

# VALUABLE SECRETS

## INTRODUCTION – CAREER ‘SMART’

### ‘BRAIN-FRIENDLY’ SMART CAREER SECRETS



#### 1 SECRET: PREPARATION ‘ESSENTIALS’

FIRST IMPRESSIONS.....	7
Smart Dress - Smart Image .....	7
Be On Time .....	9
YOUR RESEARCH.....	11
Build Your Foundation .....	11
Knowledge Sources.....	13
Foundation in Place .....	13

#### 2 SECRET: SUCCESS ‘FUNDAMENTALS’

TEN SUCCESS BASICS .....	15
Basic 1: ‘Mindfulness’ to Success .....	15
Basic 2: Know Yourself.....	15
Basic 3: Understand Their Side .....	16
Basic 4: ‘Brain’ Friendly.....	16
Basic 5: Target Audience Expectations .....	17
Basic 6: Maximize Your Attractiveness .....	19
Basic 7: Influential ‘Key’ Words .....	21
Basic 8: Combine Influential ‘Key’ Words Into ‘Phrases’.....	23
Basic 9: What ‘Not’ to Say .....	24
Basic 10: Read, ReRead and ReRead Again! .....	24
When You Get Hired, Then What?.....	25

#### 3 SECRET: SMART ‘COVER LETTERS’

THE COVER LETTER.....	27
What is a Cover Letter? .....	27

'Sell', Don't 'Tell' .....	27
Generate 'Brain-Friendly' Interest .....	28
Key Words to Use and Avoid .....	28
Give Them What They Expect .....	29
The 'Visible' and 'Invisible' .....	30
Using Your Insights .....	31
<b>YOUR COVER LETTER.....</b>	<b>32</b>
<i>Meeting Their Needs .....</i>	<i>32</i>
<i>Who, Why, What, How? .....</i>	<i>32</i>
<i>Opening Introduction .....</i>	<i>32</i>
<i>The Body .....</i>	<i>33</i>
<i>Your Ending .....</i>	<i>34</i>
<i>Cover Letter Examples .....</i>	<i>35</i>
<i>Age Discrimination Possibility .....</i>	<i>38</i>
<i>Why You Left? .....</i>	<i>38</i>
<i>Expected Salary .....</i>	<i>38</i>
<i>Next Step .....</i>	<i>39</i>

## **4 SECRET: INFLUENTIAL 'RÉSUMÉS'**

<b>MOTIVATE THE READER .....</b>	<b>41</b>
<i>What's a Résumé?.....</i>	<i>41</i>
<i>Generate 'Mindful' Interest .....</i>	<i>42</i>
<i>The Basics .....</i>	<i>42</i>
<i>Who, Why, What, How? .....</i>	<i>42</i>
<i>Customize and Adapt.....</i>	<i>42</i>
<i>Words to Use and Avoid .....</i>	<i>43</i>
<i>References .....</i>	<i>43</i>
<i>Personal Information and Photo.....</i>	<i>43</i>
<i>Time Gaps.....</i>	<i>43</i>
<i>Structure and Layout .....</i>	<i>44</i>
<b>YOUR RÉSUMÉ.....</b>	<b>45</b>
<i>'Contact' Section.....</i>	<i>45</i>
<i>'Professional Objectives' Section .....</i>	<i>46</i>
<i>'Professional Profile' Section.....</i>	<i>47</i>

<i>'Employment History' Section</i> .....	47
<i>'Measureable' Achievements</i> .....	48
<i>'Education' Section</i> .....	51
<i>'Training, Certifications and Other Specialties' Section</i> .....	51
<i>'Professional Affiliations / Memberships' Section</i> .....	52
<i>'Achievement Awards' Section</i> .....	52
<i>'Publications' Section</i> .....	53
<i>Uploading Résumés Online</i> .....	53

## **5 SECRET: MARKET 'YOURSELF'**

<b>MARKET APPEAL</b> .....	55
<i>What Attracts?</i> .....	55
<i>Market Your Product</i> .....	56
<i>Market Your Value</i> .....	56
<i>Value of Education Credentials</i> .....	58
<b>YOUR MARKETING STRATEGY</b> .....	60
<i>Step 1: Identify Your Transferrable Skills</i> .....	60
<i>Step 2: Your Identify</i> .....	61
<i>Step 3: Online Marketing</i> .....	62
<i>Step 4: Marketing Strategies</i> .....	63
<i>Marketing to HR</i> .....	64

## **6 SECRET: UNCOVER 'HIDDEN JOBS'**

<b>SIX STEPS TO SUCCESS</b> .....	67
<i>Online, Print Job Ads, Employment Agencies</i> .....	67
<i>Networking</i> .....	67
<i>Step 1: Personal Network</i> .....	68
<i>Step 2: Public Events</i> .....	69
<i>Step 3: Direct Contact</i> .....	69
<i>Step 4: Written Communication</i> .....	71
<i>Step 5: Cold Calls</i> .....	72
<i>Step 6: Introduction Network Letter</i> .....	75
<i>Resilience</i> .....	76

## **7 SECRET: INTERVIEW ‘SKILLS’**

<b>INTERVIEW PHASES .....</b>	<b>77</b>
<i>What’s the Objective?.....</i>	<i>77</i>
<i>Interview Phases.....</i>	<i>78</i>
<i>Phase One: Initial Screening .....</i>	<i>78</i>
<i>Phase Two: Telephone Interview .....</i>	<i>79</i>
<i>Phase Three: Personal Meeting .....</i>	<i>79</i>
<i>Interviews are Opportunities .....</i>	<i>80</i>
 <b>WIN THEIR BRAIN .....</b>	 <b>81</b>
<i>Interview Success = How You’re ‘Smart’ .....</i>	<i>81</i>
<i>Your Communication Style.....</i>	<i>80</i>
<i>Influential Words.....</i>	<i>81</i>
<i>Prepare Your Thinking .....</i>	<i>81</i>
<i>Building Self-Confidence .....</i>	<i>83</i>
<i>Understand Yourself, Others .....</i>	<i>85</i>
<i>Telephone Interviews.....</i>	<i>87</i>
<i>Face-to-Face Interviews.....</i>	<i>89</i>
<i>Win Their ‘Brain’ .....</i>	<i>90</i>
<i>Building Rapport .....</i>	<i>91</i>
<i>Body Speak .....</i>	<i>92</i>
<i>Leaving the Interview .....</i>	<i>96</i>
<i>Evaluate Your Performance .....</i>	<i>96</i>
<i>Interview Follow-up .....</i>	<i>98</i>
<i>Final Decisions .....</i>	<i>99</i>
<i>Rejected? Now What? .....</i>	<i>100</i>
<i>You’re Hired, What’s Next? .....</i>	<i>101</i>

## **8 SECRET: INTERVIEWER ‘QUESTIONS’**

<b>THEIR QUESTIONS .....</b>	<b>105</b>
<i>‘Traditional’ Questions .....</i>	<i>105</i>
<i>‘Competency, Behavioral, Situational’ Questions .....</i>	<i>106</i>
<i>‘Bizarre’ Questions.....</i>	<i>108</i>

<b>YOUR QUESTIONS.....</b>	<b>112</b>
<i>Two-way Interview .....</i>	<i>112</i>
<i>Right Questions .....</i>	<i>113</i>
<i>The Question Flow .....</i>	<i>113</i>
<i>Question Don'ts .....</i>	<i>115</i>
<i>End Interview as You Began - Great! .....</i>	<i>116</i>
<i>Your Ending Summary .....</i>	<i>117</i>

## **9 SECRET: SALARY 'NEGOTIATION'**

<b>WIN-WIN AGREEMENT.....</b>	<b>119</b>
<i>Collaborative Approach .....</i>	<i>119</i>
<i>10 Powerful Negotiation Tactics.....</i>	<i>120</i>
<i>Rejecting Their Offer.....</i>	<i>124</i>

## **SPECIAL SECRET: 'GRADUATES'**

<b>10 TIPS FOR GRADUATES.....</b>	<b>127</b>
<b>15 QUESTIONS YOU 'WILL' BE ASKED .....</b>	<b>131</b>
<b>GRADUATE COVER LETTER SAMPLES .....</b>	<b>137</b>
<b>GRADUATE RÉSUMÉ SAMPLES.....</b>	<b>143</b>

---

**APPENDIX A:** 300+ Key Action Words

**APPENDIX B:** Cover Letters, Résumés, Follow-up Letters

**APPENDIX C:** 100+ Difficult Questions With Answers

**APPENDIX D:** Thinking Styles Assessment

**APPENDIX E:** Entrepreneurial Assessment

**APPENDIX F:** Leadership Skills Assessment

**APPENDIX G:** Global Coach Directory

**NOTES**

**INDEX: QUESTIONS**

**INDEX: COVER LETTERS, FOLLOW-UP LETTERS, RÉSUMÉS**

**INDEX: KEY WORDS, PHRASES, TOPICS**