

Job Search guide exposes widely accepted myths about interviewing, networking, resume writing, salary negotiating, and job search ageism. Author shares successful job search tactics and strategies learned during 34 years as Executive Coach, career consultant, corporate interviewer and clinical psychologist.

MUCH OF WHAT YOU KNOW about Job Search JUST AIN'T SO

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about Job Search

JUST AIN'T SO

Lessons Learned from 24 Years as an

Executive Coach

B. J. RAKOW

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Introduction

Discover What You Don't Even Know You Don't Even Know

"Knowledge is power." – Sir Francis Bacon

I must have heard it more than fifty times. From many of the clients I coached: *"All the job search tactics and strategies we discuss – the most effective words to use when interviewing and networking – everyone should know what you're telling me. Why don't you write a book?"* So I did. A book about what you know that you don't even know is not so. A book debunking the myths and giving you the same strategic information I give my coaching and career counseling clients, so that now you can be your own executive coach.

Have you heard this story? A man was watching his wife preparing to cook a ham for Sunday dinner. She took out her roasting pan and cut about 1/4 inch off one end of

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the ham and then another 1/4 inch off the other end before putting it in the oven. He asked her why she was wasting those two slices of ham. She said she learned how to cook the ham from her mother and that's the way she always did it.

The next time he saw his mother-in-law, he asked why her recipe called for slicing the ends off the ham. She said she learned from her mother who always did it that way. At Thanksgiving, he saw the grandmother and asked why she cut off the ends of the ham before cooking it. And she said, "*So the ham would fit into my roasting pan.*"

That's how myths and untruths often happen – they are simply handed down from one generation to the next. You will find information in this book that exposes many popular myths, and explains the facts about what you don't even know you don't even know. Just think about all the things you already know about job search, interviewing, resumes, networking, cover letters, etc. You may be amazed to find that much of what you thought you knew just ain't true.

As an executive coach and consultant, I have worked with managers, executives, leaders, job searchers and career changers to help them understand what negative

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behaviors they need to change, how to enhance what they do have, and acquire what they don't.

In other words, how to stop doing what they always did in order to stop getting what they always got. Aristotle said it best, *"We are what we repeatedly do."* What I've discovered during twenty-four years of executive coaching and career counseling is we all seem to carry around beliefs that really aren't true but we think they are. They are myths, and no, a myth is not a young female moth.

This book concentrates on the myths, the truths and the successful strategies of job search: interviewing, networking, resume writing and salary negotiating. Since I firmly believe that the "ha-has" may lead us to the "ahas!" this quotation is my lodestar:

"If you want to tell people the truth, make them laugh, otherwise they'll kill you." – Oscar Wilde.

You will also find ten quick, revealing easy-to-score tests and surveys you can take to help you understand your personality preferences and style.

And I've included some of the most blatant, immutable, historical and hysterical myths you probably believed were so. Now you can be a myth-debunking

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authority and the life of the party. Do you remember hearing this one? *"I cannot tell a lie. I chopped down the cherry tree with my little hatchet."*

Mason Locke Weems, an early biographer of George Washington, has written that he invented that story. Ironically, Weems fibbed about the fable of a young George telling his father, *"I cannot tell a lie,"* to illustrate Washington's honesty. School children often repeat this story but it is, in fact, a myth. It just ain't so.

Here's another. Do you recall the tale about young George demonstrating his strength by throwing a silver dollar across the Potomac River? The Potomac may have been narrow enough at some point to accomplish that feat, but there were no U.S. silver dollars when Washington was a young man. It just ain't so. The silver dollar was first minted in 1794. Washington was 62 years old then. If the story had been true, can you imagine a young George's father threatening him? *"George, if you throw one more dollar across the river, that's the end of your allowance!"*

Note: The "testimonial" on the back cover actually came from Groucho Marx. I just neglected to include the second sentence. The entire quote reads: *"From the moment I picked your book up until I laid it down, I was convulsed with laughter. **Someday I intend reading it.**"* Gotcha!

We all know Alexander Graham Bell was the inventor of the telephone. Maybe . . . maybe not. Another inventor, Elisha Gray, applied for his telephone patent the same day, February 14, 1876. Either way the credit really should go to Johann Philipp Reis in Germany who built the first working telephone in 1863 but didn't seek a patent for it. And to Antonio Meucci of Italy who invented an earlier version in 1860 and named it a teletrofono.

"Is that your teletrofono I hear ringing?"

Chapter One – Do You Know Who You Are?

"The wisest mind has something yet to learn." – George Santayana

Attila the Hun is reputed to have said, *"If it were easy to be a Chieftain, everyone would be one."* Substitute "Coach" for "Chieftain." True, coaching may be difficult at first but only until you learn how, and this book will tell you the how. You will discover that you can be your own strategic Executive Coach if you are willing to discard the information and myths that you know that just ain't so.

You will also find a number of my favorite, most appropriate quotes including: *"I quote others only in order the better to express myself."* – Michel DeMontaigne

To be most effective in your job search strategies, first you need to learn more about you – what is your

personality style? What are your preferences that guide how you interact with others? Here is one very quick way to find out. Read the following sentences and choose the one that describes the activity you would enjoy the most if it were scheduled for today. Take your time. Choose only one that describes what you would like to do today more than any other:

I. Which is Your Favorite Activity?

1. – Organize a Class Reunion
2. – Imagine How the World Could Be Improved
3. – Play Charades
4. – Have a Conversation with a Friend
5. – Be President of a Club
6. – Contemplate Your Perfect Home
7. – Discuss the Way Things Work in the World
8. – Play Chess
9. – Organize a Party
10. – Help a Friend Move
11. – Participate in an Art Class
12. – Go Dancing
13. – Quietly Speculate on Practical Ideas
14. – Make a Tour of Houses

15. – Play Poker

16. – Head Out for the Country

Now, read the description in the **Appendices** for the activity you selected.

Do you agree with the description of you according to the activity you chose? You might also like to select the activity that would be second on your list if it were scheduled for today and read that description, too. The explanations are based on the theories of the eminent Swiss psychologist, Carl Jung. His ideas were later developed further by the creators of the well-known Myers–Briggs personality preferences instrument.

Here's a second simple test to discover your personality preferences and style. It's called "How Do Others See You?" Oprah allegedly introduced this test, putatively designed by Dr. Phil, on her television show – an event I have not been able to authenticate. Regardless of where it originated, this same survey has become so popular it is often administered to candidates interviewing for professional and managerial positions.

II. How Do Others See You?

Answer the questions for who you are now – not who you may have been in the past. Circle the letter in front of **just one answer** for each statement.

1. When do you feel your best?

- a) in the morning
- b) during the afternoon and early evening
- c) late at night

2. You usually walk:

- a) fairly fast with long steps
- b) fairly fast with little steps
- c) less fast, head up, looking the world in the face
- d) less fast with head down
- e) very slowly

3. When you go to a party or social gathering, you:

- a) make a loud entrance so everyone notices you
- b) make a quiet entrance, looking around for someone you know
- c) make the quietest entrance to stay unnoticed

4. When talking to people, you:

- a) stand with your arms folded

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- b) have your hands clasped
- c) have one or both your hands on your hips
- d) touch or push the person to whom you are talking
- e) play with your ear, touch your chin or smooth your hair

5. When relaxing, you sit with:

- a) your knees bent with legs together neatly side by side
- b) your legs crossed
- c) your legs stretched out or straight
- d) one leg curled under you

6. When something really amuses you, you react with:

- a) a big appreciative laugh
- b) a laugh, but not a loud one
- c) a quiet chuckle
- d) a sheepish smile

7. You are working very hard, concentrating hard, and you are interrupted. You:

- a) welcome the break
- b) feel extremely irritated
- c) vary between these two extremes

8. Which of the following colors do you like most?

- a) red or orange
- b) black
- c) yellow or light blue
- d) green
- e) dark blue or purple
- f) white
- g) brown or gray

9. When you are in bed at night, in those last few moments before going to sleep, you are:

- a) stretched out on your back
- b) stretched out face down on your stomach
- c) on your side, slightly curled
- d) with your head on one arm
- e) with your head under the covers

10. You often dream that you are:

- a) falling
- b) fighting or struggling
- c) searching for something or somebody
- d) flying or floating
- e) you usually have dreamless sleep
- f) your dreams are always pleasant

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Points for each letter you selected:

1. (a) **2** (b) **4** (c) **6**
2. (a) **6** (b) **4** (c) **7** (d) **2** (e) **1**
3. (a) **6** (b) **4** (c) **2**
4. (a) **4** (b) **2** (c) **5** (d) **7** (e) **6**
5. (a) **4** (b) **6** (c) **2** (d) **1**
6. (a) **6** (b) **4** (c) **3** (d) **5**
7. (a) **6** (b) **2** (c) **4**
8. (a) **6** (b) **7** (c) **5** (d) **4** (e) **3** (f) **2** (g) **1**
9. (a) **7** (b) **6** (c) **4** (d) **2** (e) **1**
10. (a) **4** (b) **2** (c) **3** (d) **5** (e) **6** (f) **1**

Find the number of points that match the letter you circled preceding the answer you selected for each statement. That was a mouthful. Now add up your total number of points and see the **Appendices** for scoring information.

“Who is wise? He that learns from everyone. Who is powerful?” He that governs his passions. Who is rich? He that is content. Who is that? Nobody.” – Benjamin Franklin

III. Start, Stop, Continue Survey

If you want to examine which behaviors you should start utilizing, which you should stop right now, and which you should continue, use this handy template to ask yourself these questions. Be honest with yourself. You don't have to share your answers.

I need to start

I need to stop

I need to continue

“Oh wad some power the giftie gie us. To see oursel's as others see us.” – Robert Burns. Now, if you really want to find out how others see you, ask them. Ask six to ten people who know you best to fill out this same form (anonymously), and give them five or six lines of space below each of the three phrases. Ask them to **type** or **print** so you won't recognize their handwriting. Supply

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them with a stamped, self-addressed envelope to mail their responses back to you.

Ask them not to include their names or any issues that would reveal their identity. This method is called a “360-degree” survey, and if people are willing to tell you the truth, you may find the responses revealing, even surprising.

“There are things known and there are things unknown, and in between are the doors of perception.” – Aldous Huxley. Are you perceptive? Take this easy test to find out.

IV. How Perceptive Are You?

- 1.** When a crescent moon looks like a “C,” is it waxing or waning? That is, tomorrow night will the moon be more full or less full?
- 2.** In which direction do revolving doors turn? Clockwise or counter-clockwise?
- 3.** Which two letters of the alphabet did not appear on older landline telephone dials?
- 4.** On vertical traffic lights, is the green on the top or the bottom?

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5. In which direction do pieces travel around a Monopoly board? Clockwise or counter-clockwise?
6. On the American flag, is the uppermost stripe red or white? And how many stripes are there?
7. In which hand does the Statue of Liberty hold her torch? And what is in her other hand?
8. What is in the center on the back of a one dollar bill?

Bonus Question: 26 names appear on the back of a five dollar bill. What are they and where are they found?

Look at the **Appendices** to check your answers.

Important: If you didn't know the correct answer to question #4, you are required to send me the color, make, model and tag number of your vehicle and the time of day you expect to be on the road.

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