



TAKE CHARGE OF YOUR CAREER

## YOUR CAREER ADVOCATE

Volume Ten, Issue Five — June 2014

**YOUR CAREER ADVOCATE is the FREE monthly e-newsletter published by Career Potential, LLC to help you take charge of your career, create the work you love, and earn what you deserve!**

### This Month's Content

- [This Month's Feature Article](#)
- [Job Search Technology](#)
- [Consulting Award](#)
- [You're Invited – Two Career Success Events](#)
- [Special Bonus Audio – For Subscribers Only](#)
- [Client Referral Program](#)
- [Career Potential's YouTube Channel](#)
- [Invitation from Career Potential – Free Initial Consultation](#)

### This Month's Feature Article

#### Five Career Tips

By Ford R. Myers  
President of Career Potential, LLC

The career tips below were transcribed from an interview I did a few years ago when my book was first published ([Get The Job You Want, Even When No One's Hiring.](#)) The comments I made at that time are just as relevant now as they were then, so I decided to share them with our readers again.

#### 1. Is the job market really as bad as most people – and the media – say it is?

Yes, the job market remains bad – REALLY bad. That's just a fact and we can't "sugar coat" it. BUT, even if you've lost your job, it's not your fault, and you didn't do anything wrong! You might be feeling disoriented, depressed, angry, exhausted or even hopeless. All these emotions make sense, under the circumstances. The good news is that there ARE some things you could be doing differently that would produce much better results for you. Many of my clients are still having success, and finding great jobs – even in this challenging environment.

#### 2. What's one of the big secrets of today's job market that you reveal in your book?

This is the worst economy in decades. We have record unemployment, massive layoffs, crises in almost every industry, and it seems that no one's hiring! The biggest secret in today's market is that even while so many companies are letting people go, they're quietly hiring new people at the same time. The truth is that every company is hiring all the time – IF you have what they need when they need it. But of course, THIS doesn't make the headlines. TV and newspapers only report the BAD

### What Clients are saying about Career Potential

"Ford Myers was tremendously helpful to me in my recent job search during which I utilized his book, *The Ultimate Career Guide*, as well as individual coaching. Ford was an invaluable resource, particularly when it came to weighing offers. As I prepared to begin my new role, he provided excellent suggestions for making an effective transition. I heartily endorse his services!"

— J. Scott  
*Project Management Executive*

### Quick Links

- [Visit Our Blog for Timely Career Advice and News](#)
- [Explore Our Career Coaching Programs](#)
- [Check-Out Our Corporate Seminar](#)
- [Get a Career Makeover in 7 Days](#)
- [Refer A Friend](#)

**Visit  
Career Potential**

news.

### **3. What kind of candidates are still getting hired in this environment?**

It used to be that people could rely on their credentials to get hired – their resume, work history, degrees, etc. This is NO LONGER the case. In this economic climate, the ONLY way to get hired is to prove that you can solve the employer's problems and successfully address their business challenges. In other words, candidates need to stop acting like job applicants and start acting like solution providers! People need to stop marketing their qualifications and start selling their proven results. The only thing an employer is interested in these days is, "What can you do for me – NOW!?"

### **4. What's one of the biggest mistakes you see candidates making when no one's hiring?**

In this awful economic climate, when good jobs are scarce, it's tempting to say, "Well, I'm just going to take any job I can get." But casting a wide net like this really isn't a good idea in most cases. In fact, a much better strategy is to get MORE focused than ever on your career objective! This might sound strange when so many people are unemployed and struggling to find work. Sure, it's OK to take a "bridge job" temporarily to tide you over for a while, but it's imperative to NOT give-up on your career dreams! By staying laser-focused, you'll be more plugged-in to your business niche. Your passion for your field will be a differentiator, and you'll seem more serious and committed. Your industry knowledge will expand with each new interview and your confidence will grow. You'll get more referrals and hear about more "hidden jobs" that are just developing. All of this will accelerate your job search, by weeks or even months – and you'll wind-up with a higher-level, better paying job!

### **5. What's your #1 piece of advice for folks who feel hopeless and defeated about their career prospects?**

I know that many people are feeling overwhelmed and upset about their job search or their employment situation. They get hopeless after watching all the gloom-and-doom news stories about the job market. But when it comes to ATTITUDE, we all have a choice! The question is: what are you going to focus your attention on: the thousands of people losing their jobs, or the people who are still finding good jobs? In my experience, I have learned that the very FIRST thing you need to do is shift your mindset. This is even more important than your qualifications and skills. One of my favorite sayings is, "Mindset Before Skillset." If you're like most people, you probably need a major shift in attitude and mindset. Without this, it doesn't matter how qualified you are, or what college you went to, or how good you look in a suit. If you have a negative or defeatist attitude, the employer will smell it a mile away. So please take a good look in the mirror. If you see a negative attitude there, adjust it right away. Focus on what you CAN do, not on what you CAN'T. Focus on all the people who are surviving and even thriving in this job market, rather than on the people who have lost their jobs. This is a pre-requisite to landing a good job; it's not optional! As I always say, "Attitude is everything!"

## **Apps For Job Hunting**

This list of new Apps may provide some help and boost productivity during your job search. The information comes from the June 6, 2014 edition of The Week® magazine. We have not used or tested these Apps, and sharing them with our readers is not meant to be an endorsement of them.

### **Jobr**

Jobr is "Trying to be the tinder for job hunting." Fill-out a resume and job openings that match your profile will pop-up one-by-one. As on a dating App, you swipe to the right to register interest, and if the hiring party likes you too, Jobr sets-up a phone chat. (Free, iOS only).

**Today!**

[www.careerpotential.com](http://www.careerpotential.com)

For Premier Career Success Programs, Products and Services

Direct: 1-610-649-1778  
Toll-Free: 1-888-967-5762

**Get Hired FAST!**

*Timely new book shows you how.*



[Click Here to Learn More](#)

**Watch Our Television Interviews**



[Click Here to View](#)

**Take Our Free Career GPS Self-Assessment!**



[Click Here to Start](#)

[Android \(notify list\)](#) / [iOS](#)

### Job Interview Q&A

Job Interview Q&A offers "just what the name says." It poses common interview questions, to which you respond. It also explains in each case what managers are hoping to learn. (Free, Android only).

[Android](#) / [iOS](#)

### Job Compass

Job Compass lists jobs by ZIP code and covers dozens of countries – in case you're up for a big change. (Free, iOS only).

[iOS](#)

### Job Search

Job Search, from Jobandtalent, improves on the average job-search engine with a "beautifully designed" interface that helps you sort through and stay up on the openings that interest you. (Free, Android or iOS).

[Android](#) / [iOS](#)

Source: [FastCompany.com](#)

## Consulting Award



Ford R. Myers, President of Career Potential, LLC

([careerpotential.com](#)), received the Delaware Valley's "HR Consultant of the Year" award on Thursday, May 15, 2014. The 14th annual gala dinner event was held in the "Ballroom at the Ben" at the Franklin in Philadelphia. The Delaware Valley HR Person of the Year Award was developed in 2001 to celebrate the human resources profession, and to recognize those in the HR field who exemplify outstanding achievement within the local human resources community.

The Delaware Valley HR Person of the Year Award

([www.hrpersonaward.org](#)) is a joint effort between HR Association of Southern New Jersey, Chester County Human

Resource Association, Delaware County SHRM, Delaware SHRM, Greater Valley Forge HR Association, Philadelphia SHRM, Tri-State HR Management Association chapters of the Society for Human Resource Management (SHRM).

Awards are given in the following categories: HR Person of the Year with 1-500 employees, HR Person of the Year with 501-2,000 employees, HR Person of the Year with 2,001 or more employees, HR Consultant of the Year, and HR Rising Star of the Year.

"I am thrilled and honored to have won such a prestigious award," said Myers. "I sincerely thank those who nominated me."

**You're Invited – Two Career Success Events – June 2014**

**Career Success Audio™**

**Get a Full Career Makeover in Just 7 Days!**

[Click Here](#)

**THE ULTIMATE CAREER GUIDE**

[Click Here!](#)

**To Your Success!**

### Forward E-Newsletter

If you think a friend or colleague would enjoy "Your Career Advocate," please forward this edition to them.

### Subscribe to Our Mailing List

If a friend or colleague forwarded this edition of "Your Career Advocate" to you, you can subscribe to our newsletter mailing list by visiting [this page](#) and downloading our Free Special Report from the left-hand side of the page.

### Connect With Ford R. Myers

Follow Ford on these Social Networks



**Event #1 – Wednesday, June 18, 2014**

**JOB SEARCH NETWORKING: HOW TO DO IT RIGHT AND GET RESULTS**

We've all heard the story about how any actor could be connected to Kevin Bacon through "six degrees of separation." This concept of connectedness was popularized in 1994. The same could be said for any of us – that the people we most want to connect with are no more than six steps away through relationships. Some believe that it's not six steps, but as few as two!

Come learn how a senior marketing executive in transition was able to meet with more than 250 people, face-to-face, in just five months as he pursued his job search. Speaker Barry Curewitz will share the specific strategies, tools and tactics he used to generate such phenomenal results. You will leave this discussion with a solid blueprint that lays-out exactly what you need to do to meet the people who can really help you achieve your career goals!

Don't miss this practical, "real-world" and exciting presentation. Seats are limited, so register now!

**Here are the details:**

**DATE:** Wednesday, June 18, 2014

**TIME:** 6:30pm to 9:30pm

**SPONSOR:** Philadelphia Area Great Careers Group

**PRESENTER:** Barry Curewitz

**INVESTMENT:** \$20.00 (pay with your online registration)

**WHO:** Everyone is welcome!

**LOCATION:** Bartley Hall, Room 2001, Villanova University, Villanova, PA (Corner of Lancaster and Ithan Avenues)

**REGISTRATION:** Advanced registration is required and seats are limited. [Click here](#)

**DIRECTIONS:** [Click here for directions](#)

**QUESTIONS:** Call Eric at (610) 420-4158 or e-mail

[epkramer@gmail.com](mailto:epkramer@gmail.com)

**NOTE:** You will need to register as a member of [www.MeetUp.com](http://www.MeetUp.com) (free) in order to sign-up for this event. Do this at

<http://www.meetup.com/Philadelphia-Area-Great-Careers-Group> by clicking the "Join Us" button at the top-right section of the web page.

**About the presenter:**

Barry Curewitz is a Senior Marketing Executive and Business Leader with more than 20 years of experience accelerating revenue growth for consumer brands. He has generated more than \$500 million in revenue with Campbell Soup, Johnson & Johnson, Lenox and Warner-Lambert. Barry holds BS and MBA degrees, and he has taught at the Fox School of Business at Temple University and the LeBow College of Business at Drexel University. His articles have been published in Marketing Management, Advertising Age, Chief Marketer, MarketingProfs and Marketing Daily.

---

**Event #2 – Wednesday, June 25, 2014**

**POSITION YOURSELF FOR THE FUTURE**

You've landed your new job (or soon will). Congratulations! Now you can "put your feet up" and take it easy, right? Wrong! In many ways, your work is just beginning. It's time start thinking about your future – which starts on the first day of your new job and continues through the rest of your working life.

How will you maximize your chances for success in the new job, and minimize your chances of failure? How will you offer the highest level of contribution to the new organization? How will you establish a positive

and productive relationship with your new boss? How will you build strong and effective teams? How will you align with the company's main business goals and priorities? How will you continue learning, and expanding your positive impact at work?

These questions, and others like them, could "make or break" your next position – so it's vitally important to consider these topics "ahead of time" and prepare for the launch of the rest of your career. Don't wait! Join us for this interactive workshop, during which we will discuss all the issues above, and set you up for success in your next position.

Seats are limited, so register now.

**Here are the details:**

**DATE:** Wednesday, June 25, 2014

**TIME:** 9:00am to 11:30am

**SPONSOR:** Career Potential, LLC

**PRESENTER:** Ford R. Myers, President of Career Potential, LLC

**INVESTMENT:** \$25.00 (pay with your online registration)

**WHO:** Everyone is welcome!

**LOCATION:** Radnor Financial Center, 150 N. Radnor-Chester Road, Suite F-200, Radnor, PA

**REGISTRATION:** Advanced registration is required and seats are limited. Visit: [www.careerpotential.com/signup/](http://www.careerpotential.com/signup/)

**DIRECTIONS:** [Click here](#)

**QUESTIONS:** Call Ford at (610) 649-1778 or e-mail [contact@careerpotential.com](mailto:contact@careerpotential.com)

**About the presenter:**

Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation's largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of two books: "*Get The Job You Want, Even When No One's Hiring*" and "*The Ultimate Career Guide*."

---

These events are also opportunities to make new networking contacts, and get some of your career questions answered!

If you'd like to improve your career situation, you'll find these presentations to be particularly relevant and helpful.

Please pass this invitation along to anyone else who might benefit from these powerful seminars.

---

**Special Bonus Audio – For Subscribers Only**

**"The 12 Habits of Highly-Successful Job Seekers in a Down Market"**

The most popular (and possibly the most powerful) teleseminar I've ever conducted is called "The 12 Habits of Highly-Successful Job Seekers in a Down Market." Some subscribers to this e-newsletter have already heard the program – while others have been requesting that I offer it again. So as a special bonus this month, here it is! Just click the button below, turn-up your computer's speakers, and enjoy listening to the recording!

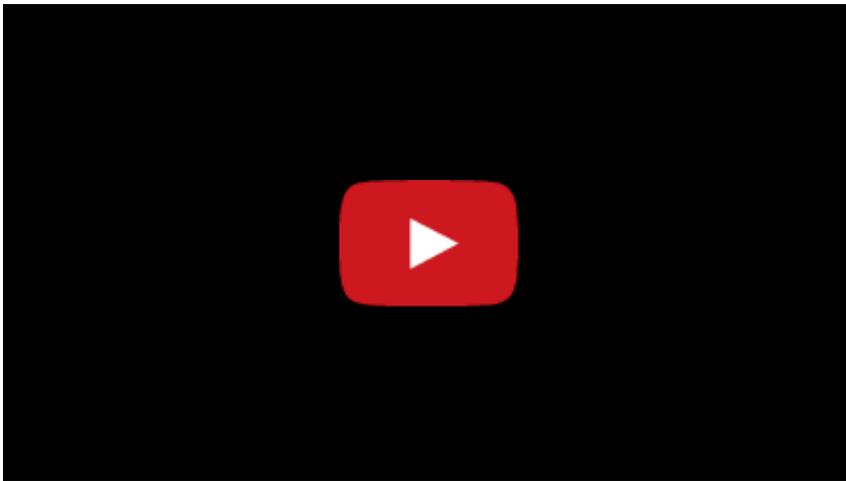


## Client Referral Program

Here at Career Potential, LLC, most of our business comes through referrals. To encourage this process, we offer an incentive in the form of a "Referral Bonus." Each time you refer someone who becomes a career coaching client, we'll reward you with a generous American Express gift card! For details, please contact Career Potential.

## Career Potential's YouTube Channel

Did you know that Career Potential, LLC has its own YouTube channel? Check it out, and watch all our TV interviews and educational presentations online. It's FREE, and you'll learn quite a lot by watching. Just visit: <http://www.youtube.com/user/careerpotential> and access all the video segments. Below is one of them for you to enjoy.



## Invitation from Career Potential – Complimentary Initial Consultation

The employment market is just too challenging these days to attempt a job search on your own. We provide the tools, resources, knowledge and skills that you can't get anywhere else – assets that are essential to achieve real success in job search and career management.

[Click here](#) to see if you qualify for a complimentary initial consultation!

Ask yourself these questions ...

- Are you dissatisfied with your current career situation, and with the way your career has been going?
- Are you frustrated by a job search that has been unsuccessful?
- Would you like to generate more interviews and get more offers?
- Would you like to enjoy much more career growth and earn more money?
- Would you like the help, guidance and support necessary to

achieve your true potential?

- Would you be willing to invest in your career, if you knew that your investment would pay off quickly and significantly?



Career Potential, LLC is a career coaching and consulting firm that helps clients take charge of their careers, create the work they love, and earn what they deserve!

Want to learn more about our career success programs? Wondering how career coaching could help YOU? Please call today, or simply [click here](#) to see if you qualify for a complimentary initial consultation!

Copyright © 2015, Career Potential, LLC. All Rights Reserved.  
Reproduction in any form is prohibited.

Email: [E-mail Career Potential](#)  
Phone: 1-610-649-1778  
Web: <http://www.careerpotential.com>