

**The GET-A-JOB Handbook  
because...**



**“So much of what is best in us  
is bound up in our love of  
family”**

This publication, the second of The Resume Store's GET-A-JOB Series is a compilation of essays and editorials written to encourage the millions of unemployed to never, never quit.

In spite of what seems a high percentage of unemployed it still remains factual that a strong majority of Americans are working. It is prudent to illustrate that if 10 percent are unemployed, 90 percent are working and holding up the economy. Viewing the unemployment picture from that perspective should telegraph to every unemployed American that there are indeed jobs to be had.

As the Tampa Bay, Florida area's premier resume service, The Resume Store feels an obligation to raise - not diminish - the hopes and dreams of those who are willing to navigate uncharted routes and step out of mediocrity to regain stable employment.

The mission of this e-Book and The Resume Store is to re-ignite the energies it takes to conquer in the face of adversity.

If this compilation does little else, we hope it offers ideas and revelations to regaining the American Dream

## TABLE OF CONTENTS

<b>So much of what is best in us is bound up in our love of family</b>	<b>4</b>
<b>A journey of a thousand miles begins with a single step</b>	<b>8</b>
<b>Goose Bumps are Fingers of Truth</b>	<b>15</b>
<b>So, you want to be a Millionaire</b>	<b>18</b>
<b>What will be your legacy?</b>	<b>23</b>
<b>What makes me unique?"</b>	<b>25</b>
<b>Whatever the choice; let it come from your heart</b>	<b>29</b>
<b>What happened to "WISDOM"?</b>	<b>31</b>
<b>Why Mature Employees are a Good Bet</b>	<b>34</b>
<b>Selling you first</b>	<b>39</b>
<b>Want a new job - "have you the guts to make this happen?"</b>	<b>44</b>
<b>What we do not know cannot hurt us!</b>	<b>51</b>
<b>How do you define your income goals?</b>	<b>55</b>
<b>Self-Empowerment</b>	<b>58</b>
<b>The job search as in life, "You get what you deserve"</b>	<b>61</b>
<b>First one must endure</b>	<b>64</b>
<b>We all know discrimination exists in the job market even though it is illegal</b>	<b>66</b>
<b>Why most are reluctant to follow-up after interviews</b>	<b>69</b>
<b>Wrongful Termination - Why employers resort to it!</b>	<b>73</b>

The following essay by The Resume Store's President and CEO, Arnie Sherr has had more than 4000 views since originally posted some three months ago. It is the theme and mission of the publication.

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**“So much of what is best in us is bound up in our love of family”  
Don't go it alone!**



Haniel Long said, *“So much of what is best in us is bound up in our love of family that it remains the measure of our stability because it measures our sense of loyalty. All other pacts of love or fear derive from it and are modeled upon it.”*

Deadly profound are these words; the words of Haniel Clark Long (1888 – 1956), an American poet, novelist, publisher and academic. I am taken by this quote because it simplifies the complexities of family. That may seem like a contradiction of terms, but I assure it is not. There is a message to be derived from poet Long's wisdom; that in times of challenge families may unite or they may disintegrate as do the pillars that support bridges if the weight that passes over exceeds recommended limits. When the weight of anything surpasses pre-determined limits, stress defies all manner of support.

You see, of marriage as of bridges it is the pillars that sustain the weight; the weight that is defined as challenge of all degrees of poundage - the kinds of challenge that, if left to fester, will destroy the strongest of foundations. Like a leaky dam, its 'bond' slowly seeps through the cracks caused by stress. [Dr Wayne Dyer](#) teaches there is no stress, only stressful thoughts and of this, I agree. The causes for stressful thoughts may be beyond our control, but choosing to give them credence is within our control. That is to suggest, the glass is either half-empty with despair or half-full of potential. I assert, there is no half-empty or half-full glass, only negative and positive perception.

If I may, I am going to introduce another cog within this complex wheel, "[habit](#)." I am sure all have heard the phrase "[We are creatures of habit](#)." What most do not realize is that changing habits, good and bad, requires tremendous energy. If you have tried to quit smoking you understand the amount of energy required to succeed. In families habits may define both unity and chaos. Supportive families are generally cohesive and united; conditions that promote respect and growing bonds of love. Combative families may be habitually defensive, non-supportive and retaliatory. Both scenarios are the result of environmental exposure. But then, that which fuels habits is perceptual as well. Many factors root the cause of habits; not a subject for this writing. However, when economic challenges such as the loss of financial sustenance affect one of a family, it affects all. Now is the time to work on developing stronger positive habits; habits that unit the family into sharing everything it takes to conquer. To build each other up as opposed to tearing down; to support rather than to abandon. When bread winners are left wading turbulent

waters without so much as a life jacket they become lonely growing feelings of hopelessness and despair. In such dire times families must bolster the strengths of each other by supporting and planning together; not criticizing, blaming, or engaging in personal attacks.

The unemployment rate is twice normal or thereof. Families are struggling to get jobs, changing habits born of financial security and prosperity. Human nature causes most to take such things as job security, growing incomes, increasing real estate equities, a healthy Wall Street, affordable taxation, available health-care, and more for granted. Per what used to be, we planned to upgrade to more expensive and luxurious homes, longer and more expensive vacations, luxury cars, and so much more. We also took for granted that we would be able to afford college for our kids. I can describe many more wonderful used-to be's; however, the bubble has broken and what was, is no longer what is.

The message I derive from Haniel Longs quote is this: to survive we must come together, advantaging our love and support; to sit down as a family, involving the children so they feel part of the solution and not part of the problem. Discussing the realities and planning together the family's tactics and strategies for survival.



John Donne (1572 – 1631), born in London into an old Roman Catholic family at a time when anti-Catholic feeling in England was near its height said, “No ‘man’ is an island.”

*"No man is an island entire of itself; every man is a piece of the continent, a part of the main; if a clod be washed away by the sea, Europe is the less, as well as if a promontory were, as well as any manner of thy friends or of thine own were; any man's death diminishes me, because I am involved in mankind. And therefore never send to know for whom the bell tolls; it tolls for thee."*

Relevant adaptation: *No man or woman or child is an island of itself; every man, woman, and Child is a part of the main, the family; if a member be washed away by the sea, the family is less as well as if a provider were, as well as any manner of thy friends or of thine own were; any of the it's death weakens and diminishes the family, because it is committed to its future. And therefore never send to know for whom the bell tolls; it tolls for the family."*

The message I impart: Do not permit that which is to blame to break up the family; but to resource the love, the respect, the friendship that is family. Astounding results are born when dedicated minds come together for *"No man, woman, or child is an island."*

## “A journey of a thousand miles begins with a single step” [Confucius](#)

Rest assured, I am not writing this essay because I have achieved milestone wealth or even grandiose success. Why I am now able to present this concept is due to a lifetime of learned wisdom and knowledge.

The following are considered the top five quotes of wisdom by Confucius:

- *“Everything has beauty, but not everyone sees it.”*
- *“I hear and I forget. I see and I remember. I do and I understand.”*
- *“By three methods we may learn wisdom; first by reflection, which is the noblest; second by imitation, which is easiest; and third by experience, which is the bitterest.”*
- *“Choose a job you love, and you will never have to work a day in your life.”*
- *“I do not want friends who smile when I smile, who weep when I weep, for my shadow in the pool can do better than that.”*

It is purported that more than [15 million are unemployed](#) and another 16 million are guessed to be underemployed (working part-time jobs). Although you, who right now, this very minute are reading this writing, I am hopeful you will pass the message herein to other jobless hopefuls.

***“Everything has beauty, but not everyone sees it.”*** You see, as the title infers; whether to achieve huge goals or the smallest of accomplishment, it all begins with that proverbial “first step.” Although “Florence Griffith-Joyner (1959 – 1998), 38, became a three-time Olympic gold medalist,” it all began with her “first step” most likely taken when she was less than one year old.



No matter how rudimentary is the Griffith-Joyner example, the basic premise is more than true, it represents the beginning of “all.” **[all = *That the whole of an amount, area, quantity, or thing is involved or affected***] [Encarta Dictionary-North America](#)

“First steps” are, in one form or another, related to respective “goals” and their purpose. In Griffith-Joyner’s case, her “first step” was directly related to her evolution into becoming the world’s fastest Olympic track and field champion. To bring this closer to home, it is wise you examine your employment goals and evaluate the passion (love, if you will) that drives you in any for your career choices. Your goals may culminate as a job title; monetary status, or both. Some may even ascribe to the achievement of great power. Still, others may set goals and ambitions towards charitable or humanitarian objectives. Moreover, goal attainment is extremely personal. For everyone, not only may goals differ, but reasons for them may vary intricately.

***“I hear and I forget. I see and I remember. I do and I understand”*** Memory is a function of the brain, and no two persons or two brains are alike. They think differently, act differently, react to stimuli differently; learn and remember things differently, so there is no final answer to this question. Some persons find it easier to remember what they hear while others find it easier to remember what they see. A lucky few remember both what they hear and see while many of us are quick to forget most everything.

Without over-analyzing, most surveys conclude that listeners or watchers remember less than do those reading the same content. Strikingly, those who “do,” remember the most by comparison.

An example: Of late I’ve had difficulty remember names; even of those with whom I’ve been introduced only moments ago. To re-word – ***I forgot what I heard or may even have read on a nametag – however; when after hearing it, I repeated the name never again to be forgotten.***

When as a student it was my method to read aloud when studying and while reviewing notes after attending lectures. When assigned a book or essay to read, it was read aloud as well. If verbal exercises were suggested, I found them to be terrific memory engravers. So, I urge all job seekers as they research and prepare for interviews to do as much reading aloud as possible in preparation for interviews, verbally practicing presentations over and over. Confidence is two-fold; knowledge and preparation.

***“By three methods we may learn wisdom; first by reflection, which is the noblest; second by imitation, which is easiest; and third by experience, which is the bitterest.”*** Ahh “Wisdom”! *It is knowledge of what is true or right coupled with just judgment as to action; sagacity, discernment, or insight.*

Some say, “Either you have it or you don’t.” NOT! It’s true; for many, wisdom is an innate attribute while for others it may be acquired from life experiences and exposure to others wise. There are some of course, who’s propensity for wisdom is detoured for various reasons, some apparent and others not so readily explained. Not owning huge representations of wisdom is not a prescription for failure or non-achievement. As good judgment is but one of wisdom’s ingredients, those limited may own the “*insight*” to team-up with others who collectively complete team-wisdom. Beit there are three ways of acquiring wisdom, “*first by reflection, which is the noblest; second by imitation, which is easiest; and third by experience, which is the bitterest,*” I suggest you get busy determining your level and how, if indeed you own wisdom, it has been acquired and is best used. Once you fully understand its origin, translating yours will occur without forethought. Most experienced interviewers employ insight that identifies qualities such as wisdom; the only requirement is that you truly own it!

To summarize: Interviewers are impressed with candidates who effectively demonstrate “wisdom.” How you came across yours is not the issue; what is, is how effectively you impress interviewers of its presence.

***“Choose a job you love, and you will never work a day in your life.”*** If you have read any of my writings you know what a proponent I am of *“doing your hobby for a living; following dreams and passions.”* I’ve been showered with a myriad of excuses as to why those with whom I consult can’t do what they ‘love’ or feel ‘passion’ for a living. “It doesn’t pay enough or I don’t have any formal training; my wife will never go for it, and more.

***“Tell yourself you can’t do something; you’ll be right every time.”***

Wayne Dyer, PhD teaches there are only two emotions; fear and love. You can’t love what you fear and you can’t fear what you love. All other excuses are self produced detours and roadblocks. The perception of “can’t” is a choice just as “won’t” is a choice. Moreover, “can’t” equals “won’t”! Why you “won’t” or “can’t” I submit is fueled by fear. It may be fear of failure, and yes it is possible it represents fear of success. Objectively, refusing to pursue a job that is loved has nothing to do with the job; it does, however, have everything to do with fear. Remember, fear is an emotion; a choice. Truthfully, *“there is no ‘fear’; only fearful thoughts - Thoughts you can choose not to own.”*

If you require this be proved for yourself, you can initiate your own survey. We all know some exceptionally successful people. Ask them what they do for a living and why they do it; you will quickly realize how the quality of yours and your loved one’s lives will improve if you pursue that which you love and own passion. Even if the improvement is

more related to your day to day happiness and demeanor, it is much easier to pursue that which is loved than to acquiesce to that which is tolerated. There are only two emotions; to which are you willing to concede?

***“I do not want friends who smile when I smile, who weep when I weep, for my shadow in the pool can do better than that.”*** Many of us look to others for morale support. It generally has little to do with whether that for which we seek support is good or bad, right or wrong; the support desired is ‘confirmation’. In fact, if the support is contrary to what is sought, the “betrayal” had better run for the hills. *“What good are you - your no help at all - I don’t know why I even asked you to come along!”*

The straight skinny; the only reason you ask someone to come along is to soften feelings of fear. Having another come along when buying a car, represents a lack of self-confidence. Morale support is little more than crutches for a person who has been fitted for a prosthesis. *“I’ll bring crutches just in case I become unsteady.”*

If you do not discard the crutches, you will never trust your ability to walk without them. Look to your own reflection in the lake; your own shadow in the pool. The morale support of others is artificial. ***“Believe in you and others will applaud your conquests longer and louder; as will you!”***

*“I don’t require friends to validate my happiness or immerse in my sorrow; I will look inward for validation and reinforcement.”*

It matters not how intense, huge, simple, complicated, tedious, intricate, profitable, unprofitable, unlikely, and attainable or otherwise is the pursuit of passions and dreams, for they cannot begin without taking that *“first step.”*

“Don’t fear it, embrace it!”

## **“Goose Bumps are Fingers of Truth”**

### **The ultimate joy of exhilaration**

In the past, I have written of passion, motivation and inspiration, and I have spun them in so many different ways attempting to encourage everyone to follow their dreams. I believe wholeheartedly, those who follow their dreams (the biggest of) achieve greatness; personal, professional and financial. And, for those who pursue dreams, happiness is more intense and inspiring; and so it is to all whom cross dream-achiever paths. Perhaps had I followed mine then as I am doing now the view from which I write would be so much more majestic.

Have you ever experienced the tingle of goose bumps? A chill of sorts, they are generally caused by something uniquely stimulating; witnessing expressions of love and adoration; the thrill of immense challenge; the feeling of free falling with a bungee around one's being or the air that distorts one's face during the weightless free fall of a sky dive. Would these cause your skin to goose-up? Most assuredly they would mine! However, goose bumps are people specific; different cause for different applause.

A bit of a stretch, but how great would it feel to get goose bumps with every passing workday? To wake each day anxious to face and conquer the day's challenges; ergo, to experience the elation that accompanies achievement at all levels. Is it not true that this remarkable sensation comes from the roughest to the gentlest of truth?

***“Apprehension of that which lies ahead produces anxiety and ultimate defeat, whereas passion is the catharsis that empowers limitless expectations and achievement.”*** Arnie Sherr

When giving into dreams, whatever devils we give home to are to be discarded. However, the appearance of devils advocate will be as if a magician’s magic brought them from out from the “woodwork.” Not surprising, these self-appointed devils advocates are wives and husbands, mothers and dads, friends, relatives and peers whose own fears predict failure for you. Do you succumb or do you push forward further inspired to prove them wrong? I would hope the latter! Where would Donald Trump be today if he believed for one minute he could not succeed his father? ***“Success is limited only by the limits that emanate from within.”*** Would you jump off the proverbial bridge? If you would, I suggest you stay away from evil doers and tactfully discard the alerts of devils advocates. Moreover, their intentions being well meant are fueled by inaccurate perception. Whatever happened to ***“you go girl/guy?”***

These are disastrous economic times and for those who are out-of-work, out-of-dough and out-of-hope. I implore you to dig deep; reach all the way back to the dreams you discarded early-on as impractical, undoable, impossible or otherwise and give rebirth to the faith G-d places in all; to believe. How many times have you heard others who seem to have earned success say, ***“If I can do it, anyone can do it?”*** The only thing separating the fearful from the doers is perception. There is no middle ground and the best incentive for doing

anything is embracing the passion held for the dream. True, many times we must do things that fall short of desirable because...

***“The road to the top, if worth its reward shall be littered with potholes, detours, and obstacles making the prize when won sweeter to be sure”*** Arnie Sherr

Would a confident parachutist discard the parachute's ripcord believing him or herself to be invincible; to that I say, ***“When on the trek to the top of the summit, it is wise to bring a spare as potholes occasionally flatten tires.”*** Arnie Sherr

Life can mean goose bumps for all; if only dreams are followed – the more grandiose the better. ***“Limits do, in fact, diminish the size of the prize.”*** Arnie Sherr



**BERNICE JOHNSON REAGON**

*“Life's challenges are not supposed to paralyze you; they're supposed to help you discover who you are.”*

For more than 45 years Bernice Johnson Reagon has been a major cultural voice for freedom and justice; singing, teaching—speaking out against racism and organized inequities of all kinds.

**“So, you want to be a Millionaire”**

Have you taken the time; the time to figure out whom you are?



**Annette Colby PhD, RD** wrote: *“If you can dream it, you can achieve it. You just need to know how!”*

*Let us start with an important basic question: Why set goals? Why spend time thinking about your goals and writing them down?*

*It is not as if you have not set a goal before, felt excited, started some action, and then dropped it because you quickly became overwhelmed, frustrated, or bored with the process. So, why bother this time? [More...](#)*

All of us, either in school or after entering the job market have been taught more than once, set goals – not too big, but realistic goals. It was explained that achieving the greater goal is best done by setting smaller, more realistic goals and achieving them one at a time. Truthfully, I find no argument herewith; however, that which is not taught is what is required not merely for setting personal and professional goals, but to be able to achieve set goals.

***“Goal setting is perhaps the easier of the process; whereas goals achievement – well, therein lays the recipe for success.”*** - Arnie Sherr

Remember the great plans you fantasized about as a soon to be high school graduate – some even approaching post-graduation; I’m going to be a millionaire? Have you any idea how many, just like you made that same statement only now when embarking on senior citizen status they declare to save face – ***“I’m working on my second million; never did achieve the first?”***

April 05, 2007 by [G. Stolyarov II](#): ***The United States has often been referred to as the only country in the world with a million millionaires. Recent figures show that this number is actually much higher. Dr. Bill Belew of [PanAsianBizreports](#) the U.S. has 8.9 million households worth at least 1 million dollars. This is compared to [China](#) with 300,000 millionaires and Russia with 88,000.***

According to the US Census Bureau, by 2010 there will be 114.8 million households in the U.S. Of them, 8.9 million households worth at least 1 million dollars represent a mere 12 percent of the U.S. population.

Without assuming great risk of inaccuracy, I'll go out on a limb and speculate that at least a modest 75 percent of kids before graduating high school or college have set millionaire goals; some I've heard declare to become so by the time they are 30, or so, years of age. This being the case, why have so few accomplished that very goal?

Well, for starters they shall soon learn achieving such huge goals must be navigated in incremental steps (smaller goals). Easily enough adjusted to, but the real deterrent is in never haven taken the time to figure out who they are!

Annette Colby wrote: *“Goal setting leads to the unfolding evolution of whom you want to be, doing what you want to do, and living the life you deserve to live.”*

How then, I ask, can anyone do the above without knowing who they are and of what and how much they are capable?

Have you...

- Clarified your personal values,
- Sustained a feel good level of motivation,

- Tackled what seemed overwhelming and impossible goals,
- Made good and effective decisions,
- Discarded beliefs that keep you stuck in old harmful behaviors and habits,
- Opened yourselves to remarkable new possibilities, and
- Achieved amazing results?

In fact; of the above, are you ready or do you even understand how to do so?

Certainly, even the achievement of everyday goals requires some of the above, but to achieve goals that come only to a mere 12 percent of America's population shall not come as easily.

- How bad do you want your dream?
- How much effort are you willing to invest?
- What sacrifices are you prepared to make?

Moreover, the above three questions are the reasons why most never become the millionaires.

Hopefully, you've stayed with me to this point at which time I am going to back things down to the reality that presently faces millions of unemployed Americans. According to

the U.S. Census the ratio of household's vs. the total U.S. population (one third) is 5.6 million; all negatively affected by unemployment.

To put things in perspective, these families and individuals are not seeking millionaire status; they simply seek jobs. However, even though the goal is significantly smaller than that of becoming a millionaire the preparation is exactly the same and is just as important. Hey; a goal is a goal.

I am but one source of the kinds of guidance and with whom most should consult in these trying economic times. As much as I believe in my knowledge and wisdom, there are many others who are “capable” of guiding job seekers effectively and properly. There are multitudes of books and publications that address these objectives more than adequately and then there is the Internet. Moreover, there is no shortage of resources for preparation and betterment.

There are no short cuts to excellence and goals achievement. Everything has a price, good and bad. As they saying goes; ***"There is no such thing as a free lunch."*** [Milton Friedman](#)

Of all I've written hereto, there is one thing that is evident; if you are unemployed and still have millionaire aspirations - without a job they are a mute point. If you're not willing to do ***“everything”*** necessary to get a job – becoming a millionaire? Well, I think I've said enough!

## *The Dash Poem*

by Linda Ellis

I read of a man who stood to speak  
At the funeral of a friend.  
He referred to the dates on her tombstone  
From the beginning to the end.

He noted that first came the date of her birth  
And spoke of the following date with tears,  
But he said what mattered most of all  
Was the dash between those years.

For that dash represents all the time  
That she spent alive on earth  
And now only those who loved her  
Know what that little line is worth.

For it matters not, how much we own,  
The cars, the house, the cash,  
What matters is how we live and love  
And how we spend our dash.

So think about this long and hard;  
Are there things you'd like to change?  
For you never know how much time is left  
That can still be rearranged.

If we could just slow down enough  
To consider what's true and real  
And always try to understand  
The way other people feel.

And be less quick to anger  
And show appreciation more  
And love the people in our lives  
Like we've never loved before.

If we treat each other with respect  
And more often wear a smile,  
Remembering that this special dash  
Might only last a little while.

So when your eulogy is being read  
With your life's actions to rehash  
Would you be proud of the things they say  
About how you spent your dash?

© 1996 Linda Ellis

## What will be your Legacy?

Recently, I had been moved by the reading of a Linda Ellis poem, "[\*The Dash\*](#)." Its message, although profound, is one that I have been trying, with words to numerous to imagine, to allay to those who visit my office considering the purchase of resumes and other job seeking services. The irony is; never before have I been exposed to a better way to express what, how and why we should give serious focus and thought to what we do to provide for ourselves and families.

It is not simply

- About getting a job.
- About depositing monies to a bank account at regular intervals.
- About existing without a plan for growth, security and prosperity.

It is, however

- About personal and professional growth.
- About choosing careers that entice and stimulate ambition and prosperity.
- About surrounding us and our families in warm blankets of security.
- About instilling within our children the same sense of self worth and mental stability.
- About building a legacy strong enough to enthuse and set standards not only for those that extend our family trees, but for humanity as a whole.

It is about pursuing dreams and passions. Because: ***“Wealth alone is a Legacy not, unless others benefit from its acquisition or accumulation.”***

I have been ***preaching*** (for the lack of better word) to follow passions and dreams by...

- Investing the time and effort on matters of which we never tire.
- Working towards goals and objectives from which personal gain is second to philanthropic benefit.
- Finding joy through accomplishment; the rewards inherent of attacking challenges greater than we.

**“So when your eulogy is being read, with your life’s actions to rehash.  
Would you be proud of the things they say about how you spent your dash?”**



## “What makes me unique?”

Below [Jessica Holbrook](#) writes of the single most important message to be transmitted in both resumes and interviews. “*What makes me different than everyone else around me?*” But, is it enough to simply say it? I think not! Jessica entitled her writing as “**Sell me – Don’t tell me**” Her message is twofold; determine of yourself, your uniqueness and then determine how best to sell that uniqueness.

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### **Sell me - Don't tell me!**

*Posted By: Jessica Holbrook In: Job Seeker – Resume*

*The problem I frequently run into when reviewing resumes is that people want to tell me what they did versus selling it to me. Telling me makes you sound like everyone else and frankly is quite boring. Selling me on what you did makes you unique; it makes you stand out in the crowd. When writing your own resume answer this one simple question and you can't go wrong: “What makes me different than everyone else around me?” [More...](#)*

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As a professional resume writer and career counselor, I continue to be amazed that most who sit from across my desk haven't a clue of who they are; let alone, knowing how make such realizations a selling point within their resumes and during interviews.

The stark reality, ***“nothing worthwhile in life is a given; all things worthwhile must be earned.”*** How then, are jobs earned? Certainly, employers do not practice reality show ideology such as inviting six candidates from the hundreds of resumes received for a particular posting to work for minimal compensation over a two-week period to determine who proves to be best qualified to earn the job offer. Job searching is not ***“American Employee Idol”*** or ***“The Apprentice.”*** [Simon Cowell](#) will not be berating job seekers completing their auditions (interviews), although I suspect there are instances when interviewers might enjoy expressing their true thoughts.

In any case, my point is clear; it is as if knowing this is a secret reserved only for Human Resource personnel. While watching CNN some months ago, an HR guest actually said, (I paraphrase) ***“it's getting difficult to identify qualified candidates because so many are being coached on how best to interview.”***

What this HR person is indicating; pre-counseled candidates are able to pull the proverbial wool over their eyes. “Poppycock” I think it is time for Human Resource professionals to expand their personal resources in order to find creative ways to single out perjuring interviewees. At interviews as in life, it is ***“[survival of the fittest.](#)”***

So then, as Jessica alludes; how may a candidate portray him or herself as the “fittest”? These are difficult times and as such, *“tough times call for tough measures.”* If you want to prevail, you must *“step up and out of the box.”* You must leave the normal “job search comfort zone” and be creative, unique, and startling.

I read so many negative attacks aimed at human resource personnel and I am dismayed that so many continue to detour the blame for their interview failures from whom it should be directed, accepted, and managed – themselves.

How difficult it seems to be for human beings to accept responsibility for themselves. It is overtly common to blame all else except to whom the fault belongs. You may wish to read my essays [“Shit Happens”](#) and [“Assigning Blame.”](#)

The second step after accepting the blame for where you are right now is to be realistic about your employment goals. Seek only that for which you are most qualified. This is not the time to strive for unreachable goals or to experiment with interesting challenges; (1) the competition is too vigorous and (2) credible opportunities are at a premium.

After having identified realistic target markets and employers, identifying your saleable attributes, characteristics, and skills is a must. Once you have done so, you are ready to assemble your professional interview presentation.

Now the process becomes rather intricate; not difficult, but certainly, the balance can fill the pages of a modest sized book. Therefore, I suggest visiting your local bookstore or if surfing-literate, seek out information or books about selling, presentation structuring, public speaking, closing techniques, communication skills, confidence reinforcement, and if applicable, depression and/or attitude management; and others per your needs.

As a said above, *“tough times call for tough measures”* and since these tough times may be the toughest you will experience in your lifetime, I suggest you *“step up and out of the box.”*

If I were an employer posting job vacancies, their headings would read, *“Only the fittest need apply.”*

However, even when *“Only the fittest need apply”* is absent, it is a requirement nonetheless.

*“Results may be predicted as measured by the investment in preparation”* - Arnold Sherr

## **“Whatever the choice; let it come from your heart”**

These are the toughest of times; the wealthy call it a setback; middle class employed a recession; the unemployed, a depression. Views vary; so do perceptions.

The media and official government spokespersons tell us the so-called “raw facts” – one vacancy for every so many applicants, and more. How discouraging are the statistics spewed because of disputed, educated guesses. Yes, today even Vice President Biden alluded to the vagueness of declared data. Therefore, what then can those unfortunate Americans whose presence is becoming lost in the deluge of millions like them, do? Once swimming to a pool’s steps to set foot on solid ground is now wading in the middle of the Atlantic, thousands of miles from the security of a beach filled with prosperous vacationers.

Not pretty, the picture I just painted; but then, a picture painted is of one’s own impressions – today’s picture is indeed a photograph of life in America today. However, many ignore their hearts and choose to accept undesired jobs when offered.

Is there consolation in sacrifice? Is exchanging one suffering for the lesser of another an even trade? How long before the bubble bursts and a different kind of suffering ensues. Repeatedly, past clients tell; I got a new job fast, but soon after, I was once again pounding

the sidewalks. Could it be so many are making choices not from their hearts, but from their wallets, from the deprivation of their families and/or from the prospect of financial ruin?

I know it is tough to face down an offer when accepting is against better judgment. I can imagine the anxiety such dilemmas cause. Even so, consider that while doing something your heart is not in, the time to search for the right job is severely impaired.

***“Whatever decisions befall; let them come from your heart.”*** Shall we get married; shall I say yes? Can we afford a house right now? Is this the right time to buy that new car? My best friend’s spouse is cheating; shall I let the cat out of the bag? It is either her or me; what shall I do? They offered me the job; will my heart be in it?

***“As for most choices, bad ones usually have consequences far beyond us. Always, follow your heart!”*** - Arnie Sherr

## What happened to “WISDOM”?

The forgotten and most important leadership quality, attribute and characteristic.

O Romeo, Romeo, wherefore art thou Wisdom?  
Deny thy leadership and refuse thy responsibility;  
Or if thou wilt not, be but sworn my loyalty  
And I'll no longer be as a follower.

I have been writing resumes and cover letters for persons from entry level to “C” level; from young to elderly, from high school diplomas to MBA’s, and from less than average intelligence to intellectual laureates. To meet their requirements and to match their individuality I am driven to search out and investigate vast numbers of job postings. In and of them is every possible capitulation of desired skills, attributes, and characteristic imaginable; except one. Nary have I come across in and among the vast array of sought-for’s, “WISDOM.”

*Wherefore art thou Wisdom;* for wisdom is good sense. It is the ability to make sensible decisions and judgments utilizing personal knowledge and drawing on one’s own accumulated learning: accumulated knowledge of life and the spheres of activity that has been gained through experience.

“Furthermore, it is a deep understanding and realizing of people, things, events or situations, resulting in the ability to choose or act to consistently produce the optimum results with a minimum of time and energy. Wisdom is the ability to optimally (effectively and efficiently) apply perceptions and knowledge and so produce the desired results. Wisdom is comprehension of what is true or right coupled with optimum judgment as to action. It is sagacity, discernment, or insight. Wisdom often requires control of one's emotional reactions ("passions") so that one's principles, reason and knowledge prevail to determine one's actions and to wisely lead the actions of others.” [Wikipedia](#)

“It has as well been defined to be "the use of the best means for attaining the best ends." "We conceive," says [Whewell](#), “prudence as the virtue by which we select right means for given ends, while wisdom implies the selection of right ends as well as of right means." Hence, wisdom implies the union of high mental and moral excellence. Prudence (that is, providence or forecast) is of a more negative character; it rather consists in avoiding danger than in taking decisive measures for the accomplishment of an object. [Sir Robert Walpole](#) was in many respects a prudent statesman, but he was far from being a wise one. [Burke](#) has said that prudence, when carried too far, degenerates into a "reptile virtue," which is the more dangerous for its plausible appearance. Knowledge, a more comprehensive term, signifies the simple apprehension of facts or relations. "In strictness of language," says [Paley](#), “there is a difference between knowledge and wisdom; wisdom always supposing action, and action directed by it." [[1913 Webster](#)] [Dictionary.net](#)

Would I believe for one moment the average interviewer understood fully the true essence of Wisdom I would write to the resumes that single word under the categories ATTRIBUTES, SKILLS, and CHARACTERISTICS. Truly, he or she that owns

acceptable or better levels of wisdom shall qualify more directly for any leadership role than will those of mediocre KSA's.

Wisdom is the greatest of all human intellectual values. It overcomes adversity; it quells tensions and hostiles, it solves; it creates; it develops; it analyzes; it surmises; it inspires; it drives; it educates; it promotes; it enthuses; it requires; it illuminates; it highlights; it produces; it manages; and though its innateness offers successes those not so wise may only admire from afar, its pursuit of is seldom sought for openly.

“O Romeo, O Romeo; were it not for your voidance of wisdom,  
Thy challenge would be yours to adorn; to master; and to profit from thy wisdom.”

“Sorry Dude, I’ve 100 more to interview. Work on your “wisdom” and get back to me!”

Rejection in those words you’ll not hear, for the wisdom un-owned by he or she or they who lead the interview blinds them of its appearance. To win, those wise must employ wisdom to make wisdom known.

“Be not afraid O Romeo, for your task is being wiser a tad than are your listeners.  
So sayeth the “Wise.”

## “Why Mature Employees are a Good Bet”

The greatest challenge among mature job seekers (late forties to 50 and over) is overcoming the age barrier. Keeping their age camouflaged in cover letters and resumes is the wise; however, mastering the skill to write without unintended hints is a unique talent, especially when writing about one’s self. I suggest after writing your CL and R you have one or two total strangers read them attempting to evaluate whether or not you appear as mature. Even if direct references are carefully avoided, indirect or subliminal references of maturity generally find their way into the mature writer’s style. Frankly, I believe employers are missing-out on the most valuable sector of available workers. Below are the best of many reasons why mature employees are a better choice.

- **Greater stamina and determination: Mature vs. Younger**

Mature employees generally work out of financial necessity or because they find staying busy mentally and physically beneficial. Understanding how challenging it is to acquire jobs at their more senior ages, they are less apt to take jobs lightly. On the other hand, many younger employees whose lives are for the most part socially active, may consider their jobs subservient to a multitude of other interests. They are aware that at their younger energetic ages and income needs, finding new jobs is not so very difficult.

- **They are prideful of the deliberate high quality of their performance and it is generally apparent that they work because they want to more so than have to.**

For mature employees there is the consistent precept of competing against younger counterparts. I know from experience how gratifying it is to win tennis matches competing against players some twenty or more years my junior. Mature employees enjoy a tremendous ego rush when they are recognized or commended for out performing their younger counterparts. Their counterparts however, generally feel that older employees have not the stamina or smarts to compete. Moreover, the tendency for them is to take themselves for granted. Mature employees cannot afford to make such ill-advised assumptions.

- **They are more reliable, consistent and punctual.**

Couple of reasons for this: For the mature worker the job is at the top of the “important” list. It supplements income (retirement, social security, etc. – could even be the sole source); their less active social schedule is relieved because having jobs maintains their sense of contribution and keeps them mentally adept. The importance of being on the job and the fear of being vulnerable to lay-off encourages demonstrations of commitment, dedication, reliability, consistent focus and punctuality. *“If I am let go, it won’t be because I broke rules, failed to do my job, or in anyway contributed my departure.”*

- **They offer problem-solving and mathematical skills from years of experience.**  
Experience for many recruiters seems generally overlooked when faced with interviewing confident, well-seasoned and mature candidates. Developing analytical skills is an over-time enhancement process. Like many things, proficiency improves with repetition. When repeating tasks it is likely, they evolve into habits. Realizing there are both good and bad habits, mature employees have generally discarded the bad and have learned to benefit their employers' mission practicing only the good. The advantage of developing and practicing good habits is the heightened performance and results they produce. Of them, they are more likely to be accurate, timely, appropriate, and extremely profitable.
- **They are not always looking over their shoulder for the next better paying opportunity.**  
Mature employees tend to be less concerned with growth than they are in maintaining financial stability and/or productive activity levels. They enjoy interacting with others and may even benefit socially from exposure to the workplace. There is no reason for jealousy, envy or other such destructive and professionally useless emotions. As such, they think day-to-day, whereas their younger counterparts think a great deal about growth, opportunity, and the future.

- **Their priorities have shifted.**

They don't face the same financial stresses as younger workers. Mature employees are a valuable learning resource for younger ambitious employees. Observing their more mature counterparts, they may view examples that might enhance their people skills, and many other developed qualities and characteristics that have improved to levels of excellence because of tenure. Supported data suggests that mature employees are not only the most tenured, but work the highest average number of hours per week. This proves as they claim; they are very capable of meeting the challenge."

[Alex Pratt, The Fairmont Copley Plaza's](#) regional director of human resources stated, *"We wanted employees with more empathy. We have found that more tenured workers are more inclined to be empathetic. In our restaurants, we have older workers who have owned restaurants and are successful in their own right. They still very much want to work, and they bring genuine warmth to the job. Some of our people work two jobs. They seem to have a passion for what they're doing; and from that we benefit."* [More...](#)

As a mature candidate seeking employment, it is imperative you arm yourself with as many benefits and positives as you can remember and list them to make the point that choosing you over younger less seasoned applicants is a decision of good judgment. Most times interviewers will be junior to you, some significantly so. Since age is perceptive,

establishing value without referencing age difference, either pointedly or by insinuation is the right agenda.

Since interviews are nothing more than sales opportunities, you must center on solutions rather than qualifications. We do not buy based on “nuts and bolts.” We purchase or select that which best solves needs and wants. Most purchases are emotionally decided. Since feeling “inspired” is an emotion and inspiration drives most decisions, including hiring decisions, it is incumbent that you attempt inspiring those before whom you interview. I believe inspirational people are more credible, genuine, committed and dedicated, reliable, dependable, honest and influential. These, among others, are great qualities for a myriad of job designations; they are also important and valued human qualities. There is only one way in which to inspire others - “SIZZLE” them!

“SIZZLE” is solutions, benefits, productivity, growth and profits.

“SIZZLE” is not bells and whistles (age, appearance, skills, assets, characteristics, attributes, emotions, etc.)

Can you become compelling? If you can be compelling, communicating your ability to provide solutions, benefits, productivity, and growth and profits well will not be the reason you are denied the job; it will be that another did a better job than you selling “SIZZLE.”

***"Obstacles are those frightful things you see when you take your eyes off your goal."***

- [Henry Ford \(1863-1947\)](#)

## “Selling you first”

### *My Mission...*

***There is NO ONE harder to negotiate for than me, even for something like buying a home or car, so negotiating over the value of my own work is daunting. So much so, prospects and clients can feel it. For the services I offer to provide there are fees; however, for the quality of and the commitment to that which I provide there are no monetary equivalents. As a marketer and provider of products and/or services it is my goal to instill within my prospects and clients a confidence that the integrity, dedication, and commitment I bring is an ethic that also spills over into my personal life. It is who I am; and to that end, there are no exceptions.***

***As for my employer - it can expect the same. Peers, superiors, and subordinates will also get nothing less and to this end as well, there are no exceptions.***

Are you the above? And if so, are you getting this across to your prospects and clients? Those who live in the top 20% of the [Pareto Principle](#) (Also known as the 80/20 rule) do this naturally. Is it possible those who live in the bottom 80% of the Pareto Principle are there because they do not take the time to make known their own core values? I will bet my last million I am correct!

Ask yourself these questions as though you are the prospect or customer...

- Have you ever brought home a new car or house and told everyone you were “sold” the car or house?
- How often have you bought from a salesperson you did not like or trust?
- How often after making large purchases, did buyer’s remorse’ set-in?
- Have there been times when you have decided to return something and felt bad for the salesperson that helped you make the purchase?
- How often have you recommended a salesperson for excellent service?
- How many times have you complained to a manager for the poor service of another?
- Have you ever felt so good about someone who assisted you in a purchase that you believed this person could be your friend?
- Has a salesperson ever caused you to feel like you wanted to give them first crack the next time you need their products or services?
- Have you ever had to request another salesperson because you felt you are being treated poorly?
- Have you ever taken note of those businesses to which you feel loyal and, conversely of those you have mentally black-listed?

I could add more questions to this list; however, I think you get the point.

Rather than suggest people buy from people they trust and like, it is better illustrated to say that people generally won't buy from people they distrust and dislike. Most times, when good service is rendered it goes un-commended because good service is as it should be. Unless service is "exceptional," it is generally performed and accepted routinely without applause or special notice. However, poor service is generally reported not only to management, but to the next 15 people or so with whom unhappy customers/clients come in contact.

If it is desired to be a successful salesperson then the message is clear; you must "warm-up" your prospects and clients. I can't remember the last time a salesperson attempted a warm-up. It seems to have become a forgotten art!

Warm-ups can take a few minutes or a few seconds; whatever the case, the warm-up is the only opportunity salespeople have to build trust and confidence and breakdown consumer defenses. Once you've lost your customer's trust it is best to turn them over to another. There are no second chances.

I've had people tell me they are good salespeople. When I ask them why, they fall short of convincing me. If they cannot convince me in an informal setting, then how do they convince prospects and customers? Most cannot define "good salesperson." That of itself tells a great deal!

Some, even though they have been told over and over again of the importance of warm-ups, still refuse to warm-up their prospects and clients before presenting their products or services. And they wonder why their numbers are poor as they bounce from one job to another. When making a pie, omitting just one ingredient changes the best of the finished product, its taste. I've never heard a single successful salesperson say anything other than how important is the function of warming-up.

Now, let's apply another bend to this writing; the job interview. Is it very different from selling products and services? After all, isn't the purpose of an interview to identify and acquire the services of an individual? When companies post a job vacancy it is because they want to hire someone who can fill certain needs. Therefore, if you are sitting before an interviewer, is it not your job to sell you? Is there the slightest chance interviewers hire people they don't trust or like? So then, how can we earn that trust and respect before actually presenting our wares? You can do as stage performers do; have another warm-up the audience? Certainly you are not able nor is it practical to have a "Dr. Phil" warm-up your interviewer. My word, I guess you'll have to do it yourself!

You can make it happen by first, controlling the interview. Perhaps, you may begin like this; ***“Ms. Interviewer, before we get started, I'd like to take a few minutes for us to get to know each other.”*** That's right; the warm-up is a mutual exchange. Its purpose is to open-up about you and to encourage the same of the interviewer.

The purpose is two-fold: First: Allow the interviewer inside to discover things about you not revealed in your cover letter and resume; sincerity, integrity, ethics, outside interests, family, and your demonstrated ability to communicate, etc. Second: Asking interviewers a few questions about the same topics offers them opportunities to relax. Like most, they too feel good when talking about themselves. Opening-up, however brief, reduces tension and introduces the sincerity and trust that gives you an edge. It is entirely possible that of the others they interview some may also engage in warm-ups. That being the case, imagine how not doing so may weaken your chances of an offer of employment.

To find more about substantive warm-ups, you may browse the Internet or locate the many books on this subject at [Borders](#) and [Barnes & Noble Booksellers](#). And, let's not forget Amazon.com.

## Want a new job - “have you the guts to make this happen?”

Many frustrated job seekers in their quietest and most private times ask themselves or someone more powerful, *“Why won’t someone give me a chance; a chance to prove I’d be a trusted and productive employee? I know I’m the best choice, but how can I make them know that, if they don’t hire me? I’m running out of money and hope. I’ve only a few weeks left of unemployment checks; what will happen to me and my family if I can’t find a job?”*

Before I introduce you to what I think is a fail-safe job getter; I must caution you, this is a one in a lifetime chance to earn a job. Not just a job, but the job you want by proving to a prospective employer that you are the best choice regardless of how many others they have yet to interview. There will be no second chances with whatever employer opts to take you up on the unique offer you are about to make. Prevail you will, but only if you are willing to earn an Oscar for your performance; a star on Hollywood’s famous Walk-of-Fame, so to say.

### **Here are the conditions and the obstacles that my proposal overcomes:**

To begin with, you will continue collecting your UI benefit; however, when completing your UI benefit reports you are to check “yes” to the question asking of you have earned any monies and then declare that you have earned *\*whatever amount will not reduce your UI benefit* for each week of the period in question. To the question, “Did you work “full

time?” you should answer “no.” If you do not declare your earnings from whatever the source and you are at some time found out you will have jeopardized your right to collect UI benefits in the future. Additionally, in all states recipients are permitted to earn some amount of money while collecting benefits without losing any of that benefit. Before proposing what I am going to suggest, it is very important you have *\*investigated and know what that earnings limit is.*

For example, in the State of Florida the maximum amount of UI benefit that an applicant may qualify for is \$275.00 per week. Of that amount a recipient is permitted to earn up to \$58.00 per week without penalty. To verify, [CLICK HERE](#); then scroll down to **question 3** under the heading “**WAGE TRANSCRIPT.**”

My proposal raises a few concerns candidates must understand and be prepared to refute. They are certain to be the objections you hear from whomever you are proposing this arrangement. Without knowing of them and being prepared to counter them effectively you will be unable to achieve your objective.

One such objection might be; we can not have an employee work for less than minimum wage. Another; under the IRS definition we are not able to control *when and where* (your schedule and work location) you perform expected duties and responsibilities. There may be other objections that must be dealt with as well.

These are valid objections if you were to be saying; *“I’ll work for free just to prove I am the best; I really need this job!”*

Under the law companies are not able to hire for free. At the very least, they are required to pay minimum wage. Otherwise, many job seekers hungry for jobs would offer such arrangements and probably prevail. Under liability and wage law *trial employment for free* is not permissible. What is permitted and is generally practiced is the 90 day probationary period. During this period you are hired as a regular employee with all rights and benefits given all employees. Under my proposal all of the above objections are mute points. Here’s why...

Please [CLICK HERE](#) to redirect to the IRS website where you can read its definition of *Independent Contractor*.

This is what I suggest be proposed to an employer for whom you feel uniquely qualified. It is legal and might just be the catalyst that earns you a genuine offer of employment. The very worst or best that may happen (depending on your view) is they take you up on your offer to work under IRS guides as an Independent Contractor on a permanent basis.

### **How to present your proposal...**

One of the most challenging tasks for HR professionals is effectively qualifying applicants through the interview process. Every applicant says they are best and most qualified. Some

are terrific communicators and others not as effective; however, in the end the worst of communicators might be the best for the job. Another consideration is that employer's, for litigious reasons will not reference former employees, good or bad. It has become extremely challenging for HR professionals to be sure of the choices they make. Many times making wrong selections can cost them their jobs. In the end, it is as much a crap shoot for them as it is for job seekers.

### **Here is my solution.**

Offer to work in the position posted as an Independent Contractor. Since they can not control when you do the expected duties you will present them with a written schedule that makes sense for their needs. Second; you agree to work one hour less than that which they determine as the full-time threshold. Many set full-time criteria for benefits at 34 hours. As an Independent Contractor you may, if you wish or if they require, offer 40 hours; however doing so seems suspicious considering it restricts your ability to fluctuate the schedule for IRS purposes. And third; at the end of each week you will present them with an invoice for your state's UI benefit maximum allowed earnings (in Florida \$58.00). You may also submit invoices in advance - as an example it may be made out for a four week (June 1 through June 28) period in the amount of \$232.00. In any case, it should not exceed your state's no-penalty maximum per week.

The rationale here is simple; Florida's maximum UI benefit is \$275.00 net plus \$58.00 net (income taxes are yours to pay if you earn greater than \$600.00 per year from all combined

non-taxed legal income). You will be earning approximately \$333.00 per week combined. That is equivalent to \$17,316.00 after taxes annually. Unless you've elected that your UI benefits are deducted by 10% for income taxes this should be your net pay equivalency. This is not too bad considering it may earn you a full-time job at a good salary.

### **Why is it legal for you and the employer?**

There is no minimum wage requirement for Independent Contractors. Independent Contractors do not require, expect, or qualify for benefits. They are free to charge whatever they want for services rendered. They may work their own schedule and do so at a location of their own choosing (*choosing* the employer's location to work is legal). However, as an Independent Contractor you are obligated by contract to meet deadlines and provide value regardless of the contracted price for services.

### **Why this makes sense?**

- It gives applicants opportunity to prove by doing.
- It supplements their UI income.
- It helps them avoid unemployment depression and keeps them goal oriented.
- The part-time aspect permits them to investigate other viable opportunities.
- It permits them to add CURRENT EMPLOYMENT (Contract basis) to their resume.
- It complies with IRS definitions and meets Florida's UI benefit requirements.

- In many cases, the mere mention of this proposal is so impressive it earns immediate agreement.

### **Why this makes sense for the employer?**

- It removes risk from the hiring process.
- It offers a try before we buy concept; a “test drive” so to say!
- It saves on benefits and perks – vacation, sick days, etc.
- It places the onus on the candidate to perform beyond expectations.
- It saves the employer compensation and benefits costs at risk until new-hires prove their worth.
- It complies with IRS, EEOC, Workman’s Comp. and State regulation.

### **Why employers can not make this offer to job seekers?**

- It appears as coercion.
- It appears as attempts to exploit and bribe job seekers.
- It appears as attempts to circumvent IRS tax codes, minimum wage, EEOC responsibility and culpabilities; group insurance and benefit avoidance, and other due diligence.
- It offers opportunity to profile and discriminate.

When presenting this proposition, you should have an executed I-9 IRS Independent Contractor tax form ready to submit. You should also have a suggested written proposal ready to submit for consideration. If you are not sure how to locate and complete these processes seek the advice of someone so adept. You must also include a written and signed statement stating that in now way has the employer, its agents or HR personnel offered, suggested, or promoted this arrangement.

I have presented this plan to former, now retired, business owners who told me emphatically; *“if someone has the confidence to present such a proposal, I’d hire them right-on-the-spot!”*

[Data Show Small Firms Hiring Contractors at Lower Salaries](#) (Washington Post)

[Legitimate Companies That Hire Home Workers](#) Suite101.com

[Need a job? Contract work could be new normal](#) Careers on MSNBC.com

## What we do not know cannot hurt us! Or can it?

How many times while growing up has someone told us, “What we don’t know can’t hurt us?”

Well, I didn’t agree then and I certainly don’t agree now. The fact is “What we don’t know definitely hurts us!” You see, interviewing without knowing how is as detrimental as making lasagna without egg noodles. In fact and in a much broader sense, little in life can be accomplished without at least some knowledge.

*Knowledge is the mental grasp of the facts of reality. It is not just an awareness of reality; it is the understanding of it. It is a successfully formed conclusion about some aspect of reality. An example of knowledge is the identification of the law of gravity. It is an identified and understood characteristic of reality.*

Bringing it all together, *if interviewing without respectable” knowledge” and all it entails lands you the job, how then do you grade your competition?*

Since understanding anything in this life is possible, the above is highly improbable under the best of circumstances, especially in the buyer’s market it has become for employers.

Yes indeed, the absence of knowledge is a definite interview deal breaker. That lack of it will, most assuredly, hurt you.

I am profoundly amazed at how many with whom I consult about their cover letters and resumes believe they are knowledgeable enough to prevail at interviews. That simply because over their careers they have interviewed maybe 5 to 10 times and won maybe 2 or 3 offers they are good enough to attend interviews expecting to win in an atmosphere in which every job posting attracts ten times what used to be considered normal expectations of qualified applications.

Consider this analogy. The Indianapolis 500 auto race attracts about 50 or so entrees every year. It is a 500 mile 200 lap race. All things being equal, you would think every entry has a one in fifty chance of winning. Imagine because of the present and challenging economy an additional 50 entrees are approved. Again, all thing being equal, each driver now has a one in one hundred chance of winning.

Now, let's take this scenario a bit further. In car racing and most other competitions, all things are not really equal. I am sure every driver believes their chances of winning are good. However, the key word being "chances" it is reasonable that if one is really passionate about winning they will work harder, practice longer, exercise to develop physical and mental stamina, learn how to best prepare their ace car, become intrinsically familiar with the race track knowing its every turn, bank, and surface defects. By investing

effort, time, and focus they will not only be as prepared as possible, they will have built an atmosphere of affirmation; driven by knowing mentally the feeling they will enjoy after winning long before the checkered flag is waved as they cross first the finish line.

Factually, the above is a mirror image of America's employment situation. Is it simply enough to have a good cover letter and resume? Are you willing to believe you know enough, have interviewed enough times, studied enough about interviewing, wrote your introduction and personal presentation, studied and prepared answers to the most likely of the some 100 interview questions you may be asked, created a list of applicant questions to ask when prompted, role played with family or friends, or even in front of a mirror, and more?

To help you sort this out more clearly...

1. The number of applications it takes to get one interview has tripled.
2. The number of interviews it takes to get one job offer has tripled.
3. The average number of weeks it takes to get a job has lengthened from 11 to 27.
4. The number of days many employers leave their postings online has decreased to as little as two.
5. The number of applications for particular postings has more than doubled.
6. The number of interviewees for particular postings has doubled.
7. In normal times the unemployment rate vacillates around 5 percent. It has more than doubled, doubling the competition for all advertised job vacancies.

8. Official unemployment numbers are calculated by UI Insurance applications and by the number of those who cancel UI payments due to re-employment; the numbers of discouraged unemployed and those who have settled for part-time employment is said be enough to double the published Dept of Labor and Statistics calculations.

There has never been such overwhelming competition for jobs as now. If ever it was imperative to prepare, now is that time. Betting on the competition to be complacent is a poor bet. The harder you study, practice, and prepare the better your chances.

***"Your results are predictable as measured by your investment in study and preparation"***

- Arnold Sherr

## “How do you define your income goals?”

There are many factors that determine a person’s or a families’ income goals. The mortgage, bills, loans payments, insurances, utilities, foods, clothes for the kids, and others are all considerations when calculating financial needs; ergo income requirements. What I fear of this is that many pass up great employment opportunities simply because they do not meet their so-called “monetary needs.” By doing so more families and/or individuals, as may apply, are plunging themselves deeper into the debt pool and sinking at accelerated rates. Most times the best of swimmers find themselves drowning in overwhelming debt. As they sink beyond the length of buoy’s tether they find the rise to the top more lung-deflating than if they had accepted job offers that didn’t quite meet their income goals.

***“Riding on half deflated tire is less damaging to the tire itself, than riding on a fully deflated tire to the repair shop.”*** – Arnie Sherr

The half deflated tire is less costly to repair; the fully deflated tire requires replacement and most likely a new wheel (support system – family, etc.). The moral is – a lesser paying job will get you there with minimal damage; no job - well, I leave it to you to finish this thought!

I have had clients say, “I can’t job search if I am working full-time.” I do not accept that; it is an obvious shirking of responsibility, laziness, or whatever. Many successfully seek new

and better jobs while employed. If that is not enough to convince those who promote the above facade, then perhaps they can swallow this truth; employers much prefer to hire candidates who are gainfully employed, even in these challenging times. Recruiters view employed persons as having survived lay-off because they are more important to their present employers (the cream-of-the-crop).

Don't take this the wrong way; I am not trying to protect creditors, mortgages, car payments, and the like. I am however, trying to protect self-confidence, self-respect, self-esteem, and self-worth. The ramifications of losing **“CREW”**; self-Confidence, self-Respect, self-Esteem, and self-Worth are the denigration of relationships – family, children, spouses, friends, and more. The essence of survival is protecting one's self, which is made up of **“CREW.”**

It takes immense strength to maintain **“CREW”** over long periods of unemployment. I don't know which comes first, **“CREW”** or **“DEPRESSION.”** In either case, getting jobs is extremely improbable, if not impossible.

Gainful employment and a sense of accomplishment are essential to stable mental health. It matters not if single or married; with or without children. In fact, maintaining stable mental health, although it benefits others radiantly, should be done for one's self.

If you are unemployed, accept reasonable offers of employment within your objectives. Doing so will help you keep your sanity and “**CREW**”; ergo, good relationships with family, children, friends, and acquaintances.

## Self-Empowerment

What empowers? Empowerment is a process that enables one to gain power, authority and influence over others, institutions, or society. Empowerment encompasses most, if not all, of the following or similar capabilities:

- Power of one's self
- Be better informed, making better decisions, and standing firm based on sound foundations others cannot claim to refute
- Having a range of options from which either/or choices (not yes or no) are made
- Being assertive in collective decision making
- Believing you affect change
- Enhancing power over individuals and groups
- Changing perceptions through debate and democratic means
- Habitual, self-initiated growth and self-improvement strengthening empowerment
- Improving self-image, obliterating false perceptions and stigma
- Enabling acutely accurate and productive analysis

In short, empowerment is a process fueled by the growth of knowledge, skills, and attitude needed to cope in a changing world and the circumstances in which one lives.

In the job search, empowerment makes the difference between rejection and acceptance. In the military, empowerment emanates from a strong regimen of training and practice. In the boxing ring, empowerment comes from endless hours in the gym, running many miles per day, up and down stadium steps and countless hours sparring with sparring partners. In college, empowerment results in graduating Suma cu laude, being in the top five percent of the class. In Law, empowerment means winning a preponderance cases, better influencing the jury and changing losing perceptions. O. J. Simpson's Dream Team was so empowered many believe it earned the acquittal of a guilty man.

If you have been unemployed too long, as so many have, the solution may lay in becoming more empowered. Abraham Lincoln said it best, ***“Insanity is doing the same thing over an over, expecting a different result.”*** In fairness, Mr. Lincoln is not suggesting what you have been doing is improper; he is telling you to change strategies, methods, tactics, improve knowledge, add skills and/or whatever other positives come to mind. If you are already empowered, become more empowered. If you are not empowered, what are you waiting for?

People suddenly facing permanent blindness empower themselves to continue by sharpening other skills and attributes. Are you the one person v. many that empower to overcome, refusing to give-up tossing aside the proverbial gas pipe? If so, I suggest you put this e-Book down and go back to sleep.

If you want to earn offers of employment you must look to learn and expand your abilities and knowledge to make “you” more attractive to prospective employers. Hey, you could always try falsifying stuff on your resume! Yes you can, but I guarantee you will last less than five minutes before the “truth be known.” Therefore, get your ass off the couch, out of bed, away from the soap operas and begin the empowerment process.

If you are a medical technician, take some advanced courses expanding your medical skills. If you are an auto mechanic, take retail management courses. Businesses like Advance Auto, Firestone, and Goodyear always seek qualified store managers. If you are a real estate salesperson, learn of and apply to large retailers as a site locator and coordinator for retail store expansions, etc. Whatever your present career you can make you more attractive, flexible, and empowered.

***“The only detours encountered are those we place before us. If they are too heavy to budge, empower you to find another route; there are always alternatives.”*** Amie Sherr

## The job search as in life, “You get what you deserve”

How many deny ever hearing the phrase *“You get what you deserve?”* Most times it applies to negatives. In other words, “If you are caught stealing you will go to jail.” Certainly, because stealing is illegal going to jail is deserved! On the positive, “If you play by the rules and work hard you just might win that promotion.” For someone who has been promoted for the right reasons we agree he or she also got what they deserved. Therefore, it is when looking for a job; *“you will most certainly get what you deserve!”*

There is huge controversy over cover letter and resume formatting and content. In addition, there is huge controversy over the best methods and interview practices to implement. There is also a wide variety of testimony from third party recruiters and human resource staff as to the best and most effective ways to interview candidates. Many are contradictory and many are compatible as many are identical. So of them, to which should frustrated, confused and unaware job seekers adhere? With so much ambiguity spewed from the mouths of “so-called” experts, it is no wonder so many feel beleaguered and discouraged. No matter to whom they listen and what of that heard is put into action, when no job offers is the result, *“Have they gotten what they deserve?”*

What I am trying to convey is; within certain flexible parameters are a list of specifics to follow. Such specifics refer to body language, appearance and dress, attitude and other such dos and don'ts. Of the rest, it becomes no longer a matter of what, it becomes a matter of how. It is no longer a matter of competing; it becomes a matter of winning.

Ergo, while complying with every do and don't - *what must you do and how must you do it to prevail – to win the job offer?*

This is where the phrase *“Get what you deserve”* comes into play. Smokey tells us over and over, “Don't start forest fires, but only we decide whether or not to light the match.” And whether or not we light the match, we get what we deserve - a forest fire or no forest fire/ the job offer or no job offer.

I am not writing this to give specifics, only to conceptualize the candidate's role in the job search and interview process. My propose is to make it understood that to achieve any goal or objective it must in the end be deserved. However, just as in college where many assignments are graded on the “curve,” candidates may be evaluated similarly; on the “curve.” At other times, if time and urgency permits, “pure” evaluation may be utilized.

Here's how they differ...

**The Curve:** If filling a particular vacancy is based on urgency it may become necessary for interviewers to make a selection on the “curve.” That means, if not one candidate interviewed met their highest criteria then candidates may be considered by lowering the hiring criteria. Those that thought they interviewed poorly may find themselves in the running or even receiving the offer.

**The Pure:** If filling a particular position is based on the highest standards, criteria, and qualifications -whether urgent or not - it then becomes incumbent on candidates to participate at their very best if they are to have any competitive edge. An “Oscar” winning performance is required.

The mystery here is; candidates do not know what the hiring criteria are; therefore, it is always best to play safe and compete for the “Oscar.” It is always better to win as the best rather than as the best of a lesser group.

Were you the employer -

*“To whom would you offer the greater of compensation packages?”*

In this case,

*“Less is not more; more is more!”*

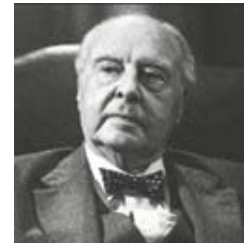
***"First one must endure"*** - [Ernest Hemingway](#)

**“We make money the old-fashioned way. We EARN it”** ([Smith Barney](#))

I receive almost daily, important newsletter content from [ExecuNet.com](#). The following is a better way of supporting what I continue to lecture is the only method for increasing interview invitations.

ExecuNet's [Michael F. Sherman](#), Executive Member Relations wrote: *“I've often been envious of baseball players. Not because I want to play professional baseball, but because their talents and abilities are known to all. When a baseball player becomes a free agent and decides to switch teams, all of his potential employers know exactly what he is capable of, and bid accordingly. As for the rest of us, we have to work a lot harder to build our reputations and sell our talents.”*

It is so true; we do not wear skills and talents on our sleeves; they are elusive to most unless we consciously offer them for view. Therefore, it is and so it shall remain. Simply dropping-by and announcing, “My name is Conan Obrien and I am in your outer office. It is my objective to tell you why I am the best choice to host your new TV show” might work for Conan. However saying, “My name is Frank Smith; I’m in your outer office hoping for a few minutes to tell you how I will be the best choice for your IT Director vacancy” – well, unlike Conan I think Frank hasn’t much of a chance at getting a pop-in



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interview! Like [John Houseman](#), a famous actor and once Smith Barney spokesperson might have suggested, ***“We get jobs the old-fashioned way. We EARN it”***

Since we are not Conan or Tiger Woods, Jennifer Lopez, Jerry Seinfeld, Michael Keaton, and such we must find ways to make the best “paper” impression possible. Did I write “paper”? Yes I did! I said “paper” because your pop-in presence is the paper cover letter and resume you ‘hope’ finds its way into the hands of a qualified Human Resource representative. If by chance it does, that the HR person after reading them is duly inspired to make that call and ask you to come in for an interview one may conclude you have earned that invitation. Not to be the bearer of bad news, I must remind you there are more than one million Floridians (greater than 20 million nationally) competing every day for jobs. My word; how good must a cover letter and resume have to be? Of that question, I know its answer; however, since so many seem to think they can write their own cover letters and resumes and expect the kinds of results a writer like [Ernest Hemingway](#) might produce, is amazing to me.

My point; do not be pennywise and dollar foolish. They who seek a \$30K, \$50K or even greater than a \$100 thousand dollars annually and are not willing to *invest* what is, in comparison, a pittance to have a professional write these important documents is destined to endure a long and emotionally debilitating stretch. Shame on them; as the saying goes ***“They get what they pay for.” Pay nothing and – well, you can fill in the rest!***

## **We all know discrimination exists in the job market even though it is illegal.**

### **Are all companies that claim to be equal opportunity employers truthful?**

My friends, if you are skeptical, and you should be, it is now time to become job seeker aware. The first awareness is to understand that agencies like the [EEOC](#) do not exist to protect employees and/or job applicants; they are in place (another special interest result) to protect employers against lawsuits. The second awareness is that prejudice will never become extinct. It has been a human characteristic (and I think it is apparent in animal behavior too) since the beginning of humanity.

Of course, interviewers and their employers will act as non-discriminatory as possible. They, in fear litigious retaliation, will never admit their real reasons for rejection, be it age, race, sexual orientation, or whatever. What you are likely to hear is, “you are over-qualified” – “you were considered in the top three; however, we selected another we think best suits the position,” etc. No one will ever tell your physical size is too large for their limited office working area (Physical and health related limitations fall under [reasonable accommodation](#)) and multitudes of other altruistic reasons.

I coach my clients to handle such occurrences as they would handle a sales objection were they making a [sales presentation](#). Having said that, I hope you understand interviewing is a selling process.

In sales, [objections](#) are merely requests for more information from which the customer (interviewer) may make a new decision. There is a process for [isolating objections](#) in sales; however, getting an interviewer to concede prejudice I doubt will be successful. You should try anyway just in case the objection, contrary to your opinion, is other than prejudice.

Because you suspect any form of discrimination is no reason to give up on your ultimate goal, to get the job. As I said above, discrimination is apart of life and I be darned if I would let any such suspicion distract me from my objectives.

I know at this very moment you may be thinking, *“Wow, this makes sense. Knowing all of this doesn’t tell me what I can do about it!”*

***Ignore – ignore – ignore it***, and realize who and what you are. If you own characteristics that may attract silent discrimination, you must simply interview stronger and be more impressive. Having done your preparatory assignments guess what; not more than five minutes after your “performance” begins, they will not care about your race, age, stature,

sexual orientation, height, etc. Barack Obama proved “impressive” overcomes all, including racial prejudice.

If age is a concern for you, it will be a concern for them. If race is a concern for you, it will be a concern for them. [Karma](#) is a big part of the process and [HR professionals are taught](#) and practiced in reading Karma.

*“Never loose sight of your goal; you are not there to police the interview process or the interviewer; you are there to skillfully navigate an odds against challenge; do not steepen the climb, add rungs to the ladder, or challenge the system – it is far more productive to go with the flow.”* – Arnie Sherr

## “Why most are reluctant to follow-up after interviews”

Any job you do is going to "have your fingerprints all over it" if of it, you are passionate. That is why it is so important to take ownership. The difference between a “job” and “ownership” is in their perception. When “ownership” is the perception, the work is self-benefiting. When a “job,” is the perception, the “work” benefits others.

Why are many so enamored with playing basketball? Might it be, whether the outcome is victory or defeat, each player owns his or her respective result?

Of the two clubs in which employees subscribe, with which do you identify.

- **TGIF** “Thank God, its Friday,” or
- **TGIM** “Thank God, its Monday”

There is no need to elaborate, as they are self-explanatory.

If “**TGIM**” is the choice, then the odds of stable, gainful, long-term employment is greater. On the other hand, if “**TGIF**” is the choice, I suggest another career or job is in order.

Look around, you must know of others in which workplace contempt was apparent. Such contempt usually results in personal attacks such as “What a brown-noser or ass-kisser.” “Watch you back, he or she is company first.”

The message I read of these contemptuous attacks is, those at whom they target have taken ownership. Such slanders are indictors of jealousy and immaturity. When targeted at me, I took them as compliments. Factually, I was there long after my attackers had moved on.

Although practicing gracious and congenial attributes is important for workplace morale, they have little or nothing to do with promoting friendships or social relationships. Work is about work, and the ramifications of putting ownership first may cause others to misinterpret and respond jealously. In the end, the pleasure of growth and prosperity will be yours to deposit each pay period at whatever bank you have chosen to frequent.

### **“Why most are reluctant to follow-up after interviews”**

There are two reasons why applicants are reluctant to make follow-up calls...

1. They are fearful of rejection, and
2. They are fearful their approach will appear as pestering and be unwelcomed.

Of the first, it is better to know either way so they can move-on without living the anxieties uncertainly grows.

Of the second, they are amiss as to know how follow-up calls are structured, and of them appropriate messages. I agree, asking “have you made a decision yet?” is not of the best

approaches. After asking this during first follow-up calls - well then, what will be said in the second or third.

As with the entire job seeking process, follow-up calls are an important part. They deserve the same priority as interviews.

This is how I suggest structuring follow-up calls...

1. Do not ask, in any form “Have you made a decision yet?”
  - a. The first rule: Never ask Yes or No questions. You are leading with your chin and may not like the answer. In essence, you may be pressuring for a decision not yet decided. The result may not be the one for which you are hoping.
  - b. I suggest disguising the reason for your follow-up (to know if there is a decision). Perhaps, adding a benefit you “supposedly” omitted during your interview. Presenting the “taking ownership” premise is strong ammunition for your first follow-up. Ergo, the reason for your follow-up is, *“Mr. or Ms. Interviewer, I am sorry to bother you, but after reflecting on our time together last – Tuesday??, - I forgot to mention an attribute which is certain to impact your decision positively.”* (The proceed without pause) If you are not comfortable with the “ownership” premise, present another.
  - c.

Here are the two best reasons for following-up...

1. Doing so demonstrates interest and enthusiasm, and
2. It induces of your interviewer “recall,” especially considering there may have been numerous others interviewed after you.

## “Wrongful Termination” Why employers resort to it!

I am going out on a limb and suggesting almost everyone at some point in their careers experienced or witnessed terminations for what they believe are contrived reasons. Following termination, they must then struggle to qualify for unemployment. Many, denied unemployment insurance (UI) benefits might lose everything simply because as employees, they did not keep [1] [on-the-job journals](#) that may succeed in effectively refuting contrived wrongful termination criteria. I am certain when this happens, most ask themselves, *“why do they do this; why can’t they simply terminate respectfully handing-over a check for two weeks severance pay and part ways fairly as it was done eons ago?”*

My son, recently wrongfully terminated was fortunate because after the [New Jersey Department of Labor and Workforce Development](#) investigated his case they found in his behalf because they were unable to corroborate his employer’s reasons for his dismissal as valid. Because their thorough investigation proved effective, my son’s former employer is on the hook for \$14 thousand plus dollars (the sum of his UI benefit for a full six-month period). Conversely, had their findings favored his employer, his benefit will have been delayed for a period of six weeks and his employer will not be required to foot the bill for the sum of his first term of unemployment.

Bear in mind, in many states if employer allegations are credible, applicants are refused UI benefits completely. In the State of New Jersey, if applicants are guilty, benefits begin after a six-week delay. I exemplify the State of New Jersey because I am aware of the NJ UI regulation. All US States control and determine their own UI system rules, regulations, and benefit amounts.

I know; when your grandpa talks about yesteryear you want to hide in a closet or another such retreat; however, please stay tuned as I hearken back to make a comparative point. When, after college I began my career, if employers wanted to let employees go they simply said something like, ***“Listen, we feel it is best we part ways. You may tell unemployment you were laid-off and if asked we will give you a satisfactory reference.”*** Certainly if employees caught or determined and prosecuted to have stolen or some other equally bad act, firings may be less lenient. Unlike today, employers were able to pass such conclusions on other employers seeking job references.

In those days there were no, unintended, incentives for employers to manufacture reasons to fire someone. There were no penalties for firing employees for any reason whatsoever. Because the “so-called” almighty dollar was not part of the equation employers were able to let staff go for reasons as simple as business slowing just a tad. Today, things are remarkably different. Everything is about money, profits, and growth. Humans and their dignity, well-being, and futures are expendable when it comes to sacrificing profits v. decency and honesty.

Like so much of Washington's legislative fecal matter, the unemployment compensation system is problematic. In the preponderance of States, recipients of UI benefits are worse off than most on welfare. They have no health insurance – welfare recipients do; they do not get extra funds for their kids – welfare recipients do; they do not qualify for food stamps – welfare recipients do; and they do not meet the requirements for government or section 8 housing – welfare recipients do. True, the basic benefit is more for UI v. welfare if there are no children in the equation; otherwise, it seems a better deal to be on welfare.

Like the EEOC ([Equal Employment Opportunity Commission](#)), another [special-interest](#), government created agency formed to protect employers and not employees, the unemployment system rewards unfair and wrongful termination. Most when fired, angry as they may be acquiesce to these fraudulent acts as, “I can't fight city hall” and move on letting employers get away with wrongful terminations as if SOP ([standard operational procedure](#)). Sure, occasionally employers have to fess up some bucks, but in the big picture, they find it profitable to wield their deliberate and hurtful ways against the very same Main Street American workers that support them by purchasing their services and/or products.

Like so many other societal imperfections this too shall continue because as much as I hate to suggest, Americans are apathetic. We bitch, bitch, and bitch some more, but in the end do little if anything at all to enforce or encourage a remedy. At the end of the day, satisfied

or not we allow the political incompetents we have elected to continue their errant ways. In the end, it is only their fault indirectly.

***“When next the desire to [2] [“Assign Blame”](#) comes to mind, don’t forget to do so looking in the mirror.”*** – Arnie Sherr

[1] Five important reasons for “Journalizing” on the job by Arnie Sherr  
*An essay about protecting one’s self from wrongful termination, promotions Passovers, and the like.*

[2] Assigning Blame by Arnie Sherr  
*An essay analyzing where and to who blame ultimately applies.*

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