



TAKE CHARGE OF YOUR CAREER

**FOR IMMEDIATE RELEASE!**

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**10 MISTAKES JOB SEEKERS MAKE...AND HOW TO AVOID THEM**  
*Career Coach and Author Ford R. Myers Highlights 10 Little-known  
but Deadly Mistakes That Can Stop a Job Search Dead in its Tracks!*

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**Haverford, PA** (February 2, 2016) – Many people make significant job search mistakes and never even realize it. These blunders are easy to make ... and they can end up costing you thousands of dollars.

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>) reveals these top 10 mistakes, and explains how to avoid them.

**Mistake #1: Relying on Online Job Postings**

In general, job postings produce little value. However, it is also a mistake to ignore them altogether. Some of the best chances for jobs from ads are in specialty niches and web sites of specific industries. Myers suggests spending no more than five percent of your valuable time on public job postings.

**Mistake #2: Sending Unsolicited Resumes**

Unsolicited resumes are considered garbage, scrap paper and wasted effort. Secretaries kill them, Human Resource Managers file them away, and hiring decision-makers pitch them. Myers advocates abandoning this job search tactic completely.

**Mistake #3: Looking Only for Job Openings**

Searching for companies with “openings” is an obsolete job hunting method. The best jobs are never “vacancies” or “openings.” Rather, more than 30% of positions are created for the applicant, often at the interview. The key is to shift your focus from “openings” to “opportunities” (which exist nearly everywhere).

**Mistake #4: Ineffective Networking**

Networking should be the primary focus of every job search. However, Myers finds that most people go about it the wrong way – by talking too much and asking for jobs. The best networkers are listeners more than talkers, have a clear agenda, and ask for feedback and guidance. Remember that networking is more about giving than it is about taking.

**Mistake #5: Leaving Yourself Open to Many Kinds of Jobs**

Focus on finding the RIGHT job – not just “any job.” Critical factors to consider include scope of responsibilities, satisfaction, growth potential, location, cultural fit, great co-workers, a pleasing environment and competitive compensation. Commit to your specific job-search goal, and don’t try to be “all things to all people.”

**Mistake #6: Being Unplanned in Your Search**

Myers suggests the following tips to conduct a proper job search: a well thought-out methodology, daily solitude and planning, space in the home dedicated to the search, and a system for accountability. Most of all, be 100% clear about your job search objective, and follow a structured plan to achieve it.

**Mistake #7: Doing it Alone**

Career coaches are experts who provide objective guidance, help you “think outside the box,” and provide a proven system for job search success. Many offer excellent advice on salary negotiation, often exceeding the job seeker’s expectations. The job market is just too tough to think that you can achieve optimal results by yourself.

**Mistake #8: Letting Others Control Your Job Search**

It is best to conduct your own research and target the right companies yourself. Remember: only you can “sell yourself” effectively and land a job. However, Myers suggests working with a small selection of professional recruiters – they can serve an important role in your search. But you’ll need to maintain control over the whole process.

**Mistake #9: Not Preparing Well Enough for Job Interviews**

All job interviews are comprised of five basic elements: articulating your value, conveying your knowledge of the company, asking intelligent questions, negotiating compensation, and following-up. Each of these disciplines has to be practiced in advance so you can “ace” the job interview. “Winging it” just won’t do!

**Mistake #10: Not Knowing Your Market Value**

You must research and assess your value in the marketplace before you attend a single interview. Never disclose your salary history or requirements; always get the employer to name the salary or range first. The time to talk money is when the employer has made it clear that you are their top candidate, and as they extend an offer.

“It is very easy for even the savviest of job seekers to make these mistakes. By learning how to navigate these potential pitfalls from the outset, your job search will be more productive and yield more positive results,” 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>.

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