
BREAKTHROUGH

JOB

SEARCH

SECRETS

BY HARRISON BARNES

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Overview

When I used to apply for jobs myself, I would always go to the office supply store and purchase the absolute most expensive paper and envelopes I could.

I remember the paper I used to purchase was so expensive that you could only purchase like 50 sheets of it at a time. The paper was so heavy that it was almost like cardboard and difficult to fit in the equally expensive envelopes that I purchased along with the paper.

This may seem like something that is ridiculous and far more over-the-top than necessary. However, starting from a young age, I have always believed in optimizing everything, and the further along I have gotten in my career, the more important I have realized optimization is.

Optimization means that in every single point, you are improving what you are doing by 10% or more compared to everyone else around you. In the case of the paper, I have received well over 1,000,000 resumes in my recruiting firms over the past 10 years, and I have never seen anyone use paper like this.

I would have remembered it if I saw it. The paper I had found was so heavy that it was made mostly of cotton. You could crumple this stuff up and then iron it to get the creases out if you wanted to. The paper costs a fortune, but it was something that really made my applications stick out.

It could be sitting in a pile of 500 resumes and anyone who saw a letter on this paper would reach for it and pull the resume out of the stack.

Did it work? I believe it did. I consistently got the most competitive jobs available. I think the paper had a small part to do with this.

What does paper like this say about the applicant?

- **The person takes the job seriously**
- **Quality is important to the person**
- **The person wants to make a good impression**
- **The employer is important to the person**

- **The person does things as best as they possibly can be done**
- **The person wants the job**
- **The person wants to be noticed**
- **The person cares about details**
- **The person wants to look good**

You can make your own list. My point is that something as simple as the paper you apply to a job on will make a huge difference. Every single detail of your job search is something that can make a huge difference.

The results you get in your job search and in your life will come down to details and optimizing every single thing you can.

The better you pay attention to and optimize various details, the better off you are going to be in your job search. This paper paid huge dividends for me in my job search. In fact, I am surprised that more people do not do this. People spend thousands of dollars on suits, plastic surgery and all sorts of stuff to look good when they are sitting there in person, but a resume sits in conference rooms and on the desks, of hiring authorities before you show up for an interview and after. The resume better look good.

I run recruiting firms as well, and make sure I use the best paper I can. I use good paper and stationery because I want the candidates I represent to stand out. I have always done this. For several years, the paper we used could only be found in Europe and was manufactured by a small company in Belgium. Notwithstanding, we used it despite the cost.

At the same time, all of our competitors were simply emailing and faxing out resumes. We continued to ensure that every resume went out on the best quality paper and, year after year, the company continued to grow while many of our competitors came and went. This happened not just because of the paper. It happened for many reasons, and most of this was about observing hundreds of little details like this and improving on each one constantly.

You need to watch the details, Improving just one little detail can make all the difference in your job search and in your life as well.

Why am I telling you about paper? Certainly, your job search does not come down to just what sort of paper you use.

I am not here to tell you this.

What I am here to tell you, though, is that your job search comes down to numerous things, like the quality of paper you use, and this and other things taken in tandem make up the entire impression you give the employer and have an impact on whether or not you are going to get the job. You need to hit every little data point you possibly can in the process of looking for a job and, the better you do this, the more likely you are to get the sort of job you are entitled to and deserve.

Each of the points below are things you can do to optimize and improve, just as I did, with something as simple as paper.

This course asks you to do only thirty things over the next thirty days. The more of these things you do, the better you will do in your job search.

Day 1: Have Your Resume Professionally Reviewed

Several years ago, I was sitting in an interview, and the person interviewing me discovered that I had a typographical error on my resume. I almost did not get the job. I had been using the same resume for years, and the typo was an obscure grammatical rule that I was not even aware of, but an astute attorney interviewer was. I do not know all the rules of grammar, and I used to be a law professor! I am embarrassed to say that there are a lot of people out there who are simply much better with grammar than I am. Some people love this stuff, so let them review your resume and catch errors you might not notice.

You don't need to have your resume professionally done. However, it's a very good idea. Sometimes professionals can see various things on our resumes that we personally cannot see, and they can come up with small improvements that can make a huge difference.

For over a decade, I have been running companies such as [Preferred Resumes](#) that help people get their resumes professionally done. If you do not have someone else do your resume, then you should do everything within your power to ensure that you learn what you can about how to do a professional resume, and make sure yours is outstanding. Have lots of people look over your resume and make sure that you are making the best impression possible.

Homework:

- A. Have your resume professionally reviewed! Or, if this is not an option, have someone, or a few people, who you trust look it over and share their opinions. They will likely see something you missed—and even their finding one thing could make a huge difference in your search.
- B. Make sure that your resume is formatted correctly with properly set margins, spacing, font size and style, creating a strong visual impression.

Day 2: Diversify Your Job Search

Incredibly, most people out there rely upon just a few methods of looking for a job. For example, they may join a website, like Monster, and search for jobs just on this site.

This strategy is incredibly dangerous and has severely limited many careers and lives.

When you are just looking for jobs on one site like this, you are only seeing a very small percentage of the job openings in the market. A site like Monster has a lot of jobs that employers are paying \$500 or more to advertise, but it certainly does not contain

- **jobs from employer websites (government, public interest and more),**
- **jobs from association websites, and,**
- **jobs from every other career site out there.**

You need access to every job out there, and this is what companies I have started, like [Hound](#) and [EmploymentCrossing](#), do. They show every job out there and not just the ones employers are paying to advertise.

This gives you a huge advantage in your job search.

Why? Simple. When employers are paying to advertise their job on a website like Monster, CareerBuilder, and so forth, they are trying to get as much traffic as possible to their jobs. Those sites go out and do a ton of advertising to drive applicants to the jobs. This means that there are a lot of applications to the jobs. This makes it harder for you to get the job.

When a job is posted on an employer website, or an obscure association website, the employer is unlikely to get many applications. This lack of applications means that there is unlikely to be much competition for these jobs. Due to the lack of competition, you stand a much better chance of getting these jobs.

You need to find jobs in a variety of locations to make the most of your job search. Do not apply to jobs in just one place.

In addition, you should also be mailing your resume to companies in your industry and expressing interest in working for them **regardless of whether they have openings**. This is

an incredibly effective strategy and something we do at [Employment Authority](#) for our clients. You need to be using every single method possible to track down jobs and apply to jobs. You should never rely on just one.

Whatever industry you are in, you need to research the employers there as aggressively as you can. There are several online sources where you can do this – and many are free. You need to build lists of employers that you are interested in contacting.

The more methods you use, the better off you are.

Once you start doing this, keep track of what is working for you! For example, if you are an accountant and most of your interviews are coming from companies in the construction industry, then you should find more companies in the construction industry, and make sure you are applying to more construction companies.

You need to target your resume mailing to the employers most likely to hire you.

This is simple mathematics and odds playing. If you are doing very well with construction companies, then you are likely (for whatever reason) to do better if you apply to even more of them. The more construction companies you apply to, the better off you are going to be. Apply to every construction company you possibly can to increase your odds. Do this locally and wherever you might be interested in working.

Homework:

- A. Make sure you are using multiple job sites and methods to apply to jobs. Review the sites [Hound](#) and [EmploymentCrossing](#) for jobs.
- B. Contact companies in your industry for employment – regardless of whether or not they have openings.
- C. Keep track of which areas you are getting responses from and apply to more of those.

Day 3: Use the Phone to Contact Potential Employers

Everything these days seems to be done online, and while this is efficient, it lacks a personal touch.

Calling can set you vastly apart from all of the other applicants.

So many people are so much more comfortable hiding behind the computer keyboard, as it requires less energy and time.

But you need to pick up the phone and call every chance you get. One of the most effective strategies out there is to call potential employers on the phone prior to sending a resume to express your interest, and then email your resume right after the conversation.

People love this.

Another great strategy is to leave a voicemail with an employer about how much you enjoyed meeting with them, or speak in person. Your voice is something that can convey more passion, excitement and connect more with most employers than an email. Whenever possible, follow up using your voice.

Homework:

- A. Make a list of all the potential employers, and when you apply for a job, call them. Don't just email your resume. Make actual human contact.

Day 4: Highlight Your Special and/or Hidden Skills and Performance Reviews

Do you have special skills that you can make your potential employer aware of?

On at least one or two occasions that I can remember, I have been on the phone screening an attorney for a job, and they have started to tell me the most incredible things about themselves that were not on their resume – things like being a former basketball player at a major university, or even in one case, being an Olympic athlete.

- **On a couple of other occasions, I have met “child prodigies” who graduated from college at the age of 17 and then went to top 10 law schools. None of this was on their resumes.**
- **Being an Olympic athlete shows that someone has a lot of drive. Being a child prodigy shows that someone is smart.**
- **Other people may be gifted in doing computer coding despite being an attorney, for example.**

You never know what sorts of skills your potential employer may be interested in. You need to show them everything you’ve got!

Along the same lines, if you received good performance reviews in your current or past position, and there is nothing that prohibits you from sharing these performance reviews with a potential new employer, do so.

A good performance review shows what you are likely to do once you show up for work and is one of the most effective things you can show a potential new employer.

Hardly anyone does this. If you do this, and it is not confidential, then you are going to really shine. Anytime I have seen someone do this, it has reaped incredible rewards for them. A good performance review is like a testimonial – only stronger. It shows a potential employer that you are likely to make a very solid contribution with them as you have with another employer.

Homework:

- A. Make a list of all of your coolest achievements and interesting skills, and if they are interesting and something an employer might be impressed with, include them in your application materials. It will intrigue and impress potential employers.
- B. Also get a hold of past performance reviews that are positive and be ready to share them in interviews.

Day 5: Don't Under Market Yourself

I understand that you probably have a particular type of job in mind, and this is great.

However, you actually should be applying to every potential job that you can.

It is a very big mistake to under market yourself because you don't know what you might be missing out on.

Cast a wide net.

There is nothing more tragic for your job search then missing out on opportunities and not applying to enough jobs. Apply to everything you can.

You never know where an interview can lead, and you never know how you can contribute to an organization. Everything you do needs to be about optimizing your opportunities and taking advantage of every potential job out there.

In all of my years in the career industry, this is one of the largest mistakes I have seen people make. I've seen attorneys out of work for months – or even years – because they are so selective they may only apply to a job once every few weeks (if that). Meanwhile, less qualified attorneys end up getting the jobs they are trying to get.

I've seen numerous instances where someone went out on an interview for a job that was far, far beneath them and ended up getting a referral to an even better job from the person who interviewed them.

In addition, you need to realize that every interview you go out on is an opportunity to network. You want to network and get to know people every chance you get. It is important to get out there and do what you can to meet people in your industry. You want to do everything you can to build a brand for yourself.

I've hired people who just showed up in my office looking for jobs before – and I know several other employers who have done the same. You want to do everything you can to market yourself when looking for work. Marketing means surprising people and doing things that others will not.

Homework:

- A. Apply to several jobs that may not necessarily be the best matches for you to see what happens.
- B. Visit the offices of an employer you may want to work for even if they do not have any current openings.

Day 6: Reapply to the Same Jobs

When an employer puts a job on commercial websites such as CareerBuilder that are publicly available for anyone to browse, they may receive 1,000 applications or more. They receive so many applications that they literally cannot look at them all.

They pick a few applications that look good and interview those candidates. If these do not work out, they look at some more.

You can increase your odds of getting many jobs by simply reapplying. *“I sent my resume on X date but noticed this job is still open. I would like to bring to your attention a few changes I have made to my resume and re-express my interest in this position.”* Reapplying can double or triple your odds of getting many jobs. Do not give up if you do not get the job the first time you apply.

Keep in mind that even if an employer remembers you, they also like to see persistence. Someone who remains interested in them after they first applied shows that you like the employer and want to be there. This sort of positive attitude toward an employer is something that employers find very attractive.

Do not give up if you do not hear back after first applying to a job. Apply again and see what happens.

Homework:

A. Search for all of the jobs that you have applied for, and if they are still being listed, reapply.

Day 7: Highlight Your Greatest Work Achievements from Past Jobs on your Resume

You should list some of your greatest past achievements on your resume.

- **If you received an award from your past employer, list it.**
- **If you were told that you had the highest sales numbers in the history of the company, put this on your resume.**
- **If you won an important trial, highlight this on your resume.**

You need to shine on your resume and then in your interviews, so make your solid and strong achievements known. There is nothing wrong with tooting your own horn. You need to give people a compelling reason to hire you and give them “sound bites” they can use when they discuss you with others.

Make sure people know the things you have done to help past employers, and make a list of all these things so you are ready to talk about them.

When people are deciding whom to hire and who to bring in, they typically want to be able to say a few things positive about the people they are hiring to others inside the company. If you have something positive that you have done, make sure that it is highlighted for others to see.

Homework:

Scrutinize your resume and make sure that you are not just listing job tasks. Play up and highlight all of your awards, greatest achievements, and other things you did to help your previous employers.

Day 8: Develop Self-Confidence

A relative of mine spent time in the Central Intelligence Agency as a spy and, one time, he was speaking with his boss, a man who was a very senior spy, and telling him about how he did not like someone he had to make friends with as part of a spying operation.

“Don’t think it or you will show it!” his boss said to him.

I have always remembered this piece of advice because it is quite powerful and something that is very relevant in everything we do. Your mind is an incredibly powerful tool, and **you need to believe that you are the best option** in every single interview you are going into. You need to believe you are the absolute best person for the job.

When you think this, you will show it.

Thoughts are things. Your thoughts about your strengths and weaknesses are going to control what happens to you. Make sure you are using your mind to the best of your ability and to set yourself apart from all of the other applicants in a positive way.

In just about every job there is, the people with the most self-confidence are the ones who end up doing the best. You need to work hard on developing your self-esteem and confidence so that you can succeed in everything you do. Think about the people you see who become the most successful. In almost all industries, these people have a ton of self-confidence.

A lack of self-confidence is something that holds a ton of people back. I believe that self-confidence is so important that I am happy to send you some self-hypnosis MP3s to assist you in developing self confidence. You should listen to these at night while going to sleep.

Here is a link to an MP3 about self-confidence:

http://www.hb.org/mp3/steve_jones/unlimited_confidence_hypnosis_gold.mp3

Here is a link to an MP3 about fear of failure:

http://www.hb.org/mp3/steve_jones/fear_failure_hypnosis_gold.mp3

Here is a link to an MP3 about fear of success:

http://www.hb.org/mp3/steve_jones/fear_success_hypnosis_gold.mp3

Here is another link to an MP3 about unlimited confidence:

http://www.hb.org/mp3/steve_jones/unlimited_confidence_hypnosis_gold.mp3

Finally, it is important to note that you may have had issues in the past that have greatly affected your ability to have self-confidence. For example, you may have been emotionally abused by a parent. You may have had terrible things happen to you. This is part of life. The issue is, however, that you need to deal with the negative things that may have happened to you. It may require getting a therapist – or something along those lines. Once you fix these issues, your career will improve because your self-esteem will improve.

If you think therapy and self-esteem work is for losers, I want to address something immediately. You are wrong. Most of the most successful people I know do some sort of ongoing work on their self-confidence – whether it is through work with a therapist or otherwise.

You need to work on developing self-confidence and make sure you have as much as possible. This will benefit you greatly in interviews and in your job. Fix your self-confidence.

Homework:

- A. Write down all of the reasons why you are a great employee - your fantastic personality and work - related traits - and all of the reasons you are good at the job you are seeking. Really see yourself the way an employer will - don't downplay your attributes.
- B. Read books about developing self-confidence.
- C. Listen to MP3s and do self-hypnosis to develop self - confidence.
- D. If you have had a difficult life and lingering issues, fix the issues by getting a therapist.

Day 9: Be Honest about your Weak Areas and Learn how to Address them in Interviews

Sometimes there are small reasons you are not getting the interviews and jobs you want; other times there are big reasons.

One thing is for certain, though. You had better know your biggest weaknesses in the job market.

Your weakness may be that you have had too many jobs, been unemployed for too long, or got to be fired from your last job.

Everyone who applies for any job out there is likely to have lots of weaknesses, just like you do. The best thing you can do regarding your weaknesses is ensure that you learn from them and that you are aware of them. When people spend years in therapy, one of the principle things they are doing is learning about their weaknesses. You need to do the exact same thing, and learning about your weaknesses is something that can be a massive benefit to you because it is something that every employer is going to be focused on when they are interviewing you.

The more you understand your weaknesses, the easier you can steer conversations away from your weaknesses in interviews, avoid aspects of your resume that may compel an employer to dive into your weaknesses, or simply face these weaknesses head on with compelling responses to questions.

The more you know about your weaknesses, the better you can address them.

Once you know your weaknesses, learn how to discuss them in a way that spins it positively for you. There is nothing wrong with losing a job or having other problems when applying for jobs. What is important, though, is what you do with the weaknesses you have on your application and how you address these weaknesses when questioned about them.

The secret to doing incredibly well in most interviews is making sure that you take these weaknesses and turn them into strengths. You need to do your best to put a positive spin on them. One of the greatest marketing strengths is to lead with your weakness and get them out of the way up front. For example, the rental car Avis says, “We’re number two, so we try harder ...” and other

brands do similar things to make the most of their downfalls. Be aware of your challenging areas, address them, and put a positive spin on them.

This is a strategy that can pay massive dividends. If you have a major weakness, you better believe that the employer is thinking about this when they are interviewing you. You should make sure you can positively address it if it is something that cannot be avoided.

Something that I see quite often are people who have had a lot of jobs. In the legal profession, if you have had more than a few jobs in a few years, then you are likely to have a difficult time getting another one. Employers are going to feel that you are unlikely to stick around, or may have been let go for performance reasons. How does one address something like this?

The best way to address this is generally to look like you are incredibly aggressive and driven to do well. You might say that you moved firms because you wanted to work on more sophisticated matters and your firm was not bringing these in. You need to make your weaknesses look like strengths.

Homework:

- A. List all of the weaknesses an employer is likely to see in your resume and background.
- B. After you have written down your weaknesses, turn each one into a positive attribute, and be sure you are comfortable with talking about and explaining them in a neutral tone.

Day 10: Create a Strategic Plan for Applying to Jobs

Most people are tactical in everything that they do.

Being tactical in your job search means that you only apply to jobs as they come across your computer monitor and as they catch your interest.

Being strategic means having a complete system in place for tracking down jobs, following up, and making your applications stick out as much as possible.

You need to be strategic in how you track down jobs, how you apply to jobs and so forth.

Very few people are strategic in how they go about doing their job search. Therefore, they do not get the results they should.

When you are strategic, you can get a lot more “bang for your buck” in everything you are doing. Suppose, for example, you were interested in working for Apple Computer. A person approaching this **tactically** would apply online for a job at Apple. A person approaching it strategically:

- **might get to know people at Apple before applying,**
- **go to events where they were likely to meet people in Human Resources,**
- **connect with people you may know on LinkedIn and other sites that may help you,**
- **find out what sort of things were important to the hiring personnel at Apple and so forth.**

Strategy is the decision you make about how to deploy your resources. When you think strategically, you realize that you have a lot more resources at your disposal than you first thought. You marshal and use these resources in the most effective and efficient way possible to reach your objectives.

For example, in war a general does not order his troops to randomly attack. Instead, he plans the time of the attack, attacks at the weakest points, uses various weapons and uses various other

strategies to reach his objectives. It is usually the general with the best strategy who gets the best results.

You need a strategy, and having a strategy makes a massive difference in your job search.

Homework:

Work with a strategy in your job search. For everything you do, think if it is something that takes you closer to your ultimate goals. Remember that being strategic can create a better result than just being tactical.

Day 11: Ensure your Appearance is the Best it can Possibly be for Interviews

I am mentioning this because it is actually very important when it comes to getting hired. This is a very, very easy thing to do but, for many people, a real deal killer. You need to look your absolute best! You need to be well-groomed, wear nice shoes, and iron your shirt. There are a million little things you can be doing to look your best. Whatever it is you can do – do it. You need to look your absolute best for all of your interviews to make a good impression. I do not want to get too far into appearances, but your potential employer will look at you and think about whether or not he/she wants you representing them. If you look shabby or sloppily put together, this reflects on the company. You want to ensure you look your best.

In my first law firm job out of law school, I worked in a law firm in Southern California that literally had been featured in magazines like *Cosmopolitan* and other trendy magazines because it had no dress code. Today this is the norm for a lot of law firms and other employers around the country. However, more than a decade ago this was considered extremely unusual-even in free-spirited Los Angeles. This particular law firm loved to talk about how casual they were and how easy going things were because of no dress code. Partners would wear Hawaiian shirts, shorts and sandals, and the dress code of the firm really did contribute to a certain sense that things were much different here than they were in the formal New York City law firms where most of the attorneys came from.

The thing I realized after being at the law firm for some time and being involved in recruiting at the firm was that there were generally two types of people the firm interviewed: those who came dressed casually and those who did not. Some law students loved to show up for interviews dressed ultra-casually and really felt they were doing the right thing. More often than not, however, the law students did not dress casually, and it was even more rare that a lateral attorney candidate would dress casually.

After watching approximately one year of interviews, I began to notice a pattern. Everyone who dressed very casually did not get hired. In almost all instances the “casually dressed” associates interviewing them would make one remark or another about how the person did not seem that serious about the job and so forth. Perhaps on one or two occasions, I heard something about how the person was dressed but, for the most part, they would refer to other reasons for the person

not being hired that had little to do with how the person was dressed. Deep down, though, I know that the reason the person was not hired had to do with how they were dressed. I just knew it.

When I consider the importance of dress in business and in the practice of law, I keep thinking more and more how important it is. Generally, when people are younger, they are more shallow and tend to focus on style over substance; however, in my case, I may be different. I firmly believe that among the most important things you can do is keep a flawless appearance-both in interviews and at your actual job. You must always be acting the part and, in order to act the part, you must look the part.

One of the first things I realized when I started practicing law came from a very intelligent judge I clerked for, Robert H. Cleland. When I was younger, I loved quoting people such as Judge Posner and using outside philosophers in my writing. I felt this made my job all that much more enjoyable and really added an extra level of intellectual depth to the work I was doing. In fact, I would venture to say that I viewed the content of what I was writing as much more important than having perfect punctuation, for example. A few weeks into this first job, Judge Cleland said something to me that I will never forget when reviewing some work for him. He said something to this effect:

“If your presentation is not perfect, people assume the logic you use to reach your conclusions is also not perfect. No matter how brilliant you are, you will never have your point heard or taken seriously because your presentation may simply not be taken seriously.”

While Judge Cleland was right about the presentation of written work, I believe this is also applicable to how you dress and present yourself.

If you walk into a Rolls Royce dealership dressed like a construction worker, they are not going to take you seriously.

If you walk into a bank looking for a big loan with scruffy shoes, they may not take you seriously.

If you walk into court dressed poorly, they will not take you seriously.

Think about the organizations you have belonged to and jobs you have held. I would venture to say that the best-dressed people in these organizations were generally at the very top of the food chain in their respective organizations. Why do you think this is? There are several reasons why looking the part is a good idea.

I have been completely ripped off only a few times in my life. One was by a sleazy, dishonest insurance broker who sold me a whole life insurance policy that was barely worth the paper it

was written on. I remember to this day that this guy was among the best-dressed individuals I had ever seen when he signed me up for the insurance policy. I believe I must have fallen for this because I believed that someone dressed as well as he was must be honest and delivering a solid financial product.

Who would you want to represent you: (1) An attorney dressed in an expensive well-fitting European suit; or, (2) An attorney dressed in a cheap suit that was ill-fitting.

I could go on and on with this but the fact of the matter is that you need to put yourself in the shoes of your employer and your potential clients. Both your employer and potential clients will be most interested in hiring superstars. They want someone representing them that really reflects the professionalism and esteem that they personally hold themselves to. What brand would you prefer to represent you or your law firm or company: cheap or expensive.

Take a moment to think a bit about this.

- **A man or woman who dresses exquisitely needs to put a lot of thought and effort into this.**
- **They need to ensure that they shop diligently for the right clothing and get clothes that are most suitable to them.**
- **They need to take the time to make sure their clothes are well kept up and pay attention to details from the dry cleaner they use to the creases that appear in their pants.**
- **They need to make sure their clothes are tailored properly.**
- **They need to make sure they are purchasing good quality shoes and that these shoes are well polished and the heels are not too worn down.**
- **They need to make sure their belt has no scratches.**
- **They need to ensure there are no runs in their pantyhose and they need to ensure their slip is not showing.**

The list of what is required to dress like an outstanding professional could go on and on and on. Being a professionally dressed person requires a ton of effort and an enormous amount of attention to detail. Being a good dresser also requires an enormous amount of multi-tasking. In fact, being a good dresser requires so much attention to detail that most people are simply not willing or capable of doing this.

There is a final point that I bring up with the effort to be a good dresser that is perhaps among the most important of all. In order to be an outstanding dresser you must have a lot of self-confidence and self-esteem. You absolutely must think highly of yourself if you are going to purchase an expensive blouse, shoes or other clothes for work. You also need a lot of self-esteem to believe you are worth dressing the part. Most people do not have the self-esteem it requires to look their best at all times. In order to look good, you must believe that you deserve to look good. Napoleon Hill once made this clear in his book Think and Grow Rich: “*What you think, so you will become.*”

- **Just as most people do not have the ability to master the details of dressing well, most people do not have the ability to master the details of being good attorneys. The level of detail and coordination required to be a good attorney is simply far, far too much. This is no different than what it takes to dress well. Most people are simply not able to look the part needed to dress well.**
- **You cannot change where you went to school. You cannot change how you did in school.**
- **You cannot change who your parents were.**
- **You cannot change where you worked last.**
- **You cannot change your race.**
- **You cannot change the degree of attractiveness you generally have to the opposite sex.**
- **You cannot change your accent rapidly.**
- **You cannot change the quality of jobs you have held in the past.**
- **You cannot change whether you were fired from your last firm or not.**

There is way, way too much you cannot change. The one thing you can change, however, is how you present yourself every single day. You owe it to yourself to go all out in this category. Not being your best is the absolute biggest mistake you can make.

The law student who is first in their class may have studied until 2:00 a.m. every night for three years to get where they are. The law student who goes to a top Ivy League law school may have gotten a silver medal in the Olympics and an “A” average in college to get into the law school of their dreams. Your competition for a job may have worked in a better-ranked firm in a bigger city. None of these people may get the job you are seeking if they do not dress as well as you do for interviews. None of them may get promoted if they do not look as good at work as you do each day.

Is it shallow for me to say that dressing well at work and interviews is one of the most important things you can do?

Most definitely.

Am I right? Most definitely.

Why not change the thing about yourself that is easy to change.

Tons of people out there go to self-help interviewing seminars. They read books, they hire career coaches. Why don't they wake up and do the easiest thing of all - look and dress flawlessly for work?

I urge you to make the most out of every day at work regardless of whether you are interviewing that day or not. Look professional and dress in a conservative and well thought out way for work. This will position you well, and it will help you keep a job and discipline you to pay attention to details. Refine your appearance throughout your life by dressing better and better and better. Over time, your world, the people around you and your surroundings will continue to change for the better. Look your best for interviews.

Homework:

A. Look the absolute best that you can for interviews.

Day 12: Show a Commitment to Your Industry

The one ingredient that most job seekers are missing is PASSION. You should have passion for your industry and whatever it is you do. By being passionate, you can stand out in an incredible way. You need to show a lot of interest in your industry, which can make you extraordinary instead of just average in your industry. You need to be passionate about what you do and be involved in it. When an employer sees someone with PASSION for what they do, it is very exciting for them. You need to show your employer that you have passion.

What makes someone successful in his or her career? When it comes down to it, I believe one of the greatest determinants of success is whether or not you are “here.”

“Being here” takes two forms. The most obvious is to *be here* physically. Coming into the office each day and going through the motions is the most basic way to *be here* and the minimum requirement for success. An example of *being here* for a salesperson would be coming into the office and making a certain number of cold calls each day. If this is done, and nothing more, the salesperson will experience some degree of success. However, in all likelihood, the success will be mediocre.

A more significant way of *being here* is to have a connection to your work. I am sure each of us knows many people who are, for one reason or another, never really present. Being absent mentally, even when you are physically present, shows in (1) not listening to those around you or not otherwise paying attention to your environment, (2) not taking the time to understand where your work fits into the larger picture, and (3) not taking any interest in the people and activities going on around you. Such a person is unable to extrapolate various important signals from the environment. One of the most important things people can do in their careers is *be here*, completely present and focused. In my job as a legal recruiter, I saw firsthand that every major success was a result of my ability to *be here*, focused on my job and attuned to my clients’ needs:

- **I understood my candidates and thought a great deal about their situations.**
- **I wrote a letter for my clients that showed passion and had a clear and compelling message.**
- **I spoke in depth with the candidate and developed a greater bond.**

- **The bond I had with my candidates drove me to deepen my relationships with law firm clients so they would want to hire my candidates.**
- **I sought even more opportunities and got creative with the employers who would consider my candidates.**
- **The more my candidates and I bonded, the more we continued our search together, even after an initial round of submissions may not have produced any results.**

I found that I was more likely to place the candidates I took the time to get to know and understand. Conversely, for virtually every candidate I did not place, I was typically guilty of not being fully present with him or her. I simply went through the motions with my submissions and hoped something good would come from that alone. Sure, that approach worked a few times, but rarely was success that simple. When absently going through the motions, one can hardly expect to produce meaningful results.

The career advice I will give is that you need to be present in your life and in your career and to feel a connection to your work. You need to be engrossed in what you are doing and feel the passion and energy that comes from that. This breeds career longevity and success. The more you are *here*, the more you are also likely to keep your job when companies go through transitions or downsizing. If you are *here*, you may even find yourself getting a promotion, even in the most unlikely of times.

Several years ago, I gave a lengthy speech about the importance of legal recruiting. At the time, I was very concerned about instilling passion in the recruiters who worked for me and showing them the value of this at all costs. Passion changes everything. I wanted my workforce of recruiters to believe in what they were doing and in the people they were doing it for. I wanted them to help their candidates to the greatest extent possible. After the speech, I overheard one lady speaking to another, and she said something I will never forget: *“I would rather work for a place that cares about what it is doing and takes it seriously than work at a place that does not.”*

This stuck with me. I think we all want to be surrounded by passion in what we do. Time and again you hear about how important it is to love what you do. Passion and commitment are attributes people notice. These qualities help build careers. Your boss or future employer wants to see that you love what you are doing. If an employer is deciding to hire one person over another, they are likely to hire the person who connects to his or her work, instead of the person who does not. If an employer is deciding to lay off one person over another, they are likely to keep the person who is passionate over the person who is not.

My favorite example of this is in hiring an attorney. If you had been falsely accused of committing a crime, which attorney would you hire?

Attorney A

- **Does not belong to any special groups involving what you do or your situation**
- **Is difficult to reach on the phone**
- **Does not seem that passionate about what he does and does not seem to take a sincere interest in you**
- **Has held multiple jobs at different firms**
- **Is very interested in golf and wants to talk about it a lot**
- **Likes to collect cars**

Attorney B

- **Is a frequent speaker on matters involving the wrongly accused**
- **Is the president of the local bar association**
- **Recently wrote a book about the wrongly accused and how travesties of justice occur every day in America**
- **Admits to having few hobbies because she spends her free time reading about the rules of evidence and how they can be used to free the wrongly accused**
- **Calls you early in the morning and late at night to discuss your case**
- **Is always reachable**

A person who has been falsely accused will almost invariably choose Attorney B. The person who is *here* will always win over the person who is not. We want enthusiasm and commitment. We want presence. Make that a habit and you will find success throughout your life and career.

Being present is crucial to your career's success and longevity. The more that you are present in your career, the more valuable you will be to your employer, and thus the more likely you will be to keep your job. Employers want commitment and presence in their employees, and those possessing such attributes will always prevail over those who do not.

All of this comes through in your interviews. Employers love people who are committed to their work and the subject matter of their work. This comes through in everything you do. You need to be passionate about the subject matter of your work.

Here is an MP3 self-hypnosis recording that will help you develop your passion:
http://www.hb.org/mp3/steve_jones/discover_passion_hypnosis_gold.mp3

Homework:

- A. Check in with yourself. Do you feel passionate about the industry you are pursuing? If so, and I hope it's a "yes," make sure you are doing things to demonstrate this and tell your potential employers what you are doing and why.
- B. Listen to the MP3 about developing your passion.

Day 13: Know Why You are the Best Hire for Employers

In business, one of the things I love to do is create lists of various reasons that one of our companies is the best possible choice. For example, I might create a list like “The Top 100 Reasons You Should Use Our Company to Get a Job.”

You should do the exact same thing with your job search. You should create a list of the most important reasons that you would be the best possible hire for any job. You need to make a comprehensive list of all of your strengths and reasons why you are the best person for any employer. Nothing is more important than being aware of all of your strengths, and the more strengths you are aware of, the more you can bring these up at the best possible time. In addition, the more strengths you are aware of, the more confident you will be. You need self-confidence to get the best possible job. Empower yourself by being aware of all of your strengths.

I’ve been going to conferences for one thing or another at least a couple times a year for the past several years. I’ve spent thousands of dollars attending marketing-related conferences. If I go to one more conference where someone talks about USPs (Unique Selling Propositions), I will probably get up and leave. I’m going to teach you in the next few minutes what the best marketing minds in the world would charge you thousands of dollars to tell you about how to market yourself.

You will learn how to position yourself for incredible success—in life and in your job—in the following way:

First, I am going to tell you how to get jobs that more highly-qualified competitors don’t get.

Second, I’ll tell you how to get jobs you’re not even qualified for.

Third, I’ll show you how to appear to be the most logical choice to be interviewed when you apply for a job.

Fourth, you’ll learn how to make every interviewer talk about you enthusiastically after interviewing.

Sound impossible? It's not. However, it requires that you know something about marketing and that you really understand one marketing concept: the USP, or whatever you want to call it. It's not hard to understand, but you do need to think through the idea a bit to really grasp it.

I've been getting up and leaving lots of conferences lately. I left one last weekend, and I left one a couple of months before that.

The reason I'm leaving these conferences is because very few of the people at conferences have any idea what they are talking about. What these people typically do at the conferences is learn some marketing ideas about this or that, create a horrible course then try to get people to pay hundreds, if not thousands, of dollars for them. In addition, most of these people aren't just wrong; they're completely clueless. I usually end up leaving when I hear them pronounce some famous marketing person's name incorrectly or call some marketing concept by a name it shouldn't be called.

The reason people keep showing up to these marketing conferences and paying all these gurus money to listen to them bastardize marketing concepts they don't even understand is this: when a marketing concept really works, it can be incredibly effective.

- **I know one guy in his twenties who came out with a brand of liquor, created some buzz around it, and a couple of years later sold it to some giant liquor company for hundreds of millions of dollars.**
- **I know of another guy who did the same thing with a stuffed animal. I represented him when I practiced law. He made several hundred million dollars.**

How effective is this marketing stuff? People who really understand it at a deep level can make hundreds of millions of dollars. If people can make hundreds of millions of dollars with a simple marketing concept pitching a bottle of booze or a stuffed animal, imagine what you can do with this stuff in your career.

The most effective of all marketing weapons out there is the USP. The term USP has been around a long, long time. I would define USP in the following way:

Your USP is that unique aspect of yourself that sets you apart from every other “me too” employee and job seeker in the market.

Your entire career can be built almost exclusively around your USP. The key word for your USP, however, is “unique.” Your USP is what differentiates you from your competition and makes you a must have hire and employee in the job market.

You should be able to explain, in a single phrase, why someone should hire you and want to work with you and not someone else, or why they need to hire you at all.

For job seekers, the USP is among the most important things you need to have, even before having a résumé, in my opinion. Your USP is what you offer, and it's what you want to stick out and be memorable about your candidacy. Your USP is that important. The possibilities for creating your USP are unlimited; however, it is best to adopt a USP that dynamically addresses something that a potential employer is probably not getting that you can give them. Be careful, though, because you need to be able to fulfill whatever it is you are promising in your USP.

Before telling you how to go about creating your USP, let me first describe something that characterizes most job seekers.

First, when I ask people I'm interviewing why I should hire them and not someone else, most of them have no decent response. Why? *Because most people have never thought through their own USP.* Most people have no USP and instead, have only a rudderless, nondescript candidacy that depends on the momentum of the market.

For example, if the market is doing well and there are lots of jobs available, they may get hired. If the market slows down and these people need another job, they will wait for the market to pick up again. Most people offer no real benefit to employers and nothing distinct or unique. No great service or value is promised either implicitly or explicitly—just “hire me,” for no particular reason.

It's no surprise then that most careers are merely average and not exceptional. People accomplish only a small share of what they could accomplish in their job searches and careers due to not fully developing their USP. Why would you want to hire someone who is just average with no unique benefit? Or would you prefer someone who is the absolute best at what they do?

Let me tell you two quick stories.

Some time ago, I hired an assistant whose former job had been to be an assistant to an uneducated, has-been movie and rock stars and others who were on tight budgets and needed to keep their secrets out of the limelight. I reviewed her résumé and saw all of the famous people she had worked for over her career and felt very privileged to have this person working for me as well. However, she had never actually been hired by these people. She had been hired by their business managers. The job of business managers of stars and others when their clients get late into their careers is to make sure they (1) don't run out of money and (2) aren't featured in the press in unflattering ways. This is what they looked for in her when they hired her.

Her job had been to be an assistant; however, more than this, her job had been to babysit these people and make sure they didn't spend too much money or get into trouble. In addition to this, she was an assistant; however, her real skill was running people's lives and keeping costs down.

Her USP on her résumé when I interviewed her was something along the lines of “effective in controlling confidential clients' spending and keeping them out of media in a variety of challenging circumstances.” I found this strange at the time, but she was extremely personable and interviewed exceptionally well. In fact, I hired her during the interview.

Once she started work, she shaped up everyone around her. She demanded that they not gossip and recommended in the harshest possible manner that I fire certain employees who were gossiping. She looked around the office and determined everyone from the person who came into water the plants to the cleaning woman should be fired and replaced with cheaper alternatives. When I travelled, she rented me ridiculous little Asian cars I could barely fit into and put me into the cheapest hotels she could find that were miles from where I needed to be, just to save money. I didn't like this.

When I protested, she would talk to me like a child.

“It only costs an additional \$3.00 a day for a regular size car,” I might protest.

“Now, what did I tell you about behaving?” she might respond.

She was incredible at what she did, but it wasn't for me. Had I been a spendthrift, out-of-work actor on a fixed income, this would have been exactly what I needed. The people around me wouldn't have gossiped about me to the press, and I wouldn't have run out of money.

This woman had a USP, and she stood for two things: (1) saving money and (2) keeping the person she worked for out of the press. She did this instinctively, and this is why she is someone who has probably never been unemployed in Los Angeles for more than a few days. Ever.

The reason? She had an incredible USP, and it was exactly what business managers and others wanted in someone doing a job like she did. She was absolutely perfect in every way for the particular job that business managers needed her for – older, non-working entertainment clients.

This is the example of a USP in action. Imagine if you were managing a former movie star and had the two goals of keeping the person's dirty laundry out of the limelight and also making sure the person didn't spend money. The person I hired would be the absolute first person you would hire. This person stood for something and followed through on what they stood for. I'm sure she will never have a difficult time finding a job in Los Angeles, no matter what the economy is like,

as long as she has this particular USP.

Can you see what an appealing difference a USP can make in establishing someone's image to a potential employer? It's ludicrous not to have a clear, carefully crafted USP that is in the very fabric of your candidacy with any firm.

The next story I am going to tell you about USPs is so ludicrous it's hard to believe, but it's true.

When I was growing up, there was a guy down the street from me who was incredibly wild. He once got suspended from elementary school for throwing a desk at a teacher. As he progressed through high school and college, he continued to get more and more wild. One time, he was over at my friend's house and had used so many drugs that he sat on a chair for, what I understand, was something like 36 hours staring at a wall. He was a wild guy, and still is.

However, despite all this wildness, he is actually extremely uptight. His mind works like a vice grip and he is so detail oriented it's hard to believe. When you're around this guy when he's not spaced out on drugs it makes you uncomfortable. He perceives every little detail about everything, and these details make him visibly agitated if anything is ever out of place. He starts sweating sometimes if anything seems off too much. His face turns red. This guy is way, way too wound up and always has been. He almost flunked out of college because he was using drugs and partying all the time. However, he still ended up getting tons of jobs.

Employers meet this guy and they know that absolutely nothing whatsoever will ever slip by him. He's never been unemployed. His résumé says something like "unbelievably detail oriented" and it's absolutely true. The guy is considered one of the top quality-related guys in the United States. He works for a big company and makes a hell of a lot of money studying something like quality control. He gets calls from recruiters all the time. He was rich by the time he was 30. He works in a lab coat in ridiculously expensive production lines that make things like computer chips. He's an absolute star at what he does.

This guy's entire identity is based around being incredibly detail oriented on the job. People truly understand this around him. This is what this guy does, he does it well, and everyone who comes into contact with him knows this.

The point is you need to focus your USP on one gap, niche, need, or segment of the market that the market needs. The market needs guys who are detail oriented and assistants who control the spending and public perception of people in the entertainment industry.

You need to come up with a USP and have something that sets you apart in the market. Before you can incorporate your USP into your résumé, interviews, and work style, however, you need

to figure out what it is — or what you want it to be — then refine it and make sure you focus it as cleanly and directly as you can. You should be able to articulate a crystal-clear USP in less than a paragraph.

Your USP is the nucleus around which you will get a job and define your career, so you better have one, and you better be able to state one. If you cannot state a USP, the people you work with and/or whom are interviewing you won't be able to define it either. Clearly conveying and marketing your USP will make your success in the job market close to inevitable if it's strong enough. But you need a USP before you do anything.

When you create a meaningful USP, you take the vast details of all of your experience, education, and character and put it into one or two sentences. More importantly, these sentences typically have the force of salesmanship in practically every single word. You don't need to care how this USP reads, either. It doesn't have to sound good. What it needs to do is stand out and create positive tension in the employer's mind.

The biggest test if you've adopted a really good USP or not is if it could be adopted by another job seeker without being modified. Here are some examples of meaningless USPs:

Well-educated teacher.

Hard-working employee.

Team player.

These USPs do nothing to separate one person from another in the job market. Lots of people are well-educated and professional. Lots of people are also hard-working. Lots of people are also team players. None of these things are really that unusual. If an employer puts an advertisement out for virtually any job, they will receive applications from people claiming to have these various "unique" qualifications. The truth is, however, none of these qualifications are unique at all. None of these things is really going to make you stick out in the employers' minds when they review your résumé, interview you, and consider hiring you.

You are well-educated? What does this mean? You are hard-working? What does this mean? You are a team player? What does this mean? You need to go deeper and deeper. You need to push harder and find something that will make you stand out. How about:

"Students in my classes get so enthusiastic about learning, they often come to me for extra reading assignments to learn more," "Oxford educated teacher," "Former high school valedictorian teacher who speaks Latin and four other languages and makes students incredibly

enthusiastic about learning,” (for well-educated teacher).

“My supervisors always tell me not to work so hard. Known at every employer I have ever worked at as the last one out at the end of the day. I am the guy supervisors tell to take a vacation,” (for hard-working).

“Am I too friendly and well-liked by other people at work? When employers hire me, morale rises because I am always the guy who organizes softball leagues, basketball teams, and so forth for the employees. Pizza parties at my house are a regular occurrence,” (for team player).

I am showing you these examples and want you to think about them. Each of them is memorable because they make the person stand out. The imagery is vivid, and we can sense and understand what is being talked about and referred to.

My greatest and most favorite skill is being a [legal recruiter](#). As a legal recruiter, I have written hundreds of profiles for various attorneys out there that I use to help them get in the door at various law firms. At first glance, every attorney is pretty much identical to the others out there in the market. For example, they all go to good [law schools](#), they all work hard, and they are all very ambitious. I have to work pretty hard to differentiate each attorney I work with out there from the rest.

I’m not going to tell you I’m the best legal recruiter in the United States; however, I may well be. I’ve made more than \$1,000,000 in fees personally from doing this sort of work virtually every single year I’ve done it. I can honestly say that nothing I do to help my candidates get jobs is more important than helping them have a strong and incredibly persuasive USP. That is why I sit on my ass at all those shitty marketing conferences: I know that the more I learn and understand this sort of stuff, the more I can help various people get jobs. I have been able to change people’s lives by crafting powerful USPs for them and sending them into interviews. One year, I actually placed every single candidate I worked with, and I can say it’s almost entirely due to having a good USP for them.

Every attorney and every person has a USP that can be used with employers.

- **Sometimes it’s the obstacles the person has overcome.**
- **Sometimes it’s their unique writing ability.**
- **Sometimes it’s their passion.**
- **Sometimes it’s their character.**

The point is, everyone out there has a particular USP. You are different from other people and there is something different about your candidacy and experience than everyone else's out there. You need to say so, and you need to be as upfront as possible about this. Have something in your USP that no one else out there offers.

Tell your story. *"I learned the importance of hard work because I grew up on a farm and got up at 4:30 a.m. to milk the cows from the time I was 7 years old until I went off to college at the age of 18 and never missed a single day. If you are looking for an attorney who works hard, you are never going to find someone more dedicated, hard-working, and consistent than me."*

Persuasive, right? Who would you hire to be an attorney? Some four-eyed, upper middle-class arrogant law school graduate, or a guy who came in with a story like that? I think you would interview the kid of a farmer just for the novelty, and hire him as well.

This is the power of an awesome USP.

Why are you the right choice among all the other choices employers have out there? If you truly want to get a job, you will get in touch with your USP and start standing out to employers. You will be a standout person whose résumé sticks out to the employer and who is memorable. People will be buying you as a concept and not just hiring an employee.

When you interview with employers, everything you say should clearly reinforce your USP. Think about your own past buying examples. When you are in the market for a product or service, don't you tend to favor the businesses that strongly presents a USP? Of course you do!

You need to understand one thing, though: you can't appeal to everyone out there. In fact, certain USPs are only going to appeal to certain employers and not others. However, this is part of what a USP is: it is a market differentiator. Differentiate yourself in the market, create a USP, and you will never have a difficult time finding a job.

Just as a Unique Selling Position (USP) is important to sell a product, your own USP is vital for marketing yourself to potential employers. You must define your USP before even creating your résumé, as it comprises the basic product that you are trying to sell in your interview. Focus your USP on a specific niche, for which there is market demand, and make it thoroughly persuasive.

Homework:

- A. Create a list of all of the most important reasons that you are the best hire for any job. Read this over and over until you believe it fully.
- B. After creating a list of the reasons you are the best hire for the job, create a USP that you can use that embodies your greatest strengths.

Day 14: Network

Networking is something the best job seekers are always doing.

Find events and other things you are interested in and simply show up.

When you show up, you will meet an incredible variety of people, and these people might be able to assist you in your job search.

At night, instead of sitting around in front of the television, find events and go out and meet people. Get involved in organizations that interest you.

Start participating in events you enjoy outside of the house. It is incredibly important that you get out and meet as many people as possible and do everything within your power to develop a network. You need to know people.

Commit to meeting people on an ongoing basis, exchange phone numbers and emails, connect with people on LinkedIn and get out there. Watch the paper for events, look up information about events online, and do everything within your power to network. This can amount in huge and incredible rewards for you.

Your odds of getting a job are something like 4x's better when you are referred.

When someone meets you through a referral the "evidence" is already high. It is as if the referral source has testified on your behalf. Employers would rather meet you through a referral. The endorsement and testimony of others makes employers feel much more comfortable hiring you.

Charles Lamb once said, "Don't introduce me to that man. I want to go on hating him, and I can't hate a man whom I know." On a personal level, a simple introduction by a respected colleague, business associate, or so forth can have the same effect as an endorsement.

- **On television you are always seeing endorsements.**
- **Doctors, dentists, and lawyers rely almost exclusively on referrals.**
- **It is possible that more jobs are filled through referrals than any other source.**
- **Referrals are the least expensive, have the least risk, and have the highest leverage and greatest potential payoff of any way to find a job—this is the best possible way to get a job.**

You always need to be improving in your career — this will make you referable.

Remember that a referral reflects on the person referring, so it is always important to be honest, work hard and be the sort of person that someone would want to refer. Market research done by Ford shows that a happy customer tells on average 8 people the good news but a disgruntled customer tells on average 20 people of the ordeal with the product

Who can refer you to employers you are interested in?

- **Friends**
- **Relatives**
- **Former co-workers**
- **Current co-workers**
- **Customers**
- **Neighbors**
- **Church/Synagogue members**
- **Association members (fraternal, social, industry, charity, or interest-based)**
- **Leaders or celebrities you know (local or national)**
- **Writers for publications you know**
- **People you would not expect (grocery store cashiers, cab drivers, dry cleaners ...) can also be excellent sources of referrals**
- **Allow all of your friends, colleagues and others to know you are looking for a job**

Determine who already has a good relationship with the employer you are, interested in and who has their respect, trust and goodwill. The moment you identify who these people are, you are almost always on the right path.

You become referable by always doing a good job in your work, by being likable, and impressing everyone you meet with your interest in your subject matter.

- **Make sure you have good references.**
- **Be incredibly excited about what you do (be more passionate).**

- **Show a massive interest in whatever it is you do (read, take courses, give lectures, study ...).**
- **Position yourself as different from your competitors.**
- **Explain to the person referring you that you will always speak highly of them.**
- **Do something in advance before asking for the referral (this will introduce the law of reciprocity).**
- **Give people incentives for referrals (dinners, etc.)**
- **Keep in contact with the people who have provided referrals in the past.**
- **Ask for referrals when people are the most receptive.**

EXAMPLE OF MEETING SOMEONE AND GETTING A REFERRAL

Get to know people and ask them the following questions:

- **“What is it you do?”**
- **“What do you like most about that?”**
- **“If you could start over, knowing what you know now, what would your day look like?”**

After you have had a pleasant exchange with the person, simply state I enjoyed meeting you. Why don't we stay in touch?"

Give others referrals as well.

Systematically keep in touch with people.

Homework:

- A. Pick one or two events each week that seem interesting to you and commit to showing up for them. As soon as you start networking, it will become second nature and the rewards will be great.

Day 15: Remove Information About You That Could Look Negative from the Internet

If an employer is interested in hiring you, they will try and find information about you online.

Many people have personal websites—whether they are blogs, family sites, or simple sites dedicated to their interests. There are personal personas and there are professional personas.

If you have a personal persona on the web that is likely to upset an employer, then the best thing you can do is get it down.

You need to be aware that an employer can find anything and everything about you online, and they will do so. Make sure there is nothing about you anywhere that is likely to be offensive to a potential employer. Watch your image! I have seen countless people not get positions due to negative personal information that the person posted about themselves online. This is something you need to be very aware of in your job search. If there is a lot of information about you online, make sure that the information is something that the employer would want to see.

Homework:

- A. Google yourself. Take an honest look at what you look like from someone who doesn't know you who does an Internet search, and take down anything that doesn't paint you in a good light. Yes, even Facebook counts. Remove any of the negative information about you online.

Day 16: Do you Emphasize your Benefits and not Features?

One of the most important things you can do is make your application materials about how you can help the potential employer, and not just about you. Your application materials should talk about the benefits you can offer the employer and not just your personal features.

For example, if you are someone who can type incredibly fast, you should tell potential employers that you can accomplish more typing for them in less time, saving them money. You need to focus on the benefits you can provide the employer and not just your personal features.

If you can sell more of this or that than other similarly situated people, you should tell the employer how you can assist them in making more money, moving more of a product and so forth.

You need to focus on the benefits you offer the employer.

Most people think more about themselves than anyone or anything else. You need to tell the employer what you can do for him/her and how quickly, effectively, and efficiently you can do all of these things. Your potential employer is interested in what you mean for their business and how you can help their business.

Focus on your benefits to your potential employer and not your features. For example, when antilock brakes first came out in cars, they did not simply say, “This will help you stop.” Instead, they showed commercials of people avoiding catastrophic injuries and death by steering to avoid accidents on mountain rounds during rain storms. They also showed people of the same age and demographic people that were likely to purchase their cars. They emphasized a benefit, and not a feature, and this sold cars.

Homework:

- A. Make a list of all of your “features,” and turn them each into a benefit. Tell your employer why your skills (features) will help them (benefit).
- B. Make sure that when you are speaking to employers you speak in terms of benefits and not features.

Day 17: How Often do you Look for an Excuse to Follow-up with an Employer in an Interview?

When I was single, if I had a party and there was a girl I liked they would always leave a coat or something similar at my house to pick up at a later time. This happened when there was some sort of interest between the girl and me, so I think that this must have been an “excuse,” to follow up.

You need to give yourself reasons to follow up with an employer. Bring up an article during the interview and send it when you get home. Touch base at a later time. Every single time you are making contact with the employer is helpful. Following up can put you in a good light with the employer and make a huge difference.

Homework:

- A. Try to give yourself reasons to follow up with employers after interviews.

Day 18: Keep a Comprehensive Database of Everyone who has ever Interviewed you for a Job

Keep a record of everyone you have ever spoken with when looking for a job. If you do not currently have one, try and put one together.

You can then follow up with these people periodically to touch base.

I've hired numerous people for jobs who did not get the job on the first go-round but kept following up with me with notes and unobtrusive contact. This follow up showed the people remained interested in the work – even years after the person I hired instead of them was no longer with me.

Sometimes, especially when you are a finalist for a job, the employer who does not hire you may be interested in hiring you later. This is just how things work out, and this can make a massive difference. Follow up with everyone you speak with and make sure that you stay in contact with them. Staying in touch can make a huge and profound difference in your job search.

Homework:

- A. Make a list of everyone you have interviewed with.
- B. Start keeping in touch with people who have interviewed you before – even if you did not get the job initially.

Day 19: Use Fax, Mail and Email to Apply for Jobs

People hardly ever send faxes anymore. They send emails. And when people started sending faxes, they stopped sending printed letters. A fax is often delivered to someone's desk by the mailroom in a special envelope, and it always has a sense of urgency.

If you fax someone something, they will almost always look at it.

You should be faxing all of your applications, AND emailing your applications, AND mailing your applications.

Communicate in every possible way. Use all three methods. You want your application materials to get read, and it is better to overdo it than it is to under do it. Make sure your applications stand out by applying in different ways.

When a major advertiser goes on a campaign, they do not just advertise on the radio. They use the radio, magazines, direct mail, television and public relations.

The idea is that they get the word out in multiple ways. You too should do the same. You too are a product.

- **If people are not using mail, and you do, this helps your application stick out.**
- **If people are not using fax, and you do, this helps your application stick out.**

When you are applying for a job, you are advertising yourself. Effective advertisers try and reach you in multiple ways. If you are driving down the highway, you may see a billboard for Coca-Cola. If you turn on the radio in your car, you may hear an ad for Coca-Cola. If you go home and open a magazine, you may see an advertisement for Coca-Cola. If you turn on the television, you may see a commercial for Coca-Cola. Effective companies do a lot of advertising, and they do it in different ways and through different media. Make your media email, fax and mail.

Homework:

A. Apply to every job you can by fax, email and mail.

Day 20: Use Interesting Headlines in Your Email Application Subject Lines

You should have powerful and compelling headlines in your email subject lines.

Do not just say “Application for Position #14895.” Instead, you can say, “I Want this Job!” or “I Can Excel in This Job!” or something along those lines.

You need to be specific and draw the employer to open your application instead of just glancing it over. Some employers will receive thousands of applications for one position and will not even open the applications because it hurts their mouse finger too much after some time. You need to get the attention of employers by using compelling headlines that get your applications opened!

You can test different combinations of headlines, as well, if you are applying for enough jobs.

You do not want to be obnoxious; however, you want your headlines to get the attention of employers and help your application stick out.

I’ve hired people out of a list of hundreds of applications before because I noticed the headline on their application above others. You need good headlines.

Homework:

- A. Brainstorm some interesting headings for your job applications so that when you are applying to a bunch of jobs at once, you have a bunch to choose from. See which ones seem to get a better response and use those more often.

Day 21: If possible, Follow-up after Your Interviews with Thank You Notes or Additional Information

You should follow up after interviews when appropriate. Make sure the employer remembers you, and that you are sticking out. It is always a good idea to be on the mind of the person you interview with. Sending a short email or thank you note following an interview gets you in front of people and helps them remember you.

Some companies may interview as many as 20 or 30 people for the average position.

It is important that you are sticking out, and that the employer remembers you. A thank you note (short and sweet) can always help you be remembered. Do not be too mushy and do not appear too desperate. Just a short note is all you need.

Homework:

A. Follow up with employers with thank you notes, if appropriate.

Day 22: Modify your Applications for each Specific Employer

This can make a huge difference.

The more you tailor your applications for each specific employer, the better off you are going to be, and the more interviews you are going to get.

Instead of saying “I am seeking to work for a well-diversified conglomerate ...” your application should say *“I have always thought that X company was my favorite producer of widgets. I have liked the people I have met from the company, especially X individual, and I am crazy about your new marketing campaign with the singing walrus!”*

When you personalize an application and show the employer you are interested in their company specifically, and are not just flooding the market with the same letter over and over again, this makes a difference. People are interested in people who are interested in them. You want to show as much interest in each employer as possible. The best way to do this is to have specific application materials for each employer.

Homework:

- A. Research each company and/or potential employer and when applying, address the company in a personal way that shows that you know and care about what he/she does and that you are not just mass mailing a resume out.

Day 23: Look up Old Openings and Apply to These as Well as Newly-Posted Jobs

At [EmploymentCrossing](#), one of the things that we do is have the EmploymentCrossing Archives that allow people to look up every opening that we have ever found.

- **Some companies are always hiring.**
- **Most law firms are always hiring attorneys of some kind.**
- **Engineering companies are generally always hiring engineers of some kind.**

There are positions which companies, just by their nature, generally have open positions.

I always counsel people to go out and find these companies that are always likely to be looking to hire. For example, a company may have advertised a position on a big job board a year ago. During the year, the position has been filled, but the person who took the job may have left or the company may have grown and now needs more people in that line of work. Apply to the job even though it looks like it is no longer open.

As a recruiter, I have gotten so many people jobs using this strategy it is silly. While other recruiters were just submitting candidates to “official” openings, I would send candidates to places I anticipated might have openings. This resulted in great success for my candidates.

Put yourself in the running for every single type of job it looks like you can do even if the job looks filled. You need to go after every job out there, and this includes jobs that may have been filled a long time ago. Do you read the news? Some companies replace their CEOs every six months! If a job was posted on a job board six months ago, the person who was hired for it may have come and gone already. Track down every job you can out there.

Homework:

- A. Apply to employers regardless of whether they have openings.

Day 24: Use Risk Reversal where Appropriate in Your Job Search

One of the smartest things you can do when looking for a job is to use risk reversal. This is often the most appropriate if you are applying to a job where you might be under qualified.

If you are going into an interview, and with a company where there is a ton of competition, or if the employer seems to be expressing a lot of hesitation about hiring you, you can often use risk reversal to get yourself into the company by saying something along the lines of the following:

“Listen, I have wanted to work for this company for a long time. I am an incredibly good worker, and you are going to like having me here. I am fine financially, and I am just looking to work in a job I will really enjoy with people I like. I would like to work here for a month for free and show you what I am like. After one month, if you do not think I am a good fit, just tell me, and I will leave no questions asked.”

This strategy can work huge wonders for your job search because people will see your enthusiasm and, based on this, will often just hire you. Enthusiasm aside, people may take you up on the offer. Risk reversal is something the best marketers use in every discipline. When you watch television infomercials, they tell you to try this or that for free and, if you are not satisfied, to send it back. The goal of marketers is to reduce friction so you will commit to purchasing whatever it is they are selling.

Homework:

A. Use risk-reversal in interviews if it looks appropriate.

Day 25: Use Testimonials in Your Application Materials

Nothing sells more than showing the employer that your former employer, co-workers, or even friends, loved working with you.

People are trained to instinctively question the things we say about ourselves; however, they are much more likely to believe things that others say about us. This is why, when you are watching television, you will see people parading in front of the camera offering a testimonial about this or that. The advertisers always show us these testimonials because they know that we are much more likely to be influenced by what someone else says about us rather than what we say about ourselves.

If you have people, such as former employers, friends and others that can say good things about you, then put quotes and other information from them in your application materials. It is incredibly important to do this because it shows that others trust you, and that others have good things to say about you. Testimonials also will humanize your application materials and make you seem more human to the employer. Use testimonials.

When I was in my final year of high school, one day the English teacher handed me back a paper I'd written and it had a B+ on it. While there were a lot of classes that I would have been incredibly happy if I received this grade in, English was not one of them. In fact, with the exception of a horrible play I'd written for one English class, I hadn't received a grade of less than an A- in any English class for years. I decided I needed to meet with the English teacher and go over this. After all, I figured something must be seriously wrong.

The teacher asked me to meet him for lunch, so a few days later I was sitting there with the teacher having lunch. We spoke for some time before the grade came up and, when it did, I said, "Listen, I haven't received a grade this bad on any paper I've ever written in any English class. There has to be some mistake."

I then proceeded to list all of the other teachers I'd taken classes from, including this teacher's boss who was the head of the English department of the school, and rarely if ever, gave "A's" in any of his classes.

Incredibly, the teacher looked at me for a few seconds, grabbed the paper and crossed out the “B+” grade and changed the grade to an “A.”

“I know that grade was ‘out of line’ I guess,” the teacher said. “I just wanted to motivate you to try harder. Of course, you are also going to get an “A” in the class. Just keep up the good work.”

I will literally never forget this episode because it was something I used in college as well. I would take a class with the head of a department and work my tail off. Then I would take classes with the people who worked for the head of the department. If I got a grade less than an “A,” I would meet with them and tell them about how their boss had given me a perfect grade and how well I had done in this class or that class.

In addition, the more classes I took, the more ammunition I had. In every single instance where I did this, I ended up getting my grades raised from “B’s” to “A’s.” I didn’t know anything about psychology at the time. All I knew was that this worked. The principle was very simple: other people’s opinions about my academic work mattered more than the opinion of the people who were my teachers at the time. This sounds incredible and hard to believe, but this is something I quickly learned. Teachers seemed to believe that the opinion of others were more important than their own.

I can still remember some of the teachers’ faces to this day. When I would bring up the judgment another teacher had about my work who was considered better known, more influential, or more powerful than my own teacher, they would suddenly look uncomfortable. They would make loose statements justifying why they had given me a grade lower than an “A.” It was an incredible thing to witness, and it’s something I did several times.

Why was this occurring? Well, a paper is a subjective thing. The differences among them relate to things like the logic used in reaching conclusions, writing style, the ability to understand details of what is being written, and more. However, when it comes right down to it, the grading of a paper is pretty subjective. There are many obvious differences in the quality of given papers but, for the most part, the grading of papers is subjective. Therefore, the person grading the papers is often in a position where they are questioning reality and are unsure they are evaluating reality correctly. When this person is provided “cues” that outside authority thinks something is exceptionally good, they will then follow these cues. The idea is that reality is something that’s quite subjective, and providing testimonials or outside authority for people to understand reality is something that can be of tremendous benefit to helping you convince someone of your way of thinking.

In fact, all of us are somewhat confused about the actual state of reality and how to judge various things. We are always looking for the opinions of others, in most cases, to help us make up our

minds. We use what other people think and believe to form the basis of our own opinions. We do this because it helps us make sense of the incredible amount of information out there.

I would like to reveal to you one of the most incredible tools for success you have available to you. I have personally witnessed numerous businesses and careers transformed by this tool. This tool can work for you no matter who you are and no matter what you want to do. If you employ this tool, you will have many more interviews than your competitors. You will get more job offers than your competitors. You will also look upon your job and the work you do as an opportunity to constantly build on your expertise and sell-ability. You will alienate fewer people along the way, and you will be more confident in everything you do in your career. The tool I'm talking about is **PROOF**.

About every 1 in 1,500 to 2,000 résumés I review has a letter of recommendation attached to it. Some of these résumés also have one or two pages of references attached. Others have quotes from various people who have worked with this particular individual. These résumés always stand out to me. They are incredible because they give life to the résumé and much, much more depth than they would have without these “letters of recommendation” and other testimonials. Any evaluation I have of a particular individual is given even further credence by the recommendations of other people. In fact, one of the most helpful things is when there are recommendations by famous people. For example, if someone attaches a recommendation from a congressman or senator, I am generally very impressed. The idea that a senator is writing a recommendation for me to review makes me feel important. We give a tremendous amount of weight to the opinions of others and even more to the opinions of well-known, important, and famous people.

If you do nothing else as the result of reading this article, get people who can be solid and important references for you in your job search. Get testimonials on your résumé or attach a page with testimonials describing what a good worker you are, what good work you do, and so forth. If you do this and nothing more, your job search will become ten times more effective than before. By this I mean that for every résumé you send out, you will be ten times more likely to get an interview than if you didn't send the résumé. It is that simple. Testimonials and positive references are something that can bring you incredible results.

I know what you are thinking: what if you got fired from your last job? What if you don't have any testimonials and solid references? What if you didn't get along with all of your coworkers? Then remember you will have to fix this in your next job. You want to build up a long line of references and positive testimonials. Your entire career can be built upon a steady stream of outstanding testimonials. The more testimonials you have, the stronger your applications will be. You want the ability to stand out and get the same jobs others aren't getting, and there is no more powerful way than with testimonials.

There is something in our genetic makeup that makes us extremely influenced by testimonials. I've loved watching how various people use testimonials because of an experience I had when I was younger. My father and I used to take trips to New York from Detroit about once a year because he would need to go there for business and would bring me along. I was around ten years old. While I loved going to New York, the trips were exhausting because we would spend hours walking around. My father loved walking the streets and seeing all the sights and sounds. I will never forget one day when we passed a man who had set up a small table on the sidewalk. He was playing a game where he would shuffle a ball between three different cups then have people guess which cup it was under when he was done. There were two or three people gathered around him who looked as if they kept winning money.

"This is fantastic! I've already won \$150!" one man said to my father.

"And I've won \$200!" a woman exclaimed to my father.

We sat there watching this sidewalk spectacle for a few minutes before someone said to my father:

"You ought to try it too!"

"Yes, start out with \$40!" the man shuffling the ball around said.

It made no sense, of course. The man shuffling the ball appeared to be just standing there losing money hand over fist. My father reached for his wallet and put his hand on some \$20 bills and was prepared to put them down. Instinctively, however, I knew it didn't seem right. Sometimes young people can see things that older people cannot because they haven't been so jaded by the world. I grabbed my father by the arm and pulled him away from the game. The man in charge of the game started coming after us.

"You have to try this!" he exclaimed.

For someone apparently losing so much money, he certainly was eager for new players.

I am in Las Vegas today and went to see Criss Angel last night. Criss Angel does all sorts of magic tricks. Over the past several years, I've been purchasing various books to learn about the sort of tricks he does and have learned several of them. The same books I read studying many of his tricks have also taught me about the simple science behind what was going on with the man with the ball under the cup on the street corner in New York. The man was using an ingenious tool of "social proof" and testimonials from others out there to convince my father it really was possible to win. He was giving fake testimonials, in effect. I've seen this sort of act occur on street

corners in New York more times than I can count in the several decades since I first saw this. The reason people keep doing this scam over and over again is because it works. We are influenced by testimonials.

When you see an infomercial on television, they are using testimonials to influence you. Every advertisement you see on television, with limited exceptions, uses testimonials. The advertisements that run in magazines and are successful are almost always using testimonials to make their point. All of these people use testimonials because they work. The testimonials work because we are influenced by what others believe about something. You've been influenced by testimonials and are probably being influenced by them on a daily basis. I'm not just talking about testimonials found in advertisements. I'm talking about a friend of yours who tells you they used something and it works exceptionally well. I'm talking about someone you know who appears to enjoy using a certain product or service, which you also decide to use. We are incredibly influenced by testimonials and, like it or not, we cannot help it. Most of us give other's opinions about things almost as much weight as our own—if not more.

If you don't make use of testimonials, references and so forth in your job search, you're straining to get work and convey your specific virtues in a way that makes no sense. You can have people do the heavy lifting for you by talking up your various virtues. This isn't a job you need to do yourself. Let other people talk about how great you are. Others can easily make your case, and this is a heck of a lot more effective than if you try and do this yourself. Allow others to make your case.

Another powerful thing you can put into your application materials is information about your performance ratings. For example, "I was the top-rated executive in my division seven out of eight quarters." There are numerous techniques you can use in this regard, but talking about what others have said about you that's positive is enormously helpful. Including comments by supervisors in quotes such as, "What Others Have Said About Me," then listing numerous positive statements that coworkers and supervisors may have made to you formally, or informally, can be incredibly powerful in making your case to a potential employer.

From the time I was 18 until I was 27 years old, I always did asphalt work during the summer. A good part of this work involved selling my asphalt service door-to-door in residential neighborhoods. I thought this was the easiest job possible. All I ever needed to do was show up at a door and tell people I'd like to do their driveway, and that I'd done work for numerous neighbors of theirs over the years and continued to do so. While it was more involved than this, using "inferred testimonials" of others was something that worked like magic for me.

I can't tell you how many job seekers, salespeople, and others I've instructed about the power of testimonials. However, this is still something hardly anyone uses in their job search. I can't

understand why, but it is what it is. For someone in the sales industry, for example, using testimonials like this might double or triple their income. For someone looking for a job, they might get three or four times as many offers—or even more. The power of these testimonials, references, implied endorsements, and so forth is like gold. You should use them every single chance you get.

Proof is itself a tool in your job search and, if you employ it effectively, you will stand ahead of your competition. Reality is subjective, so providing proof in the form of testimonials can do a lot to sway someone to your way of thinking. Testimonials, references, and endorsements are worth their measure in gold, and you should employ them whenever possible.

Homework:

A. Make sure you are always using testimonials in your application materials.

Day 26: Make it Easy for Employers to Interview You

I have seen countless people lose potential jobs by being difficult to interview.

- **If you want to work in Las Vegas and are not getting any interviews there, plan a trip to Las Vegas.**
- **Call everyone you applied to work with there before you leave, tell them when you will be there, and that you can talk to them at that time.**
- **If an employer wants to interview you at 10:00 a.m. next Tuesday, do not tell them you have a doctor's appointment and play games with what time you will be there, figure out a way to get there at 10:00 a.m. next Tuesday.**

You need to be accessible when an employer is expressing interest in speaking with you about a job. You need to be available and ready and willing to talk to the employer on their terms.

If an employer does not pay to fly you out to another city for interviews, find a way to get out there. If the employer wants to meet you for coffee at 9:00 p.m. on a Saturday, then meet them on Saturday evening.

When you are looking for a job, you need to be ready and willing to meet anytime, anywhere. Your objective is to be available to interview people. When I call people to interview them and ask when they are available, and they say, *"I am 15 minutes from your office, so I can be there within 30 minutes ..."* I am very excited.

Not only do I know the person wants the job, but they are also sending the message that they are likely to be very responsive to the needs of the company if they come to work for us.

Trying to get a job is not a time to play "hard to get" and beat around the bush. You need to go after the job and make yourself available.

Homework:

- A. Resolve to always be available and make sure you are ready when someone wants to interview you.

Day 27: Keep a Database of People in Your Industry You can Call for Advice About Finding a Job

There is nothing more powerful than calling people you know in your industry and asking them for advice about the job market.

If you have not started building a database to do this, you need to do so now.

You need to create a database of everyone you meet in your industry and start staying in contact with them.

People are one of your greatest resources in finding employment. When you have a large network of people, you can always call upon them when you are looking for a job. Even if you are unemployed, continue going to industry events and making sure that you get to know people in your industry. Make friends with these people. Have coffee. Go out to lunch.

When you know people, they will also naturally ask you about your career. When you tell them you are unemployed and looking for work, they will be able to help you with contacts and other advice. This is something that can pay massive dividends for you and really assist you in your job search.

Homework:

A. Keep a list of everyone you know in your industry.

Day 28: Bond with Your Interviewers

One of the worst things that people can do in interviews is act too professional.

Everyone is human. Everyone has human problems and everyone does human things. Avoid the tendency with most interviewers to not be too human. You will benefit in a major way when people see that you are like them.

People who are human have problems, they have frustrations, they have pain and they endure various struggles. You can bond with your interviewers when you can share issues they may have also had and more. One of the best ways to get hired is to bond with your interviewers on multiple levels.

You should be understanding and open with them.

People want to help those who are like them. You should do everything within your power to be like your interviewers and bond with them. If you are invited out for drinks after the interview, then go out for drinks.

While I hate to say this, when many people are making hiring decisions, they are hiring people that they feel they could be friends with. They are working with the same person all day, every day and want to like the person and feel comfortable with them. You need to bond with your interviewers, and the better you do at this, the more likely you are to get hired.

None of this means you need to go overboard. The issue is you need to connect. Along these lines, I want to bring up a few things. Different people come from different religious, cultural and ethnic backgrounds. What works for connecting with someone in one culture may not work in another. Notwithstanding, you need to do your best to connect with people when you are looking for a job. Connecting can make all of the difference.

I have also attached a link to a special self-hypnosis MP3 about job interviewing that I encourage you to listen to the night before interviews:

http://www.hb.org/mp3/steve_jones/perfect_interview_hypnosis_gold.mp3

Homework:

- A. Do your best to connect with others when interviewing.
- B. Listen to the self-hypnosis MP3 about interviewing.

Day 29: Get Your Foot in the Door

Once you get your foot in the door, you can almost always move up when something better in the company opens up. I am sure that you, like me, have heard countless stories about people who start out in the mail room, sweeping floors and so forth, and then rise to become the head of a major company. This is true, and a lot of it has to do with people having the ability to just get their foot in the door.

Once you get your foot in the door, if you are a hard worker, you can take advantage of other opportunities in the given company you are interested in working for once they open up.

At many companies, you may be expected to start out small and at the bottom before you are allowed to rise. Going into an interview and telling the employer that you will take any job just to have the opportunity for a better job when one opens up because you like the company so much, is an incredible motivator. People generally and instinctively like people who also like them. You should do everything within your power to get your foot in the door at the employer you are interested in working for. If you work hard in the position you initially get, the odds of you rising are very good. In addition, most employers will appreciate the fact that you managed to come up through the system.

Homework:

- A. If there is an employer you are very interested in working for, do your best to get your foot in the door.

Day 30: Follow the Money

One of the biggest mistakes that people make when they are looking for a job is to go after jobs and industries where there is no opportunity, or where the opportunity is diminishing.

For example, if you were in the business of manufacturing vinyl records 30 years ago and were currently looking for a job, it might not be in your best interest to search for a job in that industry. You could seek a job in the “music business,” however.

By “following the money,” I mean that you need to see where the opportunity is and where people are making money. You want to be working in the industries where people are doing well and succeeding, and not in industries and jobs that are dying. You want to make sure that you are putting yourself and your career to the highest and best use you can, and that you are working and doing work where you are actually in demand. This means thinking about your career and life and seeing what is going on in the market currently, and where things are headed.

It is important that you put yourself in an area where there is a lot of demand and not where the demand is diminishing. This is true for the types of jobs you are applying for, and it is also true for the geographic areas you are interested in working in. I call this “following the money” and you need to follow the money in your job search.

Homework:

- A. Make sure you are applying to companies in industries where there is significant opportunity. Do your best to get jobs with companies where there is a lot of opportunity.

Afterword

We are now at the end of the *30 Days to Get a Job Course*, and job search have benefitted tremendously. If it hasn't, the chances are you did not do all of the things on the list ... or even a majority of them.

I know it can be time consuming, but nothing worthwhile is easy. As long as you continue to do the majority of the homework assignments listed above, you're going to optimize your job search and find the job you deserve to have.

Training Sessions

If you want to do everything you possibly can to find the career of your dreams, finishing this 30-day course is a great start. However, I'd like to give you the opportunity to sign up for The Career Transformation System, a course designed to transform your job search and career, expanding on what you have already learned. Broken up into 6 sections, each day of this course has questions designed to implement and apply what you learn, ensuring your success. You will also receive a free bonus just for signing up.

Here are the 6 training sessions that make up the course:

Training Session 1: Your Mindset is What Matters in Your Job Search

- Day 1 : Employers want to hire you**
- Day 2 : Finding positive economic currents**
- Day 3 : Go beneath the Surface to Find a Job**
- Day 4 : In Defense of Long-Term Employment with a Single Employer**
- Day 5 : Marketing Yourself**
- Day 6 : Always Be Willing to Readjust**
- Day 7 : The secret tactic of lock in**
- Day 8 : Find the best target audience for your skills**
- Day 9 : Choose an employer who is marching forward**
- Day 10 : Focus on giving and not taking**

Training Session 2: How to Find Jobs

- Day 11 : Getting Referrals from Powerful People**
- Day 12 : Informal Networks and Referrals**
- Day 13 : How to Find Government Jobs**
- Day 14 : How to Find Public Interest Jobs**
- Day 15 : How to Find Teach Jobs**
- Day 16 : How to Get Hired When there is No Opening**
- Day 17 : How to Use Newspaper Classified Ads to Look for Jobs**
- Day 18 : How to Use Social Networking in Job Search**
- Day 19 : Nonprofit Jobs**
- Day 20 : How to Choose a Recruiter Based on Recruiting Style**
- Day 21 : How to Choose Recruiters, Executive Search**

Day 22 : List of Job Search Sites and How to Find Job Sites

Day 23 : Jobs from employer websites

Training Session 3: Your Application Materials

Day 24 : A Short Course on Cover Letters

Day 25 : Resume How to

Training Session 4: Interviews and the Rules of Interviewing

Day 26 : Always Interview on Fridays

Day 27 : How to Talk About Other Interviews in Interviews

Day 28 : The Five Musts of Interviewing

Day 29 : Relationships, Commodities and Making Connections

Day 30 : Keep it Simple Stupid: Confessions of a Bad Interviewer

Day 31 : The Best Way to Prepare for a Job Search and Interviews

Day 32 : How to Explain Job Hopping

Day 33 : The Foot in the Door Phenomenon

Training Session 5: How to Negotiate Offers

Day 34 : Everything is negotiable

Training Session 6: Strategies for on the Job Success

Day 35 : What to Do After a Poor Review

Day 36 : If You Want to Earn More, You Need to Be Worth More

Day 37 : The Importance of Over-Delivering

Day 38 : Why you should never miss a holiday party

Day 39 : Lessons of the Stars

Day 40 : The Focus of the Group You Are in Determines the Kind of Person you Become

Day 41 : Habits and Our Lives

Day 42 : Pay Attention to the Details

Day 43 : Protecting Your Reputation (Protect Your Reputation at All Costs)

Day 44 : Your job search and future prospects will be determined by the company you keep

[Click here](#) to sign up for The Career Transformation System today!

Career Services Resources

LawCrossing



[LawCrossing](#) gathers jobs from law firm websites, public interest organizations, government offices, and every job board it can find in order to put the most legal jobs into one place for the legal job seeker.

[LawCrossing](#) goes out and using hundreds of people as well as advanced search technology, it grabs every single job it can find and puts all of these jobs in one place. This is an incredibly complex process. This means that it visits tens of thousands of websites each day to find this information for you.

Due to the extensive amount of research [LawCrossing](#) conducts 24/7, [LawCrossing](#) charges a monthly fee of \$49.95. This ensures that [LawCrossing](#) constantly has the most updated legal jobs anywhere. Sign up for a 3-day free trial to give it a try for free. ****SIGN UP****

LawCrossing Concierge



Do you take your legal career seriously? Are you interested in a better legal job? Do you value your time and don't have 5 to 10 extra hours each week to apply to legal jobs?

[LawCrossing Concierge](#) is a service that is designed for top legal professionals that may need some extra help finding and applying for positions due to time constraints for various reasons. With this service, a dedicated professional finds you legal jobs you're interested in and applies for you every day, which can save you hundreds of hours on your legal job search every month.

For only \$299 per month, which is less than \$10 a day, you can sign up for your own personal [LawCrossing Concierge](#). ****LEARN MORE****

Attorney Resume

THE WORLD'S LARGEST ATTORNEY RESUME SERVICE
ATTORNEY RESUME

If there was a way to increase your chances of getting hired by 80%, would you do it? With [Attorney Resume](#), now you have that chance. With a professionally written resume, your chances of getting hired go up that much. Attorney Resume is made up of professionally trained legal resume writers, and their only job is to provide the highest quality legal resume possible to each client.

Give your legal resume and cover letter a facelift for only \$199 if you [sign up for LawCrossing](#). Have your resume and cover letter professionally written, and stand out from your competition. This special offer is available for all legal professionals. ****LEARN MORE****

LawCrossing Premier

law#crossing

[LawCrossing Premier](#) is a professionally designed career program that is designed to take the “work” out of finding a legal job. The founder of [LawCrossing](#), A. Harrison Barnes, is widely regarded as one of the most successful recruiters of all time. Now, Harrison has modeled many of his methods for getting professionals jobs and is making them available exclusively to members of [LawCrossing Premier](#) through his elite job search coaches.

This program gives you the highest level of personalized service available from [LawCrossing](#) and its associated career services companies. Those who sign up for this program get 6 full months of personalized service, including access to [LawCrossing](#), resume and cover letter preparation, a targeted mailing campaign to legal employers, specific legal job searches, phone counseling, and interview preparation, all with your own personal coach. This service is reserved for a limited number of people that are committed to achieving the highest level of fulfillment in their legal careers. ****LEARN MORE****

Hound



[Hound](#) is the most powerful job-search engine in existence and powers several job boards. What makes Hound different is that it lists unadvertised job listings from employer websites. This means that many people don't know about these listings, which means much less competition from other job seekers.

Unlike any other site, using [Hound](#) you can see more than 1,000,000 jobs we have collected from over 30,000 employer websites. Most of these jobs are not advertised and as a member you will be among a select few to know about them.

These jobs are updated 24 hours a day, and come from virtually every employer in the United States. The benefit of using Hound for legal professionals is that it doesn't have any recruiter positions, which means you can directly apply to jobs without going through a recruiter. Hound doesn't just show the jobs that employers are paying hundreds of dollars to advertise, it shows you the full job market. A monthly membership costs only \$49.95. Sign up for a free trial of Hound to see what jobs you're missing. ****[LEARN MORE](#)****

BCG Attorney Search Career Coaching



If you're feeling stuck in your legal job or are wondering how to get started, [BCG Attorney Search Career Coaching](#) is a service designed to help you discover your legal career goals and get on the path to achieving them.

Whether you want to investigate new legal career options, position yourself for promotion within your current practice or organization, or work on personal productivity and effectiveness in your job, we will coach you in the areas most important to your career advancement.

Here are just a few things you can do through coaching:

- **Identify your interests, aptitudes, and strengths**
- **Create a goal-focused plan broken into manageable steps**
- **Learn to ask for what you need (training, references, etc.)**
- **Write a powerful resume and cover letter**
- **Use networking and social media to expand your professional circle**

Each 45 minute session can help you get closer to that new job, raise, promotion, or change that you've been looking for. Prices start at \$400 per session. Purchasing 2 or more sessions will give you a discount of up to 50% discount on the price per session. ****[LEARN MORE](#)****

Career Transformation System

The [Career Transformation System](#) is a 44-day course designed to transform your job search and career. Broken up into 6 sections, each day of this course has a set of questions that are designed to make your job search and career successful. This course will train you to develop the right mindset to achieve a successful job search, teach you how to find jobs, show you how to prepare your application materials, go over how to negotiate an offer with a potential employer, and give you strategies for success after you are hired.



You will receive a free email consultation with CEO Harrison Barnes, valued at \$500, for signing up for this course. In addition, you will also receive a free bonus worth \$400 for signing up for the course, a downloadable MP3 course by Steve G. Jones, an expert clinical hypnotherapist. This course will give you great motivation for your career.

You can sign up for a 7 day free trial, and if you're not happy with it, you can request a full money back guarantee within 30 days. After the trial is over, the course costs just 3 monthly payments of \$67. ****[LEARN MORE](#)****

LegalRecruiterSubmitter



[LegalRecruiterSubmitter](#) helps you take control of your legal career. In less than 3 minutes, you can send your resume to more than 400 legal recruiters across the United States. This service is targeted, fast, easy, and effective at getting you in touch with the most legal recruiters in the least amount of time.

[Legal Recruiter Submitter](#) has the largest database of recruiters in the world to help you track down recruiter jobs. Tracking down all of these recruiters would take you hundreds of hours of time and you would probably still not find them all. Using ultra-sophisticated technology, [Legal Recruiter Submitter](#) “matches” you instantly with hundreds of recruiters and proactively “alerts” them that you are out there. This will dramatically increase your exposure to the job market and rocket you ahead in your job search.

This exclusive service is available for only \$49.95. ****[LEARN MORE](#)****



Granted is uniquely designed to ensure the best results for your legal job search. Taking over 18 months to develop, and using sophisticated job-aggregation technology, it has the potential to revolutionize the legal industry. Whatever your legal job search requirements are in terms of practice area, location, or job type, **Granted** can help you reach them.

With more than 100,000 **legal jobs** in its database and counting, **Granted** is one of the best resources for legal jobs anywhere. The best part is that job seekers can access these jobs on **Granted** for free.

Whether you are an experienced professional looking for a better position or a recent graduate looking for an entry-level position, **Granted** has you covered.

Sign up for a **FREE** account with **Granted** today! ****SIGN UP****

Legal Career eBooks

The Origins of LawCrossing

http://www.amazon.com/Origins-LawCrossing-Harrison-Barnes-ebook/dp/Boo7ARWVDA/ref=la_Boo71AUC8M_1_1/181-0351429-7496958?s=books&ie=UTF8&qid=1395824771&sr=1-1

Book Description: The founder of LawCrossing explains his motivations and aspirations in building the largest legal job portal site on the web.

5 Biggest Attorney Job Search Mistakes

http://www.amazon.com/Biggest-Attorney-Job-Search-Mistakes-ebook/dp/Boo7ARTWIW/ref=la_Boo71AUC8M_1_2/181-0351429-7496958?s=books&ie=UTF8&qid=1395824771&sr=1-2

Book Description: Attorneys and law students are one of the most ill-informed groups of people there are when it comes to conducting a job search. We hate to criticize the group in society who comprises our clients; however, this is true. There are so many misconceptions out there about the best way to go about a job search in the legal profession that it is often very difficult for us at Legal Authority to believe. The following are 5 of the top job search mistakes most attorneys make when looking for a position. Please note that this list is by no means comprehensive. Legal Authority was developed in response to most of these mistakes, and for our clients, all but eliminates them.

The 2001 BCG Attorney Search Guide To Class Ranking Distinctions And Law Review Admission At America's Top 25 Law Schools

http://www.amazon.com/Attorney-Ranking-Distinctions-Admission-Americas-ebook/dp/Boo7ARU1DW/ref=la_Boo71AUC8M_1_4/181-0351429-7496958?s=books&ie=UTF8&qid=1395824771&sr=1-4

Book Description: What follows is the product of over six months of work and hundreds of hours of interviews and research by our attorney recruiters. The BCG Attorney Search and Placement Guide to Class Ranking Distinctions and Law Review Membership at America's Top 25 Law Schools (the "Guide") was prepared in response to the needs of our clients for this information.

The 2003 BCG Attorney Search Guide To Class Ranking Distinctions And Law Review Admission At America's Top 50 Law Schools

http://www.amazon.com/Attorney-Ranking-Distinctions-Admission-Americas-ebook/dp/Boo7AS28GO/ref=la_Boo71AUC8M_1_5/181-0351429-7496958?s=books&ie=UTF8&qid=1395824771&sr=1-5

Book Description: The 2003 BCG Attorney Search Guide To Class Ranking Distinctions And Law Review Admission At America's Top 50 Law Schools was prepared after months of work and is available for you to use in researching potential candidates.

The 2004 BCG Attorney Search Guide

http://www.amazon.com/2004-BCG-Attorney-Search-Guide-ebook/dp/Boo7AUO76Q/ref=la_Boo71AUC8M_1_6/181-0351429-7496958?s=books&ie=UTF8&qid=1395824771&sr=1-6

Book Description: Increasingly large numbers of hiring partners are guilty of making hiring decisions based on faulty assumptions that may no longer be true or relevant, when it comes to law schools. The purpose of this guide is to reduce reliance on outdated assumptions and apprise law firms of the most up to date information on how law school transcripts translate in terms of law student achievement.

The 2008 LawCrossing Salary Survey

http://www.amazon.com/2008-LawCrossing-Salary-Survey-ebook/dp/Boo7ARCWUM/ref=la_Boo71AUC8M_1_7/181-0351429-7496958?s=books&ie=UTF8&qid=1395824771&sr=1-7

Book Description: The 2008 LawCrossing Salary Survey (formerly 2007 Judged Salary Survey) is a unique resource among legal publications. It provides current and essential information on more than 500 of the top U. S. law firms, including each firm's primary practice areas, hiring trends, and salary and benefits information. The Salary Survey is an important resource for several reasons. First, the scope of the Salary Survey is unmatched in that it details information about more than 500 national and regional law firms. Second, its coverage is exhaustive, as the firms are analyzed according to 15 different parameters. Third, its degree of detail is substantial. The compilation of thorough information about each firm — such as year of establishment, number of offices, office locations, number of attorneys, and key practice areas — make the Salary Survey an invaluable addition to every law library. The structure of the Salary Survey facilitates its use as a resource: the facts and tables in each chapter are organized in a clear, accessible format so that readers have volumes of solid information at their fingertips.

The 2009 BCG Attorney Search Guide To America's Top 50 Law Schools (The BCG Attorney Search Guide to America's Top 50 Law Schools)

http://www.amazon.com/Attorney-Search-Guide-Americas-Schools-ebook/dp/B007AUE6M6/ref=la_B0071AUC8M_1_8/181-0351429-7496958?s=books&ie=UTF8&qid=1395824771&sr=1-8

Book Description: The 2009 BCG Attorney Search Guide to America's Top 50 Law Schools is a comprehensive overview of America's top 50 law schools as identified by the 2009 U.S. News & World Report law school rankings.

The purpose of this guide is to provide readers with information that is useful and easily accessible. A meticulously compiled book, it is a publication of BCG Attorney Search, an Employment Research Institute company. The Employment Research Institute is the largest conglomerate of organizations in the world dedicated to helping attorneys find jobs and enhance their careers.

LawCrossing's Career Advice Revealed Part I

URL:http://www.amazon.com/LawCrossings-Career-Advice-Revealed-Part-ebook/dp/B005FMAYKE/ref=la_B0071AUC8M_1_14?s=books&ie=UTF8&qid=1395825733&sr=1-14

Book Description: LawCrossing's Career Advice Revealed Part I, is an e-Book produced by the people at LawCrossing, America's #1 legal job board, providing expert tips and guidance to young attorneys and seasoned attorneys alike throughout all aspects of their careers. It not only provides information on how to keep a legal career on track but offers gives guidance on how to make sure the track chosen is the best fit.

Whether you're looking for your first legal job after law school, re-evaluating your career path, or taking your career to the next level, LawCrossing's Career Advice Revealed, Part I, has the information you need regarding current industry trends. It has something for everyone!

Like most things in life, the career of a legal professional goes through cycles. At first, as a young attorney fresh out of law school, the biggest concern is learning how to market oneself with an eye-catching resume and how to land a job with finely-tuned interviewing skills. After practicing for a few years, the focus will shift to how to keep up with current industry trends and keep oneself viable in an ever-changing marketplace. And finally, when one reaches the point in his/her legal career that he/she can be referred to as a well-seasoned professional, advice on career change or alternative careers is often times viewed as most important. By taking advantage of the

advice and tips logically laid out in this e-book, an attorney at any stage in his/her legal career can effectively navigate difficulties and achieve success.

LawCrossing's Career Advice Revealed, Part I, is a tool that every attorney should have in his/her arsenal. The advice and tips located inside it for finding success in a legal career will prove useful on a daily basis. Not only does this eBook show attorneys how to deal with things on the more molecular level, such as office politics, but it shows attorneys how to stay focused and keep big picture goals at the forefront of their minds. It is a must-read for all legal professionals!

LawCrossing's Judges Guide

http://www.amazon.com/LawCrossings-Judges-Guide-Harrison-Barnes-ebook/dp/Boo7AR6P64/ref=la_Boo71AUC8M_1_15?s=books&ie=UTF8&qid=1395825733&sr=1-15

Book Description: LawCrossing's Judges Guide features profiles of inspirational and influential judges who apply the law and oversee the legal process in courts around the country. They have presided over cases everywhere from superior courts to television courts—and there's even a potential Supreme Court nominee thrown in. Their experience ranges from writing small-town dockets to writing popular legal blogs.

LawCrossing's Law Stars Vol. 1

URL:http://www.amazon.com/LawCrossings-Law-Stars-Vol-1-ebook/dp/Boo7AR8WBA/ref=la_Boo71AUC8M_1_16?s=books&ie=UTF8&qid=1395825733&sr=1-16

Book Description: LawCrossing's Law Stars Vol. 1 is a collection of profiles featuring some of the most interesting, influential, and inspirational attorneys of today. LawCrossing's law stars are attorneys who have gone above and beyond in their areas of specialization. They are attorneys who will always be remembered for what they have contributed to the legal field, to legal education, or to society.

LawCrossing's Spotlight on Academic Attorneys

http://www.amazon.com/LawCrossings-Spotlight-Academic-Attorneys-Harrison-ebook/dp/Boo7AR8W74/ref=la_Boo71AUC8M_1_17?s=books&ie=UTF8&qid=1395825733&sr=1-17

Book Description: At a time when lawyer jokes abound and images of attorneys and other

legal professionals are at all-time lows, LawCrossing's Spotlight on Academic Attorneys is an excellent reference book for young law students considering careers in academia and anyone else interested in the lives of legal professionals who teach.

LawCrossing's Spotlight on Minority Attorneys (LawCrossing's Spotlight on Academic Attorneys)

http://www.amazon.com/LawCrossings-Spotlight-Minority-Attorneys-Academic-ebook/dp/Boo7AR8XAU/ref=la_Boo71AUC8M_1_18?s=books&ie=UTF8&qid=1395825733&sr=1-18

Book Description: If you are looking for interesting, inspirational reading, you have come to the right place. LawCrossing's Spotlight on Minority Attorneys presents profiles of 19 exceptional minority attorneys who, through innate ability, hard work, and perseverance, have carved successful niches in a predominantly white industry to reach extraordinary heights of success.

Lawcrossing's TOP 100 American Law Stars

http://www.amazon.com/Lawcrossings-TOP-100-American-Stars-ebook/dp/Boo7AR6NDE/ref=la_Boo71AUC8M_1_19?s=books&ie=UTF8&qid=1395825733&sr=1-19

Book Description: Lawcrossing's TOP 100 American Law Stars features the top 100 American law stars and their stories. This is a good read if you're looking for some inspiration in your career.

