

ENDORSEMENTS

“Do you want a job? A good job? You need to turbocharge your job search with the inside secrets that Eleanor has gained through over 20 years of successful experience showing people just like you how to land the right job FAST. This labor market is different. You need a different strategy. This book will give you a game plan to follow to win!”

—Robert Allen, bestselling author
Nothing Down, Nothing Down for Women,
Creating Wealth, Multiple Streams of Income,
One Minute Millionaire, Cracking the Millionaire Code,
Cash in a Flash: Fast Money in No Time

“The job market has changed. You must update your job search and get the right tools for success in this labor market and in this economy. You will get the competitive edge in your job search when you read *The NEW Rules of Job Search—How to Land an Executive Job in the New Economy* with Eleanor Sweet, nationally recognized Executive Job Search Expert.”

—Kurt Mortensen, author of
Maximum Influence and Persuasion IQ

“Eleanor Anne Sweet applies her tried-and-true methods for executive placement to an important new resource for navigating through today’s choppy job market. Sweet’s detailed, easy-to-follow guide doesn’t just show you how to land a job. It shows you how to resume a career.”

—Peter Giannetti, editor-in-chief,
HomeWorld Business magazine

“I’ve known Eleanor for many years—both as a candidate and a client. I can honestly say she’s one of the best recruiters/career coaches there is in the business. She’s not only a subject matter expert in job search, but also applies what she teaches to real live career situations. She has a tremendous amount of integrity and is driven to achieve great results for her clients/candidates. You would be crazy not to consider her for your career search needs. She has a deep knowledge of product categories and companies. In addition she is extremely networked in with many people. Please take the time to get to know Eleanor and what she can do for you. I guarantee you won’t be sorry.”

—Rick S., Atlanta, Georgia

“Eleanor has more connections than the soundboard at a Coldplay concert. And if you’re going to be a Career Coach/Headhunter, nothing is more important. The reason she knows so many people—people who will gladly take her call— is that she not only knows her field, she gives everyone her full attention and respect. In a field littered with charlatans, money-grabbing Websites and late arrivers, Eleanor is the real deal.”

—Bob Simon, Akron, Ohio

“Eleanor possesses the best combination of qualities for an executive recruiter and mentor for candidates. She is communicative and available, but always honest and up-front with clients and candidates alike. She is an excellent coach and works hard to prepare candidates for the challenges of the job search and ultimate interviewing process. In her coaching program for candidates she provides them with the tools necessary to identify opportunities in the hidden jobs market. I have personally worked with Eleanor as a candidate and client and found her to conduct her practice with the utmost integrity. She is always at the top of her profession and a pleasure to work with.”

—Dan S., Cleveland, Ohio

“I am anxiously awaiting the release of Eleanor’s new book that is coming out shortly. I have worked with Eleanor numerous times over the past few years. She is a professional that is truly committed to helping individuals with your job search. She supplies great support and information that is critical for a successful job search. Based on my experience working with her there is no doubt that her book will be a success. If you are looking to work with a recruiter I would highly recommend Eleanor’s talents.”

—Alan M., Orlando, Florida

“Professionalism is foremost when it comes to making reference to Eleanor. Her knowledge of the marketplace and the various ways in order to approach the present day environment allows an employment candidate to realize that her path for success is key and does work. Her seminars and consultive guidance is worth more than gold. Her directives and thought initiating visions have helped me gain a more defined path and direction in which I have landed a Director of Sales and Marketing position. Down to earth terms, everyday life situations and personal experiences are conveyed during her lectures. One can only leave to go out and make it happen. Eleanor is truly the best take advantage of her outstanding abilities.”

—Ira S., Centereach, New York

“I highly recommend Eleanor as an excellent recruiter. She has a very enthusiastic and energetic personality and I felt an immediate connection with her. She may work for the client but really cares about the candidate. Eleanor is very thorough and has excellent follow up and follows through. A true professional.”

—Marguerite D., Pittsburgh, Pennsylvania

The NEW Rules of
JOB SEARCH

How to Land an Executive Job
in the New Economy

SUCCESS SECRET #3

**Secrets of the Job Search
for the Over 50 Crowd**

ELEANOR ANNE SWEET

The Executive Job Search Expert™

SUCCESS SECRET #3: **Secrets of the Job Search for the Over 50 Crowd**,
a special excerpt from:

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*This book is dedicated to Ramon Jan Elias,
my wonderful father, the first author in our family.
He was a man who loved his fellow mankind
and lived his life with integrity and honor.
He was a true renaissance man and one of the
most gracious people I have ever known.
This one's for you, Dad.*

May 16, 1925–March 12, 2004

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Appendix III Special Advice for Success Oriented Executives

About the Author

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First I would like to thank Robert Allen and Mark Victor Hansen for writing their book, *Cash in a Flash*, which inspired me to create this book. The book you hold in your hands allows me to finally be able to reach out and extensively serve more people with my job search expertise.

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I have included a link of the contact information for above-mentioned professionals in the back of the book.

I would also like to acknowledge all the job seekers I am currently working with as well as all those I have helped over the years. The list is too long to individually recognize everyone here, but please know that there is a little piece of all of you in this book. Thank you for sharing your dreams, struggles, and triumphs with me. You continued to validate the solutions I shared with you through your individual successes. You also encouraged me to share this information with everyone and not just a select group of job seekers. I feel blessed to have been able to help you and humbly look forward to continuing to serve you. I am here for you always. I believe in you!

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INTRODUCTION

Secret Advice from the Executive Job Search Expert™

THE RULES OF THE GAME have changed. If you don't understand how the job search game has changed, then you are not going to succeed with your job search. You will just be wasting your time, spinning your wheels, and not getting hired.

The New Rules of Job Search was written for you, the executives who have found yourselves challenged in ways you never dreamed of in this current labor market.

How many times have you posted a resume on line and never heard back from anyone?

How many of you are still waiting for someone to return your calls?

If you have not been getting the results you would like in landing a new job, then this is the book for you.

*Insanity is doing the same thing over and over again
And expecting different results!*

—ALBERT EINSTEIN

It is time to change your job search process.

In this book I share with you my new professional Job Search Success System for how to land a job in this new economy.

If you follow the steps I outline, you *will* succeed in landing a job in this new labor market. *You need to believe in yourself first. Then you must take action and have an unwavering desire and commitment to succeed with your job search!*

All you have to do is decide what job you're realistically best suited for, believe you can land that job, believe you deserve it, and follow the strategy outlined in this book.

An eye-opening statistic is that 55–84% of those currently employed are unhappy in their current positions (Conference Board Study and Right Management Study). The majority of these people will be looking for a new job within the next 12 months—on top of those who are currently looking.

So how do you land the job over everyone else? This is a job search system that, when worked properly, will put you way ahead of the pack of other job seekers.

In this book, I give you the basic/functional tools and the inner game tools, followed by the strategic tools, marketing tools, and outer game tools, and finally salary negotiations strategies.

The first two chapters in the full book are the most important chapters! If you do not have your inner game in order, you are not going anywhere in your job search. Without a positive mindset, an intense belief in yourself, and belief in your goal, you will not succeed in your job search.

Basically the game plan is to focus on your target companies, then networking, then hidden job market ideas, and recruiters last.

I realize that this may not be what you want to hear. I know that it's easier to spend your time just posting your resume on the internet, sending it to a bunch of recruiters, and then sitting back and waiting for people to contact you.

That simply does not work in the new economy. The sooner you realize that, the sooner you will be ahead of the majority of the other job seekers.

This is a market where you are squarely in the driver's seat, and THE ONLY DRIVER. If you are not willing to take the bull by the horns, you will still keep getting the same results, basically little or no activity.

Who the heck am I? I am lady who has been a professional executive recruiter for over 24 years. I am a no-nonsense lady who is a straight shooter—I tell it like it is. I am “The Executive Job Search Expert™.” I know how to get the job done, which in this case is how to help you get a job in this current labor market!

In addition, I was unemployed when I relocated to Chicago as a bride after marriage and then when Salton got sold. My husband has been unemployed twice in the last five years. I understand firsthand how to land a job through 24 years of personal and professional experience.

I wrote this book because my heart was being ripped out by everyone I have been unable to help in this current labor market through my executive search firm. With this economy, there are more people looking for jobs than ever before and fewer jobs than ever.

The bottom line is you have a goal: to get a new job. I feel my job, from both a professional and moral standpoint, is to share with you how to achieve that goal, even if some cases it means doing it without my professional help. The most important thing is for you to reach your goal: to land that next great job for you and your family!

Next, I must confess that I left out one very important trade secret from this book by mistake. If you want to know one of the best-kept trade secrets regarding your job search, go to www.thejobsearchexperts.com/bonus-trade-secret/.

This is the secret the other recruiters will not tell you. I think it is in your best interest to understand how the game is really played by the recruiters. That way, you can work it to your advantage, not hurt yourself. Over the years, I have shared this information with every job seeker I have come in contact with.

I created www.TheJobSearchExperts.com to reach out further in helping you, the job seeker, with job search seminars, products, home study courses, and coaching programs to try to help you achieve your job search goal more quickly.

The new rules of getting a job in this new economy are to manage your own job search first and then contact the recruiters *after* you have made all your own contacts through networking, hidden jobs, and your target company list.

When you have finished all those parts of your job search, then—and only then—contact the recruiters. You must tell the recruiters what companies you have already contacted yourself directly to avoid any professional embarrassment for either you or the recruiter.

I know this book is the answer to how you can land a job in this new economy. I know the process outline herein will require more effort on your part, but that is the nature to this current unique labor market. This is the worst labor market this country has seen in the last 29 years. (I know I am not telling you anything you do not know already.)

This is a book written by a professional recruiter with over 24 years of experience in helping executives land great jobs. Some recruiters will not be happy that I am sharing these trade secrets with you. That's fine by me. I feel your success is what matters the most.

You will find this book rich with great content. Do not become overwhelmed, anxious, or worried that there is too much information and you cannot handle it.

The answer is, “How do you eat an elephant?” “One bite at a time.”

Take one chapter at a time. Whenever you find yourself emotionally overwhelmed with the process, go back to reread Chapter 2, “How to Keep a Positive Mindset in Challenging Times.”

If you discover you are really, really overwhelmed, then contact me at sweet@executivejobsearchexpert.com or 847-304-4500 regarding additional information on my personal or

group coaching programs. They will supply a more structured, disciplined, and supportive process that may work better for you. In addition, they provide more in-depth content that you may prefer.

Thank you for reading this Introduction. (I rarely read introductions of books.) If you have read this far, I know you are truly committed to your job search. You are going to be my next success story!

Go to this link for a special bonuses:

www.TheJobSearchExperts.com/extra-reader-gift/

It's my way of thanking you for reading this section.

Please know that I want the best for all of you. I want you to land that next great job that you and your family are excited about.

Understand that with this new economy, you may also need to view your next professional job through different eyes than perhaps you would have before the deep recession.

The market is coming back. Stay with it and do not give up.

I wish you continued good luck and success with your job search and with landing that next great job. I believe in you!

Warmly,

Eleanor

Eleanor Anne Sweet,

The Executive Job Search Expert™.

The Expert in Executive Job Search Solutions.™

P.S. Keep me posted at sweet@executivejobsearchexpert.com

PART 4

**Job Search
Success Answers**

CHAPTER 14

Secrets of the Job Search for the Over 50 Crowd

Our society automatically scraps people just like old automobiles. It's the Detroit syndrome, but the latest models are not always the best.

—MARGARET KUHN

THOSE OF YOU WHO ARE over 50 may encounter a special challenge associated with the job search process: being prejudged unfairly prior to your second interview or, in some cases, first interview. Combating this tendency means creating a favorable presentation environment both on paper and in person. The goal here is to ideally be judged on the strengths and talents you bring to the prospective organization rather than being screened out “prematurely” as a result of your “maturity.”

According to August 2014 data from the Bureau of Labor Statistics, displaced worker who are age 55–64 will tend to be out of work 22% longer than job seekers who are between 25 and 54 years of age. (Work Displacement 2011–2013 Survey, Bureau of Labor Statistics, U.S. Department of Labor.)

In This Current Job Market

- You will be lucky if its recipient spends more than 15 seconds reading your paperwork.
- It takes 100 to 200 resumes to land a job.
- It will take 15 to 20 phone calls to get one interview.
- 1 out of 12 informational interviews will land a job.
- It takes approximately 30 interviews to land a job (3–5 months).
- 80% of jobs are found in the “Hidden Job Market.” That means they will never be posted.
- 85% of job seekers are landing their jobs through networking.
- The first four to five minute of the interview is the most critical timeframe. It’s very hard to reverse a bad first impression. An unfavorable initial impression is seldom changed later on.
- Some say that the first minute of the interview is actually the most critical of all.

How to Improve 93% of Your First Impression

According to Professor Albert Mehrabian (UCLA), there are three different elements that affect our first impression when we meet with someone. These elements affect whether we make a positive first impression or not. Relative to your first impression, your:

- Words impact 7% of your overall first impression.
- Tone of voice impacts 38% of you overall first impression.
- Body language impacts 55% of your overall first impression.

The author of *Silent Messages*, Mehrabian abbreviates these influencers as the “3 Vs” for Verbal, Vocal, and Visual.

1. Verbal cues are those by which the listener will be measuring the quality of your presentation in terms of

organization, content, and interest. Such cues account for only 7% of your first impression.

2. Vocal energy cues are those by which the interviewer will be measuring your level of enthusiasm, your clarity, your tone of voice, and your confidence. Such cues account for 38% of your first impression.
3. **Visual cues are the most important. They encompass body language, grooming, and business attire.** Such cues have the most impact in regard to your first impression. These factors account for 55% of your first impression. The good news is that of the three areas, you have personal control over improving and increasing your first impression here by upping your “likability” quotient.

Because they collectively make up 93% of the first impression you effect, I would like to take some time now to discuss the two highest-ranking areas: visual cues (55%) and vocal energy cues (38%).

Visual (Body Language, Grooming, and Attire—55%)

Let’s take the first area we can affect in a positive way and start to slant the cards your way: your visual appearance/cues.

Relative to these visual cues it’s time to take a serious inventory and have a real heart to heart. Remember that you are the “product” and this is all just good, old-fashioned Marketing 101. Let’s begin by talking about our packaging of the product: ourselves.

Boost Your Visual Branding

If your clothes make you look different than your colleagues, then you have not been keeping up with the times. That means it’s time for a transformation. Banish the thought, but your clothing could be making you appear older than you really are.

If you have not purchased a new one in the last 12 to 18 months, you should treat yourself to a new suit. Pick one that is stylish and current. When job interviewing, you want to look “with it,” not outdated or old-fashioned. Since men’s styles change less frequently, this is an area where it may be easier for the guys to fudge in than the ladies.

The most important point here is to make sure your clothes—all the way down to your shoes—do not make you look old. Ask your kids if they think you’re dressing like an old fuddy-duddy. The reality will most likely lie somewhere in between their idea of current and yours. Study the late 20- to late 30-year-old professionals and see how they’re dressing.

When picking your business clothes for an interview, stick with colors that are not just this season’s “it” hues. Also avoid drab colors like brown. You want to look vibrant, though avoid really bright shades like neon green.

For Executive Men Only

If you’re a man, I would suggest going to a department store to purchase a new suit in an affordable price range. If you go to a nice outlet store, make sure you know a good tailor who will be able to ensure a perfect fit for a suit off the rack. The perfect tailored fit is what will make the look. Indeed, it will miraculously take five years off your appearance.

Trust me when I say there’s nothing worse than a suit that is too tight or baggy. Try to stay with traditional grays or blues. Let the combination of the color of your eyes, hair, and skin tone guide you.

Also, make sure the shirt you select to go underneath does not fit too tightly around the neck. Your body may have changed since you last wore a dress shirt. It’s important to own two that are current and fit!

As always, make sure your socks match the color of your trousers and are a plain dark color. (No argyles or gaudy prints!) Your shoes should always be freshly polished before every interview.

For Executive Women Only

The point here is to not look old and frumpy. The same general rule applies to you as it does to the men. If you have not purchased a new suit in the last 12 months, then it's time to invest in one before hitting the interview circuit. Go to a department store for a good selection in an affordable price range. If you know a good seamstress or tailor, then by all means shop the high-end outlet stores.

The key is you want to look attractive, sophisticated, and stylish. With the exception of interviewing in a high-fashion industry, my suggestion is to avoid haute couture or trendy looks. They will be inappropriate for most industries and they will be outdated in a year.

Ladies fashions tend to change more often and to be more obvious in terms of age. I'm a firm believer that when it comes to investment pieces, you're better off steering toward classics. Pick pieces that will stand the test of time as opposed to being on the leading edge of fashion and being seen as too trendy. (There is one exception to this rule: In the housewares, consumer electronics, high-tech, gift, toy, cosmetics, and other similar industries you can pull off a higher-fashion look.)

Colors like navy or related shades will work well. Depending upon your overall skin coloring, look at red, black, tan, purple, brown, and yellow. Feel free to look at both my websites for business suggestions on women's apparel (www.ExecutiveJobSearchExpert.com and www.TheJobSearchExperts.com).

I suggest you visit the foundation department in Nordstrom's. You will find wonderful experts there who will help take five years off your appearance, not to mention 5–10 pounds off your overall look, with the combination of a suit and various foundation products (e.g., bra, slip, body slimmer).

Choose shoes with a moderate but stylish heel. Again, I would suggest Nordstrom's or DSW as starting points.

Keep the jewelry simple, classy, and understated. Make sure your eyeglass frames are a current fashion style.

Dated Hairstyles, Etc.

Men's Hair

You should avoid a too short or buzz cut because it will look too harsh and age you. Always go to an interview well-groomed and freshly shaved. If you have a beard or mustache that has some gray in it, consider shaving it off. Another solution is to color it, but bear in mind this will require upkeep. This same recommendation applies to coloring the gray in your hair. Since men's hair is generally worn shorter than women's, you will need to be committed to keeping it touched up during the entire job search process.

1. Let me say that relative to interviewing, you're better off without a ponytail, beard, mustache, or long sideburns.
2. If you're really gray, consider getting some soft professional coloring to tone things down. Women have been doing this for years, but more and more men are showing up at the salons to have this process done. The trick is to not have the coloring/shading look too dark or fake. Another alternative is to buy a color rinse shampoo that will wash out eventually but cover the gray temporarily.

If you're not comfortable with a dye job, then don't worry about it. Either way, I strongly suggest you go to a hair salon as opposed to a barbershop. It took me a while to talk my husband into the idea, but now he sees the difference in the cut of his hair.

Ladies' Hair

For the ladies, I personally think gray hair can age you more than an outdated wardrobe. In addition to considering a touch-up, ask yourself how long you've had your current hairstyle.

I have some very dear friends who are still wearing their hair shoulder length and dyeing it the same color they had in their

20s. As you get older, you need to go with tones that are softer and warmer than your original color.

My hairdresser, Christy Dukewich, tells me that as we age, our skin tones and skin color lose some of their pigment tones. In other words, they become duller. You want a color that works with your changing skin tone and is warmer.

That natural change in your skin tone is another reason I suggest tasteful makeup for the ladies. If properly applied, understated makeup will make you look younger. In addition, most makeup today contains a UV protector, which is another way to slow down the aging process.

Relative to makeup, make sure you're wearing shades that are appropriate for your current skin tone and shape of your face. As we mature, it's not only our skin tone that changes. The shape of our face also alters. Again, I suggest you visit a department store or Sephora and take part in a free makeup session. You're bound to learn something new that will improve your appearance. Remember that the key here is to look vibrant, alive, energized, and young.

Be aware that certain makeup techniques can open up the appearance of your eyes, making you look wide awake and youthful. In addition, with the correct contouring techniques, you can very effectively improve the overall shape of your face.

Remember that as you age you will need to go softer on the color of your lips. As such, you should avoid harsh contrasting colors. The same is true for your blush color.

Glasses

If you require reading glasses, make sure they're not the type of bifocals that have the line in the lens. This advice applies to both men and women. Purchase a new no-line pair that is current in design. This is yet another small way in which you can make yourself look younger.

For inspiration, study the styles the younger executives are wearing. Ask your optometrist for advice on a youthful-looking

style. Otherwise, look at other people's glasses or pick up some magazines geared toward the 30-year-old.

Teeth

Along this same line, consider whitening your teeth. You can have professional whitening done at your dentist's office or you can buy an at-home kit from the store. Do your research and consult with your dentist first. As they age, most people do see the color of the teeth aging right along with them.

Weight

Let's address being older and overweight. It's a proven fact that as we age, our metabolism slows down. As a result, the tendency to pack on some unwanted extra pounds exists. The question is: How many unwanted pounds you have picked up and how well do you carry the excess weight?

Companies will never admit it, but there is a general bias against people who are overweight. The hiring authorities see obesity as a red flag for future health problems and thus organizational expenses. A general prejudice also exists that overweight people are lazy, not well-disciplined, and low in energy. For the most part, everything that is negative about excess weight represents a missed opportunity to make a positive first impression. If you're overweight, you need to overcome those concerns as much as possible.

Now is the time to get back to some basic exercise. Consult with your doctor first relative to taking on any new exercise program. Go to Halls Health Calculators and Charts or Blue Cross to figure out your ideal weight. Personally, I think ideal is relative to how you feel and a byproduct of your individual bone structure.

Set up some type of regular exercise routine, preferably three to four times per week. Regular dieting and exercise will go a long way toward giving you a trimmer appearance! Now is the time to work on that goal.

If that's not motivation enough, here's some more. Studies show that regular exercise will add three years to your life! It will also increase your energy level in addition to reducing the chance of a heart attack, stroke, and other debilitating conditions. Getting in shape with exercise is a definite win-win.

Everything we've discussed so far represents 55% of your first impression!

Vocal (Enthusiasm, Clarity, Tone of Voice, and Confidence Level—38%)

When you first meet the person with whom you will be interviewing, always remember to give them a good solid handshake. Not one that is so strong as to cause the person discomfort or one that feels like a wet fish, mind you. Guys do not be afraid to give a solid handshake to a lady. Practice your handshake at home. Also, ladies, a nice solid handshake from you will speak volumes.

When you come into the interview room, if the interviewer offers you a choice of two chairs, pick the one that is firmer and which will be easier to get out of. If they offer you only one, take the one that you're offered.

When you sit down, don't collapse into the chair. Likewise, when it's time to leave, rise up from the chair with ease (even if you're having trouble).

Speak with a crisp, strong, well-modulated voice. Also remember to enunciate clearly and do not speak too quickly. It is human nature to speak too quickly when we're nervous.

Remember to look the person with whom you are interviewing directly in the eyes every time you answer them. Also remember to smile and open your eyes wide.

Take notes when appropriate, and use upbeat words in your answers. Respond with enthusiastic body movements as well.

When you master and improve both your visual and vocal first impressions, **you will have positively affected 93% of your first impression.** As a result, you will set a good strong tone for the potential working relationship.

Biases

For whatever reason, some people may have a predetermined bias they carry against you in terms of being seriously considered as a viable candidate. What's worse, you probably won't even be aware of it. For example, your maturity, the color of your tie, even your first name could remind them of their ex-wife or something else distasteful you will never know about. Sometimes biases can be overcome while others you will never be able to sway.

For the sake of conversation, let's say that half of the people you will be interviewing with will be younger than you. If that is the case, then understand, realistically, they are most likely judging you. In all likelihood, they harbor some misconceptions about you as a viable candidate. You need to address as many of these misconceptions, prior to the interview, during the interview, and after the interview, as possible.

If you are aware that a possibility exists these biases dwell in the mind of your interviewer, then you can work on addressing them very subtly.

10 Solutions to Overcome Negative Stereotype Concerns

Let's look at some specific concerns and how to address them.

1. "Older workers are unhealthy."

Solution: You need to look fit and healthy. We have just discussed some of the aspects of your appearance you can address. In addition, take vitamins, and if you're a smoker, give up cigarettes.

2. "Older, overweight job seekers are lazy and lack motivation."

Solution: Develop healthy eating and exercise habits, get in shape, and work on the product's packaging, you! They need to understand you are disciplined and motivated in all aspects of your life.

3. "Older workers don't have any energy."

Solution: The importance of regular exercise can't be stressed enough here. Not only will it make you look and feel better, but it will increase your energy level. In addition, take vitamins daily, maintain a healthy diet, and try energy drinks. All of these, particularly when combined with daily exercise, will give you the energy and drive employers are looking for.

To counter this perception, if possible during the interviewing process, describe all the activities you do in a normal business day. You might also mention how you worked late to solve a problem for your company.

4. "Older people know it all; they're set in their ways. They're not flexible."

Solution: You need to be flexible to change, not tied to "how it used to be."

To give yourself an edge, read the two to three latest books on new business management, productivity, and employee motivation. Stay current with the trends and changes taking place in your industry. Attend any industry trade shows or conventions when feasible. If possible, use some of the information you glean from these sources in some of your interview answers, assuming it's relevant to the topic.

Be able to share a broad history perspective if appropriate. Also, discuss how you have worked on cross-generational teams.

5. "Older people's skills and education are not up-to-date."

Non-Boomers automatically assume that Baby Boomers lack computer skills. They take for granted that a technology gap exists, even if it doesn't.

Solution: Make sure you know how to use a computer, email, business software programs, Blackberry, iPhone, scan discs, etc. If you do not know how to use

these products, then have your children, nephews, or nieces bring you up to speed fast!

If your technology skills are weak or outdated, now is the time to take a community college course or buy a book such as a “Dummies” guide.

If you’re not as comfortable with your cell phone, texting, and other features, go to your cell phone vendor’s store and have them teach you!

Last year, I had a 67-year-old executive whom I placed with a client. The client was concerned that the older gentleman might not know how to text. I explained that he had a Blackberry and knew how to fully use it. As a result, I was able to help my client overcome their prejudgmental bias of the man’s technical skills based on his age. In the end, the client hired him, and his technical skills have never been in issue at that job.

6. “Older people have slower brains.”

Solution: Make sure you get a good night’s sleep before the interview. I personally find sleep deprivation to have the single biggest impact on my memory.

Challenge yourself to learn a new software program, business skill, or language. It will show the interviewer you possess the ability to take on learning new skills and ideas with your brain.

Look into Ginkgo biloba, long-term use of vitamins A, E, and C, and evening primrose oil and seed. All are said to improve memory.

During the interview process, remember to focus on communicating to the hiring authority that you have a success record in accomplishing what they need done and that you get results! Use the SAR technique from the Powerful Resumes chapter (Situation, Action you took, and the Result that was achieved). You need to

also remember to share your more recent professional results with the interviewer.

At all times, remember that people hire those they feel will make positive improvements to the organization. Those with a demonstrated and proven track record in following up and getting the needed results are particularly likely to score a job offer. You want the interviewer to understand that you can bring value to the organization by way of improvements and quality results. Those are the types of people organizations hire.

7. “Older people are using this job as a bridge to retirement.”

Solution: The average tenure with a company prior to this recent recession was four years. Unfortunately, it is now down to two years.

Practice answers for questions like, “Where do you see yourself in five years?” Make sure you project a good, strong mental and physical energy level in your conversation by injecting lots of physical movement.

8. “Older workers will not be compatible with our younger clients and workers.”

Solution: Remember to mention how you have successfully participated on multigenerational teams. In addition, discuss your youth-oriented activities and stay current on world events, music, sports, and movies. Read the current business books and book reviews on management trends, team ideas, and industry trends. Stay current on industry buzzwords.

If appropriate, you should be able to share that you are up-to-date on all the current business trends and current events.

In your pre-contact/pre-interview company research, you should have been able to define somewhat the type of culture that exists there. That being the case, if you’re

talking to them, we can assume that based on what you know about their culture and environment, this is a place where you would like to work.

Share your work-related results and communicate to the interviewer professional examples where you successfully worked with younger bosses and team members.

And finally the two biggies . . .

9. “Older workers are overqualified in terms of experience.”

Solution: Ask them point blank what they mean by “overqualified.” This straightforwardness will give you a chance to address their concerns directly, right on the spot. Remember, however, not to come off defensive or confrontational.

One possible answer is, “I like to see myself as the best qualified instead of overqualified.” Another is, “I don’t see myself as overqualified. I just believe that you’ll be getting more bang for the buck.”

However you choose to respond, answer with a positive statement about your qualifications.

RESUME ADVICE FOR THE 50+ CROWD

Relative to your resumes, here are some ways to soften the issue of age to get yourself in the door. The goal is to have the hiring authority focus on your accomplishments and what you bring to the party. You want to detract them from getting hung up on your age.

In addition, make sure you’re applying for positions that you’re actually qualified for. If you are willing to take a step down the corporate ladder, you may need to tone down your resume somewhat. Also, have a good solid answer ready on the sound logic behind this step-down that you can supply during the interview.

Descending the corporate ladder may make sense for a number of reasons (e.g., changing industries and geographic reasons like wanting to move to a specific location or being unwilling to relocate and wanting to stay where you are for personal reasons). The important thing here is your ability to communicate a solid, logical reason for your decision.

For more tips on how to overcome age bias on your resume, refer to the Secrets to a Powerful Resume chapter.

10. “Older workers are overpriced in terms of salary.”

Solution: Counter this perception with, “I value challenge and relationships. Salary is not my sole consideration. I’m definitely interested in this position.” Or try this line of reasoning: “I feel that if we want to work together, money will not be an issue. You strike me as a fair person.”

Make sure you check out websites such as the following to confirm what your realistic compensation is.

- www.Salary.com
- www.JobSearchIntelligence.com
- www.Payscale.com
- www.SalaryExpert.com
- www.SalaryList.com

If you are “overpriced” relative to the job you are interviewing for, try such strategies as negotiating a sign-on bonus or a six-month salary review, etc. Also refer to “How to Negotiate the Salary You Want and Deserve in This Current Market” Chapter 13 from my original book, *The NEW Rules of Job Search—How to Land an Executive Job in the New Economy*, for additional advice.

In addition, point out that:

- Salary is only part of your employment motivations.
- You are flexible regarding salary
- You've done your research with respect to the position's salary range potential.

6 Advantages the “Mature” Job Seeker Offers the Perspective Employer

(Your True Value and Benefit to the Employer)

By now you're probably thinking that if you're 50+ years of age, you're fighting an uphill battle. But there are many job-related plusses that come with age!

1. **Wisdom**—Age brings wisdom with it. Because of your maturity, you are able to recognize both success and failure. Your experience can provide insight into the future.
2. **Superior work ethic**—It's a commonly accepted fact that Baby Boomers possess a proven track record of good solid work ethics in addition to being dependable. They are also known for being loyal to their employers, often more so than their younger co-workers.
3. **You have a mature attitude and life experience in handling various types of crisis on the job**—Because of your proven experience; you have developed a good solid head when it comes to crisis and problem-solving.
4. **Strong mentoring capabilities**—You're a natural role model to those who are younger than you.
5. **Less likelihood for maternity leave or significant time off for sick kids or their after-school activities.**
6. **An understanding of the importance of good follow-up, customer service, and developing a genuine rapport with people as opposed to establishing relationships via email**

Remember that a lot of age is a mindset. “The majority of it is between the ears.”

You will not be able to change everyone’s mindset on the “older worker,” but you may be able to alter the perception of quite a few people with some of the ideas shared in this chapter.

Remember that you can impact 93% of your first impression during the interview. What’s more, you can do so by simply improving your vocal and visual presentation. Thankfully, you have control over both these areas. To use this information presented in this chapter to your best advantage, you must get organized and apply its advice. Most job seekers do not know this, so leveraging this information gives you an automatic competitive advantage

Good luck in using what I have shared in this chapter to make your job search a successful one!

In the reader Bonus Material for this chapter, you will find a list of resource books to gain additional information on this subject. In particular, they’ll teach you how to improve your “visual imaging” for the interviewing process.

*Age should not have its face lifted, but it should
rather teach the world to admire wrinkles as the etchings
of experience and the firm lines of character.*

—Ralph Barton Perry

*The secret to staying young is to live honestly,
eat slowly, and just not think about your age.*

—Lucille Ball

In youth we learn; in age we understand.

—Marie von Ebner-Eschenbach

Live your life and forget your age.

—Frank Bering

Job Search Action Plan

- 1 Take the reader Bonus Material for this chapter, “Job Search Experts 50+ Suggested Book List,” to your library. Check out 2–3 books that appear to have helpful information. Read these books and see where you can improve your “visual packaging.”
 - 2 Go to: www.executivejobsearchexpert.com/success-secret-3/ to download your bonus materials on this topic.
 - 3 Read “Never Too Young or Too Old” in your reader Bonus Material for this chapter.
 - 4 Talk to your doctor about getting back in shape if you are not currently at your fittest.
 - 5 Work a plan that will improve your visual packaging and your energy level.
-

RECAP

Job Search Success Strategy

APPENDIX |

Game Plan: How to Succeed with Your Job Search in This New Economy

The person who succeeds is not the one who holds back, fearing failure, nor the one who never fails . . . but rather the one who moves on in spite of failure.

—CHARLES SWINDOLL

I KNOW THIS CURRENT LABOR MARKET is the most challenging one you have ever been involved in while looking for a job. Because of this tendency, it will take more motivation and strength of heart to succeed than it would in a more robust economy.

The key to your success is to know your goal, keep a positive mindset, and never ease up on your intense commitment to landing that next great job!

Follow my Job Search Success System™ as outlined in the book and you'll achieve that success!

1. Have a good, solid core belief in yourself and your end goal.

2. Create strong customized, accomplishment-oriented resumes and letters for each specific job and interview you are responding to.
3. Create and constantly update your target company list.
4. Cultivate a strong networking base that you stay in touch with and also keep updated on your job search. Remember once you land a job to also stay in contact with your network on a fairly regular basis. Also remember to be genuine and real at all times.
5. Work on constantly updating and adding to your hidden market company list. This is the list you will use with your informational interviews and broadcast letters.
6. Continue to improve your target company, networking, and hidden market company lists on a consistent basis. It is from these lists that you build your pipelines for your job search leads.
7. Prepare in advance for every interview in terms of customized resumes, letters, company research, and interview questions.
8. Confirm that you are well-versed and comfortable with the strength of your answers for the hypothetical interview questions you have practiced prior to each new interview.
9. Remember to be *meticulous* with all your follow-up and follow-through following all conversations and meetings regarding your job search.
10. Do not stop or slow down on any of these steps in your Job Search Success System. Keep your pipeline full and keep working that pipeline.

Remember your job search is not over until you have a physical offer in hand and have accepted and started your new job.

Most job seekers slack off when:

1. They get discouraged, rejected, and turned down.
2. They think they are close to an offer.

You never want to slow down the process of filling your pipeline until 30 days after you are on the job and you know everything is working out.

The system I have shared with you in this book is a tried and true system that has worked for many, many people, just like you, whom I have helped over the years.

The Job Search Success System™ I have shared with you in this book is a new system I have specifically customized to increase results for you in this new economy.

In this book, if you follow this system, you will have learned how to differentiate yourself from the crowd and how to find the job leads where there is no “crowd.”

Trust yourself and trust the system. I know it will work for you. It has worked for everyone I have shared it with who has been truly committed to success in their job search.

I know you too will succeed if you are truly committed. I believe in you!

I wish you the best of everything, achievement of all the success you want, and happiness for you and your family.

Blessings,

Eleanor

The Executive Job Search Expert™

APPENDIX II

Job Search Success Bonus Materials and Additional Bonus Resources

Extra Special Bonus Materials Only for Book Readers

THIS MATERIAL IS KEY TO YOU, the reader, succeeding faster in your job search than those who are not reading this book. Following is a series of Bonus Materials specially designed to assist those of you who are truly committed to succeeding in your job search!

Register **NOW** to receive your free Job Search Experts Gift resources for this book: www.executivejobsearchexpert.com/success-secret-3/.

Congratulations on taking the next step forward in transforming your job search and taking the game up a notch!

I look forward to working with you and personally helping you with your job search.

It is an honor to serve you and be part of your job search success.

Warmly,

Eleanor

Eleanor Anne Sweet

The Executive Job Search Expert™

Additional Job Search Expert Resources



Visit my website for additional information:

www.TheJobSearchExperts.com

This website is designed for you, the job seeker who is actively looking for new employment or soon to be looking for a new position. This site offers expert job search informational-based resources, products, and coaching programs to assist you with your job search.

Go to www.TheJobSearchExperts.com to register for our free gift. You can also sign up for future email invitations to our special job search expert events and to receive helpful tips.



Executive Job Search Expert

www.ExecutiveJobSearchExpert.com

The www.ExecutiveJobSearchExpert.com website is designed for the six-figure executive who is actively looking for a new executive position or soon to be looking for a new executive position. This site offers expert executive job search informational-based resources, products, professional resume help, on-line teaching and coaching programs to assist you with your executive job search.

Go to www.ExecutiveJobSearchExpert.com to register for your free gift. You can also sign up for future email executive job search advice. Feel free to forward your confidential executive resumes to [sweet@ExecutiveJobSearch Expert.com](mailto:sweet@ExecutiveJobSearchExpert.com).



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The Remington Group is an executive-retained search firm specializing in placing consumer products executives both nationally and internationally. Your resume is never presented to any of our clients unless we contact you first and receive your permission directly.

Send your confidential resumes to: [sweet@TheRemington Group.com](mailto:sweet@TheRemingtonGroup.com).



www.ConsumerCareerSearch.com

The Consumer Career Search is a web-posting site designed specifically for consumer products manufacturers to post positions directly. It provides consumer product executives with the ability to apply directly to these openings once they are registered in our private database, which is not publically mined.

To create your confidential “Private Profile” for future postings, go to “sign up”: www.consumercareersearch.com/Candidates.aspx.

Alternatively, go directly to: www.consumercareersearch.com/Candidate_SignUp.aspx.



www.GreatInterviewQuestionsBlog.com

The Great Interview Blog does just what it says. It offers great interview questions and suggested answers to assist you in maximizing your interview process with the hiring executive. Here you will find great tips, advice, and strategies to help you become stronger as an effective interviewer. As a result, you will rise to the next level in the job search process!

Go to www.GreatInterviewQuestionsBlog.com to register for you free gift. You can also sign up for future email mailings containing great interview question tips.

Also plan to visit my latest web site:



www.AskTheJobSearchExpert.com

Submit to me directly your single most pressing question you have regarding how to succeed in your job search, and I will email you back your answer. You will automatically be registered for my mailing list for future monthly open live Q&A sessions.

APPENDIX |||

Special Advice for Success Oriented Executives

Executive Job Search Success

JOB SEARCH EXPERT ADVICE for the truly motivated, success oriented and ambitious executive . . .

Take your job search to the next level . . .

Time to notch up the game!

Learn more about our popular Job Search Success System Coaching, where I personally take you under my wing and work with you one-on-one to implement all the tools included in this course.

In this powerful online course, complete with live training sessions, you'll discover easy-to-implement strategies that will help you get where you need to go to land that next great job!

Research has shown that when a job seeker is part of a coaching program, they achieve faster results in landing that next great job. Be part of a team!

Go to:



www.ExecutiveJobSearchExpert.com

I personally look forward to “meeting” you as a member of one of our coaching programs on my live calls and helping you transform your job search results!

Start your engine,
Eleanor Anne Sweet
The Executive Job Search Expert™

P.S.

You can reach me at sweet@executivejobsearchexpert.com or 847-304-4500 for details on our other coaching programs, to discover which one will serve your current needs best.

ABOUT THE AUTHOR

ELEANOR ANNE SWEET, “The Executive Job Search Expert,” is a 25+ year veteran of over 587 executive search projects with a 99.8 percent success rate. She has studied success and leadership and its effect on organizations that range from privately held organizations to major Fortune 500 corporations. She has spent the majority of her professional career helping the best and brightest professionals, in America find great companies to work for domestically and internationally.

Eleanor has been quoted in the *Wall Street Journal*, in addition to major trade journals, and additional publications. She has authored *Instant Job Leads #1* and *Job Search New Career Ideas*. Her recent books include, *Success Secret #2 – Interview Questions That Change the Game*, *Success Secret #1 – Secrets to a Homerun with Your Resume*, and her nationally popular *The New Rules in Job Search – How to Land an Executive Job in the New Economy*.

Eleanor Anne Sweet has an MBA (EMP) from Kellogg Graduate School of Management at Northwestern University. She received her undergraduate degree from Boston College with a B.S. in Marketing. In addition she is an Adjunct Professor at Loyola University Chicago – Quinlan School of Business.

Eleanor started her professional career with GE Lighting and Salton in a marketing and sales management capacity.

She is also the President and owner of The Remington Group, a retained executive search firm that has specialized in placing consumer products executives nationally and internationally since 1987.

Eleanor was recently awarded 2015 Influential Women in Business (The Business Ledger – Daily Herald), 2014 Women of Distinction (Shaw Media) and nominated for the 2014 ATHENA International Leadership Award.

In 2010 she launched the website www.TheJobSearchExperts.com, and in 2012 the website www.ExecutiveJobSearchExpert.com, specifically designed for the executive job seeker that is looking for professional tools and support, to assist and accelerate their job search process.

On a personal note, Eleanor was unemployed twice and understands the challenges of a job search first hand! In addition her husband was unemployed in this new economy.

Eleanor was born and raised in the greater Cleveland Ohio area. She is “Made in America.” She resides in the North West suburbs of Chicago with her husband, daughter, son and 3 cats.

To find out more about Eleanor’s executive and corporate workshops, training, coaching, books and online programs, or to inquire about Eleanor’s availability as a speaker, trainer, or consultant you can contact her office at:

www.ExecutiveJobSearchExperts.com

Phone: 847-304-4500, (CST) fax: 847-304-4505

PS—It is all about helping . . .

I personally have always felt that we are all in this world to help each other in one way or another. I hope that my book has helped transform your job search and you are on the way to landing that next great job you are looking for.

In the spirit of supporting those in need, I have selected the American Cancer Society to receive a portion of the profits that are generated from the sale of this book, *The NEW Rules of Job Search—How to Land an Executive Job in the New Economy*.

Many of us have lost a loved one to cancer. I lost my own father, Ray Elias in six months to Acute Myeloid Leukemia (AML).

I have been personally involved helping my local American Cancer Society group and Relay for Life. It is a great and rewarding experience.

Join the fight against cancer by donating today to the American Cancer Society.

It is all about “Celebrating More Birthdays.”

American Cancer Society—The Official Sponsor of Birthdays®

If you would like to help support the American Cancer Society, you can send a tax deductible contribution to:

American Cancer Society
P.O.Box 22538
Oklahoma City, OK 73123-1538

Make checks payable to “American Cancer Society.”

If you prefer you can make your donation directly over the phone at 1-800-227-2345.

I appreciate you joining me in making a difference with finding a cure for cancer.

Thank you for helping more people “Celebrate Birthdays.”

Warmly,
Eleanor Anne Sweet

Additional Executive Interview Question Notes