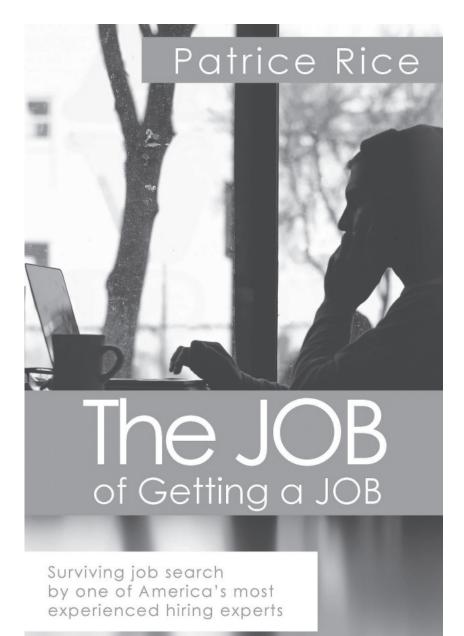


The JOB of Getting a JOB

Surviving job search by one of America's most experienced hiring experts



Motivated Publishing STUDIOS

The JOB of Getting a Job

By: Patrice Rice

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Dedications

I dedicate this book to my parents who taught me what it was to be an entrepreneur. They started with nothing as farmers, worked hard to build a business which allowed them to cruise the islands, build their island dream home, live abroad and have an incredible life.

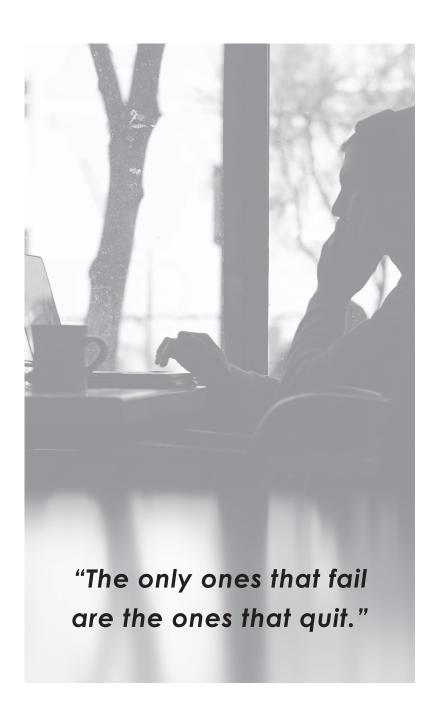


Table of Contents

Dedications • iii

Acknowledgements • xi

Foreword • xiii

Introduction • xv

Lost a Job, Hate Your Job, Need a Job • 1

You've lost your job and are feeling unwanted (and perhaps out of money) • 3 Act now! • 4

You've finished college, are ready to launch into the work force—but not sure how • 6 Act now! • 6

You want to get out of the wrong job, and are feeling stuck • 8

Act now! • 9

Back in the saddle, again • 11

Act now! • 12

A Word from Your Career Coach • 14

What Brought You Here Won't Necessarily Get You There • 17

Job boards and search engines • 20

Don't give up! Make technology work for you • 23

Act now! • 24

LinkedIn • 25

Employment laws: You can't ask me that! • 27

Dress for the position, not to impress your grandmother • 28

A Word from Your Career Coach • 29

Step One: Only You Know You • 31

Your transferable skills plus strengths equal your value • 33

Act now! • 35

Now the facts, ma'am, just the facts! • 36

Leader or soldier? • 40

The good, the bad, and the not-so-pleasant truth • 41

A Word from Your Career Coach • 42

Selling Yourself • 45

Act now! • 47

Size, format and cover pages • 48

Resume contents • 49

About those gaps ... • 53
Education, training, certifications • 54
Awards and recognition • 54
References • 55
Before you click "Send" • 55
A Word from Your Career Coach • 56

The Interview • 59

And why do you want to work here again? • 61 Question and answers prep • 62 Day of the interview • 63 Body language-it's all in the eyes • 64 The telephone interview • 65 Making sure you cover the good stuff • 66 Money talk • 67 Be aware • 68 Dos and Don'ts • 69 Follow up after the interview • 70 Expect the unexpected—and survive it • 72 Second thoughts? • 72 References • 73 The offer • 73 Responding to the offer • 74 Giving notice • 75 A Word from Your Career Coach • 77

You are Not Alone • 79

Staffing agencies for "temp" work • 81
Recruiting agencies for permanent placements • 83
There are no down sides to using a recruiter! • 84
Picking a recruiter: Pick more! • 85
Getting the most out of your relationship • 86
Do I really need a recruiter when there are lots of jobs out there? • 88
A Word from Your Career Coach • 89
Ten top reasons to use a recruiter • 91

Surviving the Process (When You Really Just Want to Hide Under the Covers) • 93

Understanding fear, where it comes from, and how it affects us • 95
Fear and your job search • 97
Facing fear • 97
Knowledge is power • 98
Find things you can control • 99
Act now! • 100
Separate out risk from fear and then lower the risk • 100
Don't go it alone • 101
Keep the goal in mind • 101
Harness other people's fears • 102
See how the "danger" is exaggerated by our brains! • 104
A Word from Your Career Coach • 105

Job Search Myths • 107

Forging a Different Path • 113

Setting your vision—again • 116
Act now! • 117
Starting a business • 118
Hit the ground running—buying a business • 119
Elements of a business plan • 120
Hobby or business? Know the difference • 122
Franchise ownership • 122
Selecting a franchise that suits you • 124
The home party/network marketing industry • 125
Other self-employment choices • 126
Investing • 126
Part-time "for hire" work • 127
Virtual assistants • 127
Combinations • 128
A Word from your Career Coach • 128

Those Magic Words: You're Hired • 131

Stage 1: Happy and Excited — "On Top of the World" • 133 2. Overwhelmed — "I did what???" • 134 3. The Valley of Despair — "If I could turn back time..."(55 4. Aha Moment — "Everything is going to be alright" • 137 Final Word from Your Career Coach • 137

Job Hunt Survival Kit • 141

Networking as part of your job search strategy • 142
Formal networking • 143
Networking through social media • 146
Elevator speeches • 148
Questions and answers when preparing for an interview • 151
Setting a vision • 157
Determine how to get there • 158
Make a plan • 159
Your resume template • 161

Patrice & Associates • 163

About Patrice & Associates • 163

About patricecareerhelp.com • 164

About Patrice Rice • 164

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I also want to thank all the franchisees at Patrice & Associates for their dedication and commitment to helping people find jobs.

Foreword

This book is unlike any other job search "how-to guide" on the market. It's a primer for anyone looking for solid advice on finding the right career match. Patrice Rice, a veteran of the recruiting industry, weaves her personal journey of facing life's ups and downs into a unique road map of how to go about the task of finding your dream job. Peppered with stories of her own triumphs and setbacks, Patrice shows you how to stay positive and motivated and make smart choices that get results. We've all heard the saying, "When the going gets tough, the tough get going." Cambridge Dictionary says that saying emphasizes, "When conditions become difficult, strong people take action." Patrice will show you the steps necessary to take the right action to finding your perfect job match.

This book is chock full of helpful tips and clear direction about how to put your best foot forward in a job search. Patrice has been career coaching for several decades and has coached entry level people, all the way through to the C-suite, on how to land that plumb role. She is equally comfortable advising you on how to get your "ideal" management job, or how to snag that "corner office role." Patrice founded Patrice & Associates, which soon became the largest hospitality recruiting firm in North America. Through her sheer drive and determination, Patrice built it into a successful nationwide business. Her franchisees lead the way in their respective markets by providing career coaching to the public and talent acquisition consulting to the nation's top companies.

Patrice & Associates now places hospitality, retail, sales, and other executives in a variety of skill categories. If you want more than just a book on landing a job, and you're game for a motivational boost as well, this is the read for you.

Brian K. Miller, CFE25-year staffing and franchising executive COO Patrice & Associates

Introduction

You are reading a tough love, self-help book about finding a job.

The book is written with the recognition that when you are out of work or changing jobs, your family and existing support system are not the best ones to help you find, or change, that job. Their role is to tell you things like, "It's okay, you'll get a job soon. Don't feel bad about being out of work. You know that we will be there for you." But that's not what I'm going to tell you.

I'm going to tell you, "It's up to you to make it happen. If you send out a bunch of resumes and sit back and wait for someone to call you, nothing will likely happen—opportunity doesn't work that way."

Over the next few weeks or months, your job is getting a job.

There are lots of books on finding a job in the C-Suite—that coveted corner office, or higher management levels. This isn't one of them. Typically, those searching for a C-Suite job, or a new career opportunity, have access to resources that the average person doesn't have. They have professional backgrounds and specific career expertise, which gives them a ready-made network for advancement and choice of opportunities. And they typically work for organizations that offer transition or outplacement services to senior staff that lose or are transitioned out of a job. Even when this is not the case,

they have money for job search resources, such as a job coach or resume writer.

The Job of Getting a Job is written for anyone seeking employment in what I like to refer to as the "J-Suite," or the job suite—all those hundreds of thousands of jobs where most North Americans spend their working hours: administrative staff, assistants, supervisors, coordinators, shop floor and retail workers, cashiers, esthetic technicians, installers, machine operators, customer service reps, job supervisors, service staff, ... and the list goes on and on.

Sure, there are tons of resources online and in career centres about how to get a job. But figuring it all out is time consuming, and it's almost impossible to separate good advice from bad. I wanted to be able to share experiences with you that you can't get from a quick search on Google. As you read through this book or select chapters relevant to your situation, think of me as your personal career coach distilling the information for you and keeping you focused on your end goal.

I've always been about trying to help people. As a recruiter for the past 30 years, and the founder of America's largest hospitality recruitment firm in North America, I helped thousands of people get jobs, change jobs for something that gets them higher job satisfaction, get better benefits, or sort out what job better matches the quality of life they want. I know what works, I know what a waste of time is, and I know the subtle and not-so-subtle changes that have happened in the job search industry. A day doesn't go by when I don't talk

with a hiring manager and learn why an interview didn't result in a job offer, what stood out on a resume they received which led directly to a job offer, or what made them toss a resume onto the rejection pile.

My advice comes to you with a real dose of reality. Most people don't have the job they exactly want, but it's the job that gives them the life they want with their family. But whether you want any job or want a job that fits better with the vision you have for your life, you have to make it happen.

Will it be tough? Yes. Will you fail a bunch of times? Yes.

When I say you have to pick yourself up and keep going, I'm not just saying that. I've been there. I have fallen a lot. At the beginning of each chapter, you'll read various anecdotes about my life—my struggles early on trying to find work, the mistakes along the way, the risks I took when setting up my own business, the fear I felt along the way (particularly when I started my franchising company), and the challenges of balancing all of this when my personal life was often in chaos.

I included all of this because I want you to know that my advice isn't made from a perspective of a perfect life with a perfect career. However, I do know that getting a job is a full-time job, and the only ones who fail are the ones who give up.

This isn't going to be you. So, let's make something happen.

Patrice



Lost a Job, Hate Your Job, Need a Job

Why are you looking for a job in the first place?

In the late 1970s the world was my oyster. I had started the first and largest powerboat charter fleet in Baltimore's Inner Harbor. Then, as the first woman boat captain on Chesapeake Bay, I moved into corporate entertaining on luxury yachts. We provided great tours, with great food, and had lots of fun. After years of building my business, I loved what I was doing, and I loved the money I was making.

Then it all went away—including my marriage. With gas prices soaring, a charter boat business like mine with high expenses couldn't make ends meet. Out of work (and feeling out of luck), I showed up a local recruiting agency and asked, "What do you have for me? I'm a boat captain."

The answer, obviously, was "Nothing."

Everyone has a story. This is part of mine. What's yours? Given that on average, most of us are going to spend about a quarter of our lifetime in the workplace, what happens in our job affects our personal life. When you have a job that you enjoy, you are full of confidence. When you lose a job, you feel like a failure. So whether you like it or not, these stories help define who you are.

So what is your work story? What brought you to reading this book? Have you lost a job recently (or know you are going to)? Or do you have a job but every day you dread showing up, perhaps because of a boss you dislike

or work that bores you? Maybe you don't have a job right now but want to get into the workforce. Or you are returning to the job market after being away, perhaps as a veteran or a stay-at-home mom.

Everyone's story is different. Before you go on to chapter two, ask yourself, why are you looking for a job in the first place?



See where you fit into one of the following categories. The action steps will direct you to the next step in the book.

You've lost your job and are feeling unwanted (and perhaps out of money)

"Laid off," "downsized," "packaged out," whatever it's called, losing your job is a real hit to the ego. If you knew a layoff was coming, you had some time to prepare. But you are still going to be asking questions like, "What's

wrong with me? Why was I the one to get cut and not someone else?"

The process you are going through is similar to dealing with death or divorce: you go through stages of denial, anger, frustration, and depression. There's also a practical side in addition to the emotions you are feeling. You have to figure out how you are going to pay the bills because you have a family to support. This only adds to the stress. You go from "OMG, I lost my job" to panic. And then, well-meaning people (perhaps a spouse or a parent) start asking inevitable questions such as: "Have you found something yet?" "What do you want to do?"

You are not alone. About half a million people lost jobs in the USA in 2018, according to US Trading Economics. But take heart. There also were about 6.7 million job openings in 2018! (Bureau of Labor Statistics). There is a job for you, and if you are reading this book, you are ready to start looking.

Act now!

- Don't start posting resumes right away.
 When you are feeling angry or frustrated, and your confidence is at an all-time low, you are in no condition to talk about yourself!
- Take a day to cry, and then a week to clear your head to put together a plan. Now adopt the mindset that your job search is going to be your "job" until you're hired again.

Think about the following and start to plan ahead:

- What do you want in your new job? (Consider what you liked about your old job and what you didn't like.)
- Do you want to stay in the same industry, or does it matter?
- Can you name your skills? Start a list so you are ready to use the information in chapter three.
- Given the above, what is your plan of attack? Do you need help, e.g., in setting up your resume? Do you need a recruiter? Do you need someone to help you with job-search technology?
- How are you going to pay the bills until you find another job? (Sorry, but this is a reality and may affect the above answers.)



Now keep reading, starting at chapter two, to get an understanding of today's job market.

You've finished college, are ready to launch into the work force—but not sure how

Graduation was exciting, but now it's time to get on with your life (and perhaps, out of your parent's basement). Unless you had an industry-focused major at college, you may not be trained in a specific line of work. So now you feel unprepared for the job market. Take heart. About one in four college seniors feel the same way.

Stay calm and keep perspective. You may feel you have no idea what you want to do. But at eighteen or nineteen, you don't have to decide for the rest of your life. Your career path is going to multifaceted—this is just the first step.

Ideally, you attended career fairs in your last semester and have something already lined up. But if this didn't happen, you have to make a plan.

Act now!

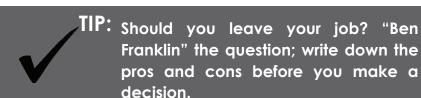
 Get yourself a summer job, even if it's just flipping burgers. When you put together your resume or go to an interview, part-time employment demonstrates that you had the gumption to do something while you were looking.

- What other aspects of your life demonstrate skills and abilities? You may not have a lot of past job experiences to draw on, but other aspects of your life are going to make a difference now in how you come across to a future employer. Did you participate in competitive sports, hold a leadership role at camp, or volunteer in your spare time? You'll need to consider all of this when you put together your value statement in chapter three.
- Before even thinking about where to apply, ask yourself:
 - What did you want to be when you grew up? What did you want to do when you went to college? Did something change, and why?
 - Is your degree related to your end goal? Or did you go to college to learn how to learn and now want to open up a lot more possibilities?
 - What interests you and how might you make that into a job?
 - Now make some decisions with an end goal in mind.

Keep reading, starting at chapter two: Understanding today's job market.

You want to get out of the wrong job, and are feeling stuck

Most of us have been in a job where we thought about quitting. These moments typically come when you're feeling burnt out, overlooked, or just bored. They are not always a sign that you should leave. You need to ask yourself, "What am I looking for that I don't have now?" and then be realistic about the answer. You may want a better boss, or nicer colleagues, or more money (like everyone else!). But there are no guarantees that any of this is going to change just because you have a different job.





Perhaps you are one of those people who accepted the first job you were offered when you graduated from college. Now you are asking if the industry is right for you or is it time to re-think your direction?

Act now!

Should I stay?

Staying in a job that is making you unhappy means something has to change, but it may not necessarily be the job. Figure out the difference between a challenge at work and a job that is no longer right for you.

- Is staying in your job truly making you miserable all the time?
- Are you bored with what you do? Instead of leaving the company, is there somewhere else in the organization that you could go?
- Are you mismatched in the industry or just the job?
- If you are struggling with a boss you don't like or a difficult colleague, is there something you can do to change the situation other than quitting?
- Are there opportunities where you are right now or have you gone as far as you can go?
- Can you define what a better job would be? If you can't define it, you probably won't find it!

Should I go?

There are good reasons to consider a change. No amount of pay or inconvenience is worth staying at a job you

hate. Staying can have many negative consequences, including damaging your self-confidence.

But you do need to make a plan:

- What do you need to do to get a different job?
- What skills or certification do you need to acquire or upgrade first? (And how are you going to do that—perhaps night classes?)
- Are you up to the challenge? In addition to job-search time, you'll need time off for interviews or perhaps to meet with a recruiter.
- Do you know what it's like in today's job market? Now is the time to go to chapter two: Understanding today's job market.
- Whatever you do, don't quit! This looks very bad on a resume.

While considering your next steps, keep reading, starting at chapter two: Understanding today's job market.



Back in the saddle, again

There are many reasons you may want to get back into the workplace. Perhaps you've been a stay-at-home mom but have some time now that your children are in school. Or you are a military spouse and need a job that doesn't depend on where you live or if you have moved.

Then, panic may set in. A few years away can make you feel like you no longer have relevant skills, especially when it comes to technology. Perhaps the job you used to have no longer exists, or it exists but with a completely different skill set. Store cashiers, for example, have largely been replaced by self-serve kiosks. Insurance underwriting is quickly disappearing because of automation. Bookkeepers today have software programs to do calculations for them, but those in demand have skills in cloud computing and report generation.

Take heart. Many new job types have also opened up in the meantime. You may not even be aware of these opportunities until you break out of the idea that you have to return to the same type of work or even the same industry.

Act now!

- Start researching full- and part-time jobs that can be done from a home office with a telephone and access to the Internet.
- Define if you are looking for full- or part-time.
 Or does it matter?
- Start thinking about everything you've done in past jobs (paid and/or volunteer). Getting a job is going to be all about "transferable skills." No doubt you have many. More about this in chapter three.
- If you've always been at home, you may not have a resume. That's okay. Think about what you like to do. There are many jobs out there in the services industries (e.g., CDL driver, spa clinician, dental assistant, esthetician, customer support).

With a bit of research, you'll find that people are needed in almost every business. If you don't have the required skills, you can acquire them through relatively short certification courses. Most of these programs, such as restaurant management, only ask that you've passed the GED (General Education Development) tests.

If you are over fifty

What is the main goal now? Money to live on?
 Extra money and a way to keep busy?

- Is entrepreneurship for you (see chapter eight)?
- Do you have specific expertise from your past career that you can offer to a new start-up, perhaps in exchange for a discounted rate or company shares?
- Is there work in the not-for-profit sector that you would enjoy, e.g., tutoring at-risk teens, visiting the elderly, volunteering at a local food bank, offering child care part-time, or data entry for fundraising.

If you are a returning veteran

Perhaps you are one of the 250,000 American veterans who return home from service each year. Thank you for your service and be encouraged. Companies actively seek out veterans because you are systems orientated and skilled in leadership, teamwork and communication. You also have self-discipline, are adaptable and dedicated. You should feel proud—you have the work ethic most employers crave.

- What specific skills training did you receive during your military service? Did you enjoy this work? If so, do you want to pursue a career related to those skills?
- Depending on your circumstances and interests, you may want to make a plan to take advantage of the G.I. Bill and return to school

 Think about the softer skills noted above (self-discipline, teamwork) and think about what they would contribute to a new workplace.

Returning to the workplace is going to take some preparation. Job searching has changed dramatically over the past few years. Keep reading, starting at chapter two: Understanding today's job market.

TIP: When you're in job-search mode, don't hang around others who are also looking for work. You'll just feed on each other's negativity and frustration.

A Word from Your Career Coach

Losing a job is a real confidence killer. Looking for a job, regardless of why, is going to test your confidence even more. You are going to have to face rejection more than once! Plus, you have to face the prospect of getting out there in networking situations, talking about yourself and doing interviews.

If you are scared, get over it and get on with it. You have to take responsibility for yourself because no one else will. If all this sounds a bit like dating, you're right! But you have to do it if you want to get on with your life.

Follow the process in this book. Take time to answer the questions that match your situation. If you want to find work, you're not going to be out of a job forever. It's going to happen if you put in the effort.



Regardless of whether you've lost a job, want to change jobs or return to the work force, get out of "your own box." Be ready to open your eyes to new opportunities—because they are there!"

-Patrice Rice



What Brought You Here Won't Necessarily Get You There

Understanding today's job market

So there I was, an unemployed boat captain. My luxury yacht business was gone and I needed a job. I figured if I could run my own business I could work in sales. So I did up a resume and applied to sell office photocopiers.

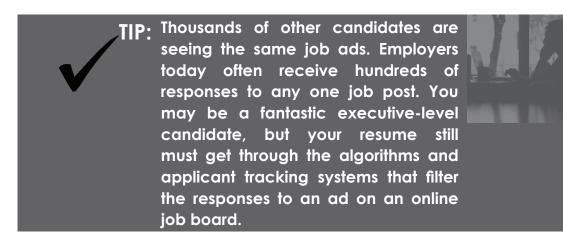
It was the 1970s, a time when anyone with a pulse could get hired. My resume was sent by fax, and I called people directly. If the hiring manager wasn't there, I didn't get dumped into voice mail (voice mail systems weren't even in use until the early 1980s!). Instead, I got through to the person who took the messages—and these people became my friends. After a few times, I could just say, "Hey, I've already called a couple of times, I just need you to put me through to"

The next thing I knew, I was talking with the person doing the hiring.

These days, job hunting is a totally different situation. What landed a job a generation or even a decade ago isn't going to work for you now. Technology is the biggest change. Most of the hiring process is done electronically. This has made a huge change in how you write your resume, how you go about applying for a job, and whether or not you ever have face-to-face contact with a human being.

Whatever anyone tells you, the paper resume is gone. When you apply for a job online, your resume

is collected, scanned for the "right" content, and sorted by a computer program called an applicant tracking system (ATS). All of this happens before the resume ever reaches a recruiter or hiring manager. Yes, it's a robot that determines whether or not your resume gets through. If what you've put together has the right keywords, your resume makes it to the top of the pile. Otherwise, you can be overlooked, or even rejected outright.



With ATS diligently looking for the "right" keywords, today's job seekers and employers have to be very specific about a job description and what they are looking for. This makes writing a resume to fit the particular job today more important than ever. You have to know how to write a resume so it gets selected (more on this in chapter 4).

Job boards and search engines

The change to online job hunting also means you're going to have to get used to posting your resume online, either through an employers' websites, or using job boards. A job board is a website that posts jobs supplied by employers. You also create your own profile on a job board and post your resume on the job boards so employers and recruiters can find you. Once entered, you don't have to keep checking. Most have a function that scans job openings based on your parameters so when one comes up you receive an email or text.

Most of the large job boards these days, like *Monster* and *CareerBuilder*, are also job search engines. Job search engines are like those travel websites that send you all the deals, not just ones collected by a single agency. Also known as job aggregators, job search engines aggregate (collect) job listings from multiple sources: jobs boards, other job search engines, employer websites, and combinations of these.

Because of today's technology, most companies cast a wide net to find the most qualified people. They typically post on multiple job boards as well as their own website. This means that when a human actually sees your resume, the pile could be at least two hundred applications for a single job. Research tells us that the average time spent on each resume—all on a screen—

is about eight seconds. (At Patrice & Associates, we think it is about three.)

√

Writing a resume to fit the particular job is more important than ever because no one has the time to read the 200 resumes they get every day while you pray they get to yours. If you have the right keywords, the system picks them up so yours goes to the top of the list, and then you have to know how to stand out.



What to know about job boards and online job searching:

- There are over 40,000 job boards out there!
 Some are national, some specific to region or city. Some are specialized to an industry, such as *Dice* for technology jobs.
- Indeed and Glassdoor are two of the largest job search engines. Companies like Monster, ZipRecruiter and CareerBuilder started out as job boards but now also function as job search engines as well.
- Like the rise of fake news, fake job ads are unfortunately quite real. Not all ads found on the internet are representative of real jobs or represent an actual intent to hire externally.

For the sake of compliance, some organizations post job openings publicly, even if they really only want to hire from within their company. Additionally, employers sometimes post a fake job in order to collect resumes in order to research the market in their area.

- According to Glassdoor research, on average, each corporate job offer attracts 250 resumes.
 Of those candidates, four to six are called for an interview, and only one will get the job.
- The number of interviews done these days is also much less than the past. Most hiring managers are rushed for time. With a tight labor market, they don't want to drag the interview process out past three to four weeks

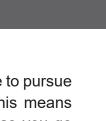
TIP: If you see a job on a job board that interests you, apply for it. Don't just make this your sole job search channel—make it a small part of your overall strategy.



Don't give up! Make technology work for you

The above isn't meant to be discouraging. Technology today opens up new opportunities for those looking for employment. For example, online job searching gives you access to hundreds of postings across several job boards. By posting on more than one, you reach companies that only post in one place. You also find job postings submitted by recruiting companies. In these instances, the company looking for candidates doesn't want to be directly involved in the process.





Online job searching also makes it acceptable to pursue more than one job opportunity at a time. This means you can try out a few interviews, practicing as you go along. What's the worst that can happen? You get two to three offers at once and have to decided.

Other good things about job boards:

- Once registered for the specific site, you can look up other people's resumes and compare yours, get ideas, and adjust as needed.
- There are good educational tools on these sites, such as how to prepare for an interview, information about job trends, etc.
- Job boards can be an excellent way for you
 to find out about a company before you apply,
 e.g., what is the company culture, what is
 their "Glassdoor rating," as well as recent
 successes, or where they are expanding. You
 can use some details from your research to
 make a good impression during the interview.
- When you create a profile on a job board, you remain in the database even if you are not actively searching any more. Employers who have purchased access to names and resumes may call you if something about your background catches their attention. Sometimes it's nice just to see what is available even if you're not actively applying (or to feel wanted!).

Act now!

 Check out the top 10 national job boards and some job boards local to where you live and list which ones you're going to use.

- Spend time each day with the learning tools on these sites.
- Start thinking about what you're going to write in your resume (chapters three and four).
- Once you've signed up on a job board, make sure you have set up a confidential, reliable email or text number, or mobile device, so you don't miss any messages.

LinkedIn

For many, LinkedIn is considered one of the top spots for people looking for work. Through LinkedIn, a user can receive job listings, network, post resumes, and exchange information between others in their industry. The extent of what you can do depends on whether you are a paid or free subscriber.

LinkedIn, however, is specifically targeted for white-collar jobs, such as C-Suite positions. For those looking for a job in what we've defined as "J-Suite," LinkedIn is a passive tool—that is, you might find an opportunity through LinkedIn, but LinkedIn is unlikely to find you.

It is, however, worth taking advantage of LinkedIn's free membership and upload your profile, job experience and credentials. Just remember, it's not the best resource for job searchers in this book.

Use LinkedIn:

- As another place to post information about yourself and your job experience.
- To search for people who may be able to assist in your job search.
- To research companies you may apply to for work.
- To be part of a social media platform that connects people in a strictly professional setting.

Various social media platforms also offer some of the features of job boards and are worth checking out. Facebook, for example, offers features where companies can post jobs. Facebook is also a good way to get the word out that you are looking for work and connect with your network.

Other sites, such as Instagram, help showcase specific abilities in industries such as decorating, cooking, or travel. YouTube can be used effectively to record your elevator speech, but first research how to do this properly.

Employment laws: You can't ask me that!

Other big changes today are federal and state labor laws, designed to provide protection from employment discrimination based on race, sex, sexual orientation, religion, national origin, physical disability, and age.

State laws are basically the same as federal laws, offering greater protection, or different protection. Recruiting agencies used to be exempt from some of these laws because they were not categorized as the "employer." This is no longer the case. Because recruiters can choose who gets an interview, recruiting companies must follow the same laws and regulations.

Laws also continue to evolve. A recent change, for instance, are the General Data Protection Regulation laws that give more control over how much personal information you have to provide.

Stricter employment laws mean that employers are very cautious about what they can ask you on an application or in an interview. They may want to know how old you are or if you have children but have to find another way of getting the information.

This makes interview preparation particularly important. For example, during an interview, you could find yourself lulled into a more casual conversation where information slips out before you have time to think about an answer: e.g., "So when was it that you worked at that company?"

or "Is living near a school important to you?" All of a sudden, you've revealed a date that gives an idea of age or provided information that makes it clear that you have children.

How you prep for an interview and how to answer questions is covered in chapter five. But be aware that you are well protected these days. Recruiters are knowledgeable about these laws and can guide you.

Dress for the position, not to impress your grandmother

An interview no longer means suits and ties for men, dresses for women. You need to research the company culture, including their dress code, to show that you want to fit in (or not). And as noted above, an employer can't discriminate based on appearance, for example, if you have facial hair or piercings. But this doesn't mean appearance is never used to compare you with another equally suitable candidates. Be smart about it. If you notice that everyone at a certain company is clean shaven, it's probably a tip worth paying attention to, even if you don't agree with it!

Many years ago, I was running a recruiting company out of my basement. A candidate showed up to prep for his interview and to my horror, he had a beard. I knew that the particular company doing the hiring had specified "no facial hair," so I took the hapless man into my bathroom and directed him to the shaving soap and razor. Years later, he took me out to dinner to thank me for getting him his job that day!

A Word from Your Career Coach

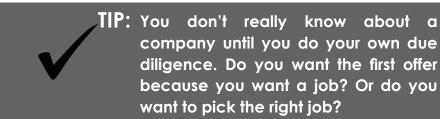
The rules for how you apply for a job, what information an employer can ask you, even what you wear to an interview, bear little resemblance to what they were just a few years ago.

The biggest challenge, however, is how the internet has revolutionized how we interact with each other, including how we find jobs or get in front of a hiring manager in the first place. If your resume isn't picked up by an applicant tracking system, you end up in an online black hole. You need to do whatever you can to get noticed so you actually reach the interview stage. This is going to take more than technology, but you have to know how to make the technology work because without it, there is no "job search."

This brings us to the subject of job boards. People often ask me if job boards are effective. Depending on the job, the chances of getting hired through a job board can be very low, but you still have to use them as one of your job search tools. If you see a job on a job board

The JOB of Getting a JOB

that interests you, apply for it. Just don't think that this is going to be your only job search strategy.





With the volume of resources and online advice available these days, job search can be overwhelming and discouraging. But these are just the technology tools. It is up to you to sell yourself. It's time to take a closer look at what you have to offer and how you can use these qualities to stand out. Keep reading!



"Don't be the person who slings their resume to thousands of people and hopes that someone calls you. Be proactive, be creative. Find ways to stand out."

-Patrice Rice



Step One: Only You Know You

Figuring out what kind of job you want and why

I was living paycheck to paycheck, young, single, and on my own. There was an eviction notice on my door and no time to find a job I loved—I needed work right away. So, I took a job selling upgrades to fax machines, trying to persuade customers that it was worth paying extra money because they could receive messages on plain instead of thermal paper. I carried the machines around in my car so I could demonstrate them. I absolutely hated that job.

And then I got fired.

I was devasted. But once again, I needed to make a living. So, I used my skills in sales and relationship-building to sell convention services at the Lord Baltimore Hotel. It wasn't great, but I could at least tolerate it. This wasn't my "forever" job either. I continued to apply these transferable skills until I found an administrative job at a recruiting company. This would be the beginning of a whole new career for me.

So you need a job. But before you start applying for every job you read about, you have to be clear in your own head about the value you offer an employer. Like it or not, right now you probably have lots of time on your hands. Put it to good use.

This is work that needs to be done before you write your resume because notes you make now are going to give your resume the ingredients it needs to make you stand out from the other applicants. It is also going to help protect you from ending up in the wrong job or end up in the same rut you were in before you decided you needed a change.



IP: Make sure you thoroughly understand the kind of job you want to pursue. Spending time and money on training, or education, and then finding out you don't like it is the worst!



Your transferable skills plus strengths equal your value

Think about past work experiences, volunteer activities and responsibilities in your personal life where you were asked to use a specific skill or personal strength. A strength is something that you may have a natural predisposition towards, whereas a skill is something that you've learned or developed. Both translate into value for a future employer, and therefore, are what are called "transferable" skills.



Identify accomplishments, not job descriptions, and then quantify these accomplishments—what benefits do they offer an employer?



Employers aren't mind readers. You have to be the one that "connects the dots" for them by giving examples of how your transferable skills can benefit their company. The examples below give some ideas as to how transferable strengths and skills in one job, or one industry, can make you an ideal candidate in another.

You've worked in retail, which means ...

You can think on your feet and solve problems.

You've worked in sales, which means ...

You know how to talk to people as well as listen.

You've worked customer service, which means ...

You know how to deal with difficult situations with clients as well as within the workplace.

You've worked in a service industry, which means ...

You are able to quickly adapt when a situation changes and can manage your time.

You've worked as a personal fitness trainer or fitness instructor, which means ...

You know how to motivate people.

You are active in sports, which means ...

You know how to work toward a goal and go above and beyond what is required.

You've spent time taking care of aged or infirmed parents, which means ...

You are patient and know what it's like to care for someone with significant disabilities.

You were a lifeguard during college, which means ...

You aren't afraid to take on responsibility.

You served in the military, which means ...

You respect discipline and hard work. You are adaptable and able to work in challenging situations.

Act now!

- Ask yourself: What have I done well in previous jobs? In volunteering? In my personal life that demonstrates a strength or ability?
- Create your own list. Add a column to the right for "quantifying" the strength. You'll need it for the next exercise.

Now the facts, ma'am, just the facts!

Saying you have a particular strength or skills means nothing unless you quantify the description with an example. Look at your list and beside each word or phrase give an example of when and how you demonstrated this value. What you write is going to be used in the next chapter in order to make your resume stand out. Ideally, a hiring manager says, "Oh, if he/she did *that*, then maybe they can do the same for me!"

- Avoid buzz words and "fluffy" phrases that don't mean anything, e.g., "I'm a people person, an out-of-the-box thinker," "... a real go-getter." They are meaningless and can get your resume discarded right away.
- Other terms, like "manager" are legitimate skills but need action verbs to make them stand out. Otherwise, these are just general descriptions that anyone can say about themselves

Refer to the following chart. Column two shows you how a term can be misinterpreted (or come across as meaningless). Column three shows how to quantify the term and turn it into a positive on your resume and during an interview.

Note: The action verbs/phrases are bolded. What are your action verbs?

Term	What it sounds like!	How to quantify the skill or strength
Good communication skills	You talk a lot.	"I wrote the company newsletter for our website." "As a customer rep in telephone sales, I achieved my sales targets. "I speak and write fluent [name languages]."
Detailed person	You nitpick about frivolous detail.	"I analyzed weekly P&L reports in order to track and reduce costs by 15 percent."
Flexible, adaptable	Sounds like you were in the circus	"During our company's merger, I accepted additional responsibility in the IT department until new staff were hired."
Highly skilled	As different from "sort-of" skilled? Meaningless without context.	"I graduated from X college as a Java language specialist and worked 6 years at Microsoft."
Innovator	Isn't everyone these days?	"I created 2 systems for streamlining the company returns policy, which increased customer satisfaction 20 percent over last year."
Mathematical, analytical	Sounds impractical	"I prepared and organized weekly sales reports in order to identify trends in potential issues."

Term	What it sounds like!	How to quantify the skill or strength
Management skills	Doing what?	"I managed and hired 10 full-time and 3 part-time staff. Since my time as manager, staff turnover has been less than 1 person a year."
Motivated, hardworking	Is it suspicious that you have to tell me this?	This should come across in the work you list!
Professional	I look good; I wear a suit.	Check the job listing and find out what they are looking for. A suit may get you tossed out right away!
Passionate	You belong in a romance novel?	Don't use this word! Give examples where you went above and beyond work expectations: "I lead the annual company toy drive," or "I established the inter-department basketball game to increase employee engagement."
Problem solver	Perhaps you are a mathematician?	"I solved an ongoing problem with missed messages by implementing a mobile employee alert system."
Project management	Too vague!	"I directed our store's monthly inventory at 3 locations."

Term	What it sounds like!	How to quantify the skill or strength
Reliable	Okay, so what?	"I stayed on top of all deadlines in my role as supervisor, even during staff layoffs."
Results driven	You push ahead recklessly?	"I reactivated 15 past clients, which equated to 750 K in company revenue."
Strong organizational skills	I'm good at sorting out my closet.	"I rolled out a program that affected 3 departments and 30 people, and communicated to everyone about what was being done."
Think outside the box	Sounds like a cat	Don't use! Give examples of where you came up with a new or creative idea that made an impact.
Team player, people person, collaborator	I get along with everyone so I'm actually kind of wimpy.	"I collaborated with a 5-person sales team that pooled customer information in order to increase overall sales by 20 percent."
Training and mentoring	This could mean anything, maybe you showed people how the coffee machine worked!	"I trained and mentored new staff and created a mentoring program for new staff, resulting in 100 percent retention last year."

Leader or soldier?

Some companies are looking for leaders, some are looking for soldiers. Describe your strengths to match the kind of position you want. Don't shy away from wanting to be a soldier. Often, companies want someone who fills a specific job and is happy to remain in that job.

When you are clear to yourself about what you are good at doing, you can be clear about it to an employer. If you enjoy helping others get the job done, then tell an employer, "I'm not aspiring to be a leader. I am a very strong second-in-command. I am a very strong assistant. I like to make my boss look good."

But if you are looking for an opportunity where there is room to grow, let the employer know that this is something that's attracted you to the job. "I see opportunities at your company where I might be able to use some of the skills I've developed in training."

When Jeannie decided to enter the workforce after raising her children, she joked that if she **had** a resume, it would say "domestic engineer." After 15 years at home, Jeannie wasn't sure she had any skills to offer an employer. But she was very personable and had a keen interest in skin care and beauty products. So after learning that spas and personal care was a growing industry, Jeannie took a four-month course to be an esthetician. Before she even graduated, 17 positions opened

up in her area for recent grads! Now Jeannie has a job she enjoys and extra money coming into the household.

The good, the bad, and the not-so-pleasant truth

At this stage, it's a good idea to look at what held you back in the past, perhaps even what got you fired. Be honest, especially if you are considering a different direction. Your insight can protect you from jumping back into the same job description or even the same industry. You are going to need this information later on, whether you like it or not.



Don't assume you're going to go in with the same title and the same money. You may have to start over again.



Also, when you write your resume, gaps in your employment and "reasons for leaving" have to be explained.

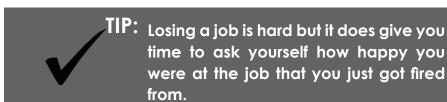
The same applies at the interview stage. You are likely going to be asked about your strengths as well as what held you back in the past.

- What are your weaknesses? Is there something you can address, or does this tell you what to avoid in a new job? For example, are spreadsheets something you are never going to do well? Did you really make a good secretary?
- Do you know why you didn't get a raise? Was
 it because the company was in financial difficulties or did you really deserve that raise?
 Deep down you know the answer. This can
 give you a clue as to whether or not you
 should be looking for advancement opportunities.
- Think of your performance reviews. Did you improve in the areas pointed out to you? If you have time on your hands, this might be a good opportunity to take a course to address these concerns.

A Word from Your Career Coach

Career coaches often hear that getting fired, or having to leave a job, was the best thing that has ever happened to someone. It gave them a chance to stop, think, reflect, and be honest with themselves.

Before you look at job ads, take an honest look at what didn't work for you in the past or what kind of work truly made you miserable. Then, take what time you can to look at the value you bring to the workplace. Ask someone you trust, who has worked with you in the past, "What do I do well? Why would you want me at your workplace?"





Once that you have a better understanding of your transferable skills, you might want to return to the questions in chapter one and review your initial answers. This not only increases your chances of getting a job, it also increases your chances of being happier in that job.

- Based on my strengths and skills, what kind of job do I want?
- Do I want to remain in the same industry; are there further skills I require?
- Am I better suited to a different line of work or level of responsibility?

Now, with notes in hand, it's time to begin work on your resume!



"Prospective employers are not mind readers! It is up to you to clearly spell out why they should consider hiring you. Don't use fluffy words. These are meaningless unless you quantify them."

-Patrice Rice



Selling Yourself

Your resume is the marketing piece on you!

I started off working for the owner of an independent recruiting company. I did very well for him, and I ended up managing his office. He rarely came to work, and then he fell behind in paying me. Eventually he owned me over \$5,000—which was a lot of money back then. I talked with my attorney. I wanted to set up my own recruiting business, but because of a non-compete clause in my agreement, I was stuck (and my former boss made it very clear he would sue me).

So, that was the year I didn't have heat. To make ends meet, I sold acrylic nails and went door to door applying them. I also taught recruiting in the basement of my house and wrote resumes. (Funny—there's no way I'd have people come to my house today, or walk into a stranger's home to do nails, but I did it then!)

My business grew. With a resume printed out in color and a book I'd written on how to do interviews, I approached all the recruiting agencies in Baltimore. "You're spending way too much time writing resumes and teaching people how to interview," I advised. "Send them to me!" And they did. It would be the start of my recruiting business that lasted twenty years.

I've been writing resumes and observing how others write resumes for many years. It's not about throwing any old resume against the wall and seeing what sticks.

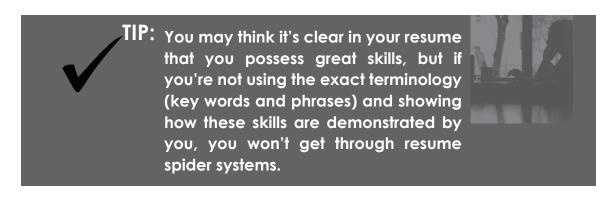
There's a real art to doing it right. And doing it right means the difference between getting an interview or being tossed aside after what researchers know is a couple of seconds.

The biggest mistake is thinking that one resume can be used for multiple job applications. You must tailor your resume to the job description, including the specific buzz words used and the things they say are wanted in a candidate. So, let's get started.

Act now!

- Look at the job description carefully. What does it stress? This tells you what you want to talk about in the resume you are preparing.
- What key words and phrases are used?
 These are typically under qualifications or
 requirements. They tell you what the "resume
 spiders" are looking for (those keywords
 discussed in chapter two). You'll need to use
 them in order to get your resume sent to the
 top of the pile.
- Look at the notes you took in the last chapter, those that describe your skills in terms of your accomplishments. That information is going to help you stand out as the right person for the job.

 Use resume sample in chapter 11, Job Hunt Survival Kit, which is given as a template to follow.



Size, format and cover pages

Gone are the days when you could get fancy with a resume so it stood out when it was printed. With online job applications, the type of paper used, or a clever layout, won't make a difference. What does matter is that you grab the attention of the reader from the beginning and hold it as long as you can.

Some other basics to follow:

 Keep your resume to one page. No one is ever going to get to page two. By the time they've read half, they'll have decided whether they are going to continue or not.

- No photos. They can be seen to cause discrimination.
- No cover letter! With online applications, your resume is a stand-alone piece. Whatever you need to say has to be included in the resume itself because it goes into a hiring manager's inbox on its own



Resume contents

Contact information

Put your name and contact information at the top of the page: phone, address and email so it is easy for an employer to contact you.

Highlight Summary or Summary of Accomplishments

This section is optional, but when placed at the top of the page, it is a good way to emphasize your "attentiongrabbing information." Pick 3-4 examples from your past experience and write a highlight statement for each. Connect each statement back to the job description in order to show an employer why you are a good fit for the job. Remember to use key words! (This section is best written after you've completed the Professional Experience section.)

Example

Ad reads: Office administrator able to manage multiple assignments for growing team and bring energy and talent to a start-up company

Key word/phases: Office administrator, energy, talent, manage

Specific requirements: 5 years experience

Skills asked for in the job description: A candidate who demonstrates flexibility and energy, is efficient, organized, can manage reporting to more than one person.

Your Highlight Summary:

 Energetic, adaptable office administrator with a talent for organizing; supported internal office operations for 8 years and managed the needs of a team that grew from 2 to 12.

TIP: When writing accomplishments, use strong action verbs: managed, led, organized, planned, coordinated, directed, developed, trained, improved, accomplished, attained, reached, created, built, increased ...



Education

If you have a college education, put this information before **Professional Experience**. List the name of each institution attended and the name of the program, but **no dates**. (If you don't have college education, this information goes below **Professional Experience**.)

Professional Experience

This section is sometimes called **Experience** or **Work History**. It is the guts of the document because it tells an employer what you bring to the table. Here is where you use the words and phrases from the job description and repeat them (remember, these are going to be picked up by the resume spiders).

Go back 10 years, no more. For each entry, indicate date and year.

Write a description of what you accomplished in that position but NOT the job description itself. For example, if you are applying for a warehouse manager, don't waste space on your resume explaining what a warehouse manager does—anyone hiring for that position already knows the job description. Instead, using bullet points, demonstrate how your specific skills and accomplishments are going to be a benefit to them.

Wrong:

As warehouse manager I was responsible for:

- Inventory management and control
- · Shipping and receiving
- Health and safety

Right:

As warehouse manager, I accomplished the following:

- Achieved an inventory record accuracy of 94 percent by implementing a more efficient cycle counting process
- Attained and maintained a 99 percent level of service that impacted customer satisfaction
- Implemented daily safety discussions and monthly safety committee meetings resulting in a 50 percent reduction in injuries

Always show progress. This makes you look like someone who is happy to get to the next level. It also shows that previous employers considered you "promotable."

Put your recent position/title first (e.g., manager), then assistant manager. This makes it clear that you moved up from one position to another.

It is even better if you can state what you did in order to get that promotion.

Example:

Promoted to Manager because of the quality of my work (include date)

Promoted to Customer Service Coordinator after being awarded Employee of the Year

About those gaps ...

Face it, everyone has at least one gap in their employment history. A hiring manager is going to want to know why. Gaps should always be explained. Don't make them ask, or worse, try and figure it out for themselves.

Gaps should appear as a separate line at the bottom of each employment description. Simply write "Reason for leaving."

If you left a position, tell them why.

Examples:

There were no opportunities for advancement. I was part of the group laid off when the warehouse closed. I returned to school to further my education. I fulfilled a life-long dream to take a year off to travel.

If there was a personal reason, explain briefly.

Examples:

I took four months maternity leave. I was a caregiver to an elderly parent.

If possible, show that the situation was temporary, or at least out of your control (like a plant closing).

Example:

I was a caregiver for my elderly father until space opened up at a seniors' residence.

Education, training, certifications

List by degree type, college name, state. Do not include dates. Add certifications that are relevant (or specified for in the job description).

Awards and recognition

Awards are another way to show who you are as a person and why you'd be a great employee. Common award categories for business include awards for leadership, customer services, top performer, and employee of the month/year.

Only include the ones relevant to the industry. Explain briefly why you earned it if it is not obvious. Don't go back too far! Winning best third grader award doesn't count.

Don't forget any volunteer awards. Recognition for participating in, or directing, a fundraising campaign shows that you are a leader in other aspects of your life.

References

References don't belong on resumes. The names you provide could be used as leads by hiring managers and recruiters that are reviewing your information online. You also don't need to say you have references because if you are applying for a job, of course, you have them! Wait until you get an interview. This is when you need to bring the names and contact information for references (more on this in the next chapter).

Before you click "Send"

Your resume is a picture of you. Everything about it matters. If you have a resume filled with grammar and spelling errors, what does that say about you?

This is particularly important, given the writing tools readily available these days in word processing software. An applicant who doesn't notice or care about words or phrases underlined in red sends a direct indication to those doing the hiring about what they might be like on the job—"I mean, he didn't even notice the errors when they were pointed out to him!"



Ask a friend with good English skills to proofread your resume. Spelling and grammar mistakes are seen as careless.



The importance of a well-written resume is particularly important for certain positions. For example, if you are applying for an administrative job and your resume has spelling errors or looks disorganized, you won't get hired. Or if you are applying for a management position and you write your resume like you are reporting to a manager, then you won't get the job.

A Word from Your Career Coach

Your resume is a marketing piece on you—and it is usually the only way you have to get someone's attention. Your written words have to be "grabbed" by the resume spiders, and then the content has to be "grabbed" by the hiring manager. When you consider the short amount of time people spend reading a resume, most don't get too far if getting through it takes them too long or it has too much extraneous information. Never send out a general resume that's not tailored to a specific job description. You are just wasting your time.



Six seconds is the average time spent reading a resume. What does your resume say in those six seconds?



Once you've uploaded your resume on a few job boards, monitor the kind of response you get. If you aren't getting any results, or getting the wrong results, check online and see what other applicants for the jobs you are applying for are saying on their resumes. Study the key words and phrases again and make sure they match what is posted in the ad and/or the online posting. Ask for help. Consider a recruiting service (chapter six), which always includes resume writing as part of the package.

When you do get a response, congratulations. Now you need to get prepared for the interview!

"No matter the kind of job market, these people get a lot of resumes. You have seconds to grab their attention with your resume—they aren't going to read the whole thing. You want to make yourself look like a rockstar on paper!"

-Patrice Rice



The Interview

Everything you need to know in order to get the job, or to say no

Years ago, I was asked during a job interview why I wanted a particular job. Feeling pretty good about myself, I answered, "Well, to be honest, I don't need this job, but I'm very excited about working for your company." BZZZZ. Wrong answer. No one wants to hire someone who doesn't need a job! I didn't get hired—and I learned my lesson. Prepare. Prepare!

Later in my life when I was working as a professional recruiter, I saw many examples where lack of preparation meant someone didn't get hired. I had a candidate who was interviewing with Panera Bread who walked into the interview with a Starbucks coffee! A bit of research ahead would have told her that these two companies are direct competitors—no, she didn't get the job.

Whether it is in person or over the telephone, it's preparation that's going to make the difference in whether or not you make the right impression. The interviewer is going to go through a series of questions. Similar to when you prepared your resume, you want to be able to connect your particular skills and accomplishments to why you are right for this particular job. If you stumble on the answers or say something off-the-cuff that comes across as negative or aloof, you've probably blown your chance.

So, let's look at what you need to do to prepare.

And why do you want to work here again?

Part of your prep work involves researching the company. One of the first questions that's often asked is, "What do you know about our company?" If you answer, "Well, I know that you are looking for an accounts receivable clerk," you are not going to look like someone eager to get the job. You want to come across as someone enthusiastic about working for THAT company, not just going on any interview.

Go to their website, look them up on *Google News*, check out their Facebook page and their Twitter feed, read company reviews on *Glassdoor*. This gives you information you can use during the interview to demonstrate your sincere interest.

These answers give you the idea:

Why do you want a job with us?

- Well, I recently heard that your company is doing very well because of its focus on all-natural ingredients. The tweets I've been following are all very positive.
- I believe that last year your CEO won Entrepreneur of the Year. I read her bio on your website.

- I saw on your Facebook page that you've been in business over fifty years and just recently expanded into Canada.
- I'm excited about working for your companies because I just read an article that you are opening up five new locations.

Question and answers prep

There are other fairly standard questions that you can expect during an interview, such as, "Why did you leave your last job," or "Tell me about your strengths." In chapter 11, Job Hunt Survival Kit, there is a list of the most often asked questions and suggested answers. Take time a day or two ahead of your interview to rehearse your responses out loud with your coach or a friend. Practice responding without reading your notes so you can answer in a conversational tone.

TIP: If you've had five or six interviews and you haven't been hired, you have to think of how you are answering the questions. See chapter 11, Job Hunt Survival Kit.



Day of the interview

Put yourself in the right frame of mind on the day of your interview. Don't listen to depressing news or talk with a friend that is likely to drag you down. If you come across as negative in an interview, this will show. Wear what is appropriate for the company. Checking a company out online ahead of time should give you a good idea as to whether or not the dress code is conservative or more business casual

Plan to arrive about 15 minutes early. Use the extra minutes to observe what you see around you. Maybe there's a photo of a company sports team on the wall, or a certificate thanking the CEO for their recent fundraising activity. These are details you could work into your interview when you talk about why you want to work for them.

Other interview "musts":

- Always bring at least two copies of your resume and offer a copy to your interviewer.
 Keep the other copy in front of you so you can refer to dates and details as the employer goes through your resume.
- Bring your own "highlights" summary (from the last chapter) so you can easily refer to examples of how your particular skills and strengths contributed to success in the past.

- You'll also want a notebook and a pen, or a tablet if you are sure the Wi-Fi is turned off!
- Turn off your cell phone and make sure it is not visible.
- When you're asked to come in, smile with confidence and introduce yourself to everyone who greets you. Always use Mr., Mrs. (if you know for sure), or Ms., unless told otherwise.

TIP: The less work you make your interviewer do in squeezing information out of you as you nervously fumble through scraps of paper, matchbook covers, cocktail napkins, etc., just might have a bearing on your candidacy.



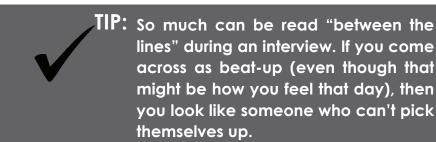
Body language—it's all in the eyes

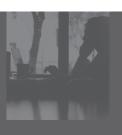
A lot has been written about body language. Pay attention to what is obvious (sit up straight, smile, don't fidget), but don't get yourself so worried about sending the wrong signals that you come across as nervous or unsure.

The eyes are the most important. People who aren't 100 percent truthful tend to look away. Those who let their eyes wander come across as distracted, so avoid

looking out the window or at others in the office. The interviewer is going to notice the distraction. But don't stare the person down either—this comes across as being extremely intense.

Just be natural, with a genuine smile. Don't forget to blink! Nod your head while you maintain eye contact with your interviewer. This reassures them that you're engaged in the conversation—the lights are on and someone is definitely home.





The telephone interview

None of the above applies, of course, if your first interview is by telephone. These interviews are the most difficult. You have to use your voice to let your personality come through, which can be difficult for even the most engaging personalities.

Before the interview starts, get dressed as if you are going on an interview. If you stay in your pyjamas or sweat suit, the informality comes across even though they can't see you. Stand up while you talk (this keeps up your energy level) and smile as if you are talking with someone face-to-face. If this sounds like it might be difficult to do, practice ahead of time while you're talking with a friend.

Remember that in a telephone interview, you need to keep up your end of the conversation. Like a face-to-face situation, have your resume and highlight notes in front of you so you can answer questions and insert information about yourself.

Telephone interviews present a further challenge if there is a poor connection on the line. When this happens, ask if it's okay if you call the interviewer back on their line. Perhaps they can't hear you either!

"I'm sorry, but I'm having trouble hearing because of some static on the line. Do you hear it? How about I call you back right away on your direct line?"

Making sure you cover the good stuff

The interview is your chance at a sales pitch. You want to make sure you have an opportunity to get across your enthusiasm for working at the company and showcase your accomplishments. Usually this means you have to slip in this information when you are answering another question.

Check out these example scenarios:

It says on your resume that you were promoted from sales clerk to assistant manager.

Yes, that is correct. I was hired as a sales clerk, but I took on added responsibility after the first six months and did so well at it that my boss promoted me.

Is there anything you'd like to ask?

No, but I would like to say how much I would like to work for your company, and how my experience as a shipping clerk at a very large company is going to be so valuable at a company like yours that has such a diverse product line.

Well, I guess this brings us to the end of the interview

Thank you very much. I really appreciate your time. I just want to say again how much I admire a company like yours and would like to work here. I did win employee of the month several times in my last position in the customer service department. Now, I'd really like to use my customer service skills here.

Money talk

Talking about salary before you've even passed the first stage is a mistake. Try to never name a number. Let's say that the salary range is \$45k to \$50k: you answer

"\$44k, and they were willing to give you \$47k; or you say \$50k, and they opt for another candidate because they don't want to start someone at the top of the range.

If you have no choice but to give a number, provide a range. Otherwise, these answers are best:

"I've researched your company, and what I'm looking for is the range you've posted in your ad. What's more important to me is to have an opportunity to work for your company because I know that if I do a good job based on your job description, and with my experience, I feel I'll have an opportunity to move forward."

"I'm really excited about your company because of what I've read about your great training opportunities. This will offer me job stability and a place for me to grow."

"Honestly, the range you posted is fine."

Be aware

Some of the questions you are asked will be formal (like the ones listed in chapter 11, Job Hunt Survival Kit); others may be informal and catch you off guard. This can lull you into a false sense of security. Be careful, because you are still being judged by what you say and how you act. A casual tone is not a green light to talk about something embarrassing or too revealing. And you want to guard against revealing details about your personal life (children, partner, age, etc.) that by law, you don't have to provide (refer to chapter two).

Dos and Don'ts

DON'T

- Worry about the perfect handshake or the smaller details of body language. Focus on being calm and confident so you come across as sincere.
- Fuss with your nails, your cuff, your hair; it is distracting. When interacting with your interviewer while seated, keep your hands in your lap; when standing up, by your side.
- Check your cell phone or watch in any interactive situation. It implies you have somewhere else you'd rather be. Even if you are doing a telephone interview, it will show (especially if an alert sounds!).

DO

- Let your personality come through on the telephone. Smiling while you listen and answer is going to help.
- Sit up straight, resting on the edge of the chair seat, not leaning against the back. This helps

you come across as focused and interested.

 Come across as someone who cares about the company that you're interviewing for.



Companies love people who are proactive. They like people who want to work for them, not someone who will take the first job offered to them.



Follow up after the interview

Well-trained interviewers are taught to make the candidate feel as though the interview went well. There are signs, however, that your name might be put forward for the next step. If at the end of the interview, you are told that within the next few days you'll be contacted about a second interview or to meet someone else on the team, this is a good sign! If you're told that the company is interviewing many candidates over the next few days, this is not good.



Be different, even a bit old fashion. Use handwritten notes to thank the person who interviewed you.



Regardless of what happens at the end of the interview, follow up is critical. Mail a thank you note that day or the next morning, ideally in writing. A handwritten note makes you stand out, which is what you want. Then follow up:

We'll set up a second interview

Mail your note right away and wait to be contacted. If you do not hear after the promised time, telephone or email the contact you were given and clarify your availability over the next week.

We're interviewing many candidates

Mail your note right away. A week later, leave a voice mail or email to reiterate your interest and ask if there is a next step in the process. This puts your name in front of the company a couple more times. You never know. Perhaps some of the candidates they were interviewing didn't show up or were disappointments.

After six months

Still thinking about that job? Follow up with a note in a few months to see if anything has changed. One candidate cleverly sent a package of seeds to a hiring manager several months after she failed to get hired. Her message read, "It's spring, time for new growth and new ideas. How are things going? Can we meet again?" And yes, she got hired this time

Expect the unexpected and survive it

There are some things you do want to avoid at all costs, such as being late. If you are going to be delayed, call right away (not 15 minutes after you were supposed to be there). Be respectful of their time.

"I'm so sorry but my bus was late, so I'm going to be 15 minutes late. Is this time still okay with you, or would you like to reschedule?"

Always print out the text or email that confirms the time of your appointment. Then, if there is any debate as to the date or time, you can always refer to the note and either apologize or explain your confusion.

Remember that stuff happens. Maybe you ripped your jacket on the way to the interview or got splashed by a bus driving through a puddle. When the unexpected happens, use it as a way to open the conversation. Let the interviewer see that you are only human and can roll with whatever comes your way.

Second thoughts?

So, what if you have second thoughts after the interview, or you feel that you didn't really like the interviewer? Like dating, give it a second or third chance. The interview

stage is a discovery process—on both your parts. Just like you don't want a company to make a snap decision about you, don't make a snap decision about them.

If you are offered a second interview, stay in the game. You're not going to learn everything in the first interview, and the person doing the interviewing is likely not the only person you are going to be working with. Then, if the job is offered to you, you are going to have a better idea as to whether or not you say yes.

References

No one is going to check your references until they are ready to make an offer. Typically, you are provided a form to complete. Make sure you've talked with the individuals you are using ahead of time so they can expect a call. Most importantly, make sure they are going to say the right thing! If you are unsure, casually ask, "So, you're going to give me a good reference, right?"

The offer

The "job offer" is when you are told you have the job and given basic details about what they are offering. The offer is not as comprehensive as an employee handbook but should include details such as: salary, benefits (and

when benefits start), bonus opportunities, starting date and hours, number of sick days and vacation.

The offer should be in the form of a letter, otherwise, ask for it in writing so you're not relying on scribbled notes.

"I'm very excited about this opportunity. Thank you so much. Could you send me these details in writing so I am clear about everything?"

Responding to the offer

There are a few ways to respond to the offer letter.

If it is different from what you've discussed, for instance, the salary is lower than the lowest end of the range advertised, you need to ask why and possibly negotiate when you are going to have chance to move up.

If there are details you need to negotiate right away, perhaps a vacation that you've already planned, this is the time to make sure this is covered in the offer letter.

If there are details you weren't expecting that you need to check with your family, such as weekend hours, or the salary lower than expected, say so, and ask if you can get back to them in 24 hours once you've reviewed the offer with your family.

If it is exactly what you asked for, you are best to accept the offer. If you hold on more than 24 hours, they probably will take it back. Hesitation sends the message that you are not that interested and probably waiting for something else to come along.

Giving notice

There are four words to remember when you've successfully landed a new job and need to tell your current employer what is going on: **Don't burn your bridges**. It can be a small world, particularly if you are staying in the same industry. Despite how miserable you were in the job you are leaving or how unfairly you felt you were treated, you want to leave in a way where nothing negative can be said about how you left.

This is where "being professional" cannot be over-emphasized. Don't tell any of your colleagues until there's a formal announcement (think of it this way: it is not your news to share). Typically, you tell your immediate supervisor.

Two-week's notice is considered enough time. You may be asked in for an exit interview during this time. Exit interviews are a way for a company to get honest feedback. But remember, an exit interview is not a gripe session or a time to show your anger. Plus, these are the people who may be asked to provide a reference for you in the future.

The JOB of Getting a JOB

When asked why you are leaving, there are various reasons you might give:

I have another opportunity.

I feel it is time for a new direction.

This is an industry or area of work I've always been interested in.

I'm taking the next step in my career.

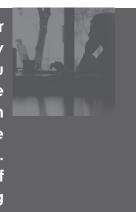
Some companies may just want you to leave right away, and that is okay. Depending on the industry, they may not want you to have access to their database once they know you are leaving.

Assuming you do remain for two more weeks, the time before you leave can be awkward. Keep doing your work well right until the last day.

You could offer as part of the exit interview to train your replacement, be available for a call if they have a question, or meet with those left working on a specific project to make sure there's a smooth transition. All of this helps to demonstrate that you do not intend to cause any negative repercussions. You care about the company you are leaving and you don't want to leave them in the lurch.



TIP: A company might make you an offer but ask you to quit your job right away and start tomorrow. If this happens, you might want to re-think their offer. The company you are interviewing with should appreciate the fact that you're going to give a two-week notice. Their lack of professionalism or lack of respect for yours could be a red flag about that company as well.





A Word from Your Career Coach

So, you got an interview! Think about what's going to happen next. You'll walk confidently into the room, or answer the phone feeling good about the opportunity. Then the interviewer asks, "So, tell me about yourself," or "Let's start with why you left your previous job?"

What are you going to say?

You'll always do a better interview if you are prepared. Not only does this help you answer questions, it also helps you feel confident. Such confidence changes your whole demeanor—you come across as professional and in control, not nervous, and muttering "um, um" every other sentence.

Interviews are more than just interrogations; they can be a very effective way of showing your personality in addition to the skills you've listed in a resume. This happens, however, when a bond starts to develop during the interview. You may not have the best resume, or the most skills, but they see you as likeable and trainable, which gives you an advantage over somebody else.

Fight the urge to feel vulnerable or self-doubting, especially if you've had several interviews that didn't go anywhere. It can be difficult *not* to take rejection personally.

Wear something that makes you feel good, play your favorite music, and think positively about your abilities. Remind yourself that you are prepared this time, and this is going to make a difference. Know that even if the interview doesn't bring you the result you want, you are learning every chance you get. This means you are getting better each time.

"The balance needs to be right during a job interview. No one wants to interview a robot with standard answers memorized from a book. Keep your tone relaxed yet formal and you should stand a good chance. And practice does make perfect. Learn from your mistakes and interviews become easier."

-Patrice Rice



You are Not Alone

Using a recruiter

After my non-compete year was behind me, I finally was able to set up my own hospitality recruiting company, Patrice & Associates, Recruiting Specialists. I then operated the company from the basement of my home for twenty years before franchising in January 2010. Recruiting continues to be an extremely rewarding industry for me. I'm a walking advertisement for the old adage, "If you love what you do, you'll never work a day in your life."

It's not always warm and fuzzy—the times when I have to call someone to say they didn't get an interview or the job are the hardest. And some people make it difficult to help them. But those you do help, you change their lives, and it's an amazing feeling.

At the end of the day when I've helped someone get a job, I have been sent flowers, I have had wives crying, saying, "Thank you, thank you," and I've been told that I've helped change a life. Ten years later, former clients have come back and taken me to dinner because of the opportunities that were opened up to them.

You may be wondering at this point, how you are going to find a job, given the challenges of online job search and all the instructions you need to remember about how to write a resume, prepare for an interview, stand out above everyone else, even negotiate your salary. Or you may have endured several interviews by now and have no idea why you can't make it past the finish line. As you watch all those great leads and referrals become dead ends, you're wondering, "What am I doing wrong? Is there something about me that's causing people to ignore my resume or fail to make me an offer?"

There is another approach that thousands of job seekers use each year. In addition to their own job search efforts, they turn to experts trained in how to get people *like* you a job. These people work in recruiting agencies and staffing companies. You've also heard such companies referred to as headhunting, placement, employment companies, or agencies.

Maybe it's time to give a professional recruiter a try. Someone is standing by, ready and able to help you find a job—for free.

First, here's how it works.

Staffing agencies for "temp" work

Staffing agencies fill temporary positions across all industries. Some specialize in specific sectors (IT, hospitality, retail, industrial, etc.) or kind of position (C-Suite versus administrative). The larger ones typically cover a broader range.

Finding work with a staffing agency is a great way to keep some money coming in while you look for a permanent position. It looks good on your resume and gets you out of the house at least part of the time. Plus, many temporary jobs listed by a staffing company can turn into permanent placements. This often is the case for administrative jobs such as bookkeeper, accounts receivable/payable clerk, admin assistant, etc., where a company is just anxious to get the work done, but also would like to fill the position permanently.

Getting hired directly from a temporary position is a great advantage because it gives both you and the employer the chance to "try before you buy." You get to know what it's like to work for that company and decide if the culture is a fit for you; the company already has a good idea about who they are hiring.

- "Temp jobs" are generally hourly positions and can range from a day to several months.
 The term and hourly rate are set per assignment but can be extended (or terminated) at any point. Temp jobs do not have benefits.
- As a temp, you are paid by the agency, and the agency is paid by the employer to cover your pay and their commission.
- If the company where you are placed offers you a job, the staffing agency arranges the transfer and you become an employee of the new company (and then you are on their payroll).

Recruiting agencies for permanent placements

Recruiting agencies fill permanent positions across all industries. Generally speaking, recruiters offer more services than staffing agencies because they fill jobs intended to be long-term commitments. In addition to their role in job search, the good ones work with you as a career coach.

- Recruiting placements are salaried positions.
 Once hired, you are considered a full-time (or part-time) employee of that company and receive an agreed amount of pay per year.
 This generally includes benefits and, often, additional compensations.
- The recruiting agency is paid by the employer to fill the positions.

When working with either a recruiting or staffing agency, you submit your resume to the agency, and your first interview is with that agency. If they believe you are the right fit for the kinds of industry or positions they are being asked to fill, they take you on. From there, their job is to sell you to their client companies when a position comes up that looks like a good match.

A common misconception is that recruiters or staffing agents costs you money. This is NOT the case. If a recruiter asks for money, find someone else!

For the purpose of this chapter, we'll assume you are looking for a full-time position, so let's just focus on recruiters. Use a staffing company to get some money in the bank while you look or to tie you over until you are able to make looking for a job a full-time activity.

There are no down sides to using a recruiter!

Recruiters work for you to find you a job, which means they do everything for you. They help you with your resume, prepare you for the interview, even set up interviews around your schedule. All communication with the hiring company goes through your recruiter. You don't have to play phone tag with the employer. You don't have to try to call back to a human resources manager, leave messages and wonder if you are ever going to hear from them.

Networks and relationships with hiring companies are the life blood of recruiters. Once you've signed up with a few good recruiters in your industry, you connect with their trusted network. Almost no one can match a great recruiter for who they know, in what company, and who's looking for this kind of candidate, now or two weeks from now.

Most importantly, the recruiter has a direct line to the hiring company. They can make sure that in the eyes of the employer, you are not just a piece of paper. They help overcome any incorrect assumptions, even prepare the company for what to expect when they interview you.

For example, during a typical interview, an employer might question whether or not you have the very best skills for a particular job. It is the recruiter who can talk with the employer and assure them that you do have good skills, but better than that, assure them that you are very "trainable," and then remind them how you advanced in your previous position.

TIP: Recruiters can give insight on what to expect from a specific company. At Patrice & Associates, we knew one hiring manager who constantly stared out the window during candidate interviews. We warn our clients about such behavior ahead of time so it doesn't unnerve them!



Picking a recruiter: Pick more!

Yes, some recruiters are better than others. Generally, the more successful ones have built strong relationships and networks and earned the trust of hiring. Don't depend on Internet reviews or rumours to make a decision. Judge for yourself. If you check out job boards and opportunities in your space, you can see which recruiters consistently post jobs that are relevant to

you. Or ask a former co-worker or friends with a similar background as yourself for a recommendation. Then cast a wide net. One recruiter is probably not enough. Use several and then judge by the results you get.

Getting the most out of your relationship

In order to find a recruiter and keep a good recruiter, you have to earn the right for a recruiter to say, "I pick you to spend my time with and work for free in order to find you a job." But you have to hold up your end of the bargain when working with a recruiter. Otherwise, you could find yourself "dropped." Here are some tips:

Be honest

The recruiter is also your career coach. It's time to bare your soul. If you are not brutally honest about what you are good at, what you are not good at, and all the stuff in between, they cannot coach you in the right direction. Maybe you don't really want to be an accountant, or you dislike working shift hours even though that is all you have ever done—tell them the truth.

Get the skeletons out of the closet

Along the same theme, if there is something in your background that could jeopardize your chances of getting a job, tell the recruiter right away. If you were fired for cause, it's better to get the information out now, not when your references are being checked.

Recruiters are trained in handling questions on difficult issues when these are asked in an interview (and these questions will be raised). In some situations, they can have a conversation with the hiring company before the interview takes place to either settle any concerns or make sure you don't waste your time. Recruiters also have the inside scoop on which companies hire candidates with specific challenges, such as a police record.

Don't fake it

If you're only shopping around for a job, then shop on your own. Don't waste the time of a recruiter. On a scale of one to ten, you have to be at least a nine in terms of how much you really want a new job. A five or six won't do.

Listen and respect their advice

Your brother-in-law may think he can give you good advice, but working with a recruiter is your chance to learn from an expert. Take their direction seriously. Recruiters have experience working with hundreds of clients each year and countless companies, including the HR departments within those companies. They know what strategies work best and what gets in the way of a candidate's success.

Respond and be available

Communication is critical. Keep your mobile phone turned on from first thing in the morning to the end of the day. Make sure you check messages that you've missed. If a recruiter calls you, they are not calling to see how you are—it is because they have an interview or feedback for you that cannot wait. By not responding (within the hour or at most, the day), you send the message that you're not really interested in the job, or even the process. If this happens too many times, the recruiter may not want to work for you anymore.

Be open to feedback

Recruiters want you to succeed, so if there is something they hear about your performance during an interview that can benefit you in the long run, they don't sugar coat the message. It can be difficult to receive this kind of feedback, but it's another great advantage offered by the process.

A recruiter is the only person who can actually find out so you don't keep making the same mistakes.

Do I really need a recruiter when there are lots of jobs out there?

Some people figure that when the economy is good and unemployment low, there is less need for a recruiter. This is far from the truth. In times like these, employers cannot find enough suitable candidates, so they turn to recruiters to cut through the competition. And of course, during a difficult economy when unemployment is high, companies face a daily tsunami of resumes, many that aren't even close to what is being asked for. To save time and frustration, they turn to recruiters to do the search for them.

In today's job search market where it can be extremely difficult to make an impression, recruiters have inside information about how to get noticed. What might seem like a small detail can make a real impact.

TIP: Take advantage of a recruiter's "inside information." One company was interested in hiring candidates who were "foodies." So our recruiting company advised interested applicants to watch the food channel ahead of time so that when they were asked, "Do you watch cooking shows," they could truthfully answer, "Yes!"



A Word from Your Career Coach

Your skills and background may not always be a perfect fit, but that doesn't mean you won't excel in a particular job. There are aspects of who you are as a person that need to be showcased, but it is extremely difficult to do this on a one-page resume. It means that many good candidates don't even get a chance to get in front of a potential employer. This is the magic of recruiting. If you're a good candidate, a recruiter's job is to sell you to a hiring manager.

Recruiters are a helping profession. The good ones (which are most of them) genuinely like to bring success to their clients. They are motivated to find the best job for people like you and motivated to search out the best candidates for their client customers. Both sides of the equation give a recruiter tremendous job satisfaction.

Recruiters change people's lives—a recruiter can change yours.



My job hunting was free of stress and moved quickly, resulting in a perfect match with your assistance.

After six months of job hunting on my own, in just days you turned a dead campaign into a thriving, proactive search, adding much needed focus and building necessary traction. Your approach and enthusiastic support have renewed my hopes and opened doors that had been closed to me.

My expectations for obtaining inside leads have been far exceeded. You are an expert networker, remarkable coach and generous mentor.

Ten top reasons to use a recruiter

- 1. You get the insider scoop. Recruiters typically have exclusive relationships with companies, and many don't advertise their jobs on the Internet. You wouldn't even know that a company was hiring if it wasn't for that agency. They also have access to jobs where the search is confidential or not posted yet.
- 2. Your job search is faster. The recruiter knows you and knows the company. When you are presented as a candidate, the company listens and acts quickly.
- An expert works on your resume. The best recruiters help write your resume so it is presented in a way that makes you stand out.
- 4. You are prepared for your interviews.

 Recruiters outline what to expect in the interview, practice prep with you ahead of time, even advise you on how to present yourself so you fit into the culture.

- 5. You have an advocate. If you approach the company on your own, you are a complete unknown. Recruiters go to bat for you and present you as a person.
- 6. Money talk is easier. Recruiters either know or have some idea of the salary range for the position. You avoid that awkward question when asked, "What are you expecting in salary?"
- 7. You know what to do to improve. Candidates rarely get specific feedback when they aren't selected. Recruiters can get this information so you can prepare better for the next opportunity.
- 8. You have a coach. As your career coach, recruiters help you identify your goals before you jump into something right away. They keep you on track, confident, and ready to get up and try again.
- 9. You have a plan. When asked the inevitable question about what you are going to do about a job, you have a plan in place and motivation to make getting a job your full-time job.
- 10. The service is free.



Surviving the Process (When You Really Just Want to Hide Under the Covers)

When the going gets tough, harness fear to work with you, not against you

I know what real fear is like. Years ago, I had to call the police to stop what I truly feared would be a murder-suicide. It was fear that made me a victim, but it also forced the adrenaline in me to make the call and do what I had to do to save two lives. I've also dealt with circumstances around abuse that left me doubting my self-worth.

Thankfully, in my work life, I've only dealt with what I call "motivating" fear: like the year I kept my home warm with a kerosene heater and sold acrylic nails door to door in order to pay the rent. Fear didn't make me a victim. Fear made me take action until a non-compete clause was over and I could set up my own recruiting company.

There were many other times when fear kept me going, rather than held me back. It was definitely present when I took out a second mortgage on my home in order to set up a franchise business. The fear I had of losing everything motivated me to make the business work no matter what. For three years I didn't take a salary and I worked tirelessly in order to make sure the business was a success.

I wouldn't wish the first kind of fear on anyone, except you know you can depend on it to save your life, if needed. But motivating fear can be a good thing as well. Although it makes you uncomfortable at first, you should thank it because this is the kind of fear that is going to help you get a job.

If you're looking for a job, you don't need anyone to remind you that you are feeling stressed. Even having a root canal done comes out lower on the "stress scale" than being a job-search candidate! (Based on a research done by Hired.) This chapter looks at where that stress is coming from and how to harness those feelings to help your job search rather than just cope with it (or worse, give in to it).

So let's talk about the origin of your stress—fear.

Fear is the primary reason most people fail. Failure is not the lack of opportunity or support from your spouse; it's not your children's fault or your former boss's fault, or both; and it's not a lack of ability on your part. It is the fear of failure. Fear of failure can lead to an inability to make a decision, and then, to paralysis. At this point, fear can seriously get in the way of achieving your goals.

Understanding fear, where it comes from, and how it affects us

Fear is defined as a perception, real or imagined, of danger or an anticipation of pain. Fear comes from the part of our brain often referred to as the "lizard" or "reptile" brain. Our lizard brain is where each of us has our flight, fight or freeze instincts. The lizard brain helps

you survive, even keeps you alive when there is real danger. It does so by constantly asking questions such as:

"Is what you're doing safe? Are you in control? Is there a risk you might get hurt? Are you up to the task if you need to protect yourself? Have you checked all the details to make sure the coast is clear?"

Along with constant "fear chatter," your lizard brain gives you advice. You probably recognize these suggestions as emotional feelings that tell you:

"Hide under the covers. Stay inside and protect yourself. Don't act, keep still until the danger passes because you don't know what's out there. Resist making a decision because you probably aren't strong (or good enough) to win. Remain afraid. Beware of competition. Stay vulnerable."

These kinds of feelings may or may not have any connection to reality, but your brain doesn't take any chances. When you receive strong or negative messages of fear, it's up to you to decide what to listen to and what to ignore.

Well-founded fear, the kind that tells you to quickly get out of the way of a falling rock, is a good thing. Likewise, fear that tells you that unless you prepare for a test, you are going to fail, is also worth paying attention to. So, you have to know how to recognize fear and, when

necessary, when to pay attention to it, or control it, or direct it toward the right purpose.

Fear and your job search

Now think of your lizard brain during the job search process or while opening a new business. There are many unknowns and dozens of factors you can't control or predict. All of this sends your brain into overdrive, leading to fear, which triggers challenges to your self-esteem, procrastination, and even paralysis. You experience this when your mind runs a million miles an hour and almost every question begins with "What happens if ...?"

Fear becomes a self-fulfilling prophesy. When you go to an interview and don't get the job, it just confirms the warnings being sent to you all along—"I told you this was risky. I warned that you weren't good enough! I said that you would fail."

Facing fear

You are never going to completely eliminate fear. In fact, you don't want to (think of that falling rock). But during a job search, you need to embrace fear and use fear to be successful rather than give in to it.

If you study successful business people, you'll discover they all have fear. Typically, it is fear of failure. Their emotion of fear, however, is a powerful driver of their success. Fear is what motivates them to do all the things they need to do to make sure they do not fail. They've learned to channel fear to make them work harder and better, not run away and hide! You can do the same.

When you feel frustrated in your job search and your self-esteem is at an all-time low because of another rejection, remind yourself that you can take control of how you harness fear in order to keep you moving ahead. Consider these practical suggestions:

Knowledge is power

Our perception of fear and risk changes when we gain knowledge. Use your fear to get more knowledge, and as you add to your knowledge, you'll quell your fears. Increased knowledge also gets you closer to certainty before you make any decision on a new job or start a new business. When your brain raises the question, you are less likely to second guess your decision!

- What happens if the company goes out of business? Research out how many other companies hire candidates with your transferable skills.
- What happens if the market changes and it affects my company and my job? Look for

- industries that are growing, such as personal services, trucking, or healthcare for seniors.
- Is it true that most companies want college grads? Review the common job search myths in chapter eight, Job Search Myths, so you don't fall victim to fake news and wrong assumptions.



Fear is directly related to the unknown.

Once you understand what is happening and why, you are more likely to calm your lizard brain and move ahead.

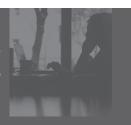


Find things you can control

Lack of control is a big driver of fear. So acknowledge the parts of the process you cannot control, such as the economy or the thousands of jobs posted every day. Set these things aside and focus instead on the parts of the search you can control.



A popular saying in cognitive-behavioral psychology is "Just because you feel something, doesn't mean it's true." In other words, our brain is not a neutral observer!



Act now!

Name those things you can control:

- The resume I create
- Time I set aside to prepare for an interview
- The number of people I reach out to through networking
- The research I do and the hours I spend looking and learning
- Getting out of bed every morning to do my job search
- Staying positive and keeping company with positive people

Separate out risk from fear and then lower the risk

Getting a new job or owning a business in and of itself is not particularly risky. But risk is going to be part of your job search. During an interview, you are going to have to put your talents and abilities out there in a resume and talk about who you are. For some, those who have solid experience in a specific industry, the risk seems less. For others, perhaps entering the workforce after a lengthy absence, the risk seems greater.

The job search process, however, is only risky if you haven't equipped yourself. Your brain may tell you to be afraid, but you can lower the risk. Do this through the knowledge you gather and the safety net that you establish in order to get through the process.



You cannot control what happens to you but you can control how you react to it.



Don't go it alone

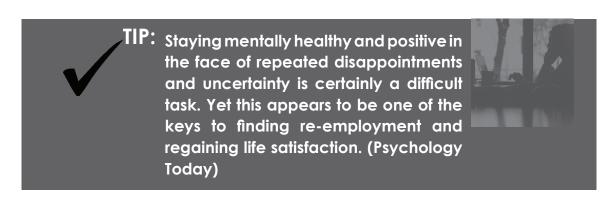
Fear takes over when you feel all alone (think of a child having a nightmare who calls out for a parent). Unfortunately, job search can feel like a very lonely task. If you're changing jobs, you probably can't even tell your colleagues. Don't let your lizard brain find you alone. Look for people you can confide in: a mentor, a friend, a career coach, or a counselor who is willing to support you in the process.

Keep the goal in mind

In fear mode, you can't see a way out. So keep your goals in mind: get a new job, set up a business, find a more fulfilling opportunity. Remember, *activity* equals

results. With the end in mind you can take steps, no matter how small, to assure yourself that it's going to be okay.

• Companies, for example, love it when individuals are proactive. Visit a local industrial area and knock on doors with your resume. A lot of companies need an employee but they haven't posted a job yet, or they know that someone is going to get fired soon so they'd love to have your resume close at hand.



Harness other people's fears

You're not the only one experiencing fear. Your family is fearful because they don't know what's going to happen to them, and likely, there's money pressure. Unlike you, they don't feel they have any control over the process. It's why you probably hear them asking questions like:

"Did you get a job today? How did the interview go? When's your next appointment?"

Fear expressed by family can make you feel even more desperate. This can affect your ability to do a good interview or make a confident impression. Family members may even enable your own fear by telling you that it's okay to stay home or give in to feelings of resentment or unfairness.

• Harness your family's fear. Hold a family meeting and assure them that you are trying your best. Ask them not to doubt your desire or your efforts to get a job. Then find ways to include them in the process (remember, knowledge and control help diminish fear!). Assign each member a task so they feel involved, for example, one checks a certain job board each day, another the local paper or the community bulletin board, another helps with interview prep.

See how the "danger" is exaggerated by our brains!

Your Lizard Brain/fear says	Your Logic Brain/common sense responds
You'll never get another job.	Being employed is a choice. If I make it my job 8 hours a day to get a job, I am going to find employment.
This is the worst that can happen. Stay at home and feel sorry for yourself.	No, it isn't. Activity equals results. I am not going to be out of a job forever. It's going to happen if I put in the effort.
There's nothing you can do to make yourself stand out.	Yes, I can. I have good transferable skills and experience. I can research the job market and seek the advice of experts.
You're not ready to go out into the world again.	I am working on it. There are many resources to help me. I am preparing a good resume and practicing my interviewing skills.
If you make a move you'll be rejected again.	That's okay because I am resilient. I will learn from my experience and use the feedback to be successful another time.
Other people are going to beat you to the best jobs.	I've researched the opportunities. There are enough jobs for everyone.
You are fighting this all alone, you better hide.	That is not true. I have people to stand by me.



As recruiters, we see what happens when job search candidates are caught in a vicious cycle of fear, self-doubt, and paralysis. We hear things like, "Nobody wants me. I'm not hireable. The job market is too tough to crack." Once this kind of thinking sets in, no one is going to perform as well as they can in a networking situation let alone an interview.

The fear that leads to this kind of thinking may seem real, but you don't have to accept it as something that holds you back. Remember, the "danger" has likely been exaggerated by your brain (even invented by your brain!). Instead, you need to understand where the fear is coming from and then have a game plan as to how you are going to use it to your advantage.

It is well known that Johnny Carson suffered a lifetime of stage fright. He feared being on stage! As a result, he showed up to work early, extensively prepared for each day's show and focused on what he had to do to make sure the show did not fail that night. He then went on stage. In other words, Johnny Carson harnessed his fear, focused the energy of fear and created one of the most successful late-night talk show in history. Carson isn't the only example of someone who's learned to "calm" their emotions in their head so they at least appear more comfortable on the surface. Many of the

The JOB of Getting a JOB

most successful people have learned how to harness the power of fear.

Fear can do the same for you if you are willing to harness its power. It's time to open your eyes to a new way of thinking about fear—by taking advantage of it. You cannot control what happens to you but you can control how you react to it.

If you get to the point where you can't get out of bed because you are depressed, you need to go to the doctor. Depression is a serious issue and beyond advice that we are able to offer in this book.



"Losing a job is 80 percent attitude and 20 percent skills. If you want to go someplace, if you want to learn and you project the upbeat kind of person that people want to be around, then you are much more likely to get hired than a candidate with every single skill and perhaps a college degree but is someone that nobody wants to be around."

-Patrice Rice



Job Search Myths

Don't fall for fake news, sensationalized stories and bad advice! I'm no stranger to job search myths, such as: "A woman can't be a boat captain," or "If you don't have a college degree, you'll never make something of yourself." I learned to ignore these so-called facts a long time ago, otherwise I wouldn't have been able to build my company and accomplish all that I have.

Throughout the job search process, you are bound to hear or read stories that highlight the worst about a job search. No doubt you've heard some already like, "No one hires someone who's been out of the workforce for over two years," or "If you fail to give a good handshake, you've totally blown your chances for an offer." Such myths flame the fire of fear discussed in the last chapter and keep you discouraged.

Be in the know! Here are the top myths that are worth remembering so when you come across them (or hear them in your own head) you can push back and keep up your confidence!

1. There is a perfect job out there for me.

Myth. No one has a perfect job, or at least, the perfect job *all of the time*.

Talk with your supervisor about opportunities, find out if there is training available or what kind of training might help you get into a different type of work. Look at the questions in chapter one and ask yourself, "Is this a job I really want to leave or is there something I can do to make it better for me?"

2. Losing a job is the worst thing that can happen.

Myth. It's only the worst thing if you think that way. Most people have lost at least one job. In fact, according to the Bureau of Labor Statistics, the average worker currently holds **ten** different jobs before age **forty**, and this number is projected to grow. (and that's no myth!)

3. My online life has nothing to do with my job search.

Myth. These days, it's impossible to separate personal and professional online lives. Be social media smart! Review the recommendations about social media networking in chapter 11, Job Hunt Survival Kit.

4. My problem is that I come across as overqualified.

Myth. If you have excellent qualifications for a position, a hiring manager might worry that you'll get bored in the job. If this is the concern, your task is to provide assurance that this is not going to be the case. However, if what you really mean is, "I'm too good for this job," then this attitude is going to work against you.

5. The most qualified, most experienced, and most educated candidates always get the job.

Myth. In most instances, the likeable candidates, those who come across as trainable and eager to learn, get the job.

6. If it's meant to be, it will happen.

Myth. You have to make it happen. It is your full-time job to look for a job. If you approach the task this way, it will happen.

7. I should find a job doing something I love or keep looking.

Myth. Most people can't afford this way of thinking. Like you, they have bills to pay and a job that keeps them busy but not fulfilled. Depending on your circumstances, you might have to accept a job that's not as ideal. But there are steps you can take to work your way into a better job over time and into a more ideal situation.

When you can, think about what you'd like to do that's more in line with your life vision (see in chapter 11, Job Hunt Survival Kit). There may be something you'd like better if you are willing to move, or even take a pay cut.

8. Getting a job mostly depends on who you know.

Myth. It depends on how much work you put into the process. Everyone has a network, whether it be through their local or faith-based community, family, friends, or online contacts. When you start to add them up, you'll find you likely have a lot of people who can advise, refer, hire, or at least, give you moral support and keep you motivated.

9. You have a better chance of getting a job if you have a college degree.

Myth. There are many jobs where five years of experience is viewed as the equivalent to a college degree.

10. You have to have job experience. That's why it's so difficult for recent college graduates and those who've been out of the workforce for a while to get a job.

Myth. For some jobs, yes, you need experience, but there are many opportunities where the hiring manager is looking for someone who's proved a willingness to learn on the job.

11. HR people and hiring managers are skilled at figuring out who is the right fit for a job.

Myth. You are the best person to demonstrate that you are the right fit. In fact, it's up to you to convince an HR person to pass you on to the person who is the decision maker, because if they pass you on and you are not a fit, then it looks bad on them.

12. I don't have the kind of network that can help in my job search.

Myth. Everyone knows someone who can recommend or connect you to someone else. You just have to ask clearly for what you are looking for. It may not be the person you are talking to who helps, but that person knows someone, and suddenly, you're getting a phone call.



Forging a Different Path

Alternatives to being employed: owning a business, franchising, self-employment, etc.

I was raised by entrepreneurial parents who accomplished the American Dream by hard work. I followed the same path, from starting my business as the first woman boat captain on Chesapeake Bay, to becoming the founder and CEO of a recruiting franchise organization with over 150 franchised offices in the US and Canada. I've always had a business on the go, some successful, others, not as much. At one point in the earlier days of my recruiting business, I bought a local pet shop.

For ten years, I ran that shop along with my recruiting business, raising puppies, nurturing parrots three weeks out of the egg, rescuing and raising monkeys, and taking in all kinds of animals often abandoned by their owners. I loved it. I would spend my day recruiting and the rest of my evenings at the shop. I still have two of the birds (an African Gray parrot and an Umbrella cockatoo) along with three dogs and four alpacas!

However, despite its rewards, running your own business is tough. When I first started recruiting, I wasn't making any money. It took a while to grow the business—and I made mistakes along the way. Now, the business did grow, but that also brought about challenges.

A few years ago I finally admitted that my "small" business had grown to the point where it was not beneficial to have me do everything from balancing the checkbook to managing the staff. Decision by committee is not my style, but I took on a business

partner to oversee operations. It was the best thing I've ever done.

Whether running your own business or working for an employer, you have to be smart enough to know what you don't know. And ask for help.

When you were a child, what did you want to be when you grew up? An astronaut so you could fly into space, a fireman to save lives, an inventor, a singer, maybe even a pet store owner! Nothing stood in the way of your dreams. With an open mind and imagination, your vision for the future wasn't spoiled by statistics, spreadsheets, analysis and self-doubt. It was alive! Your vision was real to you because you believed it was truly possible.

So, what happened?

As adults, we replace our vision with short-term goals. We get so caught up in life that we forget about our dreams until a day comes when we have a moment to reflect back. This often comes when we're suddenly out of a job, relocated, or facing retirement. Daunting as it might seem, this is an excellent time to think back to the question your third-grade teacher asked years ago: "What do you want to be when you grow up? What is your *vision* for your life?

Setting your vision—again

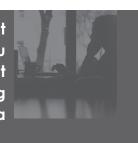
A vision is simply an attractive, motivating dream backed by a plan to achieve the dream. An effective vision creates personal energy and commitment that inspires you and those around you. Your vision is uniquely yours, and it determines what you do next.

Let's assume that entrepreneurship, in one form or another, was always something you wanted to do. There are lots of reasons why this may be the case. It often is the issue of control. If you've worked for years in a job with no work-life balance, and now you are knocking on doors once again to get someone to hire you, you know what lack of control looks like.

You have no control in corporate America. Corporate America dictates what's important in your life: Work is always first, then family. You're told what time you have to get up in the morning so you can be at work on time. You're told when you can go home. You're told when you can meet with others and when a report is due. You're told you can't take that three-day weekend because you don't have any vacation time left. And you're told you have to miss your child's parent-teacher conference.

Maybe it is time to think about hiring yourself. This could mean your own business, franchise ownership or some combination of self-employment plus an additional "safety net." The most significant fact to consider is that you are investing in your future and in yourself. For some, this can be intimidating. For others, the sense of adventure, control over the future, and the potential returns are energizing.

TIP: Take time to create the vision of what you want your life to look like. If you can't reach that goal in your present job, then ask yourself if you are willing to step out and make your vision a reality.



Now take firm control of that vision and make it into an achievable dream with an action plan.

Act now!

- You've always wanted to start your own business. This is your chance to do something you love and get paid for it.
- You've been laid off enough times that you're tired of depending on someone else for income.
- You're close to retirement and getting a job is unlikely. This is a chance to do something you like and finally achieve a better work-life balance.

- You're retired and either need the extra income or want something to keep you busy—or both.
- You've got money in your 401(k), which increases or decreases at the mercy of the stock market. You figure it's time to invest in yourself instead, where you can control how your money is spent and how it grows.

Starting a business

When I talk to people about business ownership, I ask them what they would be interested in pursuing. Often, they say something like, "I don't know, it depends on the business." That answer amounts to the "tail wagging the dog." Once again, it should be you and your vision that determine what business opportunity to select, not the other way around.

Step one is to pick something you know how to do and search online to see if anyone else is offering a similar product or service. This is a case where competition is *good*. You want to know that someone else is finding success in the kind of business you are considering. Otherwise, it's a sign that you should come up with a different idea.

Setup costs these days can be fairly low, particularly if you're in the service business. A home-based office no longer means selling gift baskets from your basement.

Many successful companies today are operated "virtually," that is, there is no actual building. Those who run or work in the business do so from a home office set up for that purpose. There is nothing "homespun" about these companies. They are structured to make money, with processes and systems in place to make them operate effectively and profitably.

TIP: You want to find something you're passionate about and turn it into a business. That's when you've found the ideal formula.

Business ownership should, over time, scale to the point where you have employees. At this point, you work "on the business" to run it, and the work of the business is done by your employees. As your business grows, the resale value should grow steadily. This yields a healthy return when it's time to sell your business.

Hit the ground running—buying a business

Instead of building a business from scratch, you may opt to buy a business. If this is the case, have an accountant check out the deal before you agree to anything. There may be a good reason why the business is being sold. You don't want to be pressured into a deal before you've taken a very close look at what you're buying.

If you are unfamiliar with the industry, you may want to include a provision where the previous owner or senior partner stays an additional year so you have the benefit of their experience and knowledge.

There are various professionals who can help value the business and draft necessary legal documents. Business brokers, for example, charge a commission, but a good one can help you find and evaluate a potential business, even negotiate the deal.

Prepare a business plan just like you would when setting up your own business (see below).

Elements of a business plan

Owning your own business is not easy. You will be challenged. Once you have your business idea figured out, you need to create a business plan and a proforma cash flow. This forces you to think through all the details that determine whether or not the business is going to be successful. It also greatly increases your ability to work your way through difficult times.

Anyone reading your plan should understand exactly what you are planning to do and how you're planning to do it in order to make money. Key elements include:

Business Description (everything about the business in terms of what it "looks like," i.e., location, operation, legal structure, industry, and financial model (how it is going to make money).

- Products and Services (a crystal-clear explanation of what you are going to sell)
- Market Analysis (who is going to buy the products and/or services, why they are going to buy them, and how you are going to find these customers)
- Organization and management (how the business is going to be run, staff, systems, who's in charge, who's doing the work)
- Sales Strategies (connected to the marketing analysis, how you are going to get people to buy from you, i.e., is this an online business, a retail store, a combination, are there sales staff?)
- Financial Projections This should take the form of a "proforma cash flow," which shows the amount of cash that has to be spent each month to keep the business in operation and the amount of revenue coming in. A smart business does this in detail for the first 12 months, and general projections for the next two years after that.

Hobby or business? Know the difference

Hobbies are wonderful but they don't provide a real income. Know the difference. Very few people are able to turn a hobby into a business. You need more than just skills and passion.

A business comes with a plan, a structure and a system for how time and resources spent on the operations side convert to sales and profits on the revenue side. If after expenses (including your time) are deducted, there's no profit, then what you have is a hobby, not a business.

A business is also treated differently than a hobby by the IRS, with formal guidelines as to how each can handle deductions. If you don't know the distinction, the IRS will make it for you!

Franchise ownership

Setting up an independent business is not for everyone. Another choice is franchise ownership. A franchise business grants you the right, as the individual owner, or franchisee, to use the company's name and branding and sell its products and services. It's like buying an existing business but without the risk that the model might be unsuccessful.

There are over 750,000 franchise establishments across the USA. You can run a fast food restaurant, fix cars, or provide services getting rid of mosquitoes! In addition to information online, franchise trade shows are held every year across the country where you can talk face-to-face with franchise owners.



There are some clear advantages for going the franchise route:

- You don't have to take on the risk (and fear!)
 of setting up and building a business from
 scratch.
- You don't have to be as much of an entrepreneur to be a franchise owner. You just have to be able to follow a system that's already in place.
- Every franchise comes with an established brand that customers recognize, and includes sales and marketing collateral, from websites to brochures.
- You are never alone. As a franchise owner, you receive training, guidance and support from the franchisor. In order that you meet

specific standards and operating systems, there are "how to" manuals for every process.

- Unlike running your own business, you don't have to know the industry in order to be successful as a franchise owner (although it helps that you at least like the industry!). You just have to be self-motivated and disciplined.
- In your own business, it's totally up to you to make it happen. As a franchise owner, you just have to do it.

Selecting a franchise that suits you

Many franchises are suitable to being run from a home office, for example, sectors such as healthcare, technology support, senior care, bookkeeping, business services, employment/recruiting, home maintenance and renovation. All you need is a telephone and access to the internet. These are ideal for those who are on the move, such as military wives, as well as stay-at-home moms, retirees, or anyone with a mobility challenge.

Once you've picked a favorite, the franchise owner takes you through a discovery process so you have a clear picture as to whether it is a good fit for you. Ownership is a two-way street; the franchise also has to approve you. Good franchises are about making good matches,

not collecting checks, because they are evaluated on having successful franchisees. If they bring on just anyone, their evaluation as a franchise goes down.

Buying a franchise is an investment, although many opportunities are available for less than \$100,000. You might consider using some of your 401(k) money or applying for a Small Business Administration (SBA) loan, available specifically for setting up businesses. SBA loans come with low down payments, reasonable interest and long payment terms.



The home party/network marketing industry

Network marketing or direct sales is another kind of franchise ownership. This is often referred to as the "home party" industry because of the sales model. As a representative of a direct sales company, you are required to sell a variety of products at home parties, typically targeted at women, for example, skin care, cleaning products, jewelry, etc. The opportunity is

attractive because the entry costs are quite low and for many it is just a chance to supplement an existing job (and get great products at a discount!).

Direct sales representatives who put in enough time and effort in a network sales company can do very well. However, there are several disadvantages to this choice. You have to work evenings because of the home-party model. You also have to be willing to sell to family and friends to get started, then, unless you can sell beyond your personal network, turning your franchise into a real business is a challenge. Most do not make a significant income.

Other self-employment choices

Investing

Many love watching home-renovation shows where flipping houses results in piles of money. Be aware, investing in real estate is the same as day trading (investing in stocks). Markets have always been—and will always be—characterized by self-correcting phenomena. Stocks tend to go up for a while and then they go down. The same applies to real estate. Just when you're ready to flip that house (now over-budget), the market stops moving in what you consider the "right" direction.

Although some high-wealth individuals have turned such activities into businesses, for the majority of people, real estate and equities are not businesses—they are investments. Proceed with caution!

Part-time "for hire" work

Many people who suddenly find themselves unemployed consider "for hire" work, freelance assignments, or some form of consulting. This route provides a nice income stream for a period of time, and for some, could grow into a business. But unless you have a plan in place for finding new customers on a continuous basis, and a focus for your business that's better than "anything for a buck," "for hire" work is not a reliable way to make a full-time income.

Virtual assistants

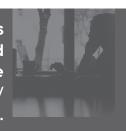
There's a new role "in town" called the virtual assistant who does a wide variety of administrative or technology tasks from a home office. Activities can range from receptionist (answering phone calls for various clients) to posting social media messages on Instagram or Facebook. Virtual bookkeeping, for example, is now considered a growing industry. More and more associations use virtual assistants in addition to companies that want to reduce the costs of renting space in an office building.

Combinations

None of these business ownership or self-employment options in this chapter are mutually exclusive. In fact, it's probably best to look at blending two or more of these strategies into your long-term plans. Many married couples have one spouse retain a job for the first twelve months while the other starts a business. Once the business is producing a solid cash flow, the first spouse may leave the job and join the business on a part-time basis. The same applies to franchise ownership. You can combine full- or part-time employment. This gives you a safety net for the next time your income is disrupted, and a future opportunity when you're retired.



TIP: The SBA and local resource partners provide mentoring, counseling, and training. You can find local assistance by visiting the SBA website at https://www.sba.gov/tools/local-assistance. Enter your zip code.



A Word from your Career Coach

Now may be the time to take a hard look at your vision and put together your game plan for achieving business ownership, in one form or another. Sure, you're probably scared to death. That weekly paycheck made you feel comfortable—until, that is, you don't have it any more. Now ask yourself, how long is your company going to keep you employed? How many more times might you be downsized? How long before you go through your savings and it's too late to start a business? Or if you're facing retirement, are you going to be happy sitting in a rocking chair?



There's no age limit to setting up your own business. Remember Colonel Sanders? He retired at 65 and felt like a failure. But while in the depths of despair, he was reminded that he was a great cook (transferrable skills?). So he borrowed money (the legend says "\$87") and traveled door-to-door, cooking his special fried chicken on the spot for restaurant owners. Apparently, the Colonel heard 1009 "nos" before the first "yes." By 88, Colonel Sanders, founder of Kentucky Fried Chicken (KFC) Empire, was a very rich man.

Both business and franchise ownership are "meritocracies," that is, your earnings are a direct result of your own effort. Most people can't say that about their job. In fact, you probably find that you are often doing the job of three people and only getting paid for one or being pushed into doing work you aren't good at. Plus, in your own business, you don't have to worry about office politics, a buy-out situation, or smiling a certain way in order to get a raise.

None of this applies when you are the business owner—and like 85 percent of all business owners (according to a study in 2018 by Small Business Trends), you *love* what you do.

You are the driving force of your future. It's your responsibility to create the vision and your responsibility to drive toward it. You must believe in it with all of your heart. Other people did it, and so can you!

"If you don't have a vision of what you want your life to look like, can you reach that goal in your present job? Are you willing to step out and make that a reality?

"It's not a matter of whether the business market holds opportunities. It's not a matter of whether the timing is perfect. After all, there is no such time as perfect timing for any of our major life-changing decisions. Perfect timing only happens in the movies!"

-Patrice Rice



Those Magic Words: You're Hired

Four Stages of learning after you start a job and moving forward

In the spring of 2019, Patrice & Associates held our annual conference for our franchise owners. It was a very successful event. Everyone left energized happy and positive, like a family that gathered to celebrate together. It was a great feeling to know that what I'd built over the years had come so far.

I also reminded myself that it wasn't always that way!

There's a learning curve to everything. When I set up my recruiting business, there was so much I needed to learn. Then I invested in my own franchising company, and again, it was something I had never done before. The first few years were traumatic. The investment alone made me feel that failure wasn't an option. Fear, again, kept trying to tell me that maybe I should give up. But no matter what business I was working on, I learned along the way, often from my mistakes. I also took advantage of any opportunities I could get to acquire new knowledge and grow. And I never gave up.

Getting a job was the goal, right? So, now that you've found work once again, everything should be perfect from now on.

Not quite. Remember fear?—that reptile side of the brain that sends you panic messages and likes to remind you that you can never be too safe from danger?

Fear is still going to be lurking at the back of your mind. Even though you've successfully aced the interview and landed a new job, you need to be prepared for a roller coaster of emotions over the next three to six months.

It's called the four stages of learning after you've got a new job or following any new venture. Regardless of how you name the stages, the process is something everyone goes through. So, as they say in the movies, "Fasten your seatbelts. It's going to be a bumpy ride."

Stage 1: Happy and Excited — "On Top of the World"

When you're interviewing with a company and finally get an offer, it's a real boost to your ego. Suddenly, you feel successful. You'd been worried all this time that you didn't offer something of value. But now, you have proof that somebody wants you, and somebody is willing to pay you to come and work for them. There may be perks and benefits to the job that make it even more exciting, possibly a raise in pay and opportunities for bonuses. Wow.

You and your family are very excited. You have a vision in your mind of what life is going to be like now. You can't wait to get started. It's as if nothing can bring you down.

2. Overwhelmed — "I did what???"

Then you start the first day of work. Everything is new. You don't know where the office supplies are kept, there are "unwritten" rules of the office that no one tells you about, and you can't remember anybody's name (if they even tell you their name). Then your training begins. You're still excited, but by the end of the first week you begin to think, "Hmmm, there's is a lot to learn here. This isn't the way I did things in my old job; I wonder why they don't do it that way here? Now I have to learn all these new systems and there are different terms I don't understand. Is it five o'clock yet?"

By the time you're into week two, other thoughts enter your mind. You may be through training but you're noticing the people around you and the workplace culture. You start to think, "Funny how no one gets together for coffee here, like we always did at my old company. Too bad everyone eats lunch at their desks; they don't go out for lunch—ever. I've tried to meet new people but I'm not sure they even want me here. I wonder if my new boss is happy with me?"

As your mind spins (and fear begins to take over), you enter the third stage.

3. The Valley of Despair — "If I could turn back time..."

Now you're convinced that the whole thing was a big mistake—on both parts. Paranoia sets in. You are convinced that you should never have left your old job. It's only a matter of time until your new employer finds out about you and sends you packing. You obviously tricked them into hiring you.

On top of it all, you believe you are not understanding any of what you're learning. The questions in your mind are: "Why did I ever want a different job? Why wasn't I happy doing what I was doing before? What have I got myself into here?"

The Valley of Despair clouds your thinking. You've now forgotten why you left your old company and what the new opportunity offers you. You don't remember all the negative things that happened at your old place of employment: why you disliked your boss, the lack of career growth, the absence of bonuses, no recognition, how bored you were, or even how happy you were to get the new job!

Hold on during this stage! Now is the time to have some patience with yourself.

 You're trying to get used to a whole new culture with different people who don't know you either. Just because they don't all come up and give you a hug doesn't mean they don't accept you. Maybe there's been a lot of turnover recently and they're wary of a new person. Maybe they're just busy with their day-to-day issues. Maybe they've just forgotten your name.

- You need to get rid of the expectation that you can just walk into a new job and immediately know what to do, and how to do it perfectly. Remind yourself that you didn't get to the level you attained at your former job in a couple of weeks. Imagine training someone in that job, what would you tell them? You'd say that it took years to get to the point where you felt you could handle every challenge.
- Accept that you are going to feel like this for a while—everyone starting a new job goes through a similar series of self-doubts. It's natural to be nostalgic for your old company those co-workers that you didn't like that much, even your former boss that didn't appreciate all the work you did. This doesn't mean you've made a mistake. It means you are human.
- Most of all, be nice to yourself. Talk back to the "fear" side of your brain and remind yourself that no company hires someone and then spends money training them if they don't think they can do the job. They know the learning curve. They don't have expectations of you after a week or two. They have faith in you; you need to have faith in yourself.

4. Aha Moment — "Everything is going to be alright"

Eventually, it all comes together. You settle in with the job and adjust to the new culture (or at least, understand it better).

It could take sixty to ninety days, but one day you'll go home at the end of the week and say, "Hey, I like this place. I like the system here. Things are actually better than my old job because now I get to do And I've made some friends, we do go out to lunch, it feels good."

The nerves are settled. The confidence builds. You pass your three-month's probation. Congratulate yourself. You've successfully landed a job AND got through the four stages of new job learning.

Final Word from Your Career Coach

It's not how many times you fall but how many times you get up. As I wrote in this book's introduction, I fell a lot in my career and in my life.

Throughout this book, you've had a glimpse of what I've experienced as I moved from my first job to the success I now enjoy with Patrice & Associates. The stories I've

told are meant to illustrate a point in each chapter and give inspiration to each of you. Hopefully, they send the message that life wasn't always easy for me—it's not easy for most people. But my life would be very different if I had given up. And that lesson is the same for everyone.

Our jobs are tied to our sense of self-worth and confidence. When we feel we are valued (and others pay for that value), we feel good about ourselves. When we lose a job, we feel that we no longer have a purpose. This brings out the worst of our fears. We no longer can contribute, or what we used to know how to do doesn't matter anymore. These feelings are made worse when they are combined with personal challenges in life. Suddenly, nothing seems to be going right.

As a recruiter, I know what searching for employment does to individuals. In many instances, job seekers come to us beaten down because they are trying to manage the job process themselves. For some reason or another, they are not getting return calls. Most likely, they've got a bad resume, or once they get an interview, there are questions they aren't handling well. In many instances, they've been spending most of their time on job boards and online postings, where there is the highest levels of competition and lowest results, and they're sure they'll never get noticed.

It takes a session or two to get them facing the future once again. Then over time, we go about fixing things with some attitude adjustment and a new willingness to work at it. But by the time we see them, they are far down the rabbit hole of despair.

Don't let that happen to you. Reach out for help sooner than later. Don't try and do it all yourself if it feels too overwhelming or if the pressure of time is too great. Whether you use one or several recruiters, or just combine a recruiter with your overall job search strategy, job search today is usually more productive (and bearable) when you are not alone!

With the advice, tips and resources in this book, I can guarantee that before long, you'll be hired and in the "four stages of learning" described above. You'll get through that as well!

For many, getting a job is simply a way of putting food on the table and paying the rent. But hopefully, you can find a job that moves you forward and makes you feel valued. Then, inspired by this book, you can continue to take steps that lead to something you like better in the future.

In my experience, no one who wants to find some kind of employment remains out of work for over a year if they truly put in the effort. It's just a numbers game. You have to be in the game. You just have to be consistent. You have to make it your job to get a job. This will give you the results you are looking for.

The JOB of Getting a JOB

As we like to say at our company, SW. SW. SW. SW.

(Some will. Some won't. So what. Someone's waiting.)

And they are waiting for you!

Best wishes.

Patrice.



If you think you will or you think you won't either way you'll be right.



Job Hunt Survival Kit

Networking, social media, elevator speeches, interview questions, setting a vision, resume template

There are many tools and resources to help in the job search process. Those who advise job seekers have their favourites because they know what works and what is a waste of time. This chapter provides what we've found to be the most helpful. Pick and choose which ones work for you.

Networking as part of your job search strategy

Formal networking is a particularly powerful tool for those looking for employment who know a wide selection of influential individuals they've met and worked with in their specific industry.

When you are looking for a job like a data entry clerk, waitress or a warehouse supervisor, you might question whether networking is going to work for you. But everyone looking for a job should make networking at least part of their job search strategy. It might help to think of it more like meeting and talking with people but with the intent of letting them know that you are looking for work. The subtext of our lives is what draws people in and allows us to get to know people—and those people may very well know somebody hiring!

Networking is good for reasons besides direct referrals. It forces you to get out of the house and represent yourself in a professional capacity. You'll find it generally

boosts your energy—for a few hours you are not someone sitting at home reading job descriptions. By talking with other people who've probably been in your shoes, you're bound to get some ideas to keep you motivated as well as a few leads.

Formal networking

Formal networking refers to groups designed specifically for the purpose of exchanging information about what you are looking for in a job or job-related opportunity. The advantage of these groups is that individuals who attend **expect** you to talk about yourself and what you are looking for in a job. You don't have to bring up the subject "accidently." Plus, you never know where a lead is going to come from either today or next year.

To help you make the most of your networking efforts, here are seven critical tips:

1. You're allowed to be picky

There are various categories of networking groups, such as women only, IT focused, start-ups, etc. Research some local networking groups to get an idea of what they offer. However, the only way to find out if one is suitable to you is to attend a meeting. Try out a few to figure out which ones are a waste of your time and which ones might offer the most benefit. If only a few people ever show up and they are the same people, you need to find something more suitable to your situation.

2. Be the "regular"

Once you've found one or two networking groups that you like, consistent attendance helps you remember the stories, hobbies, and goals of others. This makes it easier to talk with others and keep updated with each other's progress.

Most people are happy to help if they can, but they have to know what you need. If you are looking for any kind of part-time work just to pay the bills, then say so. If you are looking for a job at a local retail establishment, make that clear.

Avoid networking functions where everyone is unemployed and you get sucked into their depression. Networking should make you feel energized, not drained.

3. Pay it forward

Networking is a two-way street. Conversations should be meaningful and purposeful, with the intent to lend a hand. Explain your experiences to those who matter most but be prepared to listen in return. If you give just as much as you receive, your network of contacts will sing your praises to the right people.

4. Have a story

There are examples of elevator speeches later in this section. But don't be afraid to try something different, like a story about something you accomplished that makes your listener say, "You can do that?"

This is called "differentiation based on experience." Your differentiating story does not need to be strictly related to your work life. It could be about how you ended up cooking at your friend's wedding before you worked in the restaurant industry. Talk with someone who can repeat your story to the right people.

5. Get (a bit) uncomfortable

Opportunities are everywhere; you just have to find them.

Step out of your comfort zone and put yourself in situations where you can meet new people or be exposed to new things. Whether this means signing up for a formal networking event (and attending it alone) or taking in a local presentation on an interesting topic, it is essential to put yourself in situations where connections can be made.

6. Create a system

Create a routine process for following up once a connection has been made, and then hold yourself to it. Take a photo of the business card with your phone before it gets lost; set a reminder on your phone for an appropriate time to follow up with your new contact via email; and when the reminder alarm goes off, add the contact information to your address book prior to shooting off the email.

7. Don't be exclusive

Don't close yourself off to a certain industry or cut a conversation short with someone you feel won't benefit you. It's always a good idea to broaden your personal network of professional relationships. Many seemingly contradictory industries are intertwined, so it's wise to be open to meeting a variety of people. Remain open to all possibilities and broaden your network.

Networking through social media

As discussed in chapter two, social media platforms like LinkedIn and Facebook can be an important part of your networking strategy. A lot depends on how you use social media and who is included in your online network.

If you use the same social networking site for your personal life as for your work search, make sure it supports your work search. Consider creating separate profiles. One can be a profile on a social networking site for family and friends. The other can be on your professional network. You can even adjust privacy settings so that the two aren't confused.

Apply the same principles as face-to-face networking. Be clear and brief about what you are looking for in a position. Always remember that the photos and the

words you post reflect directly on your image. Keep it professional.

Google yourself!

Warning! Before you begin your job search, take time to "clean up" your social media presence. If you think no one checks, look at these statistics gathered by CNBC! In 2006, just 12 percent of **hiring** managers were using **social media** accounts as a screening tool. By 2010 that figure had grown to 25 percent and now stands at 70 percent.

Step 1: Google yourself to see what comes up. A hiring manager may do the same search on you, so you want to be prepared, and if possible, remedy any issues.

Step 2: Review photos and postings on the social media platforms that you use. If you want to keep information personal, adjust privacy settings so that the entire world can't read about your March break adventure.

Step 3: For public posts, follow these rules:

Appropriate things to post on social media

- Job search updates
- Sharing news about your industry
- Photos and videos of interesting places you have visited
- Content that shows a wide range of interests

- News about a charity, sports or community event in which you are involved
- Upcoming conferences, webinars, or training events that you are attending

Inappropriate things to post on social media

- Complaints about your boss or the company where you work
- Photos of you partying
- Images that present an unflattering image of you as an employee, e.g., photos that give the impression that you are lazy, messy, grumpy, or immature.
- Political and religious rants
- · Anything vulgar, violent or discriminatory
- Relationships, personal issues and anything considered TMI!

Elevator speeches

Elevator speeches are simply short, clear statements that tell someone you are talking to:

- What kind of job are you looking for, and
- · How they might help you

Too many job hunters make their elevator speech too vague or complicated. As a result, the person you are talking to doesn't walk away with a clear picture of what they might do to help. So nothing happens. You hear, "networking doesn't work," or "my network isn't wide enough, or good enough."

Elevator speeches are not the same as a resume. The best elevator speeches contain a few sizzle points about you and your background that can be delivered to many types of people. Your resume, on the other hand, is the nuts and bolts that explains in depth why someone would want to hire you.

Be as specific as you can.

 I am looking for a job as a waiter/a bookkeeper/a bricklayer/a receptionist.

Then, tell them what they can do to help.

- If you know of a small company in the area that is looking, could you let me know?
- Is there anyone you can introduce me to who could connect me with a company that does this kind of work?

Similar to how you prepared your resume, you want to give a couple of examples as you tell "your story."

- I was recently laid off as shift manager, but when I was at my company I reduced turn over by 50 percent because I was really good at hiring people.
- The company I worked for was sold last year and I was one of the positions that wasn't required any longer. I got a great reference from them. They really appreciated the work I did to reduce workplace accidents. Safety is a big deal for me.

If you can't be specific as to the job, be specific about the skill set.

- I'm looking for a company that needs someone like me with great administrative skills.
- I can do a variety of tasks, all related to warehouse activities.
- I'm looking for a position that requires data entry/customer support over the telephone/ social media assistance.
- If you need someone who pitches in no matter what the task, I'm your person.

Questions and answers when preparing for an interview



One of the biggest stumbling blocks during the job search process is lack of preparation for the interview. Don't get yourself tongue-tied or say the wrong things!

Here are some of the more challenging questions you might get asked in a job interview, with suggested answers. Don't memorize the answers. Instead, practice out loud saying what feels natural to you, while keeping to the main idea.

Tell me about yourself

An interviewer doesn't want your life story. This is not a question about your personal life. They want to know a little about your career, and for recent graduates, your education/work history: how you got where you are today, your career progression, and what you've accomplished.

Why did you leave your last job?

Practice this answer until you can state the answer calmly. Be honest but be brief. Avoid saying anything

detrimental about your former company, boss or colleagues. This makes you come across as negative, plus you don't know who the hiring manager might know.

If you can, turn anything negative into a positive.

"The plant was closing, which was very disappointing, but I realize now that it has given me a chance to explore something new."

"I left involuntarily. It was a difficult situation where I ... (be honest about what happened). However, I've learned from my mistake and really want to move forward."

What do you know about our company?

You don't need to give a lengthy answer but you do want to show that you know more than the fact they are hiring right now! Check the company out online ahead of time and talk about something that impressed you. Perhaps they were the first to introduce a product, or they've recently expanded globally, or they have an impressive green policy.

Why should I hire you?

This is your chance to emphasize one or two strengths with an example.

"I'm a very positive person. In my previous job, customers really appreciated how I made them feel."

"I am really good at detailed work, which I believe is something that this data entry position requires."

Where do you want to be in three years?

If you are hoping to stay in the job for the next three years, say so. If you expect to do a great job and hopefully advance in the company, tell them that instead. But know that your answer may change whether or not you are viewed as the right fit.

What are your strengths?

Sell yourself!

"I'm a leader! I am positive, efficient, honest, a great trainer, dedicated, full of drive to succeed."

"I'm really good at getting along with people. Customers love me. No detail gets by my eagle eye."

If I asked your supervisor/employees to describe you or your working style, what would they say?

Again, focus on your strengths (I'm efficient, a team builder, a great trainer). It's best to give a specific example.

"Everyone notices how organized I am."

"I've been told that I like to see staff succeed."

"My former colleagues always said they could depend on me."

What are your weaknesses or an area for improvement?

Don't bring up a topic that's clearly undesirable, such as: "Controlling my temper, delegation, time management, dealing with cranky customers." Also, don't pretend there are no weaknesses. Everyone can improve on something.

Be honest, but incorporate a positive angle or show how you've overcome this challenge.

"I'm not a great speller, so I always keep a small dictionary handy."

"I'm a bit shy so it takes me a while to get to know my colleagues." "I used to find that filling out the online reports was difficult, but since I've had some additional training, it's okay now."

What did you like most about your past job?

Emphasize something great that also made an impact on the company.

"I really liked it when the work I put into a project resulted in a sale."

"Everyone was very supportive, which made it easier for everyone to meet deadlines."

"I really believed in the service the company offered. It inspired me to work hard."

What did you like least about your past job or current situation?

Avoid personal comments such as "nasty office politics," "personality conflicts," or "stupid boss." Stick with standard issues that arise in a workplace:

"There's lack of growth and advancement, or stability."

"I wish there was more variety."

"It's a very large organization so it was hard to get to know people."

Remember, you don't want to say things like dealing with people or getting stuck working in the kitchen. Companies are looking for well-rounded managers that pick up the ball and run with it regardless of what it is.

"When our restaurant was short staffed, customers had to wait longer. I'd always assure them that they weren't forgotten, but I could see that they were getting impatient."

Tell me about a time you would consider a "proud" moment in your career?

Talk about a time that you achieved a goal, such as a training certification or were recognized by a superior for your efforts. It also could be a time when you participated in a company charity event, were asked to train a new employee, or given your first promotion.

Tell me about a time when you fixed a problem?

Share an example where you've turned a situation around. It could be a suggestion you made for staff training, or an idea that helped improve customer service. Always make sure you are the star!

"Products kept being returned to inventory in the wrong bin. I suggested we bring in coffee and donuts one morning and get everyone together so the supervisor could explain the system."

Setting a vision

Losing a job can be a good time for some serious reflection about your work and life going forward. Maybe this is a point in your career where you decide that you want a different kind of work, such as your own business or a combination where you only work part-time so you can pursue other interests.

Find a quiet time where you can think about your personal vision. Questions that can help you in the process of a vision include:

- 1. What kind of person do I want to be in the future?
- 2. What do I want people to think of when they see me?
- 3. What do I want to be remembered for?
- 4. What type of legacy would I like to leave behind?
- 5. What is truly important to me?

- 6. What am I most proud of?
- 7. What do I want to do during retirement?
- 8. What limitations do I want to avoid?

Once you have a handle on what is important to you and what you want to avoid, you need to clearly draft your personal vision. This is your destination.

It must be exciting and motivating to you, but at the same time, respect any practical limitations. For example, this may be the time to set up your own business but you'll keep working part-time in order to have the security of a regular paycheck.

Determine how to get there

Once you are clear about your destination, you must consider how you plan to travel down the path. If you choose correctly, you greatly increase the likelihood of making your vision a reality.

Think as if you were planning a trip from Miami to Seattle. Any number of roads and vehicles are available; your choice depends upon your needs. If you're working on a big project at work and can't leave until Friday but have to arrive by Saturday for a friend's wedding, the path and vehicles are critical. You must go via the most direct path and use the fastest mode of transportation.

But let's say you have accumulated vacation time and a friend invited you to spend time in Seattle. Now you have more options. You may cruise that state highway on a motorcycle. Your motorcycle trip costs less and you see more of the country. But the trip also takes a lot longer.

The same thought process applies to determining what type of vehicle will get you to your vision.

If you're 55 years old and wishing to retire in five years, your needs may be a lot different than the needs of a 25-year-old who is unmarried and wishes to both raise a family and retire at age 50.

So, what vehicles are available to you? What route makes the most sense given your circumstances?

Make a plan

Now write down on a calendar or chart the end goal (the destination) and the main milestones along the way.

- Make my decision (buy, own, go the franchise route)
- When do I start part time?
- When do I go full time?

The JOB of Getting a JOB

Then fill in the details: researching the market, writing a business plan, setting up the company, creating a website, starting the first sales calls, etc.

Add steps along the way when you stop and review your progress and be prepared to adjust the timelines and set new milestones if circumstances change. Before you know it, you'll be living your vision just as you had planned it!

Your resume template

FIRST LAST

ADDRESS, CITY, STATE, ZIP

Home: (XXX) XXX-XXXX Mobile: (XXX) XXX-XXXX

Email:

SUMMARY OF ACCOMPLISHMENTS [Optional]:

- Successfully managed...
- Promoted for ...
- Graduated top of my class....

PROFESSIONAL EXPERIENCE:

MM/YYYY – MM/YYYY Company City, State Job Title

- Hired in as XXXXX. Promoted to XXXX in YEAR.
- Accomplishment
- Accomplishment
- Accomplishment

(Reason for looking:)

MM/YYYY – MM/YYYY Company City, State Job Title

- Hired in as XXXXX. Promoted to XXXX in YEAR.
- Accomplishment
- Accomplishment
- Accomplishment

(Reason for leaving:)

MM/YYYY – MM/YYYY Company City, State Job Title

- Hired in as XXXXX. Promoted to XXXX in YEAR.
- Accomplishment
- Accomplishment
- Accomplishment

(Reason for leaving:)

ADDITIONAL EXPERIENCE:

MM/YYYY – MM/YYYY Company City, State

Job Title

MM/YYYY – MM/YYYY Company City, State

Job Title

EDUCATION:

Degree Type - College Name, City & State



Patrice & Associates

About Patrice & Associates

As the premier hospitality talent acquisition firm in the United States since 1989, Patrice & Associates is the largest hospitality recruitment firm in North America with over 150 offices and 350 recruiters in the US and Canada.

The company, founded by Patrice Rice, has exclusive recruiting partnerships with some of the nation's largest restaurant chains and hotels to ensure those hospitality venues recruit the top managers in their industry.

Each year our recruiters help thousands of managerial candidates find rewarding jobs in the restaurant and hospitality industry. Our company is currently on track to open 350 franchise offices by 2022.

About patricecareerhelp.com

Patrice & Associates is focused on the hospitality industry—which means it can't help everyone. So for those we can't reach directly, we set up patricecareerhelp.com, a free online resource, where anyone can register and get assistance with their resume, access to job boards from our site, or learn job search tips and advice from live webinars.

About Patrice Rice

Patrice Rice has an entrepreneurial background with a history of building successful businesses.

Her entrepreneurial career started when she opened Chesapeake Cruising, the first fleet of powerboats for charter on Chesapeake Bay. She became the first woman captain on the Chesapeake, launching an industry of corporate entertaining on luxury yachts in Baltimore's Inner Harbor. Patrice then purchased and operated a marina restaurant from where she developed a catering service specializing in the yachting industry.

She then started a hospitality recruiting agency, which she operated from her home for 20 years, before expanding the business into franchising.

Patrice is recognized as an expert in the hospitality job market and has been on television, radio and quoted in publications like Forbes, Nation's Restaurant News, CNN Money and many others.

Her expertise and devotion to getting people hired has led to the development of industry-leading recruiters and franchisees that share the belief which has been the cornerstone of her business: "Recruiting is not about money; it is about helping people."

Patrice loves animals. She has raised parrots and trained dogs for competition and has rescued and owned monkeys. Currently, she has three dogs, an African Grey parrot, an Umbrella cockatoo, and four alpacas.

For more information on Patrice & Associates, visit www.patriceandassociates.com.

To access complimentary career advice, visit www.patricecareerhelp.com.

For anyone looking for work or wanting to change jobs in today's challenging job market, this book answers all your questions (including some you didn't know you had) and provides you with a clear path upon which to pursue your search.

Patrice's unparalleled experience combined with her ability to not only get to the essence of the difficulties of finding work but also to provide solutions to those difficulties in an organized and result-focused manner, will give you the confidence, energy, and most importantly, the support you need to reach your goal.

After reading this book, you'll have all the necessary tools to initiate, develop, and successfully complete your job search.

The JOB of Getting a JOB

Patrice Rice has an entrepreneurial background with a history of building successful businesses.

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Patrice RICE

