



TAKE CHARGE OF YOUR CAREER

FOR IMMEDIATE RELEASE!

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

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!

Haverford, PA (November 5, 2014) – Many people make significant job search mistakes and never even know about it. These blunders are easy to make ... and 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, www.getthejobbook.com) reveals these top 10 mistakes, and explains how to avoid them.

Mistake #1: Responding to Online Job Postings

In general, job postings and “want ads” produce little value. Myers suggests spending no more than five percent of your valuable time on public job postings (and devoting the bulk of your time to productive networking!)

Mistake #2: Sending Unsolicited Resumes

Unsolicited resumes are considered garbage, scrap paper and wasted effort. Myers advocates abandoning this job search tactic completely.

Mistake #3: Looking Only for Job Openings

More than 40% of positions are created for the applicant, oftentimes at the interview. These positions didn’t exist before the right candidate appeared. 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. The best networkers are listeners rather than talkers, have a clear agenda, and are not shy about asking for feedback and guidance. You will need a structured, accountable, professional approach to networking.

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

Another key to a successful job search is to focus on finding the RIGHT job – not “just any job.” Before you even start your search, get 100% clear on exactly the type of position you want. Then spend all your efforts pursuing that sort of opportunity.

Mistake #6: Being Unplanned in Your Search

Myers suggests the following tips to conduct a proper job search: a well-thought out methodology, daily introspection and planning, space in the home dedicated to the search, and a system for accountability.

Mistake #7: Doing it Alone

Career coaches provide objective guidance, help you “think outside the box,” and provide a proven system for job search success. Many offer excellent advice on salary negotiations – often exceeding the job seeker’s expectations. There are many kinds of career support, at various levels of investment. By all means, do get help in the search.

Mistake #8: Letting Others Control Your Job Search

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. For example, don’t let recruiters alter your resume without your permission.

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. Be sure to do extensive research on the company and the interviewer beforehand.

Mistake #10: Not Knowing Your Market Value

You must research and assess your value in the marketplace before you attend a single interview. The time to talk money is when the employer has made it clear that you are their top candidate, and after they make 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>.

#####

Copyright © 2015, 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/>.

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.