



3 Interviewing Secrets to Land Remarkable Job Offers: *from a seasoned recruiter's perspective



Do you go on interview after interview thinking it went well, only to never hear a peep? Or do you feel uneasy the whole time you're fielding questions and wish you had the secrets to nailing interviews and securing the job offers you crave and know you deserve? Does all of this feel elusive? Overwhelming? Confusing? How about stressful?

It doesn't have to be that way!

Like any other piece of the job search journey, effective interviewing is a skill that can be learned and easily implemented – once you have the right tools in place!

So why do so many people struggle to present their accomplishments and experience in the best light when sitting across the desk from a potential dream employer?

It's because they don't understand what's really going on in an interview, and how to keep the conversation focused on the stories and concepts that will sell the interviewer on the ideal fit between the organization's problems and your solutions.

If you want to conquer interviewing confusion and attract the offers that are meant for you, read on and get ready to shine. We're about to shed light on this job search overwhelm for good.

The Number One Secret:

Attitude is (Almost) Everything

I know what you're thinking.

“Sure, I have to be nice, but they really care about whether or not I can do the job.”

And yes, that is correct. You must be to not only do the job but prove that you are the **BEST** candidate to fill the role. You should not be **INTERVIEWING**, or even **APPLYING**, for a job if you can't do it so well that you knock the socks off the interviewer with your awesomeness!

That's a tall order, yes. But if your confidence level is not there when it comes to your job search, you need to go back to the beginning and refine the target, work on your confidence and clarity.

Basically, you need to go back to my Career Happiness Discovery program.

But if you've graduated to the Career Happiness Intensive level (job search and career management), then you need to **FOCUS** your job search and apply for the roles where you are a top candidate.

So, since your qualifications are a given, let's get back to your attitude.

Newsflash – people hire people! At least for now – I don't want to think about robot interviewers.

A genuine smile, warm and open body language, and a friendly demeanor are vital to kicking off the meeting on a good note. Many people are so nervous on interviews that they bring that tension into their bodies – and don't present their best selves.

Another important first impression is your appearance. And no, I am not suggesting you need to lose weight, get a face lift, wear more makeup, or invest in a designer outfit.

BUT you must make good grooming and dress a top priority! Educate yourself on the dress code in your industry and geographic area and make sure you exceed the requirements for your interview.

But don't go crazy – walking into an office where everyone is wearing jeans and hoodies in a navy business suit and pumps will immediately make you appear to be a poor fit for their culture. Do your homework!

While your appearance and demeanor are super important in making a quality first impression, the number one most critical thing is:

NO NEGATIVITY!

Say it with me – **NO NEGATIVITY!**

None! I don't care if you worked fourteen hours a day for Satan in a dumpster – **NO NEGATIVITY!**

I understand that it is difficult to frame negative or challenging people and experiences in a positive light. We talk about this a lot in my Career Happiness Intensive program because it's a huge hurdle for most people, and it requires planning and strategy to execute effectively.

Your best bet is to think of all the possible “negatives” that will come up when discussing your previous employers. It is quite common for these issues to arise because if you are looking for a job, chances are you have left a job or been let go. Or you are currently employed but you are experiencing a level of dissatisfaction with some or many aspects of the job.

Make a list of all the bad stuff you could be asked to comment on and think about how you can put a positive spin on the people and situations that make you cringe.

Hint – focus on what you learned from the people or experiences and how you have applied them to learn and grow. Again, we strategize deeply on these issues in Career Happiness Intensive. I want my clients to be prepared for anything!

And if all else fails, look at it from the interviewer's perspective. They just met you. All they know about you is on a resume. How do they know your boss/co-worker/supplier was a jerk? Or that your workplace was unfair? Maybe you're the problem.

And guess what? If you layer negativity upon bitching upon blaming in the interview, they will assume it is you. So, even if you have made bad choices or truly got unlucky and stuck in some toxic work environments, smile and spin those happier tales.

No hiring manager wants to hire someone they feel will eventually hate them.

This isn't rocket science – it's just insight into human nature AND the goals of the organization:

To hire the best person for the job who will be most effective at solving the problems that the role requires for the betterment of the organization.

That's it – keep that in mind and don't focus so much on your need for a job.

That's where the trouble starts.

Which brings us to The Number Two Secret.

The Number Two Secret:

“Because I Need a Job” is NEVER the Answer!

Would you want to hire someone who doesn't care at all about which job they take?

How about dating someone who “just needs a girlfriend”?

Once again, employers are people, and they want to hire people who WANT to work for them, and for good, carefully researched reasons.

Saying things like, “I'll do anything” or “I just need to get back to work” actually does two things.

And surprise – neither of them are good.

First, it shows the interviewer that you are unfocused, or lazy, or dumb. Obviously, none of those are good.

Interviewers want to talk to candidates who are considering them for a reason and have done their homework. In this information age, there is zero excuse for not knowing basic information about the organization you're targeting. You can even easily discover a lot more info if you just take a little time to dig into the Internet.

I know you're on there shopping or looking at puppy videos. I mean, yes that's what *I'm* doing, but insert your favorite browsing rabbit holes and you'll get the point.

The second negative produced by this attitude is that you don't value yourself. That's a lot worse than not valuing the specific role or company. If you don't believe that you are worth more than "just anything", why should anyone else want to offer you a great job at an amazing salary?

They will not. They will write you off as a confused person who lacks confidence and initiative.

So, even if you are down to your last can of tuna fish and your car is three months past the inspection date, and soon you will be lighting candles to read like you live in a cabin on the prairie, DO NOT let anyone know you are desperate for a job.

And I mean anyone – other than maybe your spouse or partner. Even in your normal daily social interactions, you don't know who might know someone at the company you're targeting, or they may have a lead on a hot job.

Are they going to put in a good word for you if you seem flaky and out of your mind with stress? No, they will not.

And before you think I am not empathetic to the plight of the unemployed, please know that I have experienced much financial hardship as a divorced mom trying to keep her house and her sanity.

I know things can seem very bleak, but that is also something we address in Career Happiness Intensive – how to survive and thrive during unemployment and how

sometimes we need to find the “just good enough job” to get by as we pursue our dream work.

That’s why it’s a Career Happiness Map, not a Leap!

But even if you need to settle temporarily to survive – do not ever let anyone know that you are settling because that devalues your worth in the eyes of others. Your job in the job search is to elevate yourself and your brand (yes, you have a brand whether you know it or not) so high that the right opportunities flow to you.

It’s not a fantasy at all and can very much be your reality if you do the work and implement the right strategies.

Which leads me to The Number Three Secret – hint – it’s a HUGE strategy!

The Number Three Secret:

Know Your Stories

As previously discussed, the interviewer’s goal in meeting with you is to determine if you are the best fit for the job they are trying to fill. Therefore, they don’t just want to know what you were responsible for, or what your job title was – they want to know what you achieved.

You can see how this puts them in a difficult spot. How can they know if you are good at what you do? Mediocre? Terrible? Exaggerating your skills? Or how about outright lying on your resume?

It’s not easy, which is why a number of years ago interviewers started asking behavioral interview questions.

You know. The hard ones where you are required to think of an involved answer on the spot to illustrate and prove your abilities and knowledge?

Yes, no one likes those, but you have to admit they provide the interviewer with much more useful information than yes or no answers. Open ended questions are always best then gathering data to make an informed decision, and behavioral interviewing opens a window into *how* you demonstrated your skills and doesn't force anyone to figure it out based on an assertion.

The solution is simple – here are no magic answers to difficult interview questions such as:

- Tell me about a time you had difficulties working with a colleague on a project?
- What are your weaknesses?
- How did you like your last job?
- Discuss a project where you demonstrated your knowledge of XYZ skill?
- How did your education prepare you for this role?

The list goes on and on, right?

In the Career Happiness Intensive program, we delve into the best strategies to answer these questions, but the bottom line is this:

The best answers are the true ones, delivered in the most positive light.

Know your stories – be prepared to talk about your achievements and how you are special in what you do and know. Don't focus on your tasks and duties – tell the tales of triumph, perseverance and excellence.

If you don't think you have any, then we need to bring you back to Career Happiness Discovery and work on your confidence a bit more.

We all have strengths and we need to play to those areas where we can shine, and work to minimize our deficiencies.

However, I think you know what I am going to say. We are coming full circle back to the beginning of this report.

If you do not have positive stories to tell as they relate to how you are a highly qualified candidate for the job you are seeking, then it's back to the drawing board and a better target. You need to create a realistic plan (Career Happiness Map) to fill in the gaps and help you to prepare for the work you really want to do.

Sometimes you can't do it in one leap, remember?

That's why you need a partner on your journey. And the best part about the Career Happiness Map coaching programs is not only do you have access to a knowledgeable leader, but you have the comradery and support of a tribe of like-minded women who are seeking the same things you are:

Career Happiness!

So, let's take a quick peek at my Career Happiness Intensive program and see if it's right for you at this point in your search for the ideal work!

Introducing:

CAREER HAPPINESS INTENSIVE

Eliminate Confusion, Learn Strategies, and Elevate YOUR Career!

In 1:1 phone or Zoom video conference sessions we will dig into your issue and strategize solutions/next steps/direction that will move you to the next level in your career...and life!

In-depth sessions are powerful and can absolutely move the needle on your career dreams and give you quick results.

As soon as you sign up you will receive several worksheets that will prepare you (and me!) for our first meeting so that we don't waste any time on the call introducing the problem and starting from scratch on the solution.

You will send your completed assignments to me before the call, and I will be prepared to ask the right questions to frame the discussion around your desired outcome.

Your career is a HUGE part of your LIFE! Therefore, it isn't just about finding a new job – it's about crafting the life YOU want to live through the lifelong pursuit of meaningful work, adventure and FUN!

Click the link below to launch your best year yet, and sign up for this group coaching experience at the **SPECIAL INTRODUCTORY RATE:**

<http://careerhappinessmap.com/career-happiness-intensive/>

If you have further questions about this transformative program, please reach out to Carol at the link below and book a FREE 30-minute discovery call:

<http://careerhappinessmap.com/contact/>



Hello, my name is Carol Maloney Scott.

I guide people who feel stuck in the wrong career to forge a path to a happy working life. With twenty years of experience in corporate talent acquisition recruiting, training, and coaching, I am uniquely qualified to lead others in designing the Career Happiness Map of their dreams and living it into reality. In addition, I hold a master's degree in Career Development from John F. Kennedy University, and am a Certified Career Coach (CCC) with the Career Coach Institute. Let's get YOU on the road to YOUR Career Happiness!

What People Are Saying About Working With Carol!

Carol gave a wonderful presentation for the members of the River City Express Network, a Richmond, VA chapter of the American Business Women's Association (ABWA). Her topic on career happiness resonated with the group and her presentation skills were engaging. She gave practical tips to the group in an entertaining and witty manner. I would recommend Carol as a speaker! – Lee Ann Pond, Leadership Engager

Carol gave an inspirational and informative workshop to job seekers at the Jobs Assistance Ministry (JAM) at St. Michael Catholic Church. She gave participants valuable insights and information to interview effectively. Participants clearly enjoyed her engaging presentation and benefitted from her insights. The feedback was enthusiastic and appreciative. We can't wait for her to return! – Ed Landry, JAM Founder and Leader

What I enjoyed most about my coaching experience was Carol's non-judgmental attitude, and openness to my honest and candid communication. Plus, her humor and energy bring a fun approach to stressful self-examination. - Jennifer M

I've felt so very lost for a while now. I didn't even know where to start. With Carol's help, I have learned to expand my horizons, and look beyond what seems like the "only" possible career path for my skill sets. There are many, many things I can do! I would definitely recommend Carol. - Laura H

Carol brought fun and focus to a stressful task that I had been putting off for far too long. She asked the right questions, giving me insight and a fresh perspective as to my strengths, and helped me see the forest instead of being paralyzed by hundreds of trees. I wholeheartedly recommend Carol to anybody in need of career change guidance! - Dawn T