phone off during job interviews.
- Address the interviewer as Mr. Smith or Ms. Jones unless you're asked to use his or her first name.
- Dress conservatively. No jeans, T-shirts, low necklines or sandals—even for interviews at dot-com companies.
- Send thank-you letters after interviews.

Guidelines to an Effective Resume

The resume is an essential career management tool. Here are some pointers for preparing a strong resume.

THINK BEFORE YOU WRITE. Focus on your accomplishments and responsibilities and indicate how you can benefit a specific organization.

KEEP IT BRIEF. Try to keep your resume to one page. Pique the employer's interest with your major attributes and leave details for the face to face interview.

BE FLEXIBLE. Tailor your resume and your cover letter for different job opportunities and different companies. You can emphasize different skills, experience, and accomplishments based on their relevance to a particular job, and demonstrate your knowledge of the company and its needs.

GET ATTENTION. It's important to design your cover letter and resume to be visually inviting. Being brief makes it easy for your busy prospects to understand key points about you just by scanning your communication.

Here are some techniques that can help you accomplish this objective:

Get right to the point in your letter.

Use bullets, indentations, and underscores.

Conclude the letter with a key benefit and next steps.

Keep it to one page.

STRESS ACCOMPLISHMENTS. Include accomplishments and responsibilities. Use action verbs like developed, managed, and created. Use statistics, (helped boost sales 30% over previous summer; earned 20% of college tuition through part-time employment.)

SWEAT THE DETAILS. Proofread everything very carefully. Don't rely on spell-check in your word processor. Have at least two other people read your communication. Pay particular attention to the accuracy of your prospect's name, title, company, and address. A miscue here is a signal that you are not attentive to detail, and could disqualify you on the spot.

EMAILING. This is an effective and acceptable way to communicate. Be sure to use a compatible format like Microsoft Word.

YOUR NAME

Address
Phone/Email

OBJECTIVE

Seeking an entry-level position in advertising or marketing

EDUCATION

California State University at Fullerton

Fullerton, CA

Bachelor of Arts, expected May, 2010

Major: Marketing Management

Minor: Advertising

G.P.A. Overall: 3.2

G.P.A. in Major: 3.5

Relevant Coursework: Marketing Strategy, Market Analysis & Control, Copywriting, Advertising, Graphic Design, Media Planning

WORK EXPERIENCE

NBC Studios

Burbank, CA

6/08-8/08

Local Sales Intern

- Assisted the Account Managers with their daily reports and contracts. Interacted with advertising agencies inquiring about commercial schedules.
- Prepared and updated quarterly sales reports for the VP of Sales.
- Redesigned and implemented a computerized reporting system for the sales staff.

Saatchi & Saatchi

Torrance, CA

6/07-8/07

Advertising Intern

- Assisted the Toyota Truck account team in preparing for the new model year launch. Interacted with the various departments (Media, Creative, Production, Account Management).
- Researched and prepared competitive data reports.
- Researched and presented a marketing proposal for the Toyota RAV4 to reach college students.

EXTRACURRICULAR ACTIVITIES

Phi Kappa Psi Fraternity, Alumni Chair (2005-2006), Vice President (2006-2007) Initiated restructuring of alumni relations programs, successfully obtained new financial support from key alumni, thus increased the alumni funds by 25%.

Model United Nations (2008-present) Engaged in debate regarding current international economics and political concerns.

COMPUTER SKILLS

Windows 2007, Microsoft Word, Excel, PowerPoint, Front Page, Acrobat.

References available upon request

Cover Letter

Hi Chris,

Happy Monday. My good friend recently referred me to you as I'm decidedly in the marketplace for a MEDIA SUPERVISOR position in Los Angeles.

A little about myself...I spent 6 ½ years in San Francisco at two amazing creative shops: Prominent A and Prominent B, where I learned both traditional AND creative/innovative media planning (creative/innovative thinking isn't just an agency "pick-up line" to me...it was how I was raised in this business and I can prove it!). My adventures have led me to LA where I currently work on an automotive account at Big Agency. While Big Agency is a great learning experience for me, I am scouting the LA landscape for a Supervisor position that will land me back in the trenches of media planning/strategizing.

What I'm looking for...I'd love to be back in a small to mid-sized CREATIVE agency which has the desire/need for a hard-working, autonomous, over-involved, "cares-a-little-too-much" Media Supervisor and true team-player. I'd love to work on businesses that I truly believe in: "up-and-coming" or "passion" brands which can give me an outlet for my enthusiasm. My ideal agency really cares about their people and is dedicated to their success, growth and happiness. In return, they expect no less than one's very best. Ultimately, they will embrace (put up with) the quirks and/or imperfections I bring to the table, cause they know how much I love my work.

Alright, enough email babble...attached, please find my resume which will shed further light on my expertise (Print, OOH, National/Spot TV, Cable, Guerilla media/tactics, etc.), brand breadth (Liquor, Video Games, Travel, Tele-comm, Financial, Automotive, etc.), AND personality.

Should my resume dazzle you (I'm an optimist at heart), I can be reached at:
email; work phone; cell phone; home phone.

(If my resume doesn't dazzle you, I will call you this week to TRY to convince you otherwise:))

Thanks in advance for your attention to yet another resume,
Candidate

Thank You Note

Dear Interviewer,

Thank you for taking time to meet with me and talk about your Agency, your Client and the Account Manager position. I am very interested in pursuing this position and feel confident that I possess the skills and experience you require. Please know that these are some key success factors you can count on me to employ in the service of your Agency and Client:

- Focus on the Customer...Seek to quickly understand their business, products and needs
- Share Information...Provide information so that co-workers, client and suppliers understand and can take action
- Drive for Results...Work to achieve high levels of personal and organizational performance to meet or exceed objectives
- Attend to Detail...Ensure that data is accurate, work is thorough and to the highest standards
- Build Strong Relationships...Foster trust and cooperation among co-workers, client and suppliers; develop and sustain personal contact in order to provide mutual benefit

Thank you in advance for your consideration. I look forward to an opportunity to help you take your business to new heights, depths and breadth – "3D style!"

Sincerely,

Candidate

TOP 20 THINGS HIRING MANAGERS SAY THEY HATE ABOUT RESUMES!

1. Spelling errors, typos and poor grammar
2. Too duty oriented – A resume that reads like a job description and fails to explain what the job seeker's accomplishments were and how they did so
3. Dates not included or inaccurate dates
4. Contact Info – none or inaccurate contact info, unprofessional email addresses
5. Poor formatting – boxes, templates, tables, use of header or footer, etc.
6. Functional resumes as opposed to writing a chronological resume
7. Long Resumes – too long
8. Paragraphs – Long paragraphs instead of bullet points
9. Unqualified candidates – Candidates who apply positions for which they are unqualified
10. Personal info included that is not relevant to the job
11. Employer info not included and/or not telling what industry or product candidate worked in
12. Lying, misleading (especially in terms of education, dates and inflated titles)
13. Objectives or meaningless introductions
14. Font Choice – poor font choice or style
15. Resumes sent as PDF, ZIP files, faxed, web page resumes or mailed—not sent as WORD attachment
16. Pictures, Graphics or URL links no recruiter will ever bother to call up.
17. Not easy to follow summary
18. First or third person – Resumes written in the 1st or 3rd person.
19. Gaps in employment
20. Burying important information in the resume

BLOOPERS!

These are taken from real resumes and cover letters and were printed in *Fortune Magazine*.

“Revolved customer problems and inquiries”

“Consistently tanked as top sales producer for new accounts”

“Dramatically increased exiting account base, achieving new company record”

“Planned new corporate facility at \$3 million over budget.”

“Directed \$25 million anal shipping and receiving operations”

“Participated in the foamation of a new telecommunications company”

“Promoted to district manger to oversee 37 retail storefronts.”

“Experienced supervisor, defective with both rookies and seasoned professionals

“I am seeking a salary commiserate with my training and experience.”

“Seeking a party time position with potential for advancement.”

PS: Did you catch the mistake in the sample resume?

Fifteen Characteristics That Are Sought in Today's Employment Marketplace.

A Good Candidate or Hire is Someone Who...

- **Expresses and Demonstrates Passion**
Passionate people make the single biggest difference in organizations today. Hiring a person who is passionate about the organization's goals, products and services helps the firm and energizes the individuals who work there. Passion enables someone to eagerly face each day, allowing him or her to get to work early and even stay late when necessary.
- **Evidences Strong Core Values**
Hard work, integrity, loyalty, honesty and teamwork are part of a company's culture. The core values of the business must be in sync with those of the employees. Are they?
- **Focuses on Work**
You want to hire people who will focus on work and complete the tasks that they are paid to do. Unfortunately, many say individuals today are growing up with attention spans akin to that of an MTV video, thereby affecting quality, productivity and profitability. Show focus in the interviewing process. Have a list of questions and what you've accomplished.
- **Exhibits a High Level of Energy**
When properly focused, a person with a high energy level will propel an organization forward. A lack of energy or enthusiasm will kill anything a business is trying to accomplish. Energy must be combined with focus and the other core values of your organization. Do you demonstrate energy?
- **Looks Beyond Themselves**
An organization consists of people, processes and products that will satisfy a greater need or mission. If individuals only think in terms of what is in it for them, the efforts of the entire organization will be hampered. A truly team-based organization will hire team players.
- **Communicates Openly**
The ability to convey information, ideas and decisions to others is an essential component for any successful organization. How well do you communicate and how does it affect productivity and profits?
- **Gets Along With Others**
While this seems very obvious, more people have lost their jobs due to an inability to work with others than for any other reason, including economic ones. Teamwork is so essential to the survival and success of an organization that hiring managers look for this skill first when interviewing.
- The first question in an interview: "Tell me a little bit about yourself?" or is it "How well do you work with others?"
- **Takes Responsibility**
Leaders are needed in every organization, so business owners are constantly seeking individuals who are not afraid to accept responsibility for their actions. Demonstrate ways in which you would be willing to take initiative and responsibility.
- **Driven By Results**
Today's organizations focus on results. Long gone are the days when people could go to work for an organization and hide until retirement. The ability for a person to demonstrate that they are results oriented will set them apart from most other people. Businesses and organizations face the never-ending battle for survival and success. Talk about the results you have produced.
- **Solves Problems**
I can't tell you how many people employed today still cling to the idea that a certain task is not in their job description, and yet they expect to stay working with that type of mindset. People are hired to solve problems regardless of what is written in their job descriptions. The more problems a person is capable of solving, the more valuable they become to the organization. Talk about business problems solved for the betterment of a department, unit or an organization.

- Maintains a Good Attitude
Managers and business owners are not interested in people who come to work with a bad attitude. Most employees feel a sense of entitlement, while those in authority do not have the patience to accept that perspective. Can you look in the eyes of an interviewer and state what you would owe if hired?
- Takes Initiative
People today need to understand the importance of being a self-starter. Individuals must take initiative in the projects they manage. They need to see the bigger picture of where the pain lies in their organization and propose a plan to help tackle the problem.
- Displays a Strong Work Ethic
In a recently published survey on the American workforce, only 26% of those employed are "actively engaged." This was defined as being loyal and productive, and I would propose that this also encompasses a strong work ethic. If someone can demonstrate a strong work ethic to a prospective employer, they stand a good chance of getting the job. Demonstrate a strong work ethic.
- Understands the Business
I find it amazing that most people today do not understand the business in which they work. Sometimes management teams do not use the product and could not relate to those that did. Their lack in product knowledge had a negative impact that countered the efforts of a large, well-trained sales organization. What will you do to improve the understanding of employees who join the organization?
- Demonstrates Job Skills
While having the technical skills for a job is important, I have discovered that you can hire people who do not have the necessary skills, so long as they have the 14 other traits listed above. Unfortunately, this is often the first (and sometimes only) thing employers seem to be concerned about when hiring someone.

Does your interview primarily focus on job skills or does it concentrate on the fourteen other characteristics listed in this article? If you focus on these abilities, I can almost guarantee that organizations will be hiring much better people.

Good luck.

Six tips to land a job--and a man (Good advice for everyone)

Business experts--including Carolyn from "The Apprentice"--tell you how! By Emma Smith for

Face it: A first date can be as nerve-racking as any job interview. But guess what? The same skills that can help you impress a potential employer can also wow that cutie you've set your sights on. "It's time to take tactics that have worked for you professionally and apply them to your romantic life," says Rachel Greenwald, author of "Find a Husband After 35 Using What I Learned at Harvard Business School." Read on for strategies from leading businesswomen about how tried-and-true job interview techniques could help you snag your dream guy.

Dress the part

Guys are visual -- and your clothing absolutely signals what type of woman you are. "Are you in it for a fling? Then wear something sexy, tight and a little low-cut. Are you hoping to be a future wife? Then wear classic, elegant clothing so he can imagine bringing you home to his mother," says Greenwald. First impressions count in business as well as romance, says Carolyn Kepcher, Donald Trump's associate on "The Apprentice" and the author of "Carolyn 101." "If someone's not dressed appropriately, I'm going to wonder: Is it not knowing any better or a lack of respect?" she says. Alas, that doesn't mean you can win a job or a guy on looks alone. Kepcher has expressed disapproval of women using sex appeal to win Mr. Trump's favor on the show. "Everyone uses sex appeal to some degree," she acknowledges. "Tossing your hair and smiling to create a better atmosphere is fine. But if that's all you've got, you're in trouble."

Be who you say you are

You'll feel more comfortable when you're true to yourself and you're playing up your strengths, and your date will respond to your confidence. "Once I've established that the person is qualified, I'll hire them because they click with me," says Kepcher. "Same thing in love: After you know he meets your basic qualifications, go with your gut instinct. I definitely married my husband because we clicked." But please -- oh, please -- don't reveal all your baggage too soon. "There's no need to mention on the first date that you have 'trust issues' or you're taking Prozac!" says Greenwald. "Instead, talk up your best assets. Are you a great cook? Then tell him about that amazing risotto you made in Italy." And pay attention to body language, adds Cheryl Krueger, CEO of gourmet baked goods retailer Cheryl and Co. "Is he flopped in his chair or on the edge of his seat? Arms crossed or not? And what about you?" she asks. "Are you engaged, open and receptive?" If you're interested, show it.

Ask questions

You're on a fact-finding mission, says fashion designer Liz Lange, founder of Liz Lange Maternity. "Too often it seems as though the guy is choosing. Women should feel like they're making the choice," she says. "Be confident. From the minute you meet him, it should be about 'Do I feel he's right for me?' and not 'Will he like me?'" Just as on an interview, asking questions shows that you're genuinely interested. "But be careful not to make him feel like he's being grilled," warns Greenwald. "On the first date, inquire about great trips he's taken; save the career potential queries for later." Knowledge is power, adds Rebecca Matthias, president of clothing retailer Mothers Work Inc. "Why not Google him before the date?" she suggests. "Then you can ask more pointed questions. For example, you might find out he went to a dog show, and then you can say, 'I love dogs!'" But if he doesn't seem at all curious about you, this dud doesn't rate a second date.

Be up front about your goals

Let's be realistic: If you're all about retirement planning and this guy's all about buying lottery tickets, you might have some compatibility issues. "Be practical," says Kepcher. "Some people just run out there and follow their heart, and that is incredibly romantic, but if years down the road they handle money differently from their spouse, there could be a problem. Go with someone whose values you share." How to find out if you both want the same things in life? "Listen to how he talks about his job -- does he sound complacent or ambitious? Vacations: camping or the Four Seasons? And his background -- does he admire or pity his blue-collar father?" says Greenwald. And don't hide your own ambitions and hopes, says Krueger. "The relationship won't work if the guy is intimidated by your goals," she says. That doesn't mean you need a man of equal career status, adds Greenwald; it just means you need to be on the same page.

Promote yourself... Shamelessly

We all know to talk up our attributes in an interview, but we tend to feel narcissistic doing the same on a date. Don't. "Women are too self-effacing," says Lange. It won't matter that you're soul mates if you're too modest to tell him what makes you such a catch. "It's not bad to stand up for yourself -- that's attractive, because that is the kind of person who will stand up for their partner," says Matthias. (One caveat: Talking yourself up doesn't mean talking down your ex-boyfriend.) The point is to reinforce your personal brand, says Greenwald. "Focus on just three aspects of your

personality, such as 'charming, international, architect,' or whatever applies," she says. "Ultimately, it's more important to be remembered for a few unique traits than to try to cover all the bases. Because when you try to be all things to everyone, you end up being nothing to no one."

Close the deal

Did you have a nice time? Then a friendly follow-up e-mail isn't a bad idea, to let him know you enjoyed his company and make plans for your next call or outing. "The worst thing to do is say you'll call and never do. It wastes time and energy," says Krueger. And in business and romance, you might be able to boost your market value by letting your suitor believe you have other prospects -- or it can backfire. "It's fine to say 'I've been approached by another company and need to know by Wednesday,'" says Kepcher. "But in the dating world, playing games with someone you potentially want to spend the rest of your life with isn't setting you up for a relationship of trust." A better bet? Be the real deal and you may soon find yourself interviewing Mr. Right on a date.

Another thought:

Allstate's Written Psychological Contract

Some employers, such as Allstate Insurance Co., have created formal statements outlining what employee and employer can expect from each other. They believe employee loyalty improves when the company and employees clearly know what is expected. Among the expectations:

From Company To Employee:

- Offer work that is meaningful and challenging.
- Promote an environment that encourages open and constructive dialogue.
- Advise the employee of performance through regular feedback.
- Create learning opportunities through education and job assignments.

From Employee to Company:

- Perform at levels that significantly increase the company's ability to outperform the competition.
- Take on assignments critical to meeting business objectives.
- Willing listen to and act upon feedback.
- Take personal responsibility for each transaction with customers and for fostering their trust.

Take this quiz:

Name the five wealthiest people in the world.

1. Name the last five Heisman trophy winners.
2. Name the last five winners of the Miss America contest.
3. Name ten people who have won the Nobel or Pulitzer Prize.
4. Name the last half dozen Academy Award winners for best actor and actress.
5. Name the last decade's worth of World Series winners.

How did you do? The point is, none of us remember the headliners of yesterday. These are no second-rate achievers. They are the best in their fields.

But the applause dies. Awards tarnish. Achievements are forgotten. Accolades and certificates are buried with their owners.

Here's another quiz. See how you do on this one:

1. List a few teachers who aided your journey through school.
2. Name three friends who have helped you through a difficult time.
3. Name five people who have taught you something worthwhile.
4. Think of a few people who have made you feel appreciated and special.
5. Think of five people you enjoy spending time with.

6. Name half a dozen heroes whose stories have inspired you.

Easier? **The lesson:** The people who make a difference in your life are not the ones with the most credentials, the most money, or the most awards.

They are the ones that care.

Pass this on to those people who have made a difference in your life.

"Don't worry about the world coming to an end today. It's already tomorrow in Australia."

Article: Seven deadly sins of the job search

It's easy to make a mistake in the high-stress situation of looking for a job. With a little coaching, however, the most common flubs of the job search can be prevented. We asked local career coaches for their list of the worst mistakes job seekers make. Here are the seven deadly sins that many job seekers make.

1. Not coaching your references about what you are looking for and how best to market you. Give them specific examples of your accomplishments and strengths so they are well prepared.
2. If you are in a career transition, not crafting a transition resume that illuminates and translates for employers how your skills and experience truly can benefit this new industry and organization. A transition resume should include a skill-specific job objective, too.
3. Focusing too much time and energy answering ads in the formal job market and not enough time with the informal job market (friends who know of a job opening not yet advertised, people who can introduce you to hiring managers they know, networking events, professional conferences).
4. Discussing money too early in the interview process. When asked for your salary expectations, say, "Well, it really depends on the specific scope and responsibilities of the position, which I'm still getting my arms around. Perhaps we could discuss this later on in the process when I have more information."
5. Not going directly to employers that you want to work for. Target the companies or organizations you want to work for, study their websites, and contact them directly about your interest.
6. Falling into the "tell me about yourself" trap. If the first question an interviewer asks is "Tell me about yourself," don't do it. What the interviewer is really asking is "Why are you here and what do you want?" That's the question you should answer.
7. Talking too much during an interview. When you find yourself talking, talking, talking, take a deep breath. The more you talk, the less your interviewer is likely to listen. Give every answer a beginning, middle, and end, and then stop talking.

Question of the day: Which company would you most want to work for?

The recruiting fine-tuning is a further sign that Google's in-house processes are in transition from those of a start-up to those of a big business. The eight-year-old company had 9,378 employees at the end of the third quarter, and analysts project that its revenue will top \$10 billion this year. During the quarter, the company brought in an average of 16 new employees daily, up from 13 the quarter before. Its breakneck hiring has boosted staff from 1,628 at the end of 2003 to 3,021 a year later and 5,680 at the end of 2005.

In Google's early years, Mr. Brin or co-founder Larry Page interviewed nearly all job candidates before they were officially hired. A former Google executive recounts how, on occasion, Mr. Brin would show up for candidates' job interviews in unconventional dress, from roller blades to a cow costume complete with rubber udders around Halloween. Even today, at least one of the co-founders reviews every job offer recommended by an internal hiring committee on a weekly basis, sometimes pushing back with questions about an individual's qualifications.

People close to the company say it has traditionally focused a lot on candidates' academic performance and favored those who went to elite schools. Mr. Bock says that college grade-point average is a factor, and that most hires have done well academically. But he says there's no formal GPA requirement, and he points to new staff members who don't have college degrees but do have solid professional track records.

Recent candidates say the process can still drag on. "The process from a candidate's perspective is glacial," says one who was interviewed for a senior nonengineering position this year. After each of two in-person interviews, the candidate went more than a month without hearing from Google and finally accepted a job offer from another company.

Daniel Bernstein, 24 years old, recently interviewed for a corporate communications job at Google. After initial contact in May and two phone interviews, he was invited to headquarters, where he had separate interviews with about half-a-dozen people, was treated to lunch in the cafeteria and was handed a goodie bag with a Google T-shirt, notebook and pen. He also turned in several "homework" assignments, including a personal statement and a marketing plan for a future Google product.

In August, Google called Mr. Bernstein back for a second round, which he says would have entailed four or five more interviews. In the meantime, though, he had decided he wanted to work at a start-up, and he had already accepted a job offer at Meebo Inc., a Web-based instant-messaging provider.

Mr. Bock declines to comment on specific cases, but he says Google tries "to strike the right balance between letting candidates get to know Google, letting us get to know them, and moving quickly." He adds that the average time it takes Google to make an offer has dropped significantly over the last few months and that the "ideal would be that for at least some roles, we can make offers the same day people interview."

In the survey Google conducted in June, current employees were questioned on about 300 variables, including their performance on standardized tests, the age at which they first used a computer, how many foreign languages they spoke, how many patents they had and whether they had ever been published. Mr. Bock's team mapped the answers against 30 or 40 job-performance factors for each survey-taker, identifying clusters of variables that Google might focus on more during the hiring process.

The approach isn't without risk. "To do that carefully is really hard, and you could wind up with measures that are spurious" or make hiring worse, says Peter Cappelli, a management professor and director of the Center for Human Resources at the University of Pennsylvania's Wharton School.

So far, Google is experimenting with changes, such as additional short questionnaires for applicants and different interview formats. The company is also considering trying out an abbreviated hiring process, which would allow it to make an offer to some candidates after just two interviews.

Google is also moving from a format in which interviewers provided candidate feedback using free-form text and could give only one overall score to a format in which they offer targeted feedback grouped around four attributes (Google declines to name them) and multiple scores rating a candidate's knowledge, skills and abilities.

For the short questionnaires, Google has identified useful queries about a candidate's past, personality variables and workstyle preferences. Examples include: Have you ever turned a profit at your own nontech side business (dog walker, catering, tutoring, etc.)? How strongly would you describe yourself as someone with an assertive personality? At work would you prefer to manage others or do the work yourself?

But there's bad news for some job candidates, too. In July, Google Chief Executive Eric Schmidt told analysts the company was "able to now in fact increase the standards by which we select and hire new people." While Mr. Bock says it's hard to say specifically how Google has raised the bar, he adds that his own team is looking for people for human-resources jobs who "can be promoted four, five, six times" and that other departments also hire people who are overqualified for the specific position they're recruited for. Mr. Bock says that the company's brisk growth means that the scope of any position generally expands rapidly.