

# How To Get A Good Job In Tough Times

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# Getting Started

- Do you have a rich uncle?



- 10% vs. 90%

- Pick a field you are interested in, do research and come with ideas.

- My first job – Miles shoes

# Get an Informational Interview

- Do “Informational Interviewing.”
- Seek information...not a job.
- Initiating a call - what to say:
  - “I am not calling about a job... I am interested in the field of XXX and would like to ask some questions to help me learn more. Would next Thursday morning be convenient?”
  - “I am doing research on XXX company/industry and I would like an insider’s view on the opportunities in this field. Would next Friday afternoon work for you?”
- Face to Face is best. Phone calls 2<sup>nd</sup> best and time saving. E-mail is a distant 3<sup>rd</sup> and least effective.

# Make Yourself Stand Out During an Interview

- Come prepared! Analyze the company/industry and bring creative ideas
  - Research what the competitors are doing that they are not doing.
  - What other markets make sense for them to enter.
  - Don't be afraid the company will steal your ideas – show them you can help them save and make money. Ideas will get you the job!
- Differentiate yourself from the pack
  - Look to your left and to your right - your competition.
  - Ask good questions.
  - Take a chance and do something that shows initiative.
  - How I chose a candidate out of 400 answers to an ad
- Watch the News and read the papers for ideas. Show you are current with the news and business conditions – that you are smart.
- Be prepared to accept grunt work.



# Build a Network of People to Help

- Don't waste a lot of time e-mailing resumes.
- Let EVERYONE know you are looking for a job.
  - Make a goal of creating a list of 25 names and build to 100 names...with thought it can be accomplished.
    - Neighbors, relatives, friends, parents of friends, teachers, religious leaders
    - Everyone should be asked: “Who else should I contact?”
  - Go to your local banks and talk to the loan officers to learn which companies are growing and borrowing money and go knock on their doors.
  - Meet with insurance agents, they know who is expanding
- Use the famous words: “I can use your help.”

# Start Using your Network

- Begin with the people you are comfortable with on the list for practice.
- Never ask the other person to call back. Either don't leave a message, or just say you will call back later.
- When you write a cover letter, always say why you are interested in the company.
- Most jobs are not advertised – but once you have made contact with someone in an organization, they might know that something is available.

# Follow up with People

- Keep notes about your calls so you can do proper follow-ups.
- Develop a shorthand, such as: “LVM CB Tues” (Left Voice Mail...Call Back Tuesday).

# Good Questions to Ask

- Use open ended questions. Don't ask questions that allow a Yes or No answer.
  - How did you get into this field?
  - What do you like about it? Dislike?
  - What do you do in a given day?
  - Are there related fields that are easier to break into?
  - Is this a growing field?
  - What are the needs & problems that firms face now in this field?
  - What is the best entry-level job in this industry?
- Ask a potential employer what are their main issues/problems so you can think of how to address these problems. Be a problem solver.

# Be Prepared to Answer Some Standard Questions

- What are you looking for in a career?
- You might be asked about your strengths and weaknesses. Come with examples.
  - You should talk about your strengths in relation to an accomplishment.
  - You should talk about your weaknesses in terms of a challenging situation that you overcame.
- Why are you interested in our company/industry?

# How to End the Interview

- A most important question at the end: “Is there an important question I have overlooked?”
- Who else do you suggest I speak with to learn more about this field?
- May I call you again if I have some additional questions?
- Ask for the person’s card to make sure you get the exact spelling of the person’s name, title and address to send a proper thank you note within two days. Send both an e-mail & a note by mail

# Tips and Tricks

- Don't rely on e-mail - too easy to delete. Try Fax or better Old Fashion Mail.
- Call people early in the day or late in the day because executives and business owners will often answer their own phones (use Skype).
- Visit companies after 5 PM when the “gate keepers” are gone.
- Make a “Money Back Offer” so you can work at almost no risk to the company.
- Facebook & all Social Networking pages - Be Careful!
- Prepare a wallet size card with a 50 word elevator pitch:
  - On one side: three best reasons to hire me
  - On the other side: three best questions

# Tips and Tricks (continued)

- Don't Give Up - Everything yields to effort.
- Don't beat yourself up because it is waste of time and others will do it for you. Use your energy wisely.
- At every company where you look for a job, always ask if they know of other companies that might use your talents. That person becomes your networker.

# Good Questions to Ask During a Job Interview

- General (about the company)
  - How long has the company been in business?
  - What are some qualities this company possesses that make it unique?
  - Where does the company stand among its competitors?
  - What challenges are you currently facing in your business?
  - What is your company's greatest strength?
- General (about the job)
  - Overall responsibilities? Where can I contribute best?
  - What are you looking for in an employee?
  - Why is the position open?
  - What do you expect from me during the first 3 months?
- Job Specific
  - Can you describe a typical day?
  - What market do you want to grow into?
  - What skills are you looking for in this position?

Continued....

# Good Questions to Ask During a Job Interview

- Growth
  - Do you have any medium or long term goals for this position?
  - Assuming I do well in this capacity, is there an opportunity for additional responsibility?
  - Can you tell me 2 or 3 challenges or issues I will face in this position?
- Wrap Up
  - Is there any part of my background that you would like me to expand upon?
  - Based on what you know of me so far, do you feel my skills will contribute nicely? (How am I doing?)