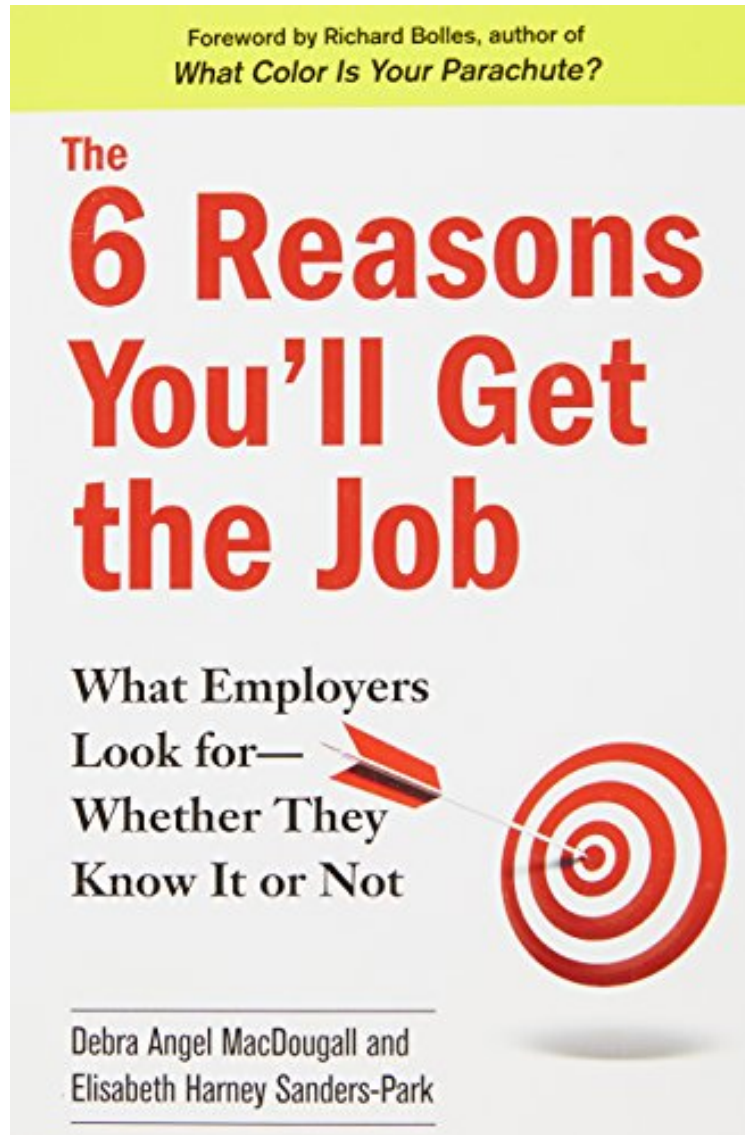


## The 6 Reasons You'll Get the Job: What Employers Look for-- Whether They Know It or Not

*Debra Angel MacDougall, Elisabeth Harney Sanders-Park*  
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What Are Employers Really Looking for? It's Not What You Think. More people than ever are applying for the same few jobs. Surfing job boards and submitting a dozen rsums a day just doesn't work. The 6 Reasons You'll Get the Job shows you exactly how to tailor your pitch and stand out from the crowd so that you get hired. Talent alone will not get you the job. The short list of candidates all have the ability to do the work, so what makes the difference? Whether employers know it or not, intuitively they are always looking for a candidate who meets or exceeds each of six qualities: ?Presentation ?Ability ?Dependability ?Motivation ?Attitude ?Network These qualities may sound familiar, but you'll be surprised at how employers judge them. You'll discover how to promote these six qualities to your advantage so employers take notice. You'll also learn proven strategies for finding jobs in the Hidden Market while your competition is still waiting by the phone. By mastering a few simple, often overlooked techniques, you'll get noticed by the person who has the power to hire you now.

From Booklist MacDougall and Sanders-Park, longtime career coaches, contend that, more than talent alone, employers scrutinize six areas when making hiring decisions, which are presentation, ability, dependability, motivation, attitude, and network (PADMAN). The authors help job seekers see themselves through an employers eyes, noting that persuasion starts where the employer is. The applicant must step into the employers shoes, determine what the employer needs, and devise a search strategy that highlights strength in each PADMAN area. We learn how to minimize the risk an employer takes in hiring us by learning a new skill that can upgrade presentation and other PADMAN elements, how to take what we have done and show employers what we will do to benefit them, and how to tell very short (and true) stories about ourselves to paint a picture of us doing a successful task that the employer needs doing. The authors thoughtful perspective and suggestions are valuable for library patrons seeking employment in this difficult job market. Excellent book. --Mary Whaley About the Author Debra Angel MacDougall is an internationally recognized expert in employment and career development, and is the president and founder of WorkNet International, Inc. She is the coauthor of two books, No One Is Unemployable: Creative Solutions for Overcoming Barriers to Employment and The 6 Reasons You'll Get the Job: What Employers Look for Whether They Know It or Not. Elisabeth Harney Sanders-Park is a leading consultant on career development and the president of Worknet Solutions. Besides her innovative training workshops and programs, she is a highly sought-after speaker and has written many articles and two books on career development, including No One Is Unemployable and The 6 Reasons You'll Get the Job, both with Debra Angel MacDougall.