



Randy's Work *and You*

February Edition

Dear clients and colleagues,

We are now a month into 2007. Valentine's Day is right around the corner!

I discovered a new website. Jobs 4.0.com is a new job bank for those 40 and over. Job seekers can search for jobs, and employers can post jobs on the website. "Jobs4.0 is the leading source of job opportunities for candidates 40 and over."

"NOW WHAT?"

Are you thinking of making a big change in how you make a living or how you live your life? Are you looking for just what may be holding you back?

I am now a licensed "Now What?" coach. In just 90 days, you can have a new life direction. It is a concrete and time bound process for finding a new path.

After all, as my teacher Laura Berman Fortgang said, "It's not what you do, it's who you get to be."

For more information hit the reply button and type NOW WHAT in the subject line

Copies of all past E-zines are archived on my website. Feel free to pass this E-zine on.

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This month's topics:

- 1. Hot Jobs for 2007**
- 2. Brag About Your Objection**
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1. Hot Jobs for 2007

- **Ten Hot Jobs for 2007:** Fast Company has an interesting list of jobs in the fastest growing U.S. industries, including not-so-traditional jobs:
- **Experience Designer:** Work in the retail industry, creating a shopping experience unique to the particular store/product

- **Medical Researcher:** Most coveted in the healthcare industry are research of cancer, Alzheimer disease, and the development of prosthetics
- **Web designer:** According to Trendsearch.com, the profession is still developing, and 2007 will see a new era of web design
- **Security Systems Engineer:** Employees in the protective services industry can expect to be in demand and a rise in salary in 2007. Individual with a head for engineering and computers can expect up to seven-figure salaries.
- **Urban Planners:** Pre-fab one-level homes for baby boomers are changing the face of suburban America and boosting the demand for urban planners...
- **Viral Marketers and Media Promoters:** Viral marketers are those who know how to build an audience from nothing with little more than rumor and excitement, like MySpace.
- **Talent Agents:** As fame rises for performers and athletes, a new arena opens for their managers, promoters, and general go-to guys. These are some of the most competitive positions in the entertainment industry.
- **Buyers and Purchasing Agents:** The future of the retail industry lies in the hands of the buyers and purchasing agents, according to Trends Journal.
- **Art Directors:** There will be a high demand for the 20 – 30 age demographic for jobs involving painting, lights, cameras, and action.
- **News Analysts, Reporters, and Bloggers:** Publications with an online division now hire three levels of correspondents: print new writers, online news writers, and bloggers.

2. At the Interview, Why not 'Brag About Your Objection'?

By Joe Turner

Here's the scenario:

You're about to have a phone screen or even a face-to-face interview.

Problem...

(Pick one)

- * You've been out of work a long time, (a gap in your work history).
- * You were terminated (fired) from your last job (or any job).
- * You had a worker's comp claim filed.
- * Your skill level at (some skill) may be a little weak.
- * You have a criminal record, a misdemeanor or even a felony conviction.
- * You have some other "skeleton in the closet" they will find out about and you just *know* that this will become an issue.

How do you address this?

Do you address it?

Consider a job interview or a phone screen a "discovery process" where the interviewer is attempting to uncover strengths as well as weaknesses. They will uncover weaknesses. It's their job. So rest assured, if you have any "skeletons" in your closet, they'll eventually come out. Many of us harbor a skeleton or two in our backgrounds. Most are no big deal. Some, however, can become major showstoppers to a job offer.

If you have a "skeleton" in your work history, consider this technique:

Don't wait for a major objection to come up in the interview. Instead, go on the offense and use a sales technique called "bragging about your objection". I learned this sales technique years ago from a very wise and successful salesman and it works.

Here a simple example to demonstrate my point:

Let's say you're selling a car, but the car has a dent in the left rear fender. One approach is to show the car and pretend it doesn't exist, hoping perhaps that the prospective buyer won't notice it. But of course, they do. They bring this up as an objection at the end and you're left to explain it. You're now on the defensive and it's hard to regain any high ground. At this point, the only thing that's on the mind of the buyer is this dent, and possibly the fact that you tried to hide it. End of discussion. No sale.

Alternatively, try this approach:

The seller greets the prospective buyer and begins to talk about the wonderful benefits of this car. But then he stops and says "However, there is one small thing I want to point out right now". He then leads the buyer over to the left side of the car, points out the dented fender, and says, "As you can plainly see, there is a dent in this fender". As the buyer looks it over, there is the human tendency to assess it up front and minimize it. They'll often say something like "Yes, but it's not that bad. Tell me about the rest of the car. " The seller now resumes his showing and the dent has receded in the buyer's mind as a major objection. Of course, if the dent WAS a big problem, the buyer will likely say so at this point. The presentation will be done and little time was wasted on either side.

Conclusion:

You can use this same approach in your upcoming interviews. Much like the dent in the fender, you already know that "no longer working" and "why such a long time between jobs" or whatever your "weakness", is going to be discovered and brought up as an objection. Therefore, at your next interview, "brag about your objection" instead. In other words, take the initiative to bring this objection up near the beginning of the interview. The benefits you gain are that you retain the control; you get to tell your "story" without feeling defensive. You'll also earn respect for being open and honest. Most importantly, they can determine if, in fact, this point really *is* a showstopper. If it is, at the very least, you'll know early on and you won't be wasting further time with this prospective employer. If not, however, you can move on to the rest of the interview. You now know you're a genuine candidate with a shot at an offer since they can't legitimately use this as an excuse later on as a reason for rejection.

By Joe Turner

As a recruiter, Joe Turner has spent the past 15 years finding and placing top candidates in some of the best jobs of their career. He makes it easy for anyone to find and land the job they really want all on their own in

the shortest time possible. Discover more insider job search secrets by visiting <http://www.jobchangesecrets.com> <<http://www.jobchangesecrets.com/>>

3. Boomer Corner: 'Rough time' ahead for boomers as they age

By Kathleen Fackelmann, USA TODAY

About 15 million people, most of them seniors, rely on home-based caregiver services today — a number that is expected to double by 2050, when baby boomers start to require such care in record numbers.

But a new report says many boomers will be scrambling to find the help they need or be forced to go without care and risk a downward spiral that could put them in a nursing home.

There's already a shortage of caregivers in the USA, and that shortage is projected to get much worse, according to the report, *Caregiving in America*, which will be released Thursday by the International Longevity Center-USA and the Schmieding Center for Senior Health & Education. Other studies have identified a shortage of caregivers in nursing homes, but this is one of the first to look at the shortfall of paid workers and family members who care for older people at home.

About 20% of adults today, most of them frail seniors, don't get the assistance they need, and that shortfall is expected to get worse as baby boomers begin to develop arthritis and other conditions of old age, says Robert Butler, CEO of the International Longevity Center. Seniors who go without help at home are at risk of falls and other medical emergencies.

"It's likely to be a very rough time for baby boomers," Butler says.

A second study, this one out Wednesday, says about half of the nation's cities and communities have no plan in place to meet the needs of boomers as they age. That study, *The Maturing of America: Getting Communities on Track for an Aging Population*, says that by 2030, the number of people over 65 will rise to nearly 72 million.

Sandy Markwood, CEO of the National Association of Area Agencies on Aging, which sponsored the report, says cities and towns across the USA must start planning now to provide a range of services that can help keep older people out of a nursing home — such as exercise programs to keep joints healthy and dial-a-ride programs for people who can no longer drive.

Most seniors at home rely on a cadre of friends and family members to help with grocery shopping or other chores, says Larry Wright, director of the Schmieding Center. But boomers face a shrinking pool of available helpers. Wright says boomers had fewer children than previous generations, so there aren't as many adults who can help out. Many American families today also are scattered across the nation, so an older parent might be far from home when a medical emergency hits, he says.

There's a shortage of paid home caregivers now, and there's no indication Americans will be more willing to take these low-wage jobs in the future, Butler says. The *Caregiving in America* report notes that caregivers' wages are among the lowest in the USA. The report says the median hourly wage for nurse aides was just \$10 an hour in 2004, and unskilled home-care workers make even less.

4. Success Story Reinventing at 70

Henderika Tuatagaloa, age 70

After almost two decades of being the top finance at the San Rafael City Hall, she felt that she was more than ready for retirement.

Something happened on her way to retirement living. She got bored stiff. She traveled but that was not enough.

She bought two health clubs and is now embarking on a new journey as an independent businesswoman.

For Hendrika, the concept of retirement as a retreat from life is passé'.

5. Humor Department-- Job Search Woe

Catherine, a RN, was unhappy with her job, so she submitted her resignation. She was sure she'd have no trouble finding a new position, because of the nursing shortage in her area.

She e-mailed cover letters to dozens of potential employers and attached her resume to each one. Two weeks later, Catherine was dismayed and bewildered that she had not received even one request for an interview.

Finally she received a message from a prospective employer that explained the reason she hadn't heard from anyone else.

It read: "Your resume was not attached as stated. I do, however, want to thank you for the vegetable lasagna recipe."

6. Words that Inspire

"The only wrong answer in an interview is a dishonest one."

Randy Block, Career Coach & Coach and Staffing Consultant

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Parachute Associates, American Society On Aging**

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