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**Introduction:**

Over the years, many students, former students, friends, associates and marketing professions have inquired about tips, recommendations and suggestions for assisting them in preparing for job interviews and more. Also add internships.

Simply, finding a job, getting another position, finding a job after a layoff, an assignment or a better position.

I have helped hundreds over the years. I have chaired and ran the Advertising Club of Los Angeles Internship program for 25 years. We placed more than 1,695 summer internships in paid jobs.

I do not and have not believed in unpaid internships going back to 1983 and earlier. Too many problems for both the student and the companies. The courts have supported our revolutionary ideas of only paid interns, for more than three decades.

In the past couple of years, the research shows more job looking and jumping. Blame it on the poor economy in the early part of this decade. The needs and wants of Millennials, the tight labor market, slow wage growth, wage growth or a combination.

For over a dozen years I have decided to update this Londre Marketing Consultants document. Plus post it on my website at <http://www.LondreMarketing.com>, under Articles and Resources.

***Think about this:***

- ▶ ***Every positive change in your life begins with a clear, unequivocal decision that you are going to either do something or stop doing something.***

Let's move on with this helpful intro and tip on interviewing: Are you prepared for?

***"So, tell me about yourself." Or "Why should we hire you?"***

***Tell me a story on a topic you care a lot about.***

***Or I read in summer 2017 that the Oath CEO (merger of AOL and Yahoo) likes to ask:***

***"What would other people say about you?"***

***Over the years I have compiled these frequently asked questions in the interview process and also with better preparation on your part, the best opportunity for you to deliver the most compelling reasons to hire you.***

Whatever level you are at or stage you are in the interviewing process, please ask yourself that question, right now. *"So, tell me about yourself." Or "Why should we hire you?" Or my most recent question, "What would other people say about you?"*

It's about being prepared. Write your answers down and read on.

Try to answer them. Correctly. By working on them, you improve on delivering the answers.

Come back to those questions.

Practice your answers.

Try to take control of the interview by having "short stories" about you.

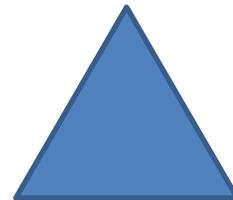
An interviewer may ask: Give me an example of a problem you faced on the job or in your position and how you solved it?

From Peter Guber on, LinkedIn: While resumes may help you *to* the door, it's the purposeful stories and more that you tell that often gets you *through* the door..."

Let's take the other side of the equation. Good interviewees ask questions. Good questions.

*But prior to your interview... One of the most important documents you will ever create. Your resume or CV.*

- Preparation is key and important. Take time to think and review. Don't short change yourself and spend less time than you need to.
- Have your resume, interviewing and research skills perfected.
- Everyone needs to sell themselves to potential employers. Really, I can't stress this enough. There is plenty of competition.
- Personalize your resume or CV to suit the key jobs you're pitching
- Interviewing is like a pyramid. Only one gets to the top, with plenty below, who may interview, too.
- The questions your resume or CV must answer:
  - Why you are qualified? REMEMBER YOU ARE COMPETING.
  - What you want.
  - What do you want?
  - Where have you done it?
  - How well have you done? Listing your accomplishments and special projects.
- Focus on your accomplishments, in each and every interview. Rehearse. Have them ready. Have questions ready too. There is nothing so tough than silence from both parties in the interview.
- From LA Times from the president of Trader Joe's: "...when he interviewed someone for retail, he wouldn't hire them if they didn't smile within 30 seconds."



A funny or sad way to respond:

Interviewer: "What do you do at your current job?"

**Interviewee: “Mostly mistakes and inappropriate comments.”**

**Recently I heard a grad student said after a challenging question: “I need to be more detailed-oriented.”**

- “I recommend LinkedIn as a source for leads and contacts: “Connect with a diverse group of people on LinkedIn -- not just people you know well -- because you never know who may help you out with your next job...it may be the wisest course to treat everyone you encounter as a potential “Godfather” (Knowledge.Insead.edu)

Recently I asked someone where they had played their musical instrument. It was under “interests” on their resume.

One of their interest was listed as trombone, just trombone. Like pulling teeth, I found out they performed at the Hollywood Bowl and Walt Disney Hall. A really big deal. Oh, by the way they were 16 years of age. I said to him that’s going on your resume and highlighted, immediately. They played on both stages.

- Have others such as friends and others practice the interview with you. Find the awards and honors you have received. Activities you’ve participated in.
- Avoid routine job descriptions.
- Create a list of references. Be sure you contact them. You do not need to put them on your CV or resume.

If you have few, if any charitable, volunteer acts/event/projects then get out and donate your time, at church, regional centers, old age homes, middle schools, soup kitchens/homeless shelters

“If you think just the most impressive resume wins the job offer, think again.

- Never go out and just schedule interviews without practicing the process and questions. Look at segmentation, targeting and positioning, under my 9P’s of Marketing. 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.
- Recently I was told the first question at a specific company is “Do you own an alarm clock?” Think about how you would answer that question. Were you on time for this interview? Plus it didn’t ask if you used the alarm clock, just if you have one?
- According to a report, hiring managers spend 80% of their time evaluating compatibility and only 20% on skill sets during the formal interview process. Understanding how to make an impact during the in-person interview is critical to improving your interview-to-offer ratio. ([ThoseinMedia](#))
- 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, training and time if they hire the wrong person.

**“The best way to get a job now is the same as in the 70’s and the ‘80’s --- word of mouth....A large body of research shows that half or more of all jobs come through informal channels --- connections, friends, families, and colleagues.”**  
**Bloomberg BusinessWeek**

Your job search should 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.

- ***It worked for me. I stood out in class, in team, groups. I went to the business school professors. They had leads, in a down economy. 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 job sites or other sites.)
- Consider niche sites such as specific industry or job sites.
- 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."**

"You may have a **fresh start any moment** you choose, for this thing that we call 'failure' is not the falling down, but the staying down."  
Mary Pickford, Canadian actress, Co-founder of United Artists

1. **Come prepared with 3-5 "life" or "success" or "accomplishment" short stories about you.**
2. Here are a few question you may be asked, if they are looking for a "problem solver?"
  - Talk to me about a time when you had a negative experience with a coworker, client or customer who was dissatisfied or complained about you. How did you fix the issue to improve the relationship and resolve the situation?
  - What about a customer or stakeholder who made unreasonable demands of you or your team. How did you resolve it?
  - Tell me about the toughest work problem you had a hand in solving. How did you do it? What was your solution?
  - Have you ever had anyone who worked with you do or say something that was inaccurate or misleading? How did you handle it?
  - Tell me about a time when you anticipated a challenge and what did you do to prevent it?
3. 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 or company. But remember there is no "perfect" company. Companies change, bosses move on, and people change.
  - 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.
4. What are your weaknesses? Think about this answer: "I'm a perfectionist" It's a strength that cleverly masquerades as a weakness. Don't want to admit to an actual professional failure or weakness, would you?
5. Not doing enough research. Both on job search tools but also on companies you may be interested in. Plus learning about new ones. Add not staying up-to-date on industry and company developments.
6. 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 may be harder to find the right job.
7. 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.

8. 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.
9. Don't think like everyone else. Explore jobs that don't fit the mold. You never know where a job will come from.
10. You may want to look at Resume Rabbit, with its resume posting, on up to 88 job sites. They state that "We'll Get Your Resume the Exposure and Activity it Needs to Land Your Next Job! Save 60 Hours of Data Entry. 1.5M+ Employers Daily. 85 Job Sites/5 Minutes. Highlights: Massive Exposure, Identity Protection, One-Stop Job Search, Spam Protection."
11. Don't waste your time if you aren't interested. Information interviews??
12. Try not to use buzzwords on your resume or in your interview. I read this in a story recently: Don't use: "To your point," "Don't take this personally," "No problem," "It is what it is," "When are you going to..."
13. Don't put something on your resume unless you are prepared to talk about it.
14. Dress "appropriately." Avoid jeans, T-shirts, low necklines or sandals—even for interviews at social media/dot-com companies.
15. 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.
16. One caveat: Don't cross the line between being enthusiastic and annoying.
- 17. When it comes to landing a new job, follow up can and may be almost as important as the interview itself.**
18. Your goals and ideas may change over time.
19. Treat the job-hunting process like a marketing process: Be a CEO of your own business: ME, Inc.
- 20. Luck affects everything. Timing. Let your line and hook always be cast. In the streams, where you expect fish and also in areas you'd least expect fish."**
21. 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.
22. Presentation skills are important.
23. 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.
24. 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.
25. 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.
26. **Why are you leaving your present or current company?** Past actions of employees are an excellent indicator of new employees for employers. But discussing your current employer can be tricky. Don't dwell on the negatives. Discuss the new opportunity and growth.
27. You cannot have great success without some disappointments.
28. 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.

29. If it's real, make enthusiasm a compulsive, driving force in your personality. You may regard mistakes as only learning experiences.
30. 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."
31. History's scientists endured many unsuccessful experiments, but did not give up until they found the right answer.
32. Here's more: How often do companies verify educational degrees (from Society of Human Resource Management)? Regularly 44%; Sometimes 22%; Rarely 18%; Never 14%; Don't know 2%; No answer 4%.
33. 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.
34. The goal is to make a statement that is memorable. Keep it simple and brief.
- 35. Have a few stories, like "One of my accomplishments is..." Another of my accomplishments is...." Another is..."**
36. **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.
37. Everyone agrees that online recruiting is still second choice to the cheapest and most effective source available to companies. The first is **employee referrals**.
38. **Go to [www.15secondpitch.com](http://www.15secondpitch.com). The right pitch at the right time can jump-start a career. It may be priceless.**
- 39. 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
  - Really, being late may mean the interview was really over before it started. You'll get less time to make a "second" impression
- 40. Important factors in the decision making of the interviewer include:**
- Educational background
  - Grade point average
  - Relevant work experience
  - Outside interest. Volunteering.
  - Previous experience with candidate (e.g., held internship with your company)
  - Personal characteristics (e.g., interviewing skills, demeanor)
- 41. Mistakes Candidates Can Make**
- Not feeling so great about your last interview? Take heart. Chances are the interviewer has seen worse. A 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:
- 42. What They Say (or Don't Say)**
- According to a 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.

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!

#### 43. **How Candidates Act and Respond**

***Many mistakes are the result of being unprepared and knowing little 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!

#### 44. **"Bad Attitude" Or an Attitude**

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.

#### 45. **Interrogation versus Interview**

Some or many 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 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.

**46. Making a Positive out of a Weakness**

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

47. 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 may 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.

**48. Having "No" or "Zero" Questions to Ask**

Almost every interview concludes with the interviewer asking if you have any questions. Have them prepared. Ask. You'll stand out of it's a good one or two.

***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. Have done your homework.

Be prepared. 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.

**49. 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 moment's notice. Creating 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.

**50. Leaving Smart Phone On**

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

51. 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."

**52. Don't use an e-mail address like honeybunny@xyzmail .com Or Yo\_dude\_itsme@me.com.**

Create an email address that uses your first and last names.

**53. Proof read your e-mail to employers**

At least twice. Read it backwards. Use the same rules of punctuation, grammar and style you'd use on paper.

54. Send thank-you letters after interviews. That doesn't always mean an email. Do both.

**55. 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.

**BE SURE YOU KNOW AND BEAT THE BOTS.** Companies and search firms employ a tracking system which scans and tracks keywords. The companies want to whittle down the number of resumes and three out of four may be taken out of consideration. All done electronically. Be sure your resume has the key words about your background and the position. Make the resume have a good look, with type font, key points, bullets and paragraphs. Make the resume pleasing to the eye, but also easy to read for the electronic scanning.

**KEEP IT BRIEF.** For entry level, 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. The more crowded your resume the harder it is to read. Be selective. Think about holding the interviewer or recruiter's attention. Think about showing the most important and compelling things you want to share.

**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.

**PUT THE BEST PARTS OF YOUR RESUME UPFRONT.** The top part of the resume is the most important. It's prime real estate. One suggestion is to add your LinkedIn address. If you have a profile your resume would complement it and the resume complements your LinkedIn profile.

**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. Please send the resume to yourself and others see how it prints. It's another double check.

**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, 2019  
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 6/18-8/18

*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 team.

**Saatchi & Saatchi**

Torrance, CA 6/17-8/17  
Advertising Intern Assisted the Toyota Truck account team in preparing for the new model year launch. Interacted with the various departments (Media, Creative, Production, Digital and Account Management).

- Researched and prepared competitive data reports.
- Researched and presented a marketing proposal for the new Toyota model to reach college students.

**EXTRACURRICULAR ACTIVITIES**

Weekly volunteer at Sunrise Assisted Living, Reminiscence floor, Playa Vista, CA (2016-present) Reading to, writing for residents. Music lessons. Creating events.

Phi Kappa Psi Fraternity, Alumni Chair (2017), Vice President (2017) Initiated restructuring of alumni relations programs, successfully obtained new financial support from key alumni, increased the alumni funds by 14.7%.

Model United Nations (2016-present) Engaged in debate regarding current international economics and political concerns.

**COMPUTER SKILLS**

Windows10, Microsoft Word, Excel, PowerPoint, Front Page, Acrobat.

## **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 and media 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 Los Angeles and southern California 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 quirkiness and/or imperfections I bring to the table, cause they know how much I love my work.

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, S Financial, Automotive, etc.), AND personality.

Should my resume dazzle or interest 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(s) Highly Important**

Dear Interviewer,

Thank you for taking time to meet with me and talk about your Agency, your Client and the 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.

Sincerely,

Candidate

### ***Hiring Manager Say about Resumes. Some Negatives.***

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

### ***Some 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 (not formation) 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?*

**Characteristics for Today's Employment Marketplace.**

- 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 a movie trailer, 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: But be careful. You don't want to look like you had you much coffee.  
 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? The right amount.
- Looks Beyond Themselves  
 An organization consists of people, processes and products or services 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 may be: "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. If there ever was a time. 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 of 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 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 other characteristics listed in this Londre handout? If you focus on these abilities, I can almost guarantee that organizations will be hiring much better people.

## **Interviewing is like dating.**

### **Ask questions. You're on a fact-finding mission.**

### **Here are nine (9) important questions you can ask your interviewer.**

1. How has this position evolved since it was created?
2. What are some challenges that will face the person filling this position?
3. Do you have a job description to share?
4. What have past employees done to succeed in this position?
5. What have you enjoyed most about working here?
6. What is the top priority for the person in this position over the next three months?
7. What are the qualities of successful managers in this company?
8. If offered the position, can you give me examples of ways I would work on with my manager or others?
9. Do you have any hesitations about my qualifications?

Asking a question like this last one lets the interviewer know that you're secure enough to openly discuss your vulnerabilities.

It also signals confidence and the ability to be coached, says John Kador, author of "301 Best Questions to Ask on Your Interview." "Coach ability is a hugely attractive attribute as far as interviewers are concerned," he explains.

**Interpreting the response:** At your urging, the interviewer may voice concerns about a lack of training in certain areas or gaps in employment.

Rather than gloss over your shortcomings, address them and put up a respectful and reasonable defense. "You may be able to come up with a satisfactory response, you may not," Kador says. "But at least you have the chance."

### **It's not always about hard skills. See how you or others may rate on some soft skills.**

HR directors are looking for a variety of skills and experiences:

## Want some soft skills which may be talked about in an interview:

Strong Interpersonal Skill	Effective Motivator	Coaching
A Natural Leader	Embracing Change	Motivated Self-Starter
Accountability	EQ/Humility/Empathy	Organized
Attention to Details	Excellent Communicator	Persuasive
Big Picture Thinking	Flexibility & Adaptability	Polished Presenter
Building Relationships	Goal-Getter	Positive Attitude
Cool Under Fire	Good with Clients	Problem Solver
Critical Thinking	Great Collaborator	Smart Risk-Taker
Curiosity	Great Listener	Strong Negotiator
Decisiveness	Humor/Wit	Team Building
Diligent Implementer	Inspiring Excellence	Team Player
Effective Conflict Resolution	Mentoring	

## Other thoughts:

Your fellow workers or boss may figure out you are looking for a job if you take longer lunches or schedule “dentist” or “doctor” appointments. Just be careful.

Have you ever thought if you were poorly treated applying or interviewing for a job that you wouldn't buy their products and services as often or ever again? Think about that when you are being interviewed or you are the interviewer.

### 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:

1. Name the five wealthiest people in the world.
2. Name the last five Heisman trophy winners.
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 headlines 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 in your life who make a difference. **They are the ones that care or matter.**

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 somewhere

**List of Mistakes and Direction/ Deadly Sins of the Job Search**

1. Not targeting or "People" in the 9P's. Not going 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. Visit their stores, use their products and make observations.
2. Not alerting your references and coaching your references about what you are looking for and how best to position you, based on reality. Give them specific examples of your accomplishments and strengths so they are well-prepared.
3. 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.
4. It's really about networking and connections.
5. Not focusing. Or 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).
6. Talking about how much the job pays. 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."
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.

**Three Words That May Guarantee Failure**

"I will try," are those three words. Read on.

People who fail to achieve goals signal their intent to fail by using this common phrase.

Make sure you aren't falling into the same trap. People who fail to achieve goals almost always signal their intent to fail by using three little words: "I will try..."

There are no three words in the English language that are more deceptive, both to the person who says them and the person who hears them.

People who say "I will try" have given themselves permission to fail. No matter what happens, they can always claim that they "tried."

People who hear "I will try" and don't realize what it really means are fooling themselves, by thinking there's a chance that the speaker will actually succeed.

People who really and truly achieve goals never say "I will try."

Instead, they always say "**I will do**" something—or, better yet, "**I must do**" whatever the task is.

**As a wise (though fictional) guru once said: "Do, or do not. There is no 'try.'"**

Think about waiting for the perfect job. Times are tough and it's not always smart or wise to hold out for the "perfect" job.

I have done some editing but one of the sources for this last section was "Sales Source," Geoffrey James, 2012.

Recently I have been presenting at MBA programs at USC, Pepperdine and at Law Schools such as USC Gould, UCLA, Southwestern and Loyola School of Law.

I have been asked a couple times, from all of my experiences, to give them a keyword or two:

*I answer or tell them:*

***"It's many times about networking or it really, really helps. If not networking, making connections.***

***Now get out there.***

***Make connections.***

***Network.***

***All the best.***

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