



TAKE CHARGE OF YOUR CAREER

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## **10 WAYS JOB SEEKERS CAN MAKE A GOOD FIRST IMPRESSION**

*Career Coach and Author Ford R. Myers Offers Key Strategies to  
Make a Good Impression with Your Potential Employer*

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**Haverford, PA** (June 2, 2014) – Your resume stood out among the others. You made it through the phone screen. Now it's time to meet your potential employer in person. This is “do or die” time – an opportunity that cannot be missed.

Ford R. Myers, career coach, speaker and author of “Get The Job You Want, Even When No One’s Hiring,” (John Wiley & Sons, <http://www.getthejobbook.com>) suggests job candidates follow these 10 guidelines to make a good – and lasting – first impression.

1. Be mindful of the other person’s time. Ask how much time the other person has to devote to the meeting, and hold to that time frame.
2. Ask questions about the company and the open position.
3. Dress appropriately.
4. If you were referred by a mutual friend or colleague, be sure to reference that person in positive terms. This helps build a “personal bridge” and establish rapport.
5. Takes notes throughout the interview. This shows that you are interested and engaged enough to be taken seriously.
6. Arrive at the meeting on time. This shows that you respect the other person and that you are a true professional.
7. Be fully prepared. Learn everything you can in advance about the company, the opportunity, and the interviewer.
8. Make a connection between your past successes and how they relate to the prospective employer’s needs and challenges.
9. Present yourself as a solutions provider rather than a job seeker. Offer to be of service and show genuine interest in helping the interviewer solve his/her business problems.
10. Follow up with a timely thank you note. This is a must!

“In today’s tight job market, so few job seekers actually make it to the interview stage. By incorporating these simple suggestions into the interview process, job seekers will make a good first impression, be memorable, receive better feedback, and ultimately get more job offers,” says Myers.

For more information and other useful tips for achieving career success, visit <http://www.getthejobbook.com>.

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**PHOTO LINKS:** A portrait of Ford R. Myers and an image of the GET THE JOB book cover can be downloaded at the bottom of: <http://www.getthejobbook.com/ford-myers-media.html>.

**ABOUT:** 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 “Get The Job You Want, Even When No One’s Hiring.” More information is available at: <http://www.getthejobbook.com> and <http://www.careerpotential.com>.

**AVAILABILITY:** Greater Philadelphia Area; nationwide by arrangement via telephone. Available for interviews in print, television and radio.