



TAKE CHARGE OF YOUR CAREER

FOR IMMEDIATE RELEASE!

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

FOUR TIPS TO AVOID AGE DISCRIMINATION IN YOUR JOB SEARCH

Career Coach and Author Ford R. Myers Offers Practical Job Search Strategies for Individuals Who Feel That Their Age is a Hindrance to Future Career Success

Haverford, PA (April 30, 2015) – Recent data show that the unemployment rate for those age 55-plus is approximately 3.9 percent – a fraction of the total U.S. unemployment rate which hovers at 5.5 percent. This statistic will no doubt come as a surprise to older job seekers who are still struggling to find work – especially as they compete for positions against younger, less experienced and lower paid workers.

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>) finds that mature workers offer experience and skills that younger workers cannot offer employers. “Mature workers are more likely to stay put for longer than their younger counterparts, thus reducing turnover, which lowers the costs associated with hiring and training,” says Myers.

Regardless of the benefits mature workers offer employers, many face age discrimination when searching for a new job. Myers suggests the following four practical strategies that can increase the chance of landing a great job at any age:

1. Maintain a high level of energy and project real vitality. This allows you to take on challenging projects, keep up with the fast pace of business, and get things done efficiently. So make sure you exercise to stay fit, show up early, move fast throughout the day, and work hard. Bring a sense of urgency to everything you do.
2. Leverage technology skills. Employers are much more likely to hire mature workers who can demonstrate strong computer skills and possess a demonstrated comfort level with technology. If your technology skills are lacking, now is the time to get additional training.
3. Pay extra attention to your personal image. First impressions count. Make a deliberate, consistent effort to present yourself in the best light. Now is the ideal time to take stock of your appearance, and adjust your appearance to be more contemporary and stylish.
4. Pursue a temporary, part-time or contract position. Volunteer, provide pro bono work, take on a consulting contract, or complete an internship or apprenticeship. This will show that you’ve been engaged and productive, even during periods of unemployment.

“You can’t change your chronological age, so don’t waste mental energy thinking about it. Older workers who understand that their maturity and expertise are true assets are more likely to land the job they want,” 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.