



News

For Immediate Release

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## Get the Job You Want, Even When No One's Hiring

By Ford R. Myers

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San Francisco, CA – “Yes, the job market is bad, *really* bad,” admits [Ford R. Myers](#), President of Career Potential, LLC and author of [GET THE JOB YOU WANT, EVEN WHEN NO ONE'S HIRING](#) (Wiley; \$19.95; June 2009). “But this has happened before, and it will happen again. Your chances as a jobseeker are actually much better than you think.”

Since 1992, Myers has been providing professional services in career consulting, executive coaching, and assessment. After helping thousands of individuals take charge of their careers, find a job they love, and earn what they deserve, Myers drew from his diverse experience to create [Career Potential, LLC](#) – a powerful new approach to career consulting.

“Tough times highlight the difference between your job and your career,” Myers explains in **GET THE JOB YOU WANT**. “When no one's hiring, focus and clarity are more important than ever; your attitude and assumptions will dictate your career fate.”

### Unconventional Career Strategies That Actually Work

Myers does not shy away from unconventional strategies, such as pointing out that **your resume is your least important tool**, and that **networking isn't just part of your job search, networking is your job search**. “Great networkers are not great talkers, but great listeners,” he explains. Even more surprising: **when no one's hiring, the best way to get a job is not to look for a job**.

In **GET THE JOB YOU WANT, EVEN WHEN NO ONE'S HIRING**, Myers divulges the seven truths of career success, for both good times and bad, as well as the 20 habits of highly effective job seekers in a down market. He offers hidden sources of career support, information and advice. Myers also provides 38 strategies, tips, ideas and reminders for when no one's hiring, and a list of great web sites to assist in the perilous job search – all excellent tools that help jobseekers when no one's hiring. What's more, **GET THE JOB YOU WANT, EVEN WHEN NO ONE'S HIRING** goes beyond the traditional online job boards such as [monster.com](#), explaining how to make the most of the web when no one's hiring.

Myers has served on the staffs of three prominent career management firms – Right Management Consultants; Manchester; and Lee Hecht Harrison, where he was Vice President, Director of Professional Services. In recognition of outstanding business contributions, both Right Management Consultants and Lee Hecht Harrison honored Ford with professional service awards – including the prestigious “President's Award.”



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Myers even offers advice for after a job has been attained. He says that the first 90 days make all the difference in a new position, and that it's important to keep the job so as not to end up "back at square one." The whole point of **GET THE JOB YOU WANT, EVEN WHEN NO ONE'S HIRING** is to never feel helpless again, no matter how bad the job market gets.

"If you can't stop the storm, learn to work in the rain," says Myers. His words couldn't ring more true.

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## **Get the Job You Want, Even When No One's Hiring**

Take Charge of Your Career, Find a Job You Love, and Earn What You Deserve

**By Ford R. Myers**

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