



TAKE CHARGE OF YOUR CAREER

FOR IMMEDIATE RELEASE!

CONTACT: Ilyse Shapiro
(610) 649-1778
ilyse.shapiro@verizon.net

FIVE JOB SEEKING TRUTHS PARENTS CAN GIVE THEIR NEW COLLEGE GRAD
Despite the Investment Parents Make in Their Children's College Education, Most Kids Are Not Properly Prepared to Find a Job. Career Coach, Author and Speaker Ford R. Myers Provides Parents with Five Sage Tips to Help These "Up-and-Comers" Succeed in the World of Work

Haverford, PA (April 5, 2016) – You've spent more money on your child's education than you did for your first home. You've deferred your retirement savings so she could go to the best college. But now that she's finally graduating, is she prepared to find a job?

"Many of today's new college graduates have never set foot in their school's career guidance office or held an internship, nor do they know how to find employment. It is now up to parents to share the real truths about finding a job in today's tenuous employment climate," says 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>).

Myers suggests the following five job-seeking tips parents can impart to their new college graduate:

1. **The Most Qualified Job Candidate Does Not Necessarily Get the Job Offer.** In today's difficult job market, strong qualifications and accomplishments are necessary. However, the candidate who will get the job is the one who self-markets and demonstrates to the employer that she is the best fit for the company's needs, problems and challenges.
2. **Research Your Way to Success.** Pay attention to local, regional and national sources of business intelligence. Study everything you can about the companies you're most interested in. Learn to frame your ideas and value in terms that are relevant to the current business and economic landscape.
3. **Networking is More Important than You Think it is.** The best jobs are not obtained through Web sites or job postings. They are usually acquired through networking. Adopt the discipline of blocking out time on your calendar for networking activities – now and for the duration of your career.
4. **An Employer's Offer is Never Its Best Offer.** You might be tempted to take any job offer in a tight economy. Yet employers expect that you've done your salary research, and they anticipate having dynamic negotiations with you. In fact, if you don't negotiate, the employer will likely be disappointed in you as a candidate.
5. **Graduating from School is the Beginning of Your Education, Not the End.** No company wants to hire someone whose base of knowledge isn't current. As a professional, you should continuously build your credentials and knowledge. This will make you more attractive and marketable as a candidate.

"Competition for top jobs is fiercer than ever as new college graduates compete with seasoned professionals for the best positions. It is important for these 'up-and-comers' to have 20/20 vision when it comes to seeing the truths about obtaining employment," adds Myers.

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

#####

Copyright © 2016, Career Potential, LLC. All Rights Reserved. Permission to Reprint: This article may be reprinted, provided it includes the following attribution: Reprinted by permission of Ford R. Myers, a nationally-known Career Coach and author of “Get The Job You Want, Even When No One’s Hiring.” Download your free bonuses now at <http://www.careerbookbonuses.com>.

#####

CONTACT: Ilyse Shapiro, ilyse.shapiro@verizon.net, (610) 642-7427 (PA); or Ford R. Myers, contact@careerpotential.com; (610) 649-1778 (PA), or <http://www.careerpotential.com>.

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.