



Job Search Memoranda

JSM Career Coaching's Newsletter

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New Job Seekers "Job Club"

A job club is a supportive environment of many job seekers who want to learn more about job search tactics together, aiding and encouraging their compatriots throughout the process. These sessions are also great for on-going support and accountability in a safe and supportive environment. All of this; plus led and moderated by a Certified Job Search Strategist! Groups will begin with a minimum of four and a maximum of ten job seekers and sessions last one hour.

(If you would like to read the blog article with more detailed information, feel free to click here: <http://jobsearchcoaching.blogspot.com/2009/12/now-affordable-job-seekers-job-club.html>.)

Email me at JulieMendez@jsmcareercoaching.com for more information ASAP! Do you have more questions? Please let me know!

Again, this group is open to all – whether you have worked with me or any other career coach or not. Feel free to pass along the information – I appreciate all referrals!

*****JOB CLUB SPECIAL DEAL: Your 1st month is 1/2 price (\$25)!
CODE: GOALS*****

Yep, I am opening up this deal to anyone who wants to check out our new job club group. Your first month is just \$25! I've had some express interest, so we do plan to start the first job club group this February!

Save the Date for March Teleseminar! Seeking Topic Ideas!

Mark Thursday, March 4th on your calendar – that's the date of our next teleseminar!

What's the topic? This time YOU get to decide! I'm looking for input from all of you – I would really like to make sure these teleseminars cover topics that *you* want.

Please email me at JulieMendez@jsmcareercoaching.com with your theme idea!



Julie Mendez, CJSS

Get Out and Network!

Look here in Every Upcoming Newsletter for New Networking Tips and Ideas!

Military Alumni Groups

<http://www.job-hunt.org/veterans-job-search/military-alumni-groups.shtml>

Downtown Women's Club

<http://www.downtownwomensclub.com/dwc/index.php>

Las Comadres Para Las Americas

<http://www.lascomadres.org/lco/lco-eng/index.html>

Do you have more ideas? Pass them along and I'll share them in future newsletters!

Find Me On the Web!

Email

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Website

<http://www.jsmcareercoaching.com/>

Blog

<http://www.jobsearchcoaching.blogspot.com/>

LinkedIn

<http://www.linkedin.com/in/juliemendez>

LinkedIn Jobseekers Group

http://www.linkedin.com/groups?gid=2464873&trk=hb_side_g

Twitter

<http://twitter.com/JulieMendez>

Facebook

<http://www.facebook.com/home.php?#/pages/JSM-Career-Coaching/188220880293?ref=sgm>

"So, Tell Me About Yourself."

A huge thank you goes to Elizabeth for forwarding this link to me! It's fabulous and I just had to share it with all of you! And muchas gracias to Elizabeth for her notes from the video as well!

<http://newgradlife.blogspot.com/2009/12/job-interview-questions-tell-me-about.html>

If you've gone through my interview coaching sessions, you know that one of the first questions we review is the dreaded "So, tell me about yourself." It's common practice for an interviewer to use this question to break the ice and get the interview started. When done well, you can use this opportunity to set the tone for the entire meeting, which gives you the control to guide the process down paths that sell you most effectively!

My advice is to *always* answer this question as if the employer really said this: "So, tell me about yourself professionally." Interviewers don't really care so much about your personal life at this point (other than to make sure you're not hiding human skulls in your closet).

What they want to hear is **how you are the answer to their problem**. When they ask you this very simple question, what they are really saying is:

- "Please tell me why I should hire you."
- "Why are you better than the five other shmoes I interviewed this morning?"
- "What can you do for me?"

Some of you might have also worked with me on your "30 Second Commercial" or "Elevator Speech." Again, the exact same concept applies.

This particular video is fabulous because it breaks the process down into easily achievable steps. There's no reason to be intimidated by or dread this question any more!

How to Address the Interview Question: "So, Tell Me About Yourself."

1. Brief intro
2. Your key accomplishments
3. Your Primary strengths (demonstrated by these accomplishments)
4. Importance of these strengths to the potential employer. How do these strengths fit the potential employer's needs?
5. How do you see yourself developing these skills for the new employer?
6. Tie-in. (Turn it back around to the interviewer, putting the ball in their court). Asking them a related question, for example.)

I strongly urge each and every one of you to complete this assignment this week. Cover each of these steps and prepare *your* answer to this question. This is one of the most common interview questions out there, so you'll really appreciate it when you walk into your next interview!

(Would you like to review your answer with me and see how we can make it even stronger? Or work on other common interview questions? Email me at JulieMendez@jsmcareercoaching.com for more information.)

Coming Up Next Month

February is going to quite a busy month in our house. While many of you are freezing and buried in snow, we are dealing with a huge heat wave and the oldest out of school for summer vacation! I'm already looking for ways to keep the kids entertained. Oh, and the youngest has decided she wants to potty train. Watch out, next month you might be subjected to an article comparing your job search to cleaning toddler potties!

While all of that is going on, I'm also investigating a new training certification program that I hope to begin in the upcoming weeks, so that I can improve my and able to help each of you even further! Don't forget about the Job

Club starting in February! I'm really excited about this new program and hope that many of you will join me in this new opportunity.

Thanks so much for reading! Stay warm by keeping yourself moving with those job search projects!

Julie Smith Mendez, CJSS

*To remove your name from our mailing list, please let me know!
Questions or comments? E-mail me at JulieMendez@jismcareercoaching.com.*