

The Employment Secrets Report™

8 Surefire Concepts To Help You Get The Job You Want!

- Which Of These 5 Common Mistakes Are **You** Making Right Now?
- How To Make Your Application 150 Times **More Exciting** To An Employer!
- Interviews - Illustrating Your **True** Value To An Employer!
- Interview Techniques & Where Most People Go Wrong When Looking For Work.
- How To **Double** Your Chances In An Interview!
- Make Your Objective Work For You Online.
- The **Trick** To Reading Job Ads That Make It *Much Easier* To Write Applications That Lead To Interviews!
- Case Study: Patricia O'Neill's Cover Letter.

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Hello!

Thank you for downloading 'The Employment Secrets Report', a compilation of 8 free articles about little known job-hunting secrets that can help you to get the job **you** want!

These articles are copyrighted by their respective authors and are reproduced here with permission from the newsletter of "[Job Secrets Revealed](#)", an eBook that shows you why almost everybody is WRONG about the way they go about getting the jobs they want and how you can make YOUR job application really STAND OUT from the crowd. (To find out more, just visit www.employment-secrets.com).

Before we begin, you must read the following:

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Secret #1

There are five common mistakes that nearly *everybody* makes when writing an application for a job. They're very simple but, if you're making them (and you probably are!), you could be **ruining** your chances for employment!:

Which Of These 5 Common Mistakes Are You Making Right Now?

By Acland Brierty

MISTAKE #1

Employers get so many resumes and letters saying the same worn-out things and using the same tired old phrases, that it's hard to see the difference between the applicants. Phrases like: "*I'm good with people*", "*I'm a good learner*", and "*I love a challenge*" appear on nearly every application that's ever been written, and simply makes you part of the crowd. **Weed these clichéd phrases from your application and instead replace them with powerful reasons to hire you.**

As you know, the job doesn't always go to the person with the best skills - it usually goes to the person that sells themselves the best. It's the difference between tunnel-vision and funnel-vision. A person with tunnel-vision writes short-sighted letters telling the employer what a good X they are, and how much experience they have.

To apply funnel vision, start with the small picture - "they need an X" and work toward the bigger picture - "they need an X to help them make/save money either directly or indirectly and to satisfy their customers' needs".

You be the judge. Imagine you're an employer looking for a secretary for example. Would you employ someone who types 90 words a minute, or someone who says they will:

"Be the perfect ambassador for the business, always smiling and cheerful both face-to-face or over the phone. Able to do multiple things at once and can take care of the mundane tasks to free the other staff to spend more time doing what they do best. A salesperson should be selling - not photocopying....."

A secretary with funnel-vision will show an employer what THEY can do for THEM. A person with tunnel-vision will keep looking for work, or stay where they are.

MISTAKE #2

Employers hate trying to decipher information in resumes to see if you can be matched to a position they're trying to fill. An employer needs to see the benefits and results to them from the skills listed in your resume. This can be hard to do without sounding like an egoist, but some of our readers who have gotten it right have received phone calls within hours of the employer receiving the application.

Here are two examples:

So, you're just a lawyer? Does that mean you have knowledge and insights into areas that will save me in legal complications later on and that you and your negotiation skills can actually prevent me from having to take people to court which will cost me thousands whether I win or lose?

So, you're just a helpdesk operator? Does that mean you can create information packs and training materials for me to make my products the easiest to use and understand on the market, and add even more value to each sale? Or that you can take over the technical training for any of our staff who are frightened of computers, thereby boosting the productivity, profits and satisfaction levels of my staff?

MISTAKE #3

Long winded resumes. **The faster you get your message across, the more they will like you.** About two minutes is the maximum time spend reading an application - UNLESS you interest them.

Learn the secrets of good copy-writing and your application and resume will be as compelling as a John Grisham page-turner.

MISTAKE #4

Employers always see applications that only talk about the APPLICANT and their skills, not how they will be of benefit to the company. **Your application needs to talk the employer's language.** If the application simply talks about YOU, you've got it wrong.

The way to make sure you've got it RIGHT is to **use the words "you" and "your" in your application more than the words "I" and "my".**

How much more? In fact, there's a simple ratio that you can use which will skyrocket an employer's interest in your application. (Hint: People like reading about themselves - so give your prospective employer what he/she wants!).

MISTAKE #5

Employers are sick of applicants that have little knowledge of the company they're applying to. **The more you know about a company, the easier it is to get the job.**

In fact, the more you know about the company, the more you sound like someone who is there to help, rather than someone who's simply looking for a job.

Secret #2

Just a few simple changes can make your job application 150 times **MORE EXCITING** to your prospective employer! Do this and you'll really **STAND OUT** from the crowd!

How To Make Your Application 150 Times More Exciting To An Employer!

By Acland Brierty

I want you to read this article 150 times!

I'm serious. I want you to do this because I want you to experience what an employer goes through when reading applications for any vacancies.

Now, you may be thinking to yourself that you're not going to read anything 150 times, because you'll be reading the SAME thing over and over again! And that's exactly the point! Plus or minus 10%, most applications for a job are identical. Just the names and dates are a little different.

Essentially they all say the same things.... "I'm good with people," "I'm willing to learn." Additionally, most applicants will have roughly the same skills because most people only apply for jobs they think they have the skills to do.

How can I say this? At our office in Australia, we see hundreds of applications every week, and unfortunately, they all look the same - except for a few. And it's these few that we call in for an interview.

Think about that. If you were an employer, do you want an employee that is simply one of the crowd or do you want someone that **STANDS OUT** from the crowd?

I could tell you right now that your application probably starts:

"I'm writing an application for the position advertised in....."

Or maybe you're being more creative.....

"Your ad in Saturday's paper really excited me..."

The reason why your application probably looks like every other application is you learned how to write applications at school or college along with every other student. Now it's time to consider a different approach - follow are some examples of highly successful application openings which resulted in interviews:

- *"5 key areas where I can help you increase your sales".*
(Salesperson for a music store).
- *"I want you to imagine your customers loading their cars with plants by the bootful...and what's more they vow to come back for more".* (Assistant at a plant nursery).
- *"Genius for hire..."*
(Short-term programmer position).

The point here is you want to start your letters with a powerful opening that makes the employer sit up and take notice. **Remember that an employer is *only* interested in what you can do for them!**

You could be excused for thinking that these openings are over the top, but I can assure you that if you begin using the language of your employer, your application will immediately become 150 times more interesting to your employer.

Secret #3

It's a shame that so many capable applicants **DON'T** make their true value known to potential employers. *Are you one of them?*

Interviews - Illustrating Your True Value To An Employer

by Acland Brierty

M: It sounds like you really teach people how to focus on things that the employer would be interested in - and I can see that if I were in SALES, it would be really easy to say: "I increased sales at XYZ by 15% and I can do it for you." But what if I don't work in sales and can't really measure what I bring to the business?

A: Sure - but I wouldn't say "I increased sales at XYZ and I can do it for you." That makes me sound like an egomaniac. I can show you how to say exactly that but in a whole new way that gets an employer itching to call you - but for now, to answer your question.

You see, it doesn't have to be about sales... it could be about answering the phone or doing the accounts... **every position performs a function that delivers a self-serving result to the employer... you need to know what that result IS and alleviate any fears an employer might have about you and in relation to that position** - and it is *REALLY EASY* when you know how.

M: Can you give me an example?

A: Take accounts payable... the function is the opposite of sales: paying the accounts, but what is the result or BENEFIT of a great Accounts Payable clerk to the employer?

M: Happy creditors? :)

A: Right - you're getting good at this. Happy creditors means the business has a good reputation and that's really important to the employer... we could go deeper and deeper with this but does the reputation thing mean more to the employer than someone who knows how to pay a bill... you bet it does. Do you want me to fill that in some more?

M: Ahuh.

A: Here's what I would build my application around if I was applying for an accounts payable position:

"I understand the reputation of your business is as valuable as any asset on the books. I will ensure that all your bills are paid in such a way that

- your reputation as a fair and reputable business is never tarnished;

and

- my skills in extending terms can free up working capital, allowing your business to expand".

That has to mean more to an employer than "I have 5 years experience as an accounts payable clerk"... don't you think?

M: Yeah - that is really powerful. So anyone can do this?

A: They can if they have the book! ;-)

Secret #4

Most of the people who are successful in job interviews do something that almost *nobody* else even thinks of! You'll find out what right here!

Interview Techniques & Where Most People Go Wrong When Looking For Work

By Acland Brierty

Today we're going to look at where most people go wrong in an interview. Let's start with a true story.

A local restaurant advertised for 2 waitresses. 52 people phoned in response and the restaurateur rejected 48 of them simply by the way the applicants spoke. Some said "Naah" all the time instead of "No"... yet that was enough to miss out on the job.

While interviewing employers for Job Secrets Revealed, many said that they knew within three seconds of seeing an applicant whether the applicant was suitable or not. In other words, everything your Mom told you about the way to dress was right.

It's unfair, but some people don't look quite right for the job so consequently, the interview for these people is mostly a formality. The employer has already decided that you're not what they're looking for and will simply go through the motions in the interview without really listening - unless...

Unless you know what to ask in an interview.

That's right! ***You're allowed to ask questions.*** In fact, many of the people who we place in employment are the ones that asked the most questions in the interview. Job Secrets Revealed has many of the best questions to ask in an interview. Here are a few from its pages.

If an interviewer is focusing on your past, in most cases you're not being considered for the job. You need to ask questions that re-focus on the position you're applying for - and the future.

You can ask questions like:

"How do you see my role ascontributing to your company's growth?"

and

"What else can I tell you that would make it easy for you to see how I can be part of your team?"

See how these questions open the way to for you to sell yourself to the employer?

In summary: don't make getting a job harder than it has to be. If you speak badly, get some help. If you overdress (or underdress) for an interview, talk to someone who can help. Ask questions. You also have to decide if you really want to work for the company you're applying to.

Secret #5

Believe it or not, an employer is *not* really looking for an employee and they **DON'T** really care what you've done in the past! When you understand why, you'll effectively **double** your chances at your next interview!

How To Double Your Chances In An Interview!

By Acland Brierty

- M: You've said that your techniques are just as effective at interviews. Tell me about that.
- A: Well this friend got the interview..he rang the day before and told me that the interviewers were really looking forward to meeting him..that they were impressed with the application and had never seen anything like it before. So, obviously, we had to work out how to handle the interview..that is the next part of the equation and Job Secrets Revealed covers that too.
- M: So your techniques can be used in interviews too? Is that what you're saying?
- A: Absolutely...and I can give you a really simple analogy that ties all this together and illustrates where I'm coming from...would that be helpful?
- M: Ahuh.
- A: OK....this analogy is a bit worn but it sets everything up perfectly...When a customer goes to a hardware store to buy a drill, what does he really want?
- M: Yes. I've heard this one. What he really wants is a hole...the end result, as it were.

A: RIGHT...but most people would say they want a QUALITY drill....or one with a lot of features or the best value for money..the fact is the customer wants a HOLE...all we have to do is find out about the HOLE and we can then give him the perfect drill for the job..and it might be the cheapest, nastiest drill will do the job. Taking it further, the more you can find out about what he is going to do with the drill, the more a hardware salesman can sell him other products, for example picture hooks or framing wire or putty to cover up his mistakes...and there's the key, those extras become really beneficial to the buyer.

Take this analogy over to the job market and to a whole new way of looking at things. So, basically my book shows people how they have been looking down the wrong end of the telescope when it comes to applying for work.

M: Wrong end of the telescope?

A: Sure...they have the RIGHT tools but they're using them the wrong way. Instead of seeing the BIG Picture, they look down the wrong end of the telescope and see a hopelessly small picture. They see an employer looking for an employee and that is the smallest picture I could imagine.

M: Hmmmm..I'm on the verge of understanding how this applies to me and my search for a new job....but I'm not quite there yet...

A: What's missing?

M: Well the drill metaphor kind of makes sense - talk about this a bit more as to how it applies to job applications.

A: OK...what's an employer REALLY looking for? An employee?

M: Ok, I'm not falling for that..NO...so they want a benefit or a result right? But the benefits and results may vary from business to business.

A: Right, and they do vary - but all businesses have one thing in common...they want to make money. And they attempt to do this by using one or all of these things...more customers, higher units of sale, more repeat customers, lower overheads and costs or some other competitive advantage. Probably the last thing they want is an employee. The employee is simply that DRILL that does the job...and you know where most applicants drop the ball?

M: Tell me.

A: They think the employer wants an employee so they talk about the applicant. You know, they say things like "I did this", "I have that", "I am this". Most applicants are hopeless when it comes to telling the employer what they will do for THEM.

An employer is only interested in what you can do for THEM...the more clearly you can articulate that and the more you can overcome their fears and apprehensions about you, the faster you will get the job and become the answer to the employers prayers...so to speak :)

M: OK, I'm starting to see the big picture now...going back to your drill metaphor for just a second - you're saying that the more an applicant can talk about what the employer wants (the hole) instead of talking about themselves (the drill) - the more likely they'll get the job!

Secret #6

How a just a **few minutes** spent at a prospective employers' website could mean the difference between getting the job or not!

Make Your Objective Work For You Online

By Murray Gray

Many people use the 'objective' paragraph within their resume to do the selling of a cover letter. Make sure it says the right things. The objective paragraph is important if you are applying for jobs ONLINE and don't want to include a cover letter.

You should research the company and use some of their keywords in your objective section if you can. This will make your application stand-out from the crowd and make the reader actually read your resume.

Here's an example of how a quick trip to a prospective employer's website improved the power of their objective paragraph and increased the chances of the applicant getting the job.

Here's part of a letter a client of mine sent in for critique:

“The concept of developing and delivering a Learning Management System to employees over the Internet represents a true competitive advantage for companies who want to maximise and build the potential of their workforce. As Senior Director of I/S. I would involve my staff in planning sessions to align the departments objectives with the strategic initiatives of Pathlore. They would be empowered to research and leverage new technology solutions to promote efficiency and reduce costs....”

By this stage, I was already skipping ahead to see how it ended - not a good sign!

So I went to the website of the company they had applied to and they had a Flash demo up there to sell their services that implored: "Where do you start when learning never stops?...Right Here."

They obviously loved the concept of "learning that never stops" as it was also listed on other pages of their site. "Bingo!" I thought. I immediately advised the client to use the phrase in their application as a headline or objective statement.

*"Where do you start when learning never stops?..
Right here with Max Starnier".*

Now, I didn't make this stuff up! It came straight from THEIR website and it's THEIR sales pitch to get clients to use their services. **Simply use it back at them to show that you've done some research and you understand the business.**

Because you're now speaking their language, you'll have the decisive advantage.

Secret #7

Learn how spending a few minutes "reading between the lines" of any job ad means you could get that job even if you don't have all the requirements!

The Trick To Reading Job Ads That Make It Much Easier To Write Applications That Lead To Interviews!

by Acland Brierty

There is a trick to reading 'situations vacant' ads that make it much easier to write applications that get you an interview and the job.

When you see a situations vacant ad it may list things like:

- Good communications skills
- Must have college degree
- Self-motivated
- Excellent phone manner
- X years' experience

This tells you what the business wants, but doesn't tell you what it wants those skills FOR. And that's the key.

Always look at the skills listed in an ad and ask yourself: "What would they want those skills for?" Then look at your own skills and experiences, and address in your application how they can help the employer.

Take "Must have 5 years' experience" for example.

What would they want that experience for? Maybe because the employer feels that you need that length of time to operate the machinery, equipment, computer, software or whatever properly?

So asking for someone with 5 years' experience means that only skilled operators will apply. So the issue is being able to use the equipment properly - *NOT the 5 years' experience!*

In your application you simply illustrate your competence on the relevant equipment. You may have only 2 years experience but you still could get the job.

Another example? What about "Must have degree."

Your solution is simple. Ask yourself - *why is there so much emphasis on the DEGREE itself?*

Why would they want the degree? Specifically, what will it bring to their company? How would it benefit them? The answer to those questions give you the RIGHT approach to take for your application and allow you to overcome the "lack of a degree" problem you may face.

It's not the degree they want. *It's the benefits and results that the degree promises.* Work out what they are, pitch your application there, and you'll have the approach you need to sidestep the degree.

I have used these strategies over and over again to help people get jobs even though they didn't meet all the criteria in the ad. You can use it too.

Secret #8

Learn how you can use *a few simple facts* about yourself to produce **powerful**, interview-getting cover letters!

Case Study: Patricia O'Neill's Cover Letter

By Murray Gray

Patricia, a customer of ours, contacted me to ask why her resume and cover letter weren't working. Based on our book - here's the cover letter she wrote:

Dear Sirs,

Unlike the hundreds of applications you've already read, I'm now not going to suggest to you that I am the best candidate for the job.

Maybe you can find someone with more skills or maybe they have better qualifications... all I am proposing is that we meet for an interview and if you can see how I will be an effective team member through making work enjoyable (maybe even fun.)

All I suggest you do is that before you choose your final candidate, it might be to your advantage - as well as mine - to meet with me and see what I have to offer you. I also have some questions for you as I want to be sure that I will suit your organization.

If neither I nor you can see that as a team we will work out... then all we've lost is 15 minutes of time and we'll both benefit from the meeting knowing we made an informed decision either way.

If I give you ideas or show you skills that maybe you haven't

considered, then our meeting will be advantageous whether you choose me or not.

This text is pretty much taken straight from one of the chapters on conservative cover letters in Job Secrets Revealed, but I'd suggest, unlike Patricia, that you take a little extra time to think about what you have to offer the employer before simply copying a letter.

We took a look at her resume and discovered some incredible things! She had increased sales in the last company she worked for by 28% and reduced implementation time on new projects by 56%. The first thing I thought when I read that was "Wow! And why didn't the cover letter mention any of this??"

We rewrote a significant proportion of her cover letter and I've reproduced an excerpt here:

How employing the WRONG person could cost you...

..An **increase** in sales of 28%

..A **reduction** in implementation time on new projects by 56%!

Washington, 6:30am.

Hello Bill,

Five minutes ago I woke up with the solution for some of your problems you are facing in your [department name] department..

You don't really want a [insert job title] - you want an increase in sales, reduction in implementation time and [whatever benefits the job delivers the company.]

More than qualifications you are looking for results and that's when I realised that I had something to offer you.

I mean, imagine increasing your sales right now by 28% well I

did that for XYZ Company and with my experience in [insert experience] I feel, together, we could achieve those sorts of increases for your company too.

Now I realize these are all pretty big claims so here's what I suggest: If you have 15 or 20 minutes lets get together and.....

This letter is now going to dramatically get an employer's attention, explaining what the applicant can do, and most importantly – it will **GET THE INTERVIEW**. What employer wouldn't want to meet with an applicant who's achieved what this person has?

And the sad thing is that most applicants have similar stories to tell - but never tell it. Instead, they write "me too" applications that look just the same as everybody else's.

This is just a reminder.....

Don't forget to visit www.employment-secrets.com to find out:

- why you should change the way you apply for jobs (in fact, you'll stop "applying" altogether!)
- the **exact** text of an application letter that beat 137 other letters and scored its owner an hour-long interview the day after being received!
- why there is no "right" or "wrong" way for finding a job... only what works. Find out how understanding just this one point can make your job hunting efforts **9 times** more effective!
- and much, much more!

It doesn't matter if you're from Ireland, the United Kingdom, the United States, Europe, Australia, or indeed **ANY** other country! - every single employer in the World has the same fears, doubts, and uncertainty about hiring people.

In "[Job Secrets Revealed](#)", however, you can find out how to turn *that* to your advantage and have them **fighting** to hire you, regardless of where you live!