



SUGGESTED INTERVIEW QUESTIONS

- 1 Tell us about your campaign to put Americans back to work for free? PutAmericaBackToWork.com**
[Answer: We will go and speak for free to job seekers anywhere in America. We'll show them what is working in today's job market and how they can get hired using Guerrilla Job Search tactics.] *Full answer takes 45-60 seconds.*
- 2 What's the first thing people should do in a job search?**
[Answer: Begin with clarity: Target the job you want, the skills you'll use, and the employer you want to work for. Never expect anyone in your network to think for you.] *Full answer takes 60 seconds*
- 3 What is the easiest way to find a job?**
[Answer: Have the job find you. And if you want to be found you have to claim or create a profile on ZoomInfo.com because that's where hundreds of thousands of recruiters look first even before LinkedIn, Facebook or MySpace] *Full answer takes 60-90 seconds.*
- 4 What is résumé lingerie?**
[Answer: A one-page teaser that's designed to elicit interest from an employer because it hits their hot buttons.] *Full answer takes 60-90 seconds.*
- 5 Can you show us examples of Guerrilla Job Search tactics that worked in a job search?**
[Answer: We'll show you two: the coffee cup in a box that produces phone interviews 100% of the time; and we'll show you how to use a simple thank-you note to cleverly deliver a resume and cover letter.] *Full answer takes 90-120 seconds.*
- 6 How can job hunters create a personal brand without spending a million dollars?**
[Answer: Former employer's logos on your resume, testimonials on your resume and on your LinkedIn profile etc.] *Full answer takes 60-90 seconds.*
- 7 How can job hunters penetrate the hidden job market more effectively?**
[Answer: Network with the recently departed. Use Google to find 'former' employees.] *Full answer takes 90-120 seconds.*
- 8 How else can people use Guerrilla Job Search tactics to find a job?**
[Answer: Three ways: Include testimonials in your resume (as all infomercials do), include a P.S. in your cover letter (as all sales letters do), and demonstrate your skills before you're hired (as they do on QVC when selling vacuum cleaners)] *Full Answer takes 60-90 seconds.*
- 9 How can you turn 1 interview in to 5?**
[Answer: Requires the job candidate to research the company's competitors and then ask 1 question in the interview.]
- 10 When should you do when an employer says, "no" or ignores your attempts to get an interview.**
[Answer: 1st – it's not personal, 2nd – no just means not today, 3rd – re-package and re-pitch] *Full answer takes 90-120 seconds. 3 minutes with an example of a new grad.*
- 11 You advocate selling money at a discount. How does that work? And why would a job hunter do that?**
[Answer: Employers hire people for 3 reasons, to make money, save money or increase their efficiency. As a job hunter you need to show them at the hiring you increases their net worth.] *Full answer takes 90-120 seconds.*

