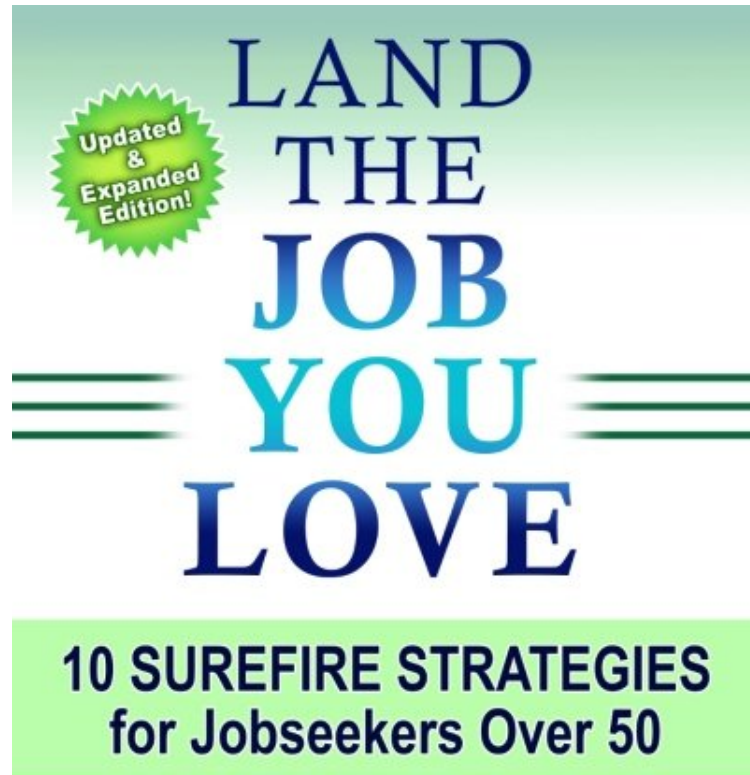


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# Land the Job You Love!: 10 Surefire Strategies for Jobseekers Over 50

Mary Eileen Williams MA

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0 of 0 people found the following review helpful. Over 50? You need to READ this!By Robin Ryan, author and career coachAs a Career Counselor and Author of "Over 40 You're Hired", I read all the books that come out in the field. This book does an excellent job of teaching you key strategies with solid self-marketing to be able to first, define the job you want and second, to land it. If you are 50+ and job hunting, this book should be one you definitely use.2 of 2 people found the following review helpful. This Book Rocks!By Spenser AmadeusJob seekers of any age will benefit from this book. Each chapter builds on the next, leading you on a path of self awareness. Read the book, fill out the worksheets, and by the time you've finished you've built a rockin' resume, are filled with self-confidence, and ready to set the world on fire. When I started reading the book, I was a 55-year-old woman facing unemployment with a fear

that the job market may have passed me by. By the time I finished, I was Wonder Woman!<sup>2</sup> of 2 people found the following review helpful. Great TipsBy IngridLove this product..It's a great resource for career changers and mature people trying to re-enter the workforce. I would recommend it to any mid-level professional who has been out of the workforce for a while.

How well is your job search going? Not getting the results you'd like? If you're a midlife jobseeker, you're probably fed up with being passed over watching the jobs go to younger, less experienced candidates. Yet what if you could learn a few simple, yet powerful job search techniques that would change all of that? What if you could get the skills to successfully navigate the market of today and maximize your chances for landing your next position and, better yet, find work you will actually enjoy? If you think that's unlikely to happen for you, think again. **LAND THE JOB YOU LOVE** will act as your very own career counselor/outplacement coach (minus the time and expense) and provide you with the critical tools and dynamic methods of approach that will help you land that job you've been looking for! Updated and expanded in 2014, **LAND THE JOB YOU LOVE** boasts a new look as well as 14 additional pages of cutting-edge information and proven strategies that will give you the edge over the competition and help you turn your age into an advantage. Rather than spending hundreds of dollars on counselors and classes, **LAND THE JOB YOU LOVE** will serve as your go-to, comprehensive guide for all of the information you'll need for job search success: how to highlight your strengths to best advantage, present yourself with skill and confidence, and make that all-important winning impression in person and on your resume. Each strategy comes with insider tips and action steps where you will simply fill in the blanks and clearly lay out your goals. The critical tips you will learn: The #1 key that can make or break your job search How to stress your achievements and demonstrate the added value you'll bring to your next position How to optimize your contacts and use social media to obtain critical leads and referrals How to proactively target companies and meet key decision-makers How to network your way into the hidden job market How to write the strongest resume for older applicants, grab the reviewer's attention, and highlight your skills and experience How to create a cover letter to immediately draw the reader's interest and make them want to meet you How to respond to difficult behavioral style and age-related interview questions How to make a dynamic first impression, ace the interview, and become the candidate of choice! And much, much more. After weeks (maybe months) of discouragement and wasted effort, you can imagine how good it will feel to watch these easy, yet power-packed strategies make a real and positive impact on your own job search. As America's #1 Interview Coach, Carole Martin noted: **LAND THE JOB YOU LOVE** should be read by anyone over 50 who is out there competing in today's difficult market. This book's up-to-date techniques are certain to produce results! Given today's competitive market and the unfortunate ageism aimed at older applicants, you'll need the right tools to present your talents and skills to best advantage. So learn the surefire strategies that will set you apart, distinguish you as the valuable candidate you are, and turn your age into a value-added advantage. After all, once you've hit 50, you've more than earned the right to be happily employed, feel successful, and create a secure future for your loved ones and yourself.

About the Author Mary Eileen Williams, M.A., NCCC has twenty years of combined experience as a job search specialist, career and life transition counselor, outplacement consultant, university instructor, speaker, and author. As a Nationally Board Certified Career Counselor with a Master's Degree in Career Development, she specializes in working with midlife jobseekers in transition showing them the latest techniques for landing a job in the 21st Century. Mary Eileen makes frequent appearances as a guest expert on both TV and radio and has been interviewed for Market Watch, Money Magazine, Kiplinger and several other national and international publications. She writes a job search column for the Huffington Post at Huff/Post 50. Mary Eileen is also the host/founder of the popular boomer blog and radio show, Feisty Side of Fifty.