How To Land Your Dream Job In A Tough Economy

The New Rules of The Game In The Toughest Job Market In Decades

By Carole Martin
The Playing Field Has Changed

Do You Have What It Takes To Come Out On Top In This Recession?

As you’re reading this today, 1,000’s of people across the country and around the world are losing their jobs. This isn’t anything new. And in the past it wouldn’t have been something to be concerned about. That’s because in a flourishing economy, even though people are constantly being fired, laid off, or quitting there are a **steady supply of new jobs to be had**.

But unfortunately, the economy is *not* flourishing. In fact, as you probably already know, it’s in the worse shape it’s been in for **decades**. And this means that when these 1,000’s of newly unemployed workers wake up tomorrow, there will not be enough new jobs to support them all.

If you’re already hunting for a new job (which is probably why you’re reading this report), it means you’re looking at **tougher** competition, **fewer** prospects for jobs that offer your dream pay and fulfillment, and a **longer, harder** road to getting back on your feet and getting your career back on track.

To make matters worse, economists predict the unemployment rate is only going to be soaring higher and higher in the coming months. With the general consensus predicting a peak unemployment rate of 8-10%. That means tens or even hundreds of thousands more job seekers that you’re going to be competing with over the next few months on top of the people in the market already.

**Ready for some good news?**

Despite all the doom and gloom about the job market (on top of the general frustration, depression, and anxiety of finding a new job *regardless* of the economy), landing a job **doesn’t** have to be a never-ending nightmare.

You might not believe it with all the “wonderful” news you hear on TV and the internet, but people are getting jobs in virtually every industry each and every day. People are even finding their **dream jobs** – you know, the job that’s more than just a job.
Something you look forward to doing each day that pays well and advances your career in the direction you want to go.

**The dream jobs are out there.** The opportunities are plentiful. But only the savvy few who learn how to stand out from the ever-growing crowd, and tackle the job-hunt with a new outlook and approach will succeed.

And that’s why I’ve written this report.

You see, for 18 years I sat on the other side of the interview desk – interviewing literally 1,000’s of job seekers. I’ve seen every mistake in the book made countless times in industries ranging from biotechnology, software engineering, high tech, publishing, consulting, sales, aerospace, non-profit, and outplacement – in Fortune 500’s, as well as start ups and everything in-between.

I’ve since retired from my career in Human Resources and now use my experience to give job seekers like you an inside edge – a crystal clear understanding of what the people doing the hiring are **really looking for**, and how you can present it to them in a confident, sincere way.

For the past eight years I’ve been the interview expert for Monster.com, reaching out to millions of job seekers and shedding light on the practical tools and approaches anyone can use to make themselves the top choice by dream companies and organizations.

In this report, I’m going to walk you through some of the most important things you can do to **stand out** in an overcrowded, scarce job market like the one we’re facing today. You’re going to discover some simple tips that you can start using in your job hunt right now to seal the deal on your dream job faster, easier, and **without** all the stress and uncertainty (once you know how the “other side” sees things, you’ll be much more confident and ready to get the job you want and deserve).

So let’s get started!
The Key Elements to Landing a Job In a Tough Economy that Most People Overlook

We’re Not In Kansas Anymore…
It’s Time to Start Thinking Differently

The difference between today’s job market and those in the past is simple: there are more people competing for fewer job openings (more competition and fewer jobs than we’ve seen in decades).

This means the same old approach you may have used to land jobs in the past probably won’t work – at least not nearly as well as it used to. Especially if you want more than just a job “to get by” with, and are aiming for something that will really fuel your passions and your bank account.

The most important element to landing a dream job in a tough economy is actually the opposite of what people tend to focus the majority of their time and energy on.

Most job seekers focus on sending out resumes, submitting applications, and trying to get an interview. And while these are essential steps to finding a job, they shouldn’t be your top priority. If you send out enough resumes you’re going to get an interview. It’s how prepared you are to effectively communicate what you have to offer in that interview process that will set you apart from everyone else.

The interview is even more important in a scarce job market because you’ll need to make the interviews that you get really count. And unlike in the past, companies who are hiring are going to have many qualified applicants to choose from. The one who can go the extra mile and speak to exactly what the company is looking for will be the one that wins the job offer.

So, instead of spending all your attention and energy on getting an interview – remember to dedicate a good amount of time each day getting prepared for the day when you do have an interview. Then, when that day comes you’ll walk away with a job offer instead of getting thrown back into the hunt for weeks or even months longer.

Let’s take a look at some of the common mistakes most people make in interviews, and go over some easy to follow tips for making yourself stand out in the interviewers mind…
I'm sure you've sat through movie or TV "bloopers" at the end of shows and laughed at the mistakes the actors make during the filming of the show. If I could put together a film with bloopers that people make in interviews it might seem funny as well – but not when it happens in real life - to you!

How do you avoid bloopers? First you become aware of what some of the pitfalls of interviewing are and then you prepare and practice so that it won't happen to you. Here are 10 of those pitfalls to watch for...

1. Poor non-verbal communication (slouching, fidgeting, lack of eye contact)

It's about demonstrating confidence - standing straight, making eye contact, and connecting with a good, firm handshake. That first impression can be a great beginning, or a quick ending to your interview.

2. Not dressing for the job or company, "over casual"

Today's casual dress codes in the office, do not give you permission to dress as "they" do when you interview. It is important to look professional and well groomed, above all. Whether you wear a suit or something less formal depends on the company culture and the position you are seeking. If possible, call and find out what the company dress code is before the interview.

3. Not listening and only worrying about what you are going to say

From the very beginning of the interview, your interviewer is giving you information, either directly or indirectly. If you are not listening – turning up your intuitive – you are missing a major opportunity. Good communication skills include listening and letting the person know you heard what they said. Observe your interviewer and match that style and pace.

4. Talking too much, telling it all even if it's not relevant

Telling the interviewer more than they need to know could be a fatal mistake. When you
have not prepared ahead of time you may tend to ramble, sometimes talking yourself right out of the job. Prepare for the interview by reading through the job posting; matching your skills with the requirements of the position, and relating only that information.

5. **Being over-familiar (your new best friend is NOT the interviewer)**

The interview is a professional meeting to talk business. This is not about making a new friend. The level of familiarity should mimic the demeanor of the interviewer. It is important to bring energy and enthusiasm to the interview, and to ask questions, but not to over-step your place as a candidate looking for a job.

6. **Using inappropriate language (you "guys" know what I mean)**

It's a given that you should use professional language during the interview. Be aware of any inappropriate slang words or references to age, race, religion, politics, or sexual preferences – these topics could get the door slammed very quickly.

7. **Acting cocky, being overconfident, having a "king of the hill" attitude**

Attitude plays a key role in your interview success. There is a fine balance between confidence, professionalism, and modesty. Even if you're putting on a performance to demonstrate your ability, over-doing is as bad, if not worse, as being too reserved.

8. **Not answering the question asked, "jumping in without thinking"**

When an interviewer asks for an "example of a time," you did something, he is seeking a sample of your past behavior. If you fail to relate a "specific" example, you not only don't answer the question, but you miss an opportunity to prove your ability and tell about your skills.

9. **Not asking questions (a missed opportunity you will live to regret)**

When asked if they have any questions, the majority of candidates answer, "No." Wrong answer! It is extremely important to ask questions. It demonstrates an interest in what goes on in the company. It also gives you the opportunity to find out if this is the right place for you. The best questions come from listening to what is asked during the
interview, and asking for additional information.

10. Appearing desperate – "Please, please hire me!"

It's a tough job market, and you need a job! But, when you interview with the "Please, please, hire me," approach you appear desperate and less confident. Maintain the three "C's" during the interview: Cool, Calm, and Confident! You know you can do the job, – now, make sure the interviewer believes you can, too.

Stop Playing Mind Games and Start Preparing to Advance Your Career, Income, and Lifestyle

Let’s not sugar coat things. Being out of work and on the job hunt isn’t anyone’s favorite position to be in. It can be an emotional roller coaster of hopes, disappointments, frustrations, and overwhelming confusion and anxiety.

Questions run through your mind each day like, “When will I have a pay check coming in again? How long will my savings hold out? How will I pay the rent/mortgage/bills?”

It’s in this position of perceived uncertainty and weakness that you mistakenly start seeing yourself as powerless and trapped, a mere pawn in the almighty economy’s unpredictable plans.

The best thing you can do when these doubts start to arise is stop, take a deep breath, and open your mind to the overlooked ways of taking control and empowering yourself in these tough circumstances.

Learning how to effectively sell your skills, knowledge, and experience is the most powerful way to take control of your circumstances and find a good job quickly. Instead of feeling hopeless, take charge and spend your time improving your ability to communicate your value to companies that are hiring.

It’s not rocket science. And once you understand what interviewers are really thinking, you’ll be able to confidently walk into your next interview and walk out with a job offer beyond your expectations!
Here's a quick two-minute drill you can practice and use before your next interview to make sure every base is covered for giving a fantastic first impression…

The Two Minute Pre-Interview Drill

Will You Pass The Test?

Studies have shown that most people form an opinion about another’s ability or competence within the first two minutes, and as much as 93% of a person’s communication effectiveness is determined by style - how someone comes across. In today’s tight job market making a good impression is not only desirable, it’s essential.

A look at a worst and a best-case scenario illustrates the point…

Worst Case

Jack is nervous about his interview as he sits in the lobby.

Anyone watching can see the signs - his foot is tapping rapidly, he is muttering to himself (obviously rehearsing his lines). He is slouched down in his chair.

When he spots the interviewer coming down the hall he begins to wipe his sweaty hand on his pant leg. He stands, but as he does the magazine on his lap falls to the floor. When he bends to pick it up, he knocks over his portfolio and papers fall out.

The interviewer stands to the side observing his behavior. She is thinking to herself, "This guy is a basket case. He doesn't look like the kind of person we want representing our product line."

When Jack does pull himself together, he holds out his hand, but his handshake is weak. This interview is already headed in the wrong direction.
Best Case

Joann feels prepared and confident as she waits in the lobby for her interviewer. She knows she looks good, and, as a result, she feels good. She has practiced and prepared, and knows she can do this job. She will concentrate on selling herself as the solution to the employer's problems.

As her interviewer approaches she stands and smiles looking directly in his direction. She notices the color of his eyes as she extends her hand. She gives a firm shake and smiles.

"This is a very confident woman. Someone who shows real promise," is the thought going through the interviewer's mind. The first impression has been made - and it is a positive one.

The Drill

It is important that your interview get off to a good start. The following seven steps or "two-minute drill" will guide you toward a best-case interview scenario.

1. Appearance counts. When you look good, you feel good. Make sure you look groomed and neat. If you were a book, would someone be attracted by your cover and want to pursue you further?

2. Your clothes and accessories should be conservative and neutral, rather than wild and loud. Your clothes are your packaging and should not take attention away from the product.

3. Non-Verbal Communication sometimes conveys a stronger message than verbal communication. When you slouch, whether you're sitting or standing, you are saying volumes about you and your confidence level. Sit up straight (like your mother always told you to). When you stand make yourself as tall as possible - shoulders back and head held high. Picture a successful screen star or TV announcer - and mimic their carriage.
4. **Eye contact and smiles** can indicate a confident and upbeat attitude. You will notice that many job postings ask for "enthusiasm and energy." This is a good opportunity to demonstrate your social and interpersonal skills, as well as your excitement about the opportunity you are interviewing for.

5. **The handshake** sends a strong tactile message. Whether your hands are hot and sweaty or cold and clammy, you can try some tricks to control the temperature. To cool your hands try running cold water on the insides of your wrists. Use hot water if your hands are cool. If you have particularly sweaty hands try using a deodorant gel (antiperspirant) as a lotion. Your hands will feel soft and smell good.

6. **Your voice and the volume of your speech** convey a strong impression. Whether it is a phone interview or a face-to-face interview, it is important that you speak with enthusiasm and energy. Use a firm voice to demonstrate your confidence. If you speak in a whisper the impact will be weak and ineffective.

7. **Your vocabulary** reveals your communication skills and ability to interface with people - especially people you’ve not met before. The words you choose will indicate your education and training, as well as your knowledge of the industry you are applying for. It is important to use "their" words and talk "their" talk.

**Practice your first impression** with someone you trust to give you objective feedback. Use a checklist to remind yourself how to handle this first encounter. You are there to make a sale - an important sale - and the product you are selling is YOU. When you get off on the right foot the interview will flow easily. This is one impression you **cannot** leave to chance.
Getting Ready For The **Tough** Questions

*How To Read Between The Lines and Dodge The Traps Most Job Seekers *Fall Into Every Time*

Now that you’ve got some good general tips on the right mindset to have going into your next interview, it’s time to dig into the **meat** of every interview: the tough questions interviewers ask to get an x-ray view of whether or not they want to hire you.

Behind every interview question there is a concern or another question. Your job is to process the question thinking about what the interviewer’s concern might be. In other words, **why** is the interviewer asking you this question?

Developing this ability to “read between the lines” will allow you to craft answers that speak to what the interviewer is really looking for, without being insincere or dishonest. In the end, the candidate who can translate his skills and abilities into a meaningful, enticing message that connects with the company’s goals will win the position – and the leverage to negotiate the salary and perks you’ve been hoping for.

Simply being highly qualified is not enough. You have to show **what these qualifications will mean to the company**, in a way that makes sense to your interviewer.

To help you better understand what’s really going on in an interviewer’s mind, I’ve put together some common questions and an explanation of what they really mean on the next page…
A Peek Inside The Mind Of Some Of The Toughest Interviewers

10 Common Job Interview Questions
That Can Make Or Break You

What They Really Mean And
Some Examples Of Good Answers

Below are 10 common interview questions you’re likely to run into on your hunt for a job. After each question, I explain the key concern behind the question that you should be aware of. Then, I give an example of a good answer that you can use to model your own answer after.

Q #1 - How long have you been looking for a job? (Concern – is there something wrong with you that other employers have picked up?)

A #1 - "After I was laid off from my last job, I took the opportunity to take some time out to examine my career goals and where I was going with my life. I have just begun my search in the last few weeks. I have a definite goal in mind and have been selective about the positions I consider. Your company and this position are of great interest to me."

Q #2 - How did you prepare for this interview? (Concern – are you interested enough to do some research, or are you going to "wing it"?)

A #2 - "When I found this position posted on the internet (monster.com) I was immediately interested. I checked out the company website and mission statement, looked at the bios of company founders and executives, and was impressed. Once I had the interview appointment, I talked with friends and acquaintances in the industry. And, I'm sure I'll find out a lot more in today's meetings."
Q #3 - What is your salary expectation for this job? (Concern – Can we afford you? Can we get you for less than budgeted?)

A #3 - "I'll need more information about the job and the responsibilities involved before we can begin to discuss salary. Can you give me an idea of the range budgeted for this position?"

Q #4 - How do you keep current and informed about your job and the industries that you have worked in? (Concern – Once you get the job do you continue to learn and grow – stay challenged and motivated?)

A #4 - "I pride myself on my ability to stay on top of what is happening in my industry. I do a lot of reading – the business section of the newspapers and magazines. I belong to a couple of professional organizations and network with colleagues at the meetings. I take classes and seminars whenever they are of interest, or offer new information or technology."

Q #5 - Tell me about a time when you had to plan and coordinate a project from start to finish. (Concern – behavioral questions – seeking an example of specific past behavior)

A #5 - "I headed up a project which involved customer service personnel and technicians. I organized a meeting to get everyone together to brainstorm and get his or her input. From this meeting I drew up a plan, taking the best of the ideas. I organized teams, balancing the mixture of technical and non-technical people. We had a deadline to meet, so I did periodic checks with the teams. After three weeks, we were exceeding expectations, and were able to begin implementation of the plan. It was a great team effort, and a big success. I was commended by management for my leadership, but I was most proud of the team spirit and cooperation which it took to pull it off."
Q #6 - What kinds of people do you have difficulties working with? (Concern – ability to be flexible and work in a diverse environment?)

A #6 - "In my last three jobs I have worked with men and women from very diverse backgrounds and cultures. The only time I had difficulty was with people who were dishonest about work issues. I worked with one woman who was taking credit for work that her team accomplished. I had an opportunity to talk with her one day and explained how she was affecting the morale. She became very upset that others saw her that way, and said she was unaware of her behavior or the reactions of others. Her behavior changed after our talk. What I learned from that experience is that sometimes what we perceive about others is not always the case if we check it out."

Q #7 - We expect managers to work more than 8 hours a day. Do you have a problem with that? (Concern – are you a workaholic or a person who requires balance?)

A #7 - "I have no problem working long hours. I have worked 12 or 14 hour days. What I have found works for me is to work smarter, not necessarily longer. My goal is to get the job done, whatever that takes, in the most efficient manner."

Q #8 - When have you been most satisfied in your career? (Concern – what motivates you? Or de-motivates you?)

A #8 - "The job before the one I am currently at, was my most rewarding experience for me. I worked in a wonderful team environment. There was a lot of camaraderie. I worked with a team of four people and we did some really original thinking. It is that kind of environment I want to be involved in again."

Q #9 - Why do you want this job? (Concern – are you using the shot-gun approach to job search or do you really know what you want?)

A #9 - "I've been very careful about the companies where I have applied. When I saw the ad for this position, I knew I found what I was looking for. What I can bring to this job is my seven years of experience, and knowledge of the industry, plus my ability to
communicate and build customer relationships. That, along with my flexibility and organizational skills, makes me a perfect match for this position. I see some challenges ahead of me here, and that's what I thrive on. I have what you need, and you have what I want."

**Q #10 -** We are ready to make an offer. Are you ready to accept today? (Concern – we don’t want you to go away and think about it and change your mind – we want you.)

**A #10 -** "Based on my research and the information I have gathered during the interview process, I feel I am in a position to consider an offer. I do, however, have a personal policy that I give myself at least 24 hours to make major life decisions. I could let you know by tomorrow."

There is no way you can accurately predict the questions that will be asked in an interview, but you can be ready and prepared by thinking about the factors that might concern an interviewer or employer before the interview.

**Will You Be One of the 1,000’s of People Starting Exciting, Top Paying Jobs This Month?**

**Or Will You Still Be Struggling To Track Down Whatever Work You Can Find?**

**You have a choice to make.**

You can blame your poor results on the economy, push through months of frustrating job hunting, and end up in a job you don’t like earning a salary you’re less than thrilled about.

Or, you can **hone your interviewing skills** every day. Uncover the tools and strategies that will **set you apart** in this crowded market. And land a job that will excel your career and your lifestyle in much less time, with much less stress and anxiety.

It’s entirely up to you.
But the choice you make is dramatically going to change where you’ll be in the next few months, and probably in the next few years as well.

I hope you’ve found the tips in this report useful. These ideas are proven to work. I’ve helped 1,000’s of people get the jobs they’ve been dreaming of. From FBI agents, law enforcement, fire, police and other public agencies, public defenders, project managers, public relations professionals, sales people, accounting and finance people at all levels, high-tech IT experts, teachers, pre-med students and grads, health care professionals, and even beauty queens.

And I’m confident these strategies will work for you, too.

For a complete, step-by-step guide on everything you need to do to ace your next interview visit my web site now at: http://www.instantinterviewcoach.com

Inside, I walk you through my proven interview training process that will put you miles ahead of your competitors. In just a few hours, you’ll understand everything you need to know about making even the most hard-nosed interviewer eager to hire you on at a top paying salary.

Don’t put your security, happiness, and lifestyle at risk by “winging it” – get the inside knowledge you need to succeed, and land your dream job fast!

Visit http://www.instantinterviewcoach.com now for more free tips that will give you the upper hand in our increasingly competitive job market and economy.

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