



TAKE CHARGE OF YOUR CAREER

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NEW YEAR, NEW CAREER: 6 STEPS TO ACHIEVE CAREER SUCCESS IN 2016
*Career Coach and Author Ford R. Myers Offers a Fool-Proof Plan
to Find a New Job or Fix Their Current One in 2016*

Haverford, PA (December 14, 2015) – Americans make all kinds of New Year’s resolutions – to lose weight, to stop smoking, or spend more time with family and friends. However, you never hear anyone say, “I’m committed to improving my career status.”

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>) has developed a simple six-step “Power Plan” designed to help individuals make the most of their current career or find a new and more satisfying one in 2016.

STEP 1: PERFORM AN INTERNAL AUDIT: A comprehensive internal audit combines an individual’s personal values, a list of adjectives outlining their “ideal employer,” and a “perfect job description.”

STEP 2: UPDATE YOUR JOB SEEKER’S “TOOL KIT”: Every job seeker needs written accomplishments, verbal presentations, professional biography, list of references, and letters of recommendation along with the resume.

STEP 3: NETWORKING: THE CORE OF YOUR SEARCH: Develop a networking contact list, positioning statement (where you’ve been professionally), a departure statement (what happened to your last job), list of targeted companies, networking meeting agenda, and request for help (access to a broader network and professional guidance – not a request for a job).

STEP 4: INTERVIEWING FOR SUCCESS: BETTER INTERVIEWS GET BETTER OFFERS: Job seekers need to provide the interviewer with accurate, relevant, and value-centered stories about job performance. The interviewer needs to share the story of their company, describe the position in question, and explain specifically how they want you to fit into this picture.

STEP 5: SALARY NEGOTIATIONS: THE RULES OF THE GAME: Salaries are fully negotiable even in the current economy. Perform extensive salary research and defer salary discussions until an offer seems imminent. Discuss salary only with the person who has the authority to negotiate the salary and hire you.

STEP 6: A GUIDE FOR PERPETUAL CAREER MANAGEMENT: Keep all your success documents up to date, putting time aside every week for active networking, researching and being aware of the competition, and offering to help people in your network.

“Despite the current economy, many people are moving up the corporate ladder or finding excellent new careers. Those who are achieving success know how to ‘play the game’ and are fully prepared for every step of the career development process. Anyone can find career success in 2016 by properly executing the steps I’ve outlined above,” adds Myers.

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

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PHOTO LINKS: A headshot 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/>.

FORD MYERS’S YOUTUBE CHANNEL: <https://www.youtube.com/user/careerpotential>

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.