

Table of Contents



Introduction: Why This Book Could Be Worth Thousands of Dollars to You—<i>The Economics of Career Planning and Job Search</i>	1
--	----------

Section 1: The Seven Things That Make the Most Difference in the Job Search	7
--	----------

Think of this section as a short book within a larger book. Its seven chapters cover what I consider the most important information you need to find a good job in less time. You can review the information in this section in a day or so and know more about job seeking than most people who will compete with you for jobs. If you want results, consider carefully reviewing this section.

Chapter 1: What It Takes to Get a Good Job in Less Time—<i>And Why Traditional Job Search Methods Don't Work Very Well</i>	9
---	----------

Provides an overview of the job search and the methods most people use.

Chapter 2: The Two Best Job Search Methods—<i>Why They Work and How to Use Them</i>.....	31
---	-----------

Covers two job search methods that work better than others. These are the ones you need to know the most about and use more than others.

Chapter 3: Identify Your Key Skills—<i>An Essential Step for a Successful Job Search</i>	67
---	-----------

Helps you identify your key skills and a skills language that is essential for interviews, resumes, and selecting the job you want.

Chapter 4: Dramatically Improve Your Interviewing Skills	85
---	-----------

Presents tips to quickly and substantially improve your interviewing skills.

Chapter 5: Answers to 10 Key Interview Questions	121
---	------------

Knowing how to respond to these questions will prepare you to answer most other questions.

Chapter 6: JIST Cards®—A Powerful New Job Search Tool 145

How to create and use a clever and effective mini-resume.

Chapter 7: Organize Your Job Search Time and Follow Up to Get Results 169

Provides specific advice on structuring your job search to get more interviews and faster results.

Section 2: More on Career Planning and Job Search 189

This section provides additional or more-detailed information on a variety of topics. While you will benefit from reviewing each chapter, you can also just review those that seem most important to you. Later, you can refer to them for additional help as needed in your career planning and job search.

Chapter 8: Labor Market Information Can Help You Make Better Career Decisions 191

Important information to consider in planning your career or educational options.

Chapter 9: Document Your Experience and Accomplishments 233

Reviews your work, education, leisure, and other life experiences to identify strengths and specific situations that support your key skills.

Chapter 10: Define Your Ideal Job 255

It is important to have a clear job objective before you look for it, and this chapter will help you define what you really want.

Chapter 11: Identify Specific Industries and Job Titles 277

Explore specific job titles and industries where you are most likely to find your ideal job and increase the jobs you should consider in your search.

Chapter 12: Quick Tips on Writing—and Getting Results from—Your Resume 325

Worksheets, tips, and sample resumes for completing your resume in just a few hours. Includes more advanced formats and tips.

Chapter 13: Cover Letters, Thank-You Notes, E-mail, and Other Job Search Correspondence 383

Good advice and lots of examples for effective cover letters, as well as details on e-mail, thank-you notes, and other job search correspondence.



Chapter 14: Use the Phone and E-mail to Get Lots of Interviews	421
Teaches you to greatly increase your skills in getting job leads and interviews using these basic tools.	
Chapter 15: Job Application Forms Are Designed to Screen You Out	439
Explains how applications are often used to screen people out and how to complete applications without damaging your chances for employment.	
Chapter 16: More Answers to Specific Problem Interview Questions—And a List of 94 Frequently Asked Questions.....	455
Reviews essential interviewing skills and provides answers to dozens of specialized questions you may be asked.	
Chapter 17: Tips on Surviving and Coming Back from Unemployment.....	491
Quick review of things you have to deal with while unemployed, including money, emotions, time, and interpersonal relationships.	
Chapter 18: Your Career Management Plan—How to Keep Your Job Once You Have It.....	505
Establishing long-term career goals and techniques for continuing to grow and keeping a job once you have found it.	
Appendix: Sources of Additional Information	515
Index	521

