

HOW TO GET HIRED FAST!

PROFESSIONAL WOMEN



GOOD NEWS JOB SEEKERS! Forget Submitting Resumes Online Getting Minimal Responses. INSIDE Do This Instead To Get Hired Fast Before Somebody Gets The Job You Want And Need.

We help you to find your next best new job, set yourself apart to get inside with the '2 key hiring people' and the 'irresistible offer' from the book that employers find hard to resist, master your interviews, negotiate your offers, get hired fast.

-Author Ronnie Schmidt, Marketing Consultants Group, LLC CEO, hired by 6 Fortune 500s.

HowToGetHiredFast.com

HOW TO GET HIRED FAST!

New Advanced Teaching Book

INSIDE: All The New, Different “NO CONVINCING, NO SELLING, NO STRESS” Results-Proven Secrets, Tips, Tactics, Teachings, ADVANCED SYSTEMS You Will Need To Find Your Next Best New Job And Get Hired Fast Before Somebody Else Gets The Job You Want And Need.

“It’s worth \$\$\$\$\$, saves you time, gives you peace of mind.” –
Ronnie Schmidt, Author, CEO,
The Marketing Consultants Group, LLC

Ronnie was hired by 6 Fortune 500 Companies - Fram Corp., Boise-Cascade, Inc., Amstar-Domino Sugar, Inc., Bausch & Lomb, Inc., CooperVision, Inc., and Honeywell, Inc.

How To Get Hired Fast! New Advanced Teaching Book
(HowToGetHiredFast.com)

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A note from the Author, Ronnie Schmidt, CEO, Marketing Consultants Group, LLC Regarding Disclaimers

This is not one of those “get rich quick” books or teaching programs that promise you will get hired fast for doing nothing.

Here is the deal.

The secrets, tips, tactics, teachings and **ADVANCED SYSTEMS** I outline and share with you in my **HOW TO GET HIRED FAST Advanced Teaching Books** have worked great for me as I’ve been hired by 6 Fortune companies including **Fram Corporation, Amstar-Domino Sugar, Inc., Boise-Cascade, Inc., Cooper Vision, Inc., Bausch & Lomb, Inc. and Honeywell, Inc.** during my “corporate career” and they are still working, and I believe they can help you too.

I am not suggesting that everyone who reads my **Advanced Teaching Book** is going to get hired fast or even get a job offer implementing what I am teaching you.

I do not know much about the people who will read the book and it is likely that many of them will not get a job offer or get hired fast (especially if they do not follow the directions, use the many secrets, tips, tactics, and teachings, and work hard).

What is the valuable information contained in this book worth to you?

It could be worth thousands, will save you valuable time, and give you peace of mind knowing you are getting the secrets, tips, tactics, and teachings you will need to get an edge over your competition and get hired fast now and in the future.

So be prepared.

Think about it.

The job of your dreams is waiting for you.

Go for it.

Best regards,



Ronnie

Ronnie Schmidt, Author, CEO, Marketing Consultants Group,
LLC

WHO ARE OUR “HOW TO GET HIRED FAST!” ADVANCED TEACHING BOOKS FOR?

1. Anyone who wants to avoid the pain of making small but critical mistakes in the hiring process that will minimize their chances of being hired for the best job offers.
2. Anyone who wants to get a competitive advantage over others competing for the same job opportunities in this highly competitive job market and economy.
3. Anyone who wants to profit from the “results-proven” experience of a highly “results-proven” mentor who was hired by 6 Fortune 500 companies and hired and mentored many over his 50-year sales and marketing career.

“It’s always good to learn from mistakes. Hopefully, they are other people’s mistakes.” – Warren Buffet, Chairman, CEO Berkshire Hathaway

A note from the Author, Ronnie Schmidt, CEO on how to get the most from this Advanced Teaching Book.

If I wanted to get the most from my **HOW TO GET HIRED FAST! Advanced Teaching Book**, I would do two things.

Read the **Table Of Contents** and determine which sections you are going to read first.

The book is divided into sections which include:

PREFACE

PREPARATION

IMPLEMENTATION

NEGOTIATING YOUR BEST DEAL

ABOUT MENTORS, MENTORING AND MENTORSHIP

SPECIAL BONUS SECTIONS

LEGAL

The book was written for both those starting their job seeking journey and veteran job seekers so there may be sections that you feel are more important to you than others depending on your experience.

Beginners may want to read the entire book straight through in sequence for it is written in a beginning to ending format of the

hiring process, what you should consider when looking to find your next best new job and do first, second, third, and so on.

Veteran job seekers may prefer to read specific sections that they feel would be most beneficial to them.

Each section has multiple secrets, tips, and tactics you can use to get to the head of the hiring line.

Since you probably either read or listened to the sales page, listed below are the most important points and a brief overview of the most important things you will learn in this book now.

Here is a fraction of what you are getting . . .

******* THE RESUME FIX**

Why a slight, yet completely overlooked change to your resume and cover letters will skyrocket your ability to go to the front of the “applicant’s line” and get the appointment you will need to get the job you want and need.

Today lots of organizations will ask you to submit your resume and application online so an automated system can scan your document and determines if it meets their criteria for continuing.

I do not know about you, but I have not heard of a computer or automated system ever hiring anyone.

All the automation in the world cannot make intelligent decisions about hiring anyone although they may be used to

scan resumes and look for keywords that an employer feels are important.

Most decisions are emotional to some extent and then backed by logic, not the other way around.

People hire people.

Your resume is a snapshot of you and your accomplishments, goals, skills, education, etc.

What can you do with your resume to differentiate yourself from everyone following directions and submitting their resumes and applications online?

This online resume submittal process won't work to get you to the head of the hiring line and get you inside an organization to the appropriate hiring people who make the hiring decisions.

Unfortunately, some organizations have decided to have online computers read your resume and identify key words and phrases to determine if there is a "fit," without anyone ever even speaking to you or seeing you in person.

The first thing you need to do to differentiate your resume from everyone else is to put a current, full-color, professional- looking headshot (picture) at either top corner of your resume.

Why?

Because your personal picture and resume sent to the right hiring people in an organization will typically get more attention than a resume with no picture. If you don't include

your picture it's likely your resume will be on the bottom of the applicant's pile.

Bottom line, even though it is almost always suggested, never submit an application or resume online. It's a waste of time and most likely will not get you in front of the right hiring people.

When I hired folks, our human resources managers would send me a stack of resumes and I would read the ones with pictures of the applicants on the front page of their resumes first.

Most times I did not bother to read resumes without a picture.

If you are interested in an organization, send your resume and cover letter directly to the human resource manager or owner of the organization you are interested in.

IMPORTANT NOTE: More information about fixing your resume and cover letter is covered in **The Resume Fix Section**, page **55**.

******* THE MOST IMPORTANT CHECKLISTS - Things you absolutely must do to avoid being tripped up and bounced to the end of the hiring line.**

Small details potential employers may be looking at may trip you up if they are not handled properly.

This most important checklist is critical to your success.

IMPORTANT NOTE: The most important checklists info is covered in **The Most Important Checklists Section** on page **57**.

******* SAY GOODBYE TO ENDLESS JOB SEARCHES**

These new sources of job opportunities beat anything you have ever seen.

Easily get in front of perspective employers with money to spend and positions that need to be filled.

The secret is an irresistible combination offer potential employers find hard to resist.

Forget the usual "routine hiring method".

This approach works much better and puts you right inside the organization with perhaps the most important people involved in hiring in the organization.

IMPORTANT NOTE: More secrets, tips, tactics, teachings about saying goodbye to endless job searches is covered in the **“Say Goodbye To Endless Job Searches” Section, page 67.**

******* HOW TO GET INSIDE ANY ORGANIZATION (You Want To Work For) -** Even if you are a complete "unknown".

After you have determined which organizations you want to work for and done research about those organizations, do this:

1. Find out who the human resources manager or owner is, their contact information and mailing address.
2. Send them a copy of your resume with your picture in the upper corner of the resume.

3. Include a cover letter with your resume that tells the human resources manager or owner that you have researched their organization, feel you could make a positive contribution, and would be interested in pursuing an internship with the organization to see if there is a fit.
4. The reason you want to advise the human resources manager or owner that you have researched their organization is so they will know you have taken the time to find out about their organization, which most other applicants will not do.
5. The reasons you want to propose doing an internship with the human resources manager or owner is:
 - a. So they know you are interested in taking the time to propose an internship and put your best foot forward,
 - b. So they know you are serious about your intentions about contributing to their organization,
 - c. Most other applicants will not do this, so you will stand out from everyone else applying for the same positions.
6. Your cover letter should express your enthusiasm, interest, and desire to pursue the organization and position yourself as being different from all the other applicants just filling out an application.

It should open the door to a most important relationship with perhaps the two most important folks in any organization when it comes to hiring, the human resources manager and/or the owner.

7. You should follow up sending your cover letter and resume with a phone call to discuss the next steps necessary to get the appointment you will need with the hiring people, human resources, or the owner regarding open positions you may be interested in and a potential internship with the organization.
8. Proposing and positioning yourself as willing to pursue an internship is important because it gets you inside the organization.
9. **IMPORTANT NOTE:** Remember that an internship can be a work-with, an interview to discuss the internship or just about anything you and management can agree upon, any length of time, a day, several days, paid or unpaid, etc.

The organization may or may not have an internship program, but by proposing an internship, you will most likely peak the organization's interest in you and get yourself inside the organization where you want to be.

You must follow up after sending your cover letter and resume.

Don't expect that they will call you. Call them.

Most organizations would prefer hiring someone they know is:

- a. Seriously interested in their organization,
- b. Has taken initiative and done some homework to find out about their organization,
- c. Has taken the initiative to pursue their organization over someone who most likely just files an application and resume

online. To get to the front of the hiring line, you must differentiate yourself from everyone else.

10. Your cover letter interest, internship proposal and follow-up phone call will show you as being different from all other applicants. And most likely give you a competitive advantage on the inside of the organization with the folks you will need to help get you to the next step in the hiring process.

IMPORTANT NOTE: For more information on how to get inside any organization read the **How To Get Inside Any Organization Section** on page **82**.

******* HOW TO TURN AN INTERVIEW AROUND IN YOUR FAVOR**

When it is perfectly OK to not talk about yourself too much in an interview.

The fastest way to turn an interview around in your favor.

I will show you how to effectively interview the interviewer and have them love it.

Being hired by 6 Fortune 500 organizations during my "corporate" career and effectively using this tactic was priceless.

It is a given that most people like to talk about themselves. In most interviews, the person who is interviewing you has your resume, perhaps reviewed it prior to your interview, knows something about you and can ask you pertinent questions about your background, skills, and character.

As the interviewee, you may not have the luxury of knowing much about the interviewer because you do not have their resume. The more you know about them the better off you are so do some investigation and find out about your interviewer.

A good way to find out more about them is to go to LinkedIn.com, search their name and read their profile.

Or Google their name and look at the company's web site.

In other words, gather as much background information about them from as many different sources before your interview.

The reason you want to do this is to show your interest in the person or group of persons with whom you will be interviewing.

Most other applicants will not take the time to do this. That will give you a competitive advantage over other applicants because people like to be recognized and have others recognize them.

Your interview should be a two-way conversation where you interview the interviewer as well, asking them pertinent questions to share more information about themselves.

Here are some examples of things you can ask them about.

What they did during their careers, how they got started.

Their background, where they grew up, went to school, etc.

Where they see themselves in the coming years.

What they like, and don't like, about the organization.

What their management styles are, how they like to manage.

Ask your interviewer questions you feel will help you make a connection between yourselves as well as to discover more about your interviewer and the job you are applying for.

The objective of this **Interview Turnaround Tactic** is to get your interviewer talking about themselves in a conversational way.

Your goal is to get your interviewer to open up, ask good questions, listen, minimize the time you talk and maximize the time they talk about themselves, most people's favorite topic.

Interviewers will most likely have a copy of your resume, so they know about you. Your objective is to know more about them.

To that end, what's the most important question you could ask an interviewer to find out who they are thinking of hiring?

"If you were to describe the 'perfect person' you would like to hire for this position, how would you describe them?"

Always ask this question and listen carefully to their answer.

Why?

Because you will want to use their answer to whom they envision hiring as the basis for presenting yourself and your attributes as being a match to their description of that "perfect person."

Additionally, here is the “knock out” question most interviewers will ask to find out more about you and who you are.

This short “knock out” question is “What are your weaknesses?”

It has been my experience in hiring that most don’t know how to answer for their weaknesses and say all sorts of damaging things.

When they say the wrong things, they almost immediately take themselves out of the running without even knowing why.

There is one “perfect” answer to that “knock out” question asked by interviewers and that is you “sometimes” get impatient. Everyone gets impatient and so no one can fault you for that.

“Sometimes I get impatient.” is the one perfect answer I know.

Why is it the perfect answer? You only get impatient sometimes.

Everyone gets impatient at some time and interviewers cannot use your answer against you as being a negative character trait.

Weaknesses are perceived by most people as being negative.

Say anything else regarding your weaknesses and you risk opening a can of worms. It could cause your interviewer to think negatively when you say anything else about your weaknesses. Your interviewer may also be thinking, “I don’t need to bring this person’s weaknesses into my organization,”

and put you at the end of the hiring line because of your answer.

IMPORTANT NOTE: Please remember that interviews are conducted to not only find out about applicants they want to hire, but to also find out who they want to weed out and not hire.

Small things people say or do not say, do or do not do are taken seriously by most interviewers, so you want to bring your “A” game to any interview, be yourself, and avoid potential mistakes.

In the back of most interviewer’s minds are many things, like:

Will this candidate be part of the solution to helping me and my organization or part of the problem in my managing him or her?

What kind of attitude, attributes, skills, characteristics, etc. does this person bring to help myself and my organization?

How much time will I have to spend managing this person?

Will this person be capable of performing at a level that will help or hinder me?

How will this person fit in with the rest of my team and the organization?

There may be many more questions an interviewer may have in the back of their minds and never say them.

And so, you must think like an interviewer and ask yourself, “If

I were the interviewer; how would I react to the things I say and do in an interview?”

With that being said, before any interview it is best to:

- a. Gather information about your interviewer to show them you are interested in them,
- b. Write down those questions you would ask your interviewer about themselves and their organization, and
- c. Practice your responses to questions you think your interviewer will ask, using your resume as the basis for what they might ask you.

IMPORTANT NOTE: More about turning interviews around in your favor is in **How To Turn An Interview In Your Favor Section**, on page **87** and in the **BONUS SECTION**, page **119**.

There are five (5) sections I would highly recommend as must reads for everyone regardless of your background or experience.

The section on fixing your resume to skyrocket your responses, **THE RESUME FIX, page 55**

The section on the most important checklists of things you must do to avoid being bounced to the end of the hiring line, **THE MOST IMPORTANT CHECKLISTS, page 57**

The section on saying goodbye to endless job searches, **SAY GOODBYE TO ENDLESS JOB SEARCHES, page 67**

They are the section on getting inside an organization,
HOW TO GET INSIDE ANY ORGANIZATION, page 82

The section on turning your interviews in your favor,
HOW TO TURN AN INTERVIEW IN YOUR FAVOR, page 87

Congratulations for making a smart investment in yourself and your future in what is the most important book you will read today. I know this will help you.

PREFACE

Even though I have helped many others through the entire hiring process, from preparing to begin their search for their next best new job, to negotiating their best deal when they do get an offer, that does not make me an “expert.”

What does make me a respected “authority” is that over many years, I discovered how to get hired fast, learned from other mentors, and was hired by six Fortune 500 companies including: **Fram Corporation, Boise-Cascade, Inc., Amstar- Domino Sugar, Inc., Bausch & Lomb, Inc., Cooper Vision, Inc., and Honeywell, Inc.** in different industries.

How did I accomplish that?

By doing all the things that everyone else competing for the same positions either did not know to do, did not know how to do, did not want to do, and, or did not do.

I did all those things and more to differentiate myself from all the other candidates competing for the same jobs to get the offers from the companies I wanted to be hired by before someone else got the job I wanted.

What worked for me and what I learned, what I did and what I said and am now teaching will work for you too.

In fact, it will work even better today because I have learned more “results-proven” secrets, tips, tactics, and teachings during my career from others and other mentors.

This will make it much easier for you to find your next best new job, get an offer, negotiate your best deal, and get hired fast.

I have also learned the time-consuming mistakes, errors, and misjudgments to avoid as I have not only been hired by 6 Fortune 500 companies but hired and mentored many.

When you know how to differentiate yourself from everyone else among the potential candidates you are competing with for the very same positions, you will have a much better chance of getting an offer and getting hired fast.

And you will rise to the top of the hiring list where potential employers will prefer to hire you instead of others, just like they did me.

Getting hired by different managers in many different industries, what I did and did not do, how I did it and what I learned from others about the hiring process does make me an “authority” and I am here to help you succeed.

Because I have what many others claiming to offer advice on the subject do not have, proof of performance, actual results over a long period of time getting hired successfully, getting hired fast and getting the best job offers.

I am not bragging, but there is nothing that beats results.

While others may talk the talk and charge you a lot for their knowledge, I have been on both sides of the “hiring process,”

getting hired fast and hiring others as an executive and business owner.

I do know what I am talking about and that will help you.

I have a track record in hiring others which gives me a unique perspective other coaches and counselors may or may not necessarily have.

I know from personal experiences when candidates I have interviewed have made serious and not-so-serious tiny mistakes, only to be dismissed as a viable candidate.

I know what candidates did and did not do, how it helped and hurt their chances of being hired and I certainly know from experience what it takes to become a viable candidate everyone is anxious to hire.

Employers, coaches, and counselors like myself not only know the skillsets necessary to succeed, but we also know the preparation it takes to be a great job candidate.

We know how not to get cut from the hiring list for making small mistakes and to differentiate ourselves from the crowd of potential candidates competing for the job we really want and need.

It is as simple as that.

Some may not realize it, but part of the hiring process is to weed out those folks you do not want to hire and would not hire.

So you want to bring your “A” game and make as few mistakes as possible in one of the most important aspects of your life, that of getting hired.

WHAT'S INCLUDED IN OUR ADVANCED TEACHING BOOKS TO HELP YOU GET WHAT YOU WANT?

Along with the many secrets, tips, tactics, teachings, and **ADVANCED SYSTEMS** you will be getting in my **HOW TO GET HIRED FAST! Advanced New Teaching Book**, you will also be getting all the help you will need to:

- (1) Easily find the job opportunity that is the right fit for you,
- (2) Easily get inside any organization,
- (3) Easily get an appointment with the right hiring people,
- (4) Easily turn any interview around in your favor,
- (5) Easily negotiate any job offers you get,
- (6) Easily get hired fast, before someone else gets the job you really want and need,
- (7) And much, much more.

You will learn more than trying things others suggest that may or may not work. Results count because most everyone has an opinion of what they think may work that may not work.

Why listen to someone who does not have proof-positive results backing up what they know and say works?

For what others may “think, suggest or offer as sound advice” may backfire and hurt your chances of even getting hired, let alone getting hired fast.

Why take a chance on doing or saying anything that will not work and hurt your chances, especially for one of the most important things you must do, get hired?

Getting hired is stressful enough.

You do not need bad advice.

Believe me when I tell you bad advice will cost you in wasted time and money, as earlier in my career I made some critical mistakes that I should have and could have avoided that cost me dearly and you certainly want to avoid.

So, here is my bottom line for you.

I am here to help you, writing and sharing what I know to be true. I am working for you and want you to succeed.

That is my most important objective and goal, your success.

I am sharing with you only the best secrets, tips, tactics and teaching you will need to succeed, for that is what good managers and executive do.

Good managers work for their people.

Good managers give their people everything they need to

succeed, so when their people pay attention, listen, and do what works best to be able to thrive and not just survive.

Nothing pleases me more than to see someone's success because of the good advice, coaching and counseling I have shared with them.

My purpose is to also help you alleviate some of the pain and suffering we have all gone through in the hiring process and can send you to the back of the line in getting the best offers and jobs.

With that being said, did I always seek the best advice and best counsel?

The answer is "no."

I was not taught how valuable successful mentors could and can be and in some cases I had to learn some hard lessons.

Good mentors and managers are the go-to folks you seek when you want the truth from their experiences, advice, and counsel.

It is solid advice you can take to the bank.

A good mentor is someone whose opinion you value and follow because you trust they know what will help you because of their experience and knowledge about what to do and what not to do.

Not just someone's opinion.

For just about everyone has an opinion, but it's not necessarily good advice.

Today, after many years in my early career of not seeking the best advice and counsel, I have learned to seek the best advice from some of the best mentors and managers, folks who have been there and experienced what I needed and need to know.

But I do listen to all before deciding on the best course of action.

I have paid dearly for not getting great advice when I was younger and have had to learn the hard way many times.

And believe me it cost me lots of time, money, self-esteem, and everything else that is valuable to you and me.

And so, if I had to change one thing about my business career, I would change the fact that I did not seek good mentors and managers early on in my career.

Their solid “results-proven” advice and counsel could have easily saved me lot of pain, chaos, and confusion.

That is why one of my goals is to do a great job for you, sharing with you all my “results-proven” knowledge so that it will work for you too.

Why?

Because what I know is this.

What you do not know, especially regarding finding your best, next new job and getting hired fast, can hurt you.

If you associate with and seek the guidance and counsel of people who have already been there and done what you want and need to do, you will be most likely prosper via their mentorship.

And avoid the pain of failure we have all experienced.

What you will also learn in my **HOW TO GET HIRED FAST Advanced Teaching Book** is that there is little fluff.

Most could not afford to pay me for what I have learned over the years and put in this book as a simple, system-like approach with key points just about anyone can understand.

And you are getting the secrets, tips, tactics, and teachings you will learn here as if I were personally coaching you through the entire hiring process.

You are literally getting all of mine and other's experiences and wisdom for a fraction of what others have paid to discover and learn from these "results-proven" secrets, tips, tactics, and teachings.

Do not worry or get frustrated because you may or may not have been as successful as you would have liked to have been.

Because I am going to pull back the curtain and share with you those things you will need that will hopefully fast forward you to a new, bright future, now and forever.

Because once you have learned and used these never-revealed-before secrets, tips, tactics, and teachings in my **Advanced Teaching Books** you may never have to be frustrated, worry, or fret again about finding your next best new job, getting hired fast, and negotiating the best deal for yourself.

The wise investment you made by purchasing my book and taking the time to learn about what to do and how to do it will pay you dividends, not only now but in your future.

Because the hiring process has not changed over the years, people, for the most part, still hire people.

Today's technology makes it that much easier to find the company or organization you may want to work for, get the best offers and get your dream job.

Doors that were never open before with opportunities that were never available before can now be easily opened.

Changes in today's technology, web sites crammed with time-saving information, give you a distinct advantage in finding your dream job, finding it quickly, and using the many secrets, tips, tactics, and teachings you will need to get hired fast before someone else gets the job you want and need.

I will help you get inside the organizations you may want to work for while other candidates have their noses pressed up against the windowpane trying to find a way to get inside to have an opportunity to be heard to get the job they really want and need.

First, I do recommend you ask yourself some questions to find out more about yourself, where you will be most happy, satisfied and fit in when considering career choices and opportunities.

Questions like:

What are my strengths and weaknesses?

What are and where are the best opportunities for me?

What specific opportunities, companies and organizations should I consider that would match my skills, my wants, needs, and my personal interests?

These are some of the questions you should ask yourself and consider if you are just starting out in your search for the right opportunity or have worked for many different companies in many different capacities.

We are not going to be able to help answer those questions here right now.

I would suggest you take time to do some introspection. Not only about the job opportunities you would like to pursue but also to find out more about yourself and what you really want and need.

For only you know what you like and what you do not like, what you are comfortable with and not comfortable with, where you want to be in your career and where you do not want to be.

The best way to find out more about your own preferences is to do a personal assessment and discover more about your own strengths and weakness, your own likes, and dislikes, where you would like to work and do not want to work.

Once you evaluate your own personal assessment, either through an online test you can administer yourself or with the help of a coach or counselor, you will have a better perspective of where you will most likely fit and not waste time on opportunities, companies or organizations that would not be a good fit for you.

I am going to be sharing all those important things that pertain to the different phases of the “hiring process,” from your initial preparation in your search for the right opportunities to and including negotiating your best deal once you have an offer that you want.

I want to help you find that job of your dreams, get the best job offers that match who you are, what you want and where you want to be not only now but also in the future.

I will help you get the results you want, without you spending a fortune or sacrificing your time.

I am thrilled that you are spending time to make an important life-changing investment in your career and future by reading and using the secrets, tips, tactics, and teachings in the book.

By investing time here and now, you will gain a distinctive edge over your competition in this highly competitive job market and economy.

I have enjoyed writing this book for you.

I wish you all the success as we dive into what is the most important **Advanced Teaching Book** you will read today.

I hope to hear of your successes in the future.

PREPARATION

YOUR HIRING OBJECTIVES AND GOALS

Your hiring objectives and goals may sound something like what is written here.

“Get inside the company or organization I want to work for, position myself as a problem solver, team member and someone who can be counted on to contribute.”

You may want to expand upon these objectives and goals in more detail with priorities that fit your needs, wants and desires.

Having a positive attitude should be one of your most important goals and is certainly one of the keys to getting hired fast.

Most managers will be able to teach you how to do the job tasks you will be assigned to do. And they will most always favor hiring someone with a positive attitude.

Having a positive attitude when you are participating in the hiring process should be one of your most important goals.

Why? Because the hiring process can be extremely frustrating and literally wear you down.

Most companies would prefer hiring someone with a positive attitude rather than someone who had the aptitude to do the job but not a positive attitude.

Managers can teach aptitude, not necessarily attitude.

Companies and organizations have their own systems, their own methodologies, their own cultures.

Be prepared to learn those new systems, new methodologies, new cultures, new rules, new everything.

You might have done things a certain way in previous jobs.

You may also have been faced with technology that prevented you from succeeding because it was complicated and confusing.

All of this could affect your positive attitude about your job.

So, make sure you know in advance how difficult or easy any new potential company's systems and technology will be to handle.

If a company's ineffective, difficult, time-consuming systems and technology put a damper on your attitude, you may want to rethink your decision to work for them.

Unfortunately, many take job offers only to find out that the inadequate, ineffective systems they will be working with put a damper on their positive attitudes and are not so easily changed.

You may want to check out a new potential employer's systems and technology prior to accepting an offer.

It makes sense to check out a potential new employer's systems that may influence your attitude before you accept an offer.

They may frustrate you and have you starting all over find a new job.

KNOW YOURSELF – HOW TO BEST KNOW WHO YOU ARE, HOW OTHER PEOPLE SEE YOU, WHAT YOU REALLY WANT AND NEED AND WHERE YOU WILL BEST FIT IN IN YOUR NEXT BEST NEW JOB

Some people like to be told what to do, some are self- motivated. Some need lots of direction, some do not need a lot of direction. Some like to work in groups, some like to work alone.

There are many things to consider when deciding who you are, what you want, need and where you fit in your next best new job.

The best advice is to choose your work environment and folks who are going to be your managers and co-workers carefully.

If you are stuck working many hours a day in an environment you are unhappy with and do not fit in, you are probably not going to be happy and perform up to your potential.

You might dread going to work in an environment or with folks who drag you down and negatively affect your performance.

Most who succeed in what they are doing in their jobs are happier in a good work environment and with folks they get along with.

You might want to take a psychological profile test to find out your strengths and weaknesses, your likes, and dislikes before making the important decisions about your career choices.

If you are just starting your career, you might want to begin your

career working for a Fortune 500 company.

Here is an example why.

If you were an employer, who would you hire?

Someone who had a background working for a major bank like Citicorp, Bank Of America, Wells Fargo or another, or someone with a background working at a small bank.

You may feel more comfortable working at a small local bank with a small group of employees, or more comfortable working at a major, big national bank like Citicorp, Bank of America, Wells Fargo, among others, with thousands of employees.

Most major companies who get to be tops in their field get that way because they hire good people and instill in them their own success methods of performance.

They became great companies because they did a good job hiring talented people who furthered the company's status.

Many use their experience working for the "big boys" to gain the experience and credentials of working for a major company as a steppingstone to other opportunities with other companies.

Having the credentials and experience of working for major companies may not be as important as it once was.

It is not the only criteria for getting a position with a major company and may not be important to you. It is your choice.

That is up to you as you discover your own wants, needs and desires in your choice of company environments and cultures.

The best thing about knowing yourself better is to make better choices. Don't settle for anything other than your best fit.

It is your choice regarding what you will be doing and with whom you will be spending the better part of your day.

QUESTIONS TO ASK YOURSELF REGARDING YOUR JOB SEARCH

Do I know what I want to do?

What would I be most happy doing?

What would I be unhappy doing?

Where would I like to be and under what conditions would I like to be there?

What skills do I have that would best fit my next best new job opportunity?

You may want to ask yourself these and other important questions and perhaps take a personality assessment screening to find out more about yourself.

Why?

Because it will help you better understand what you like, what you do not like, your skills, strengths as well as weaknesses and how they apply to the best possible opportunities for you.

As an example, you may prefer working on your own at home, in a cubicle or office, being out in the public, or on a job site.

Finding out what type of work environment best suits you is important because you may not be happy working in an environment you do not enjoy and isn't a good fit.

For all the years I spent working for “corporate,” I had a home office. I was also employed by companies who had a corporate office to which I had to report and spend a lot of unproductive time with all sorts of interruptions and distractions, at least for me, in an office environment with all the chaos and confusion.

At least for me, there were advantages and disadvantages to both work environments.

I did not enjoy the distractions of a corporate office.

I realized there was a lot of unproductive time spent gossiping, politicking, and other distractions I would be subjected to.

Not my cup of tea.

Covid-19 has certainly changed many of the ways we work and spend our time, especially at home.

Since many are now working at home, we all may have to adjust to differences in work environments.

You should decide what work environment best works for you.

WHAT TO LOOK FOR IN AN ORGANIZATION (BOSS) BEFORE YOU CONSIDER WORKING FOR THEM

Do research on the company or organization you would like to work for. Find out as much about them as you can prior to contacting them to see what opportunities are available.

You can easily research online and offline resources (magazines, books, libraries, consumer reports, business reports, stock reports) on the company or organization you are considering to see if the company or organization will fit your wants and needs.

Read the company's or organization's yearly report if they have one. This will help you determine and better evaluate what the company or organization says about where they have been, their past results and where they are headed in the future.

What to look for in a boss.

All kinds of managers have different management styles.

How do you find out if any of your potential bosses fit what you are looking for in a boss?

Simply ask them.

You could pose questions like:

What is your management style?

How do you like to manage?

How do you like to motivate your staff?

What is the most important thing you can tell me about how you perceive and like to manage those people who report to you?

How do you feel about your relationship with your manager?

What is your concept of how your direct reports best function with you?

Finding a manager who fulfills your needs is important.

Based upon my personal experience, most outstanding managers that I have worked for or known will be supportive, not be overbearing, not be controlling, and not be micromanagers.

There is an old saying that good managers will give you enough rope so that you DO NOT hang yourself.

You may want to consider working for a manager who understands they will more likely succeed if they surround themselves with good employees and help those employees achieve their maximum potential.

Great managers understand that their purpose is to work for their staffs, providing the necessary coaching and counseling to enable them to be more effective, more efficient, and more productive.

Great managers see their direct reports as being on a team and encourage and teach their team that everyone is important.

Great managers know that each team member's contributions are important to the effective, efficient working of the team, even though each team member has varying talents and skills.

Great managers are the ones who support their team winning and support each member's contribution to the team.

Internal conflicts, jealousies, disruptions will affect their team, so you want to look for managers who are team builders and can minimize distractions affecting the performance of their team.

A great manager's focus should be to encourage each team member to be the best they can be, not play favorites, be firm but fair and treat each team member with respect and dignity.

Great managers never talk or gossip about other team members in public or private and keep all disciplinary actions private and behind closed doors.

GOOD IDEA – Before committing to any offer, take the time to talk to other potential team members, make visual observations, gather opinions and feedback about how well the team functions and how well the manager manages and takes responsibility for those who report to him or her.

Be aware of any complaints about fairness and how well the company is run from the current employees you speak with.

Do team members offer concerns about the company, the management, the working conditions, the pay, the benefits, or their own work as a team member?

Can team members make suggestions to improve the team's or their own performance or do their suggestions go ignored?

It is a positive or negative safe working environment?

You will want to consider everything you see and hear while listening and looking to determine whether you would fit in and find a work environment that you are going to enjoy.

Once you accept an offer, you could be stuck or blessed, by being in an environment in which you not only survive but thrive.

Bottom Line. Your job offer may look like a great opportunity from the outside. But thoroughly investigate the situation for yourself, what goes on in that environment with potential co-workers, managers, and systems before you accept an offer.

Gather information about the work environment and those you will be working with, because you do not want to be in a place or with employees you do not want to be and must spend time.

Will your potential fellow co-workers be friendly, helpful, congenial, smiling when you talk or observe them or are they distant, disrespectful, not happy, closed mouth?

Before deciding to accept any offer, suggest to your employer that you do a “work with” for at least one day with an

individual who will be doing the same job function you will be doing.

By doing this, you will have first-hand knowledge of another employee's experiences and feedback about the company's or organization's work environment. You will also get important feedback from another employee doing what you will be doing.

During your "work with," ask the potential co-worker's views and opinions about how well the company is run and how well management supports and develops their employees.

You will want to know how management treats their employees and whether it is and will be a constructive environment for you.

You will also want to know how co-workers get along with each other and whether it is a friendly, congenial work environment which promotes productivity, good employee relationships and opportunities within the company or organization.

These may sound like simple things to consider. But if you do not keep your eyes and ears open, you could be very disappointed with your decision to hire on, only to find out you have joined a disruptive, dysfunctional group where you do not fit.

Be diligent about asking, watching, noticing, questioning, and getting the "straight skinny" about all that you will be doing. And with whom you will be doing it with that will affect your life.

What you do not know can hurt you so find out as much as you can beforehand, both the good and not-so-good, so you can make good, informed decisions for yourself.

Getting back to who you would want to work for, outstanding managers will mentor you, share their knowledge and tend to help you because they realize they were once in your shoes.

They will most likely help your career along because they know the key to their success is to help you and everyone reporting to them to be successful, which guarantees their team's success.

What I found, contrary to most thinking, is that great managers work for those reporting to them, not the other way around.

They ask questions like, “How can I help you?,” “What do you need help with?” And then they work with you to help you.

Internal conflicts in any organization can easily stifle your career. Here is what to look for and what to be prepared for.

Conflicts are created when one group works against another. The accounting group working against sales. Manufacturing working against quality control. Conflicts often are personality or internal disagreements, etc. These conflicts could affect your career.

You may want to avoid taking a position in a company where there is lots of ongoing internal strife, chaos, and confusion.

Because if there is a lot of time spent on conflicts, that unproductive time takes away from time that could be more easily spent productively on work issues and solving problems.

As the saying goes, we all are either part of the problem or part of the solution.

Being part of the solution will most likely make you feel more productive and fulfilled than being part of the problem.

Steer clear of what could be roadblocks, or chaos and confusion in any company or organization which could potentially slow down, interrupt, derail or disrupt your career.

If you are a problem solver, you will more likely enjoy a culture and corporate environment of problem-solving, and not want to end up drowning in a sea of problems with problem people.

Ask the folks working in the environment you intend on working in some pointed questions about how co-workers get along.

What do employees say could be improved about the company or organization and how do employees deal with problems?

If you can, find out beforehand what conflicts there are in the company, who has the ultimate decision-making authority and how is decision-making delegated.

Ask if managers are given the responsibility and authority to handle problems. Ask if there is a chain of command that

handles problems, and how do people effectively communicate to resolve roadblocks and conflicts in the organization.

THE RESUME FIX - FIXES THAT WILL MAKE YOU STAND OUT FROM OTHER APPLICANTS

You will want to differentiate your resume from other applicants, so include a recent color photo (headshot) at either top corner.

People hire people. You want your resume looked at before your competition. Most submit resumes without pictures, big mistake.

If you were hiring, whose resume would you look at and most likely read first? The one with a photo or the one without a photo?

Numbers speak louder than generalizations. If you can, include numbers that support your performance in previous positions.

Presentation does count. Makes sure your resume is formatted to look professional. Seldom do you get a second chance to make a first impression.

Your resume should be thoroughly proofread and not contain any grammatical errors, any inaccurate or unexplainable information.

Your resume should be printed on the finest-quality, thickest resume paper to make it stand out from the rest of the applicants.

Your resume should be sent via snail mail, overnight courier or hand delivered to the head of Human Resources and/or Owner

of the company or organization you are interested in.

Your resume should NOT be sent via computer or e-mail like most other applicants are directed to submit theirs.

Your resume should include a separate cover letter addressed to the Owner and/or Human Resources Manager that states your knowledge about and interest in the organization.

Your cover letter should indicate that you have researched the company or organization and that you believe you will make a positive contribution to the company or organization.

Your cover letter should also indicate that you would like to discuss your interest in pursuing an internship with the Owner and/or Human Resources Manager and that you will follow up with a phone call with the Owner and/or Human Resources Manager to set up a time and place for the discussion.

It is important that you indicate in your cover letter that you will follow up with a phone call to the Owner and/or Human Resources Manager to follow-up to show that you are seriously interested and will pursue them. Make sure you follow up.

If your resumes and cover letters do not get opened or are not getting through to the “right people” because “gatekeepers” are intercepting or ignoring them, find out the Owner’s and/or Human Resources Manager’s home address and send them there.

THE MOST IMPORTANT CHECKLIST

In some cases, companies put you through a series of tests and questions designed to further qualify you or in some cases weed you out from their hiring process.

And today it is especially important to make sure your online postings are squeaky clean.

Because finding just one thing wrong that does not match your profile from your resume from your online pages, tweets and postings could be the one thing a potential employer notices that will knock you out of the box for a potential position and offer.

What is it worth to you to clean up your online and offline profile and information others may be posting about you? Probably lots.

Some of the information you may not even know is available to the public, could very well be inaccurate and could be substantial loss of income and lost opportunities for you.

Who wants some little thing you missed to cost you big time?

Social Media – It may sound simple, but it is important to make sure your social media pages, Facebook, YouTube.com, Twitter, Snapchat, Instagram do not have any controversial remarks or posts.

Your friends, family, neighbors, others you do not even know, may have at some time posted negative things that employers

could possibly associate you with and even attribute to you.

Employers may look not only at your posts, but also look at posts your family, friends, associates put on your pages.

Everything you do is subject to potential criticism, replies to your tweets, who you are following, references to topics which may or may not be acceptable or appropriate in an employer's eyes.

LinkedIn.com – Having a LinkedIn.com profile may enhance your chances of differentiating yourself from the rest of the potential candidates competing for the same job you want.

Why?

Potential employers can find more info about you on your LinkedIn.com profile that may or may not be on your resume. You might even list your LinkedIn.com profile on your resume.

They may be able to learn more about who you follow, who follows you, and read recommendations and comments you may have gotten from others you have worked with or for.

In addition, those who you are linked to on LinkedIn.com says a lot about who you are, who you associate with, and how you represent yourself in a public forum.

And your LinkedIn.com profile can include a lot more detail that your resume does not.

Your current resume and current LinkedIn.com profile should

contain the same information about yourself and your work experience.

If they do not contain the same information, you should make sure they are in sync.

If you already have a LinkedIn.com profile or are listed on another job networking web site, there may be more information for potential employers to review, including your connections, who you follow, who follows you, your posts, etc.

Having your information listed there may be to your advantage.

Employers may like your professional contacts, who you follow, who follows you, recommendations others have made about you, and recommendations you have made about others.

Information you would not normally include on your resume about the people, companies, and groups you are connected with, and follow can be reviewed by potential employers.

Employers today want to know as much information as possible about you, so they do not make a mistake hiring you.

You will want to make sure that your LinkedIn.com profile is complete, accurate and that your resume and LinkedIn.com profile are consistent with each other.

Background Checks – It is a good idea to run a background check on yourself to find out what information is being provided

and is available to anyone buying your background report.

This is especially important if you have had any involvement with the courts, most court cases being a matter of public record.

If your background check reports does not match what you have listed on your employment application or resume, you may have some explaining to do.

You will want to make sure you find out if what is being reported is accurate by getting a copy of your background information being reported from any of the background check companies.

If there are inaccuracies, false and misleading statements, and information, highlight those things delineated on that report and send a copy to the CEO of the background check company.

Let the CEO know of the inaccuracies that need to be removed from their report. In the meantime, until those are removed, tell them that your name and info should not be available to inquiries.

Background check companies may report information that is totally inaccurate because most of these companies are not being held accountable for inaccurate reporting.

They have no reason to double check or change the information being listed in their background check profiles if it is incorrect or misleading.

Background check companies may even state that information contained in their reports has been “verified.” But they further state in their disclaimers that employers should not use the information contained in their reports for hiring purposes, as it might contain inaccurate information.

Does this sound hypocritical of these companies to you?

It is.

Based upon my own personal experience, background check companies can and do report anything they feel like reporting, from all kinds of unreliable sources, because they typically are not held accountable for their reporting unless you hold them accountable for the information they publish about you.

Phone numbers you may not have had in years, lists of sexual offenders who live close by to your home but have nothing to do with you, lists of neighbors who may have lived close by, all kinds of information not related to you has been published.

One background check company even listed one of my friend’s wife as an “imposter”!

Can you imagine his shock after reading that background report?

It is critically important to clear background check reports of any erroneous information being reported.

Court records, old phone numbers, old addresses, old e-mail addresses may be reported as being current.

There's no telling what these background check companies have included in these reports until you request a copy to see yours for yourself. What you don't know could very well hurt you.

Personal References – Most companies will ask for one or two personal or work-related references and they will check them.

You should ask each person you might think would be a good reference if they would be available to be one of your references.

They should be told that you will be giving their name and contact information to a potential employer as a reference.

You should choose wisely those you will be asking to serve as a reference.

You should ask them what they would say if they were called or contacted.

Not asking them in advance about what they would say about you could result in a heap of trouble.

You never know what employers may ask and almost always never know what people would and will say on your behalf.

This is the tricky part of providing the name of someone to an employer who you think might be a good reference, but not knowing what they potentially might say.

Ask those you might like to use as references what they would say on your behalf.

If you can get recommendations in writing, so much the better.

You will want to inform your references who will be contacting them and conducting the reference checks as soon as you know, assuming you can find this information out.

Any negative responses to potential employer's questions could be a deal-killer and could cost you an offer and job opportunity.

If you trust someone enough to use them as a reference, your potential employer is probably going to expect them to say nice things about you, and well they should.

But if any of your references start bad-mouthing you, it could easily put you in an embarrassing situation.

Not to mention that an employer would probably question your judgment if you gave them references who were negative.

You can never know what questions are going to be asked, so prepare your references with background information about the company and person who may contact them.

If you can, find out who the employer may use to contact your references, what type of contact they will make (phone, e-mail), approximate date and time if the contact is by phone.

Ask your references in advance, "What would you say about me if a potential employer contacted you?" to find out what

they would say on the spur of the moment in a casual conversation.

Once you hear what they are going to say from them directly, you can decide whether you want to use them as a reference.

Your references could give you a glowing recommendation and then comment with a negative or misleading statement.

You want to be careful about who you chose as a reference.

“He’s a great person, works hard, does what he says he’s going to do, I don’t know if he has resolved that negative problem.”

It is a good idea to have written references, letters, notes, and online references posted like on LinkedIn.com so an employer can see and read what people are saying about you.

You do not want potential employers calling your references at any time, because a surprise call could upset them, and they may not be fully prepared for the call.

Ask your personal references to write a note or letter or to post their comments on LinkedIn.com or other web sites.

If you have had negative employment experiences, be upfront with your potential employers

We are all human. We all make mistakes and in many cases are victims of injustices where things did not work out with a previous individual or employer.

If you are asked a question that perhaps would shed a negative light on your employment history, explain what happened and why it happened.

Cell phones, cameras, texts, phone records, and all kinds of logs are tracking our movements, recording our every activity from the time we get up in the morning until the time we go to sleep.

Today, anyone can go online and in a matter of minutes get more information about you and your background than ever before.

Do not get trapped into denying something that does not appear to be favorable. Explain what happened and why it happened.

Credit Checks – Most companies or organizations are going to do a credit check using Experian, Equifax, or Transunion, any one of the three major consumer credit reporting agencies.

There are other reporting agencies you may not know about.

It is a good idea to make sure you clean up your credit reports and that all the information being reported about you is accurate.

Give yourself sufficient time to fix errors, eliminate negatives. Some of your credit report information may be old and outdated.

Fix any information, like an incorrect address or an old employer listed as a current employer on your credit report, especially if the outdated information on your credit reports

does not agree with what is on your resume or an online web site.

Your credit profiles and Chex Systems profile, a little-known report bankers use to look at your banking activity, provides employers with a glimpse of how you manage finances.

Employers will often use these credit reports as possible indicators about what type of employee you will be.

So, it's a good idea to find out in advance what is on your Chex Systems report and all three of your credit reports.

SAY GOODBYE TO ENDLESS JOB SEARCHES

After you have decided which company or organizations you might want to work for and done your research, do this:

1. Find out who the human resources manager and/or owner is and get their contact information and mailing addresses.
2. Send them a copy of your resume with your picture, preferably a head-shot, in the upper corner of the resume.
3. Include a cover letter with your resume that tells the human resources manager and/or owner that you have researched their organization, feel you could make a positive contribution, and would be interested in pursuing an internship with the organization to see if there is a fit.
4. The reason you want to advise the human resources manager and/or owner that you have researched their company or organization is so they will know you have taken the time to find out about their company organization. Most applicants will not and do not do this.
5. The reasons you want to propose doing an internship with the human resources manager and/or owner is:
 - a. So they know you are seriously interested in their company or organization because you are taking time to put your best foot forward to propose an internship.
 - b. So they know you are serious about your intentions of contributing positively to their organization.

Most other applicants will not do this, so you will easily

stand out from everyone else applying for the same positions.

6. Your cover letter should express your enthusiasm, interest, and desire to pursue the company or organization and position yourself as being different from most of the other applicants who are just filing an online application.

This will open the doors to a relationship with the two most important people in any organization when it comes to hiring, the human resources manager and/or the owner.

7. Follow up after sending your cover letter and resume with a phone call to the human resources manager and/or owner to discuss the necessary next steps to get an appointment with the right hiring people to discuss an internship.
8. Positioning yourself as willing to pursue an internship is very important because it gets you inside the organization.
9. **IMPORTANT NOTE:** Please remember that internships can be any length of time, paid or unpaid, so you have flexibility to any proposal you and management can agree.

Your objective is to differentiate yourself from all others applying with the organization, capitalize on your opportunity to get an appointment with the right hiring people to discuss an internship and get inside the organization via your initiative and interest in the company or organization and your internship proposal.

Internship proposals are offers most employers cannot refuse and gets you on the inside with the right hiring people.

10. The organization may not have an internship program. But by proposing an internship, you will peak the company's interest in you. You must however follow up after sending your cover letter and resume to get the appointment you need to discuss a potential internship.
11. Most organizations would prefer hiring someone they know is:
 - a. Seriously interested in their company or organization,
 - b. Has done preliminary work to find out about their company or organization,
 - c. Committed to taking their time and has taken the initiative to pursue their organization over an applicant who just files an application or resume.
12. Your cover letter, internship proposal and follow-up phone call will differentiate you from all the other applicants. It will also give you a competitive advantage to help you get on the inside of the organization with the most important folks you will need to help you in getting to the next necessary steps in the hiring process.

READY, AIM, FIRE! YOUR SUCCESS ACTION PLAN

Every great successful action plan starts with a list of those things that must be accomplished and or requires time to get done to provide you with a solid foundation for your success and to achieve the goals you set out to achieve.

It sounds simple and it is.

Many rush into job searches without first establishing a strong foundation that enables them to succeed, getting the offer and negotiating your best deal for the job you really want and need, getting you where you really want and need to be.

Knowing how to prepare, what to do and what to expect could mean thousands of dollars more in income, less wasted time and avoiding the pain of not getting what you really want and need.

Potential employers will be poking and prodding into every detail of your life to determine if you are the best candidate to fill their positions.

And if you were hiring, you would be doing the same thing too.

Employers don't want to make the mistake of hiring someone who was not the best candidate for the position they must fill.

It is important to have your "ducks in a row" as they say, so make sure that everything under your control has been addressed as best you can before a potential employer's poking and prodding begins.

Many careers have been sidelined because candidates did not take the time, forgot, or left some small detail waving in the wind like a big red flag.

And that small detail either completely stopped or severely limited them from successfully navigating their way through the hiring process to eventually be given an offer.

Whoever said to not sweat the details did not know what they were talking about.

Because it is all about the details.

All the small details you are responsible for and have some control over, like social media pages, your resume, your credit report, your references, and so on.

Each of these must be gone over with a fine-tooth comb so that all the information you provide makes sense, is not controversial, and has a semblance of continuity.

You do not want to stop a potential employer from ruling you out or questioning you about something that concerned them and eliminated you as a potential candidate.

Most often, you do not get a second chance to make that first impression.

So, if your background information is not in order, you are most likely to be moved to the end of the hiring line or not be able to even get in the hiring line.

Please do not suffer because some detail you could have addressed easily was not taken care of in advance.

Take the time now to put everything in order.

Try and be sure there are no embarrassing, misleading pictures, quotes, reports, tweets, videos which could be seen as negative when a potential employer starts checking up on you.

Especially on social media platforms like Facebook, Snapchat, Twitter, YouTube.com, LinkedIn.com, etc.

Anything that could be potentially considered to be in poor taste, off-color, sexist, or embarrassing could be why a prospective employer will not let you get to first base in their hiring process.

With just about every facet of our lives being transparent these days, with pictures and content from family, friends and organizations posted on the Internet, you can never be sure what potential employers may find or be looking at.

And in many cases so-called objectionable material does not have to come directly from you.

The source may be a message, picture or posting from someone you may know, a family member or friend, or from someone you do not know, a company collecting background information on you, someone who knows your friends and relatives but not you.

You must be thorough in your “cleanup” because if the content

associated with you or about you has the slightest chance of being objectionable, best to try and dispose of it in the best way you know how.

Even if disposing of the post, message, tweet, e-mail, etc. means alienating a friend or family member who is on your social media page and who thinks their post is cute or funny when it is not.

Employers can easily access more information about you, your associates, friends, relatives, neighbors, previous employers, etc., than ever before.

There are background check web sites and background check companies who will provide so-called “personal” information.

Phone numbers, mailing addresses, associations with other people, court records, all sorts of “personal” information that could be entirely wrong, false, or misleading.

Since a lot of “personal” information about you is readily available online, may be reported and be inaccurate, false, misleading or may not consistently match the information you provided a potential employer, you could easily lose the career opportunity you wanted and needed.

Automated sources are collecting information from all kinds of public and private records on web sites you may or may not even be aware of.

So called “background check” companies and web sites may be

posting inaccurate, false, and misleading information about you and providing that information to just about anyone without your knowledge, consent and without you even knowing it.

You should take all the necessary precautions to prevent this from happening by doing a background check on yourself to see if there is inaccurate, false, and misleading information being posted.

Find the source of the erroneous information and have that information completely removed from their web site or report.

Old, false, and misleading information on web sites could pop up in online searches an employer might make, and sometimes it takes time to have information removed.

If it is false and misleading, you should know it's there, so you aren't surprised by a potential employer who found it and started asking embarrassing questions about things you may have missed, forgot about, or did not get removed.

Bottom line is that you want to position yourself as someone who takes responsibility for themselves and that the available information about them is accurate.

The best advice I could give you is to take the time now to make sure everything presented and available information about you is the way you would want a potential employer to see things.

Other job candidates may not take the time to clean up these

potentially hazardous, career-crushing sources of misleading and erroneous information.

As such, that gives you a competitive edge over those who do not take the time to get their “ducks in line.”

Use all your common sense to presenting yourself to a potential employer in the best possible light.

Don’t be fooled into thinking it’s not important. It is.

Details do matter, especially when it comes to hiring.

Make sure all your bases are covered because it is very critical.

I mention this because you never know what small detail will influence an employer to decide or not decide in your favor.

Especially if it comes down to a choice between two individuals applying for a job with much the same qualifications.

In other words, bring your “A” game.

This is serious business.

And it is critical to your future if you want to get the best offers.

You just never know what employers are thinking in terms of deciding to hire you and bring you on board.

In many cases, hiring today is a process of elimination, the person who makes the fewest mistakes presenting themselves and their credentials gets the job offer.

With that in mind, your preparation and preparedness are the keys to getting a competitive edge over your competition.

So be prepared to do some work now in advance to put those things that are important to your success in order before you start.

It will pay off now and in the long run to be totally prepared.

You want to think like an employer.

If you were hiring the ideal candidate, what would you expect and look for from that candidate?

Once you take care of important details, you will be glad you did.

It has been my experience that most employers will not tell you why you did not get an offer.

When I did not hire an individual, I did not tell them why they did not get an offer unless they asked.

To that point, if you do not get an offer, it is a good idea to ask why and learn exactly what you could have done better or how you might have been better prepared or done things differently.

You might get valuable feedback from an employer that didn't

hire you that could help you to improve your chances next time.

If you can help it, do not walk away from an employment engagement with a potential employer without knowing why you did not get an offer.

It might be something so minor that could be easily addressed and clarified immediately.

I have seen successful “hiring turnarounds” when an employer said “no” and an applicant asked why they did not get the offer.

When the employer told the applicant why they did not get the offer, the applicant simply addressed that employer’s concerns.

The employer was so satisfied with the applicant’s response that the employer changed their mind and gave the applicant an offer.

Of course, the applicant asked the employer “why” in a nice way and asked the employer for help as to how they could either address the employer’s concern or improve their presentation.

In some cases, “no” does not necessarily mean “no.” It just means that someone needs additional information or clarification of a concern to decide in your favor.

There are all kinds of reasons for a “no” response.

It could very well be that another applicant was preferred over you for a myriad of reasons, happens all the time.

But do not get discouraged.

It never hurts to ask others you trust whether they see anything in your presentation material, resume, application, social media accounts, online listings, etc. that they think could create a concern with a potential employer.

In fact, you should not move forward in your search unless you ask a few trusted folks what they think beforehand.

Best to get a second opinion of what material you present. Two heads are always better than one.

Others may see something you find acceptable as a potential deal killer.

If you think you really need help clearing things up, there are any number of reputation management companies and online services you can use if you are concerned that non-flattering information will hurt your chances of getting hired.

Background check companies and credit repair companies can sometimes help you verify, correct, and sometimes eliminate unflattering information. It's best to send a copy of your report and any errors you might find to the CEO of the company and ask them to change the misleading, incorrect information.

IMPLEMENTATION

AN OFFER MOST EMPLOYERS CAN'T REFUSE – THE BEST THINGS TO DO WHEN NO ONE KNOWS YOU

Contrary to most thinking today, some hiring processes are designed to weed out applicants who do not meet established criteria by those hiring in the company or organization.

So any efforts you make to set yourself apart from your competition should be viewed positively, especially if you are a complete unknown to the hiring company or organization.

Many of your competitors will not set themselves apart to get the company's attention, will do things that don't work, and expect results but not get them, especially if they are unknown.

Proposing to participate in an internship, paid or unpaid, short, or long, online, or offline, is the absolute best way to get inside any company organization and demonstrate your abilities.

An internship will also provide you with an opportunity to learn much more about the company's culture, environment, job responsibilities and individuals you would be working with.

Employers find it difficult to not consider a candidate who is willing to invest their own time and talents to become known by the company and demonstrate their initiative and skills.

By presenting your proposal to do an internship, you have an advantage over your competition, whose noses will be pressed

against the windowpanes looking in, while you are on the inside.

You will not only become known to management and other employees but will be better able to get a closer look and find out first-hand whether the company or organization would be a good fit for you to pursue and get an offer.

Even if you do or do not participate in an internship, you owe it to yourself to do a “work with” and/or speak with individuals you would be working with, doing the same job functions.

By taking time to speak or work with others in the organization, you will have a better opportunity to find out what is really going on, beyond what you have observed, researched, or been told.

The best and easiest way to get the attention of a potential employer is to propose that you and the Human Resources Manager and/or Owner take time to discuss an internship.

Positioning yourself with hiring decision makers as willing to propose an internship will most likely put you at the front of the hiring line, ahead of those who have not proposed an internship.

Remember that internships or “work-withs” can be any length of time from a day to an extended period.

They can be paid or unpaid internships and easily agreed upon by you and a potential employer.

Showing interest in a company or organization by

proposing an internship is the best way to set yourself apart from other candidates and get inside the company or organization.

HOW TO GET INSIDE ANY ORGANIZATION – EVEN IF YOU ARE A COMPLETE UNKNOWN

As far as I know, this is the easiest, most effective, and best method for initially contacting a company or organization and getting in front of the right hiring people you will want to meet and establish a relationship.

Begin your initial contact communication with a cover letter and your resume to indicate you have researched and know something about the company or organization you are interested.

It works best if you address your cover letter to the top person in the organization, either the Owner and/or Head of Human Resources, who will know about positions that need to be filled.

In your cover letter indicate your interest in the company or organization and ask who you should speak with about your interest in pursuing an internship with the company.

Owners may and certainly Human Resources Managers in a company or organization know where the job openings and job opportunities are.

They will also know about the hiring process the company has established and the people in the hiring process who make the hiring decisions.

They may know about your competition for available jobs and can help steer your way through the company's hiring process.

If you want to get inside an organization where they do not know you, it is important for you to establish a relationship with the Owner and/or Human Resources Manager first.

Owners and Human Resources Managers have a wealth of information you will find invaluable in your job search.

They are the right people who know what opportunities there are and how to get access to the right hiring people in their organizations for those positions you may be interested in.

They also know all the details and timelines about how the company's or organization's hiring process works.

The best advice I could give you regarding Owners and/or Human Resources Managers and their staffs is to establish a professional, personal relationship with them, ask questions and let them help you.

MEETING PREPRATION – THINGS YOU SHOULD DO TO PREPARE FOR AN EMPLOYER MEETING

The people most likely to be hired take time to do their own “due diligence,” finding out about a company or organization before they consider a company or organization for a potential job.

Reading the company’s yearly report or financial statements or visiting the company’s offices or locations prior to considering them as a potential company or organization is recommended.

As an example, if possible, you should drive by or plan a visit if the organization’s offices or workplaces are close by.

If their offices or workplace are a complete mess and you are a neat freak, chances are you are not a good fit and should not consider them as a potential place of employment.

You want to get as much information as possible about the company or organization before considering them a potential fit.

Making an effort to learn about the company or organization will give you an advantage when contacting the Human Resources Manager and/or Owner because you will be able to talk or write about the company with the knowledge you have gained,

You will stand out from other candidates who are just submitting applications and have not made an effort to do any homework.

Potential employers will give preference to applicants who know something about the company or organization and are interested enough to take the time to learn something about the company or organization on their own.

DRESS FOR SUCCESS - WHAT TO WEAR TO AN INTERVIEW

There is an often used expression that you never get a second chance to make a first impression.

Is it important to dress for success and differentiate yourself from your competition?

Of course it is.

Most folks either accept or do not accept you in the first few seconds of seeing you.

That is especially true of your appearance so make sure you look professional in your appearance.

HOW TO TURN AN INTERVIEW IN YOUR FAVOR

Contrary to most beliefs and popular opinion, YOU are in control of any interview.

An interview is a two-way conversation. So, you have an opportunity to interview your interviewer as well, to inquire about those things that are important to you going to work for a potential employer.

You will want to practice your interview answers. Write down your answers before your interview, especially answers to loaded questions “What are your weaknesses?” and “If we were to hire you this position what would be the first things you would do?”

Most people like to talk about themselves. So, you can easily “turn the interview around in your favor” by asking specific questions as if you were interviewing them as well.

You can easily turn around interviews around in your favor by asking your interviewer good questions in a conversational way.

Your goal is to uncover your interviewer’s thoughts about their background, their employment with the company, where they are headed in their career, their short and long term objectives, and goals, basically any questions they may ask you.

And most importantly ask them to describe the “perfect person” they are looking to hire for the position you are interviewing.

GOOD IDEA: Have a list of specific written questions that you would like answered in your interview.

Why write your questions down?

It shows a potential employer that you have thought about the time that you will have together in an interview, that you are prepared and serious about their employment opportunity.

Sometime near the end of your interview, you should ask your interviewer what questions you may have missed asking them.

Why? So, you can uncover questions others have asked, uncover questions and answers your interviewer thinks are needed so you have the information you need to learn more or make decisions.

By asking “What questions have I missed that I didn’t ask you?” allows your interviewer to fill in any details he or she thinks is important for you to know.

If there is an interest on your interviewer’s part, they will usually take the time then to cover those things or you can arrange additional time to discuss those things that may need additional clarification that you did not have time to cover then and there.

You do not want to leave answers to your questions unanswered, and your interviewer can provide you with information they think is important, so best practice is to have a prepared list.

Do not assume you will get to uncover all the answers to your questions during your time in an interview.

Each interviewer handles things differently.

It's best to find out then what you want to know rather than be surprised when things are not fully explained or apparent.

Here is an important thing I learned about asking good questions and uncovering truthful answers to your questions.

If you want a truthful answer to your question, ask what I describe as a negative question, like “You don’t have disagreements in the company, do you?”

If they do, you will get a truthful answer, if they do not, you will get a truthful answer.

Try this negative line of questioning and see if you get truthful answers.

For some reason, which I do not know, people will give you a truthful answer when you ask a negative question.

But please don’t hold me accountable for this advice if you don’t get a truthful answer asking a negative question.

I am not completely sure if it works all the time, so try asking a negative question and see what happens with the answers you get for yourself.

THE MOST IMPORTANT QUESTION YOU SHOULD ASK AN INTERVIEWER – DON'T ASK IT AND YOU MIGHT NEVER KNOW THE INFORMATION YOU NEED TO GET HIRED

It is important in your conversation to ask this telling question, **“If you were to describe the perfect person you are looking to hire for this position, how would you describe them?”**

Then listen very carefully to their description and in your own words restate who they are looking for based upon their own description by saying, “In other words, you want someone who _____, is that correct?”

If they agree with your clarifying question, and you are able to match up your attributes and qualifications to what they just described, restate your attributes and qualifications as being a match to their description of who they are looking to hire.

Knowing a description of who they want to hire is important to you because you can position yourself as having what they want.

As an example, I was once interviewed by a senior sales executive, Bill Johnson, a former Marine tank commander, with broad shoulders that stretched across the room, along with two regional sales executives who reported directly to him.

He was about as physically intimidating as you could imagine.

You could say I was under a great deal of pressure, interviewing all three at one time. And so, here is what I asked

the senior executive, “Bill, if you were to describe the perfect person you are looking to hire for this position, how would you describe them?”

His response was something I never would have expected.

The important lesson I learned is to expect the unexpected when you ask a question as broad as that important question.

But in Bill’s mind’s eye, he knew exactly how to describe his choice for the field sales manager he wanted to hire.

Here is what he said, “I want someone who can go into a phone booth, change clothes, come out with a big “S” on his chest and not stink.”

Now if you have ever seen the old TV series featuring this well-known superhero you probably know who he was referring to.

Fortunately, I knew exactly who he was describing and responded, “Oh, so you want Superman.”

All four of us laughed and I knew then when he answered my question exactly who he was looking for.

Because he described the future sales manager he wanted to hire.

In his mind’s eye, he wanted “Superman” to take over leadership of the 6 salespeople who would report to the new manager.

He could have described anyone, but he described someone who according to the Superman character was a mild-mannered reporter by day, Clark Kent.

Secretly when his supernatural powers were needed, he changed into his Superman costume and acted the part of Superman.

And exactly as Bill had described, Clark Kent, Superman's other persona, would go somewhere, change clothes, and come out in his Superman costume with a big red "S" on his chest.

Clark Kent, the mild-mannered reporter, who changed into Superman with all his supernatural powers, had incredible strength, was able to leap tall buildings in a single bound, fly from one place to another, with supernatural ability to see through solid objects and use his supernatural powers to save the day for whatever trouble or problem came up.

Looking back to when Bill said that it was a brilliant description of exactly who he wanted to hire for the position, Superman.

And I would have never known how he would have described the person if I had not asked Bill directly for a description.

Remembering back to that interview, I was wearing a three-piece suit and probably looked a little like the reporter Clark Kent.

Clark Kent spent most of the time on the TV series dressed in a suit and tie in his role as a mild-mannered reporter.

When Bill said what he said, my back straightened up a little and my chest puffed out a little bit like Superman when he would appear in his Superman costume.

Somehow I guess I made myself appear as if I could do exactly what Bill described he wanted his sales manager hire to do, go into a phone booth, change clothes, come out with a big red “S” on my chest in my Superman costume and not stink.

I cannot promise you are going to get such a visual description when you ask most interviewers this important question.

But asking your interviewer to describe the perfect person he or she has in mind for the position he or she is hiring for is the best way to discover exactly who the interviewer has in mind.

By asking this question, you have an opportunity to discover in their mind’s eye exactly what they are thinking about when they describe the kind of person they want to hire.

Because when your interviewer has described that person you can better judge by their description who they are looking for.

Of course, during your conversation, you should phrase this most important question in such a way that they are “describing the person” they want to hire, not merely reciting the company’s or organization’s job description.

“If you were to describe the perfect person you want to hire for this position, how would you describe them?”

Notice the question begins by asking them in a way that is non-

confrontational, if they would “describe” who their perfect person would be.

Because if they are making the hiring decision, it matters less what other people want or what the job description says, their description matters most to them.

Of course, Bill knew that he could not hire Superman, what he really wanted was someone who could do what Superman did.

Come to the rescue, take over the leadership of the team, address and solve any problems that needed solving at the time.

As you can see, it is extremely important to understand and know who the interviewer describes and wants to hire in their mind.

Bill Johnson had in mind Superman. But most important was the way he described what Superman was doing. This is what you would like your interviewer to include in their description.

I was interpreting what Bill described this person doing, just like Superman had done, go into the phone booth, change clothes, come out with the big “S” on his chest and solve the problem at hand, save the day so to speak.

Because when he described what this person was doing and what Superman did do, I knew from his description what he wanted his new sales manager to do.

And how his vision of his “perfect person” would be able to do

it, just like Clark Kent used to do.

Transform himself from his mild-mannered reporter Clark Kent persona into his supernatural Superman persona.

That is what Bill envisioned his new field manager doing, transforming himself from a mild-mannered reporter into a person with superpowers to lead the sales team and effectively manage the 6 sales representatives.

Bill's description allowed me to uncover what he was thinking.

I would not have discovered his description of the "perfect person" he wanted to hire and what he saw that person doing if I had not asked the most important question of the entire interview.

He really wanted to hire Superman, but he would settle for hiring me, if he thought I could do what Superman did.

Go into a phone booth, change clothes, put on my costume with the big red "S" on the chest and not stink.

Notice that he did not mention he wanted me to fly or have superior strength like Superman, knowing that would be impossible, he just did not want me to stink.

I could handle the not stinking part of his description, no superpower needed.

Even though there was another candidate who had longer tenure

with the company and who was next in line for the sales management position, Bill hired me although I had only been with the organization about 6 months.

There were other reasons why Bill and his regional managers others hired me for the sales management position.

Probably the most important reason was when Bill asked me during the interview what would be the first things I would do as the new sales manager.

Knowing that he would ask that question, I pulled the two page action plan I had prepared from my briefcase and handed it to each of the three executives.

I was prepared to get hired fast and so it only took one interview with the three managers for them to decide.

Hopefully, this illustration has made you aware of one of your most important objectives, to get inside your interviewer's head by asking the most important question and to be totally prepared.

The formula for getting inside your interviewer's head to get the most important information you will need to discover who they have in mind to hire is as follows:

1. Ask each interviewer to give you a description of the "perfect person" they want to hire.
2. Listen to their answer carefully and confirm if what you

heard from their description and then described back to them was correct.

3. Then relate the same traits, characteristics, and skills of the “perfect person” they just described as matching your own traits, characteristics, and skills.

In other words, you describe yourself, your skills, traits according to how you match the “perfect person” they just described.

My simple “results-proven” **Interview Turnaround** question will work for you the same way it worked for me.

It is highly effective because you emphasize your own attributes with who they have described, not who you think they want, but who they describe that matches your own attributes.

You position yourself as being a potential match to what they want, emphasizing the same character traits they just described rather than things that may or may not be that important to them.

Getting their description of who they want to hire as the “perfect person” is critical to a successful interview.

Because you can more easily understand who they are looking to hire and can more easily make the connection between yourself and who they told you they were looking to hire and yourself.

What if you did not ask this most important question?

If you do not know who they are looking for, chances are you will miss an opportunity to position yourself as having the same attributes as the “perfect person” they have in their mind and describe to you.

Make sense?

Let us move to your second interview objective and the tactic you will want to use to turn the interview around in your favor.

Specifically, you want your interviewer to open up about themselves, their career, and the organization, etc.

In my experience, the person who talks most during an interview usually perceives that they have had the best experience.

What you should do is ask questions of your interviewer you want to know, about them, their career, the organization, etc.

If you can get an interviewer talking about themselves, you don’t have to talk about yourself as much. They will love talking about themselves and love you for letting them talk about themselves.

Simple, this secret works. And you can use it too.

I used this “turnaround” secret in interviews and was hired (although I was a complete unknown) by 6 different Fortune 500 companies in 6 different industries by 6 different managers.

THE BEST ANSWERS FOR THE “#1 KNOCKOUT QUESTION” INTERVIEWERS WILL ASK YOU

In many cases, the purpose of many interviews is not to find out which candidates employers want to hire, but a process by which interviewers eliminate those they do not want to hire.

Simply said, if you answer an interviewer’s questions incorrectly or they are not the answers they are looking for, you could leave yourself vulnerable to be among those who are eliminated, and you obviously do not want that to happen.

One of the deadliest questions any interviewer can ask has the potential to eliminate you as a candidate and is what I call the “knock-out” question.

In my hiring experience, many candidates have answered this question incorrectly and got knocked out of the competition.

Here is the question.

“Could you tell me about your weaknesses?” or more simply, “What are your weaknesses?”

We all have weaknesses.

But if you answer this question incorrectly and go on that you don’t like authority, the last position you worked at you didn’t get along with other employees, or that you are usually late or you have other issues, you will most likely be eliminated as a potential candidate.

Well, you get the idea. No answers like those will get you hired.

No one wants to hear or manage someone who has an exhaustive list of “weaknesses” or other potentially negative issues.

Bringing your excessive baggage along with you will pretty much knock you out of the running even before a potential employer considers all the other great skills you have.

With that being said, here is the perfect answer to ensure that you do not get eliminated from being hired when or if you are asked this dealbreaker of a question, “What are your weaknesses?”

The perfect answer?

“Sometimes I get impatient.”

In my opinion, that is the perfect answer and the only answer that will not cause you to get knocked out of the running.

Why? Because we all get impatient for some reason at some time.

Your interviewer will most likely be able to relate to your answer because they were impatient for some reason at some time too.

There is no perfect answer. But believe me, your interviewer has the slimmest chance of eliminating you because of that answer.

Say anything else than what I just told you and you are in danger of being dismissed from the hiring list.

Employers do not want you bringing lots of baggage with you.

You could be the most highly qualified candidate with all kinds of attributes and skills you could bring to the job and still employers likely perceive your weaknesses as being negative.

Saying anything about your weaknesses other than you sometimes get impatient can easily open up an interviewer's mind to anything and you don't want them to go there.

If I could give you two pieces of advice for getting inside your interviewer's head to describe who he or she wanted to hire and properly answering one of the deadliest knock-out questions ever, it would be the last two things.

Remember to write this one critical question and this one acceptable answer down so you do not forget them in your interviews.

FOLLOW UP – HOW TO FOLLOW UP SO THEY WILL REMEMBER YOU AND DIFFERENTIATE YOU FROM ALL OTHERS APPLYING FOR THE SAME JOB

Being sure to remember every person you meet and some you don't meet in any company or organization is important.

A secretary, administrative assistant, the CEO, human resources manager, decision makers come with all sorts of titles.

Each one individually or as a group can directly affect a decision for you being hired or not being hired.

That being the case, you really cannot tell who has the most influence over the decision-making process. Every situation is different, so try to not make any assumptions.

It is important that you put your best foot forward with everyone.

Be kind and cordial to everyone, for you never know who the deal maker, deal breaker, influencer or decision maker could be.

As a follow-up to any interaction, you have with anyone in the organization, and especially known decision makers, it is a best practice to send a brief personal thank-you note to each one.

Mailing a follow-up, thank you note the same or next day after you meet them shows your interest and respect for their time.

In your follow-up note, you may want to ask a pertinent question

to keep the communication going and have an opportunity to continue the dialogue going if you are interested in them.

Keeping the communication going is important. If they respond positively, you are probably in the running for the position.

Most candidates will not take the time to send a follow-up, thank you note which gives you a distinct advantage over others.

Write the company or organization contacts you have met or communicated with and mail them on the same day or day after you meet them to insure you stay on their minds as an interested, potential candidate.

NEGOTIATING YOUR BEST DEAL

HOW TO NEGOTIATE YOUR BEST DEAL – IT'S ALL ABOUT GETTING AN OFFER, THEN NEGOTIATING YOUR BEST DEAL

Your primary objective in getting hired fast is to first get an offer, then negotiate your offer's specifics with the decision maker(s).

Why start negotiating right after you get your offer?

Because the timing to start negotiations right away because that is when employers are most interested in hiring you.

You will want to discuss and negotiate your salary, when you will have a performance review, your benefits including continuing education, vacation time, personal time off, stock plans, retirement plans, health plans, etc.

You will also have an opportunity to get a list of employee benefits from the Owner, Human Resources Manager or hiring decision maker, so you know what benefits the company or organization will be offering.

As a rule, in any negotiation, first one to name a number loses.

Why? Because the employer has indicated where they are in their offer and that may not be the number you end up with.

Most everything that is important to you about your job is based

on numbers, especially your compensation.

Many companies and organizations having sliding scales from which they can offer a candidate a salary, bonuses, etc.

You should remember that where you start with your salary, bonuses, commissions, etc. will in most cases determine the baseline for increases you may be able to get in the future.

After completing your best negotiations, ask your decision maker to put the specifics of your final offer in writing so there is not any confusion regarding any of the agreed-upon details.

ABOUT MENTORS, MENTORING AND MENTORSHIP

We all learn from one another. And it is most important to learn from the best scholars, the best mentors, the best teachers and most importantly the doers and achievers.

Follow those who have already learned from their own and other's failures. You want to be as wise as possible so as not to make the same mistakes and avoid the frustration of failures.

No one person has a monopoly on the best ideas, on what may or may not work, what to do, what not to do, what to say, what not to say. Trust in other's experiences and their proven results.

I have been extremely fortunate and blessed to have been in sales and marketing all my adult life and been hired by and worked for 6 Fortune 500 companies in different industries.

I have learned from and understood the hiring process and how to differentiate myself from the rest of my competition as well as hired many, so I have been on both sides of the hiring process.

I learned what to do and what to say, what and how prospective employers were thinking, what they were looking for, and how they saw the relationship between themselves and myself.

And that unique perspective is the foundation of the many secrets, tips, tactics, and teachings I have shared with you here.

Do not get me wrong, I have had my share of failures as well, but

I have probably learned more, like most, from my mistakes.

We can all learn from our mistakes, and they are included in this book as examples of what not to do.

We are all in the “sales business” whether you like it or not.

“Selling yourself” to a prospective employer is probably one of the most important things you will do in your lifetime.

Because to get the best offers and the best jobs, you do have to convince someone that they will benefit by having you work for and with them.

Learning what will sell, as well as what will not sell is important.

Finding out what potential employers are thinking and discerning what is going on in their minds when they consider hiring someone is important.

Learning all about potential employer’s hot and cold buttons are some of the things you can find out. Simply ask them and in most instances they will tell you.

Examining and uncovering an employer’s real needs is essential to your success, so you must ask the right questions to uncover what they really want.

And if there is a match between what they want and need and what you offer and bring to the table, you have a good chance of getting an offer.

Once you get an offer, you are in the driver's seat.

You can then negotiate your best deal and get hired fast.

That is the focus of my **HOW TO GET HIRED FAST! Advanced Teaching Books**, getting to the point in the hiring process where you get an offer.

Once you have the offer, you can either accept the offer, reject the offer, or negotiate to get better terms to that offer.

I would like you to succeed and avoid the many mistakes I have seen even good potential candidates make.

Even though those mistakes and miscues may seem small, they may not necessarily be small in a prospective employer's eyes.

I covered what it will take to get an advantage your competition and employ the “results-proven” secrets, tips, tactics, and trainings that have worked in the past and will work for you now.

The bottom line is all about what is best for you, where you will flourish in your life's work and how you can put yourself in the best position to find and get your best next new job.

Thanks for investing in your future by taking time to read and deploy the wisdom here that does and will work for you.

I wish you all the success in finding your next best new dream job and getting hired fast.

MENTORS – QUALITY OVER QUANTITY

Would you rather take advice from someone who just has their own opinions or someone who knows what they are talking about and can give you valuable information and insight based on their experience, so you do not make misinformed decisions?

It's best to listen carefully to those who have already achieved the successes you are looking to achieve,

Rather than folks who may want to only offer their opinions and perhaps distract you from your dreams and aspirations.

In my opinion, it is best to surround yourself with positive influencers, people who see your potential and will help you get to where you want to go.

Minimize the naysayers and those who only have opinions about what they have “heard” or what someone else has done.

It is best to do what you know in your heart you would like to do if given the opportunity.

I listened to some wrong folks, got not-so-great advice, and made a few not-so-great decisions regarding my career choices.

Then I started to seek out and listen to the folks who had practical experience and were experts in their respective fields and didn't bother with opinions of those who didn't know what they were talking about.

Would you rather listen to and take investing advice from someone like Warren Buffet?

Someone who has spent years investing in multiple companies, with a track record of investment success, or someone just selling securities?

What I learned over the many years is that the best folks to work for, listen to, and take and act upon their sound advice were those whose primary responsibility and specific objective and mission was to help me become even more successful.

My solid advice is to follow the counsel of proven leaders who have already achieved what you want to achieve, not necessarily your friends, neighbors, relatives, and others.

Friends, neighbors, relatives, and other may see you in a quite different light regarding what they want for you and what they think is best for you.

Getting good advice is smart, for only you know what fits best in terms of your career opportunities, goals, and aspirations.

Listen to the wisdom of the wisest mentors you can find, then make the wisest decision you can make given all the facts.

You should gather as much information as possible, especially when it comes to choosing a career and going to work for any company or organization. Don't just submit a resume to get a job.

Not sure how to make wise, prudent, timely decisions from the information you may have gathered?

Ben Franklin, a wise and extremely productive man used what some call the Ben Franklin Method for making decisions.

He took a piece of paper and drew a line down the middle of the page.

On the left-hand side of the paper, he listed all the positives for the decision he was trying to make, on the right-hand side he listed all the negatives for the decision.

Depending upon which list was longer and had the most impact, he was able to decide what decision to make by weighing all the positives and negatives he listed.

He then took an appropriate action that coincided with the decision he made.

Regardless of the decisions you will make, you are still going to have to initiate the action to achieve your goals and ambitions, sometimes with others, sometimes by yourself.

What I have found over the years is that the easiest way to get someone to help you is to ask your most trusted mentors for their best advice. Of course, you must listen and then trust what they tell you. Make sure you are not trusting another opinion of someone who really doesn't know what they are talking about.

Why?

Because just about everyone loves to give advice and may see things differently from what you see and know to be true.

You can easily get their perspective of what they see or know which you may have not seen or may not know.

If you ask trusted mentors what they may think and listen to what they have to say, you can end up making some great decisions, spare the pain of making unwise decisions and go with what you think and then know will be best for you.

Here is an example of what most of us have experienced.

Have you have ever walked into a convenience store to ask for directions? There might be 3 people, including the clerk, who perhaps could give you directions.

The problem is that some of those folks may not know or think they know but are only guessing, give you wrong directions or directions that are incomplete and perhaps missing information.

They may know how to get you where you are going but give you such poor directions you get lost.

So, make sure you understand the details of their directions, because they may know how to get you there but may not be able to effectively communicate that information to you.

“About how far down the road should I make that left hand turn and what are the landmarks I should look for before or at the left turn?” Some may know the answer, some may only be

guessing.

If they do not know the answers to your questions, you very well might want to seek out someone there who knows and is able to effectively communicate how to get you where you want to go.

To that end, you will want to test the knowledge, experience, background, credibility, and ability to communicate of every mentor from whom you seek advice and counsel.

Try and find the best mentors who have an interest in helping you succeed, who don't have hidden agendas, will tell you the truth, and can effectively communicate with you.

Develop a relationship if you can, ask for their advice, ask for their counsel and be respectful of their advice and counsel.

ABOUT RONNIE SCHMIDT, AUTHOR, CEO MARKETING CONSULTANTS GROUP, LLC

Ever been frustrated trying to find your next best new job you want and need, get hired quickly and negotiate your best offer?

If so, join the group.

Here now and today is where your frustrations may end.

Author Ronnie Schmidt, CEO of the Marketing Consultants Group, LLC was hired by 6 Fortune 500 companies over his corporate career including: Fram Corporation, Bausch & Lomb, Boise-Cascade, Amstar-Domino Sugar, Cooper Vision, and Honeywell.

He has hired and mentored many and for the first time shares his never-revealed-before, new “results-proven” secrets, tips, tactics, and teachings including his new **The Resume Fix, The Most Important Checklist, Say Goodbye To Endless Job Searches, How To Get Inside Any Organization, How To Turn An Interview In Your Favor**, , and much more in this, his new, different, must-have **“HOW TO GET HIRED FAST!” Advanced Teaching Books.**

This **“HOW TO GET HIRED FAST!” Advanced Teaching Book** was written to provide you with Ronnie’s and other mentor’s “results-proven” experience, secrets, tips, tactics, and teachings to help you find your next best new job and get hired fast before someone else gets the job you want and need.

It will help you get a competitive advantage over other potential candidates seeking the same job opportunities.

It will also help you because what you do not know about the hiring process or the secrets, tips, tactics, and teaching about getting hired fast can hurt you.

WHY LISTEN TO RONNIE SCHMIDT?

Ronnie Schmidt and his sales staffs have been responsible for over \$252,000,000 in sales of products and services during his 50-year sales management and marketing career for such Fortune 500 industry leaders **Fram Corporation, Honeywell, Inc., Boise-Cascade, Inc., Bausch & Lomb, Inc., Cooper Vision, Inc., Amstar-Domino Sugar, Inc.**, in automotive, commercial building control systems, industrial food manufacturing, real estate construction, ophthalmic medical, marketing, publishing and advertising mediums markets. and as **Founder** and **CEO** of the **Marketing Consultants Group, LLC**

He has a broad base of experiences and a solid foundation for training and teaching.

He founded the **Marketing Consultants Group, LLC**.

A strategic marketer with a creative, practical, “results-driven” marketing and sales mind, Ronnie developed powerful selling systems solutions like his **Audio Home Tours Marketing Systems**, exclusive new ad mediums including his **Indoor Digital Signs Advertising Networks**, and results-oriented concepts like: “**Interactive Marketing**”, “**Targeted Broadcast Marketing**”, “**Because Marketing Systems Work – While Everything Else Eventually Fails**”, “**Empowering Your 'Unpaid' Sales Force**”, “**Breaking The Deadly Silence Of Real Estate's Unpredictable Silent Marketing**” as well as his exclusive “**Consumer Friendly Marketing With THE WOW**”

FACTOR.”

He co-authored **White Paper – Case Study “Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?”** with research and commentary provided by Steven Keith Platt, Director, and Research Fellow at The Platt Research Institute.

He authored **“Why Aerial Advertising? Can Advertising With An Airship (Blimp) Be More Effective Than Traditional Forms Of Advertising?”**

He earned a Bachelor of Arts Degree from Pennsylvania State University in General Arts And Sciences.

Having already achieved these accomplishments, why did Ronnie take the time to put everything down on paper over the last four years and write this exclusive “results-proven” **“HOW TO GET HIRED FAST” Advanced Teaching Book?**

Ronnie never realized the advantages of having great mentors during high school and college and especially after starting his corporate sales and marketing career.

He only learned later in his life the importance of great mentors.

And so now he is giving back the important mentoring he did not receive or ask for earlier in his life by sharing those “results-proven” secrets, tips, tactics, and teachings he learned over time during his successful sales and marketing management career to help you find your next best new job and get hired fast.

It is his pleasure to be able to help others through these uncertain times, when help is needed for those who have been laid off, lost their job, been furloughed, had their hours, and pay cut, and their world turned upside down through no fault of their own.

He is obsessed with giving back to those who need the “results-proven” mentorship of someone who has been there, done that, and been successful getting hired fast.

He has taken it upon himself to teach you his and other’s “results-proven” secrets, tips, tactics, and teachings that worked then and will work even better now.

He is providing you with proven ways to differentiate yourself from other candidates competing for the same positions to give you a competitive advantage for getting the best job offers, now and in the future.

SPECIAL BONUS SECTION

HOW TO TURN AN INTERVIEW IN YOUR FAVOR

One of the most important parts of the hiring process involves interviews, face to face, via phone, Skype, etc. with any number of folks involved in the decision-making process.

You could interview with the human resources personnel, your potential supervisor, his or her supervisors, all of whom have influence over you getting an offer and getting hired fast.

It has been my experience that one point to remember about most interviews is that the person who talks the most usually has the best perception of how the interview went.

The person who talks the most usually has the best time. Most don't realize they are in control of their own interviews.

Why is this?

Because people love talking about themselves.

It is one of everyone's favorite topics.

And if you want to find out pertinent information that is important to you in your interview, you want to ask the right questions and listen carefully to the answers.

One of my most powerful "results-proven" secrets for getting hired fast is what I call **The Interview Turnaround Tactic**.

It is just as important for you to interview the interviewer as it is for them to interview you.

Mastering the art of getting your interviewer to open up about themselves, their career, their experience with the company or organization is important.

Because by getting your interviewer to open up, you will gain a unique perspective of how they think, what they are thinking, what their needs, wants and desires are and much more.

What is some the most important information you want to learn from your interviewer and what is probably the most important question to ask in any interview?

The first part of your strategic objective in an interview is to get your interviewer talking about themselves, their job, their likes, and dislikes, etc.

The second part of your strategic objective is to give your interviewer an opportunity to give you their personal description of the “perfect person” they are looking to hire.

First, let us address the most important question you should ask an interviewer.

Because when this question is answered, it is the most valuable piece of information you can take away from your interview.

Once you have their description of the “perfect person” they want to hire, it’s easy to restate their description, then relate

your personal qualifications as a match to who they are looking to hire.

Want to know the most important question you can ask any interviewer and get a peek inside their brain as they picture and describe to you who they want to hire?

Okay, here is the question.

“If you were to describe the perfect person you would like to hire for this position, how would you describe them?”

Once they give you a description in their own words of the individual they visualize hiring, you simply restate your own qualifications that best matches how they describe the perfect person they would like to hire.

Use your best judgement as to the timing of this question because you want to be able to think about your response and respond based on their response to your question.

Most importantly, ask it before the interview is headed to a conclusion, not at the very end of the interview or you will have little time to think about how you want to respond.

SPECIAL BONUS SECTION

FOR COLLEGE SENIORS, RECENT GRADUATES

Where should you start your career?

In my opinion, Fortune 500 companies are a good place to start because most Fortune 500 companies will give you training and opportunities you might not otherwise get from others.

Fortune 500 companies became Fortune 500 companies because they were excellent at what they did and are doing.

One benefit of starting with a Fortune 500 company is how others may perceive you. The company's credentials may add to your personal status of working for and having worked for them.

Fortune 500 organizations are a good place to start to get a feel for what you really want to do and where you will most likely best fit, especially if you are unsure of what you want to do now.

Most Fortune 500 companies have diverse job opportunities and own diverse companies and organizations which could provide you with multiple opportunities to explore as well as options in the same company if you are not sure of what you want to do.

Should you want to explore opportunities without starting all over again with a completely new company, it may be easier to

move from one department or division to another department or division in a Fortune 500 company.

DEDICATION

My **HOW TO GET HIRED FAST Advanced Teaching Books** and the important “results-proven” secrets, tips, tactics, and teachings contained herein are dedicated to YOU.

I want to dedicate this book to all of you who may be just starting out or perhaps been frustrated finding your dream job or getting the best job offers.

My mission is to help you find that place of employment where you will not only fit like a glove, but feel totally comfortable and thrive, not just survive.

It has been my goal to give you the best results-proven advice, wisdom, and knowledge, learned over many years of being successfully hired by different people in different industries as well as hiring and mentoring good people like you.

What has worked for me and others that I have learned from in the past will work for you today.

If you apply the secrets, tips, tactics, teachings in the book, I believe you will differentiate yourself from those applying for the same positions in the same organizations.

This differentiation will give you a distinct competitive edge.

With the right mentorship, you will be able to avoid some of the frustrations and worries of the hiring process, easily stand out from the crowd, and become the candidate of choice at the head

of the hiring line.

If you have not already done so, get a pencil or pen and write down some of the secrets, tips, tactics, and teachings you want to remember and use them.

You are in control of the hiring process and your future.

You are the one making the decision to learn from this book and others, to get prepared, to do the little things others do not or will not do, to make a lasting impression to stand out from the highly competitive crowd of job candidates in today's marketplace.

My “results-proven” secrets, tips, tactics, and trainings will help direct and guide you through some of the most important decisions you will make, most importantly about your present and future career.

And enable you to help you achieve all you want to achieve.

Best of luck to you.

I look forward to hearing of your successes.

Ronnie Schmidt, Author, CEO

Marketing Consultants Group, LLC

ACKNOWLEDGEMENTS

Without my Heavenly Father's wisdom, His guidance and my personal experience, the life-changing, results-proven advice, secrets, tips, tactics, teachings, **ADVANCED SYSTEMS** in this **"HOW TO GET HIRED FAST!" Advanced Teaching Book** could not have been written and revealed to you.

Here are some of my many mentors. I would like to acknowledge and thank those who helped me in my career, my life and shared their wisdom, knowledge, insight, advice, and counsel.

I would like to thank and acknowledge Mr. Joel Aronson for sharing his time, wisdom, common sense and practical knowledge of people and business.

I would also like to thank and acknowledge Dr. Mike Murdoch, who made it his life's work studying and examining wisdom from many different perspectives, sources, and people.

I would be remiss if I did not acknowledge and thank one of the great scholars and teachers, Dr. Arnold Murray, along with his son Pastor Dennis Murray, who continued all of Dr. Murray's teachings, for their insight, and encyclopedic knowledge of "the word."

Certainly not least, I would like to thank and acknowledge Ms. Bridgetta Rustina Messina for her editing, her time, her encouragement, and for providing feedback

regarding content of this book, without which it could not have been written.

There are many others who I have learned from and gleaned nuggets of wisdom from over the years and I am grateful to each one.

I have been extremely blessed to have learned from many brilliant people, marketers, managers, many whose insights and knowledge are contained in this book, and I look forward to learning more from you, the readers.

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