

YOUR INTERVIEW PREPARATION GUIDE

BY

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**'HEADHUNTER' HIRING SECRETS: THE RULES
OF THE HIRING GAME HAVE CHANGED . . . FOREVER!**

AN INTERNATIONAL BESTSELLING JOB HUNTING BOOK ON AMAZON.COM



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Professional 'Headhunter'

CONGRATULATIONS!
YOU'VE LANDED A JOB INTERVIEW
WITH A GREAT COMPANY!

NOW COMES THE NEXT,
ALL-IMPORTANT STEP:
EFFECTIVELY *PREPARING*
FOR THE JOB INTERVIEW!

Make no mistake about it, today's job market remains one of the most challenging, most competitive, in recent memory. Even the most qualified candidates are still being subjected to an often lengthy and quite daunting job search process. And those candidates who make it to the first, all-important step in the process—**the job interview**—are certainly to be congratulated! But the truth of the matter is, it's at this stage, the job interview stage, that the real work begins.

Blow the initial job interview with the company offering the opportunity by "winging it" or by being ill prepared and that's the *last* interview you will have with them! You definitely will find yourself "out of the running" as far as that hiring company is concerned. So, it's somewhat more than mildly important that you *effectively* and *thoroughly* prepare for your interview, if you want to find yourself among the "finalists" for the position, and perhaps ultimately, being the candidate who actually lands the position.

On the following pages of "**Your Interview Preparation Guide**", which is provided to all candidates we present to our client hiring companies, I detail what we have found to be the *most* effective ways to prepare for your next job interview.

Significant to note is the fact that what we present in this Guide is not something we *hope* works, or something that we *think* might work, but rather, something we *know* works, based upon over a decade's experience working with literally hundreds and hundreds of job candidates and some of the top hiring companies in the world. And, if you closely follow our recommended approach, it can also work for YOU!

Warm Regards,

Skip

OTHER JOB-HUNTING PUBLICATIONS BY SKIP FREEMAN AVAILABLE ON WWW.AMAZON.COM

If you find the information in this Guide helpful in your new job search, you may want to investigate some of the other job-hunting publications by Skip Freeman. All are designed to show today's job seeker how WIN in a still very challenging job market.



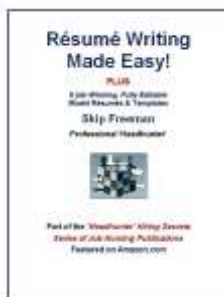
[“Headhunter” Hiring Secrets: The Rules of the Hiring Game Have Changed . . . Forever!](#) is the inaugural book in the “Headhunter” Hiring Secrets series of publications. This ground-breaking **bestseller details how very, very much the job market has** changed, as well as outlines the NEW “rules” of the “hiring game.” Then, it shows a job hunter how to, in essence, become his or her own “headhunter” and WIN in today’s extremely competitive job market!

Available both in *paperback* and *Kindle* editions.



The **[Application Workbook for “Headhunter” Hiring Secrets: The Rules of the Hiring Game Have Changed . . . Forever!](#)** is a *step-by-step guide* designed to allow the job hunter to “flesh out” the tactics and strategies for finding a new job that are featured in the paperback and Kindle editions of **[“Headhunter” Hiring Secrets: The Rules of the Hiring Game Have Changed . . . Forever!](#)**

An invaluable guide that can help a job seeker quickly and easily organize his or her job search!



[Résumé Writing Made Easy!](#) takes the guesswork, as well as the tedium out of preparing your own *professional-quality* résumé. Featured are six résumé “models” (templates) that can easily be adapted to create a résumé that will rival those for which you could easily end up spending hundreds of dollars on!

Kindle edition.



[How to be ‘Headhunted’ by TOP Recruiters](#) details what you must do, and how you must position yourself, in order to be sought out by today’s TOP recruiters.

Kindle edition.

FIRST IMPRESSIONS MATTER, I.E., YOU HAVE ONLY ONE SHOT ON ANY INTERVIEW

HERE ARE TWO STRONGLY RECOMMENDED VIDEOS THAT WILL HELP ENSURE YOU TURN YOUR JOB SEARCH INTO A JOB FOUND!



This 9:43 minute video (by Next Level Exchange) is an exceptional overview of the key elements required for preparing for the job interview. Learn how to set yourself apart from all of the other candidates a company will interview.

<http://www.nextlevelexchange.com/candidate-interview-preparation-video.html>



Peggy McKee, career coach and founder of **Career Confidential**, a website offering tools and advice for job seekers, does an excellent job of advising job seekers how best to answer the deceptively “easy” “**Tell me about yourself**” question, in this 1:38 video on YouTube.

<http://www.youtube.com/watch?v=MbOHZytAqi0>

7 THINGS YOU *ABSOLUTELY, POSITIVELY* NEED TO DO TO *EFFECTIVELY* PREPARE FOR YOUR NEXT JOB INTERVIEW



1. RESEARCH THE COMPANY *AND* THE HIRING MANAGER

Nothing works better for you than knowing a little—or, even better, a LOT!—about the company *AND* the person who will be interviewing you. In fact, many people today will *EXPECT* you to know about the company and the job, as well as to be a little creative with knowing a few things about the interviewer.

Listed below are some of the best places to begin your research.



Virtually every professional today has a profile on [LinkedIn](#), the world’s largest, most popular professional networking site. Chances are excellent, then, that the person who will be interviewing you has posted his or her profile on the site. Make this site your “first-stop shop” when conducting research on the hiring manager.



You can find significant and substantial information about most companies today on [ZoomInfo](#). Do yourself a favor and take a few minutes to explore what you might (probably?!) be able to learn about the company you’ll be interviewing with.



An obvious place to learn more about virtually any company today is to visit its [Website](#). Pay particular attention to such things as market share claimed, special products and/or services offered by the company, new initiatives/acquisitions, etc. Usually, though not necessarily always, you can also access the most current version of the company’s annual report.



You'll also want to take full advantage of your favorite [search engine](#) to learn more about the hiring company. (Of course you're likely to learn both the *good* and the *bad* about the company, which of course, can ultimately be both good and bad for *you!*)



2. PREPARE A LIST OF YOUR QUESTIONS FOR THE INTERVIEWER.

The MOST important question asked during the job interview are oftentimes those asked by *you*, the candidate!

Usually toward the end of the interview, the hiring manager will ask you something like this: "Now, what questions do you have for me?"

The ill-prepared candidate usually responds with something inane such as, "Well, I think you've pretty much answered all of my questions. . . ." The *well-prepared* candidate is ready with a list of *well-thought-out*, key questions for the hiring manager! (See "**Questions Superstars Ask**" at the end of this publication.)

(An interesting aside: One Fortune 500 company hiring manager my search firm routinely works with conducts his interviews *solely* on the basis of questions asked by the candidate!)

Why are *your* questions so important? Key reasons are the following:

They show you . . .

- Are **well prepared**
- Have **intellectual capability** and **curiosity**
- Have significant **insight** and **initiative**

KEEP IN MIND: YOUR MAIN OBJECTIVE WITH THE FIRST INTERVIEW IS TO GET TO THE SECOND INTERVIEW!



3. BE PREPARED TO BRIEFLY ILLUSTRATE AT LEAST THREE OF THE MOST IMPORTANT BENEFITS/SKILLS YOU OFFER THE COMPANY.

The first job interview with a hiring company is NOT about you. Rather, it's about what, precisely, you can offer the hiring company!

As you prepare for your job interview, it's absolutely critical that you continually challenge yourself regarding every assertion/claim you intend to make during the interview, by asking yourself this very important question: **"So what?!"** That is, you must quickly and clearly demonstrate how your skills and value relate to the specific position under consideration—and then make that connection for the interviewer.

An Example

How the typical job candidate presents his/her skills/experience during a job interview:

"I have over five years of successful team management experience in the manufacturing process."

How a SUPER STAR job candidate presents this same information:

"I have over five years of successful team management experience in the manufacturing sector, and as you're quite aware, a well-led, highly motivated team means far less down time for the company, which has a very direct and very *negative* impact on the bottom-line."

Taking the Super Star candidate approach of course will definitely differentiate you from the vast majority of other candidates who are competing for the same position. That means you will have a distinct edge over the competition!

Key areas to focus on when presenting your unique skills and talents include (but are certainly not limited to) the following:

How you can . . .

- **SAVE** a company money
- **MAKE** a company money
- **SAVE and MAKE** a company money
- Improve workflow, efficiency, product/service quality, reduce waste, scraps, rejects, labor costs, etc., etc., etc.



4. BE PREPARED TO *INTELLIGENTLY* ANSWER THE “TELL ME ABOUT YOURSELF” QUESTION.

Don't make the mistake many job candidates make by assuming the “Tell me about yourself” question is simply a “throw-away,” “warm-up” question. It isn't!

As sure as the sun rises in the east and sets in the west, you *will* be asked the “Tell me about yourself” question, usually very early in the interview. Do NOT treat this question as merely a “throw-away,” “warm-up” question! Arguably, it's the *second* most important question that will come up in most job interviews (after the “What questions do you have for me?” question).

If you're at all typical, you'll undoubtedly be thinking to yourself, “Why are they asking me this question? They have my résumé right in front of them? Didn't they take the time to read it?” Good questions, of course, but you'll also be missing the point if you ask them of yourself!

There are several very good reasons why the hiring manager will ask you the “Tell me about yourself” question, key among them are the following:

The hiring manager is attempting to assess . . .

- The ***tone of voice*** you typically use, as well as the ***volume*** of your voice.
- How proficiently you are with the ***spoken language***.
- Your ability to ***“think on your feet.”***
- Your ability to express yourself ***concisely***, i.e., not going off on some lengthy, mind-numbing tangent or attempting to give your complete personal and professional history (as so many, many candidates are prone to do!).

BEST ADVICE

TAKE NO MORE THAN 90 SECONDS TO ANSWER THIS QUESTION! AND MAKE YOUR ANSWERS ARE *RELEVANT* TO WHAT YOU ARE OFFERING, OR WHAT YOU KNOW THE COMPANY IS SEEKING.

WALK BACKWARD THROUGH YOUR RÉSUMÉ, HIGHLIGHTING AWARDS, PROMOTIONS AND KEY PROFESSIONAL ACCOMPLISHMENTS, INCLUDING RELEVANT AND APPROPRIATE NUMBERS AND PERCENTAGES, E.G., INCREASED REVENUE BY “X-PERCENT,” DECREASED COSTS BY “X-DOLLARS,” ETC.

IN OTHER WORDS, SELL WHAT THE BUYER IS BUYING!



5. BE PREPARED TO *VERY CAREFULLY* ANSWER THE “WHY ARE YOU LOOKING FOR ANOTHER JOB?” QUESTION.

If you answer this question with *anything* **NEGATIVE** about your current boss, colleagues or company, expect your candidacy to end right there!

Hey, there certainly is a reason (or more likely, *reasons*) why you are seeking a new job. You and your current boss may not exactly see eye-to-eye. You might need (or want) more money. Maybe you want to be able to spend more time with your family and friends and less time at work. All very good reasons of course to seek a new job, but **keep them to yourself!**

Regardless what the *true* reasons may be for seeking a new position with a new company, you must never, never, never respond to the “Why are you looking for another job?” question with *any* answer(s) that may set off alarm bells in the hiring manager’s head or which may even remotely be *perceive* by him or her as negativism on your part.

Here’s why:

- **Being critical of a current boss or company** quite likely will make the hiring manager believe that it won’t be long before you will be critical of *him or her* and the hiring company. (It is usually acceptable, however, to mention such things as financial difficulties being experienced by your current employer, lack of a coherent strategy, reduced focus on R&D, etc.)
- **Citing the need (or desire) for more money** likely will only make the hiring manager suspect that you’ll go to the “highest bidder,” which makes you much more susceptible to a counter-offer, if he or she decides to offer you the position.
- **Saying that you seek more “flexibility” in your work schedule** can easily make a hiring manager think, “Would this person be coming to work here or to play?!”
- If you say something such as, “**I need to move to this city because my spouse (or child) is chronically ill and it has the best hospitals,**” expect alarms to go off in the hiring manager’s head!

REMEMBER . . .

Just like on *Law and Order*, **ANYTHING** you say during a job interview can and *will* be used against you!

Some **POSITIVE, EFFECTIVE** ways to answer this question include . . .

- Say you are **looking for new challenges**, but be *specific* here about both the *types* of challenges you seek as well as the manner in which you hope to achievement them.
- Mention that **you seek a stronger career path** at this point in your career. (It's OK to say something like this, "While I certainly appreciate the opportunities I've had with my current employer, I suspect that I have achieved all I can at this point. I believe a company such as yours offers a much stronger, more diverse career path.")
- **Express your desire to work for a larger/smaller** (whichever is relevant) **company** because it offers (whatever you seek, e.g., greater diversity of products/services, if considering a larger company, the ability to be more nimble in the marketplace, if considering a smaller company, etc.).



6. KNOW HOW TO FIELD THE “WHY DO YOU WANT TO WORK FOR US?” QUESTION.

The hiring manager already knows why his or her company is a **GREAT** place to work. Now, he or she wants to know, specifically, why **YOU** might also might think that.

While you must certainly avoid appearing to pander to the hiring manager when he or she inevitably poses the “Why do you want to work for *us*?” question, rare indeed is the person who doesn't like to receive positive feedback about himself/herself, as well as what he or she represents. So, when you answer this question, be sure to take full advantage of the opportunity to provide that positive reinforcement and feedback by saying such things as . . .

- “**Based upon the rather extensive research I've done on ABC Company, I have found. . .**”
- “**I noticed on your website that ABC Company recently introduced a revolutionary new product/service that sets a new industry standard. . .**”
- “**Your company's annual report indicates you're a company with remarkable growth potential and I would be very excited to be in a position to contribute to that growth.**”
- “**From what I've been able to learn about ABC Company from talking to people who work here, I know that your company has a genuine focus on workforce diversity. That impresses me and means a lot to me.**”

In other words, answering this question with responses such as these shows that you have . . .

- **Done your “homework”** on the company.
- Have come to the interview **well prepared**.
- Actually know something **specific** about the company (most of your “competitors,” i.e., other candidates for the same position, will not!)

EFFECTIVELY ANSWERING THE “WHY DO YOU WANT TO WORK FOR US?” QUESTION CAN—AND WILL!—IMMEDIATELY SET YOU APART FROM THE “AVERAGE” CANDIDATE, WHO LIKELY WILL GIVE NOTHING MORE THAN A VAGUE, MEANINGLESS, “PAT” ANSWER.



7. BE PREPARED TO EFFECTIVELY HANDLE THE SALARY QUESTION/ISSUE.

The salary question/issue can—and often does!—become the “800-pound gorilla” sitting in the corner during a job interview. There is no reason, however, to be unnecessarily intimidated by it! It *can* be *effectively* handled.

While there definitely are exceptions to every rule, usually, by the time you are invited in to the initial face-to-face job interview, both you and the hiring manager have (or at least *should* have) a rather good idea about what constitutes a “reasonable” salary for the position under consideration. Certainly, the hiring manager knows an amount that he or she is able (and willing) to offer for the position. Likewise, you, the job candidate—if you’ve done your “homework” on such sites as salary.com — should have a pretty good idea of the salary range to reasonably expect for the position.

Nonetheless, salary expectations/requirements can (and often do) easily and quickly become the “800-pound gorilla” sitting in the corner during the job interview. If you haven’t stated your salary requirements/expectations *prior* to the job interview (and I hope you haven’t because you risk “leaving money on the table,” among other considerations, if you have), most hiring managers will, at some point during the interview, ask this “frightening” (to most candidates) question:

“What kind of salary are you expecting or will you require for this position?”

As I point out time and time again in [***“Headhunter” Hiring Secrets: The Rules of the Hiring Game Have Changed . . . Forever!***](#), the entire hiring process is best looked at as

a *game*. To be sure, a very *important*, very *serious* game, but a game nonetheless. The savvy **job seeker** and the savvy **hiring manager** both know that the “salary issue/question” is merely just a part of the entire hiring “game.” Arguably, it’s tantamount to playing poker. If one of the players could convince you to tell him or her the “cards” you are holding, well . . . I’m sure you get the idea.

Face it, money, i.e., salary, will not become a substantive issue for the hiring manager unless and until he or she is ready to offer you the position! So don’t be so ready to “show your hand” early in the “game”—if you can avoid it, of course.

Oftentimes, you can easily and effectively “side-step” the salary question/issue during the initial stages of the interview by saying something like this:

“If, at the end of this process, you are the best company for me and I, in turn, am the best candidate for you, then I know an offer will be more than fair.”

Or, if you are working with a recruiter (“headhunter”), you can say something like this:

“I trust that if we are both interested in moving forward (our recruiter) will help us come to a decision that makes sense for both of us. I am really here to get a feel for the opportunity and department and for us to determine if this makes sense for both of us. I am confident that if you find me to be the best candidate for this position, you will extend me your best and most fair offer.”

Will these responses work each and every time with each and every hiring manager? Of course not; nothing works all the time. But I have found that these approaches work often enough to seriously consider using them when addressing the “salary” question. And that’s particularly true when dealing with the larger, more-established companies and the savvy hiring managers that usually represent them.

However . . . what if you find yourself “pushed into a corner” by the hiring manager. You know the type I’m talking about here . . . the one who repeatedly asks you . . .

“What will it take to hire you?”

“What do you make now?”

Rather than risk alienating the hiring manager at this point, and therefore be “out of the running,” consider saying something along these lines:

- “Mr./Mrs. Hiring manager, I am currently receiving X in annual salary, along with Y in bonus, Z in commission, and I also have a company car. So, honestly, I am unable to determine what the offer should be at this stage until I understand more about the position. That said, though, if and when it comes to making an offer, I am sure it will be a fair salary based upon one’s experience and the requirements of the role.”

MOST GOOD COMPANIES DO NOT EXPECT TOP CANDIDATES TO CONSIDER TAKING A STEP BACKWARD, OR EVEN LATERALLY, WHEN IT COMES TO SALARY.

SOME OTHER KEY CONSIDERATIONS



DRESS FOR SUCCESS! (OR AT LEAST DON'T DRESS FOR FAILURE!)

Sure it's a cliché, but like virtually all clichés, it's nonetheless true: To become successful you must *dress for success!*

Forget about your “normal” dress! Dress at least as well as—and preferably, even better than!—employees at the company you'll be interviewing with. (Suggestion: Call up the company operator to learn how employees typically dress.)

Make sure your shoes are shined, nails neatly trimmed, hair recently cut and/or styled.

And, oh . . . go easy on the perfume and/or aftershave!

Make sure your breath is fresh too!



ALWAYS BE CLOSING! (ABC)

I can hear some of you right now saying, “Closing? Hey, I'm not in sales!” *Au contraire*, my friends. During a job interview you definitely *are* in “sales,” or at least you better be! And the product you're selling is YOU!

Take every opportunity to ask for “next steps” in the hiring process.

Demonstrate your enthusiasm, and frequently “ask for the order,” by saying things such as . . .

- “I like what I've heard here today and am very interested in moving forward.”
- “I understand you are looking for someone in this role who has A, B and C, and as we've discussed, I have experience in those areas and have demonstrated considerable success.”
- “Before I leave, are there any more questions about my qualifications that I can clarify or expand upon for you, in order for you to better assess my fit with your team?”
- **Always make this your “closing line” for a job interview :** “I can achieve, I can do, I've done it before . . . and I can do it for you!”



BE SURE TO TAKE NOTES DURING THE INTERVIEW

Bring a pen and paper with you to the interview and actually take notes! This will underscore that you are both engaged in and very interested in the career opportunity you are seeking.



BRING EXTRA COPIES OF YOUR RÉSUMÉ

But, you're probably asking yourself at this point, don't they already *have* copies of your résumé? Sure they do, but what if you suddenly need to hand one to a person (or persons) who might join the interview? Plus, you might find it necessary to refer to your résumé yourself during the interview.

Note: Place these extra résumé copies in a nice folio.



LEAVE YOUR CELL PHONE IN YOUR CAR!

Can't live without your cell phone nearby? Well, this is one time you better make it point to live without it. Nothing, absolutely nothing, can send a job interview south quicker than having your cell phone ring (or ping or make some other "unique" sound!) during the interview.



NEVER, NEVER, NEVER BE LATE!

If you show up late for a job interview—sometimes even if you actually have a good excuse!—suffice it to say that you definitely will be starting out on the wrong foot and you're likely to spend the rest of the interview trying to make a *positive* impression.

How to avoid the risk of showing up late: Show up **EARLY!**



REHEARSE, REHEARSE, REHEARSE—WELL *BEFORE* THE INTERVIEW!

Want your answers to key interview questions to sound “real” and genuine? Then, write down the answers to the questions you *know* you will be asked, as well as those you can reasonably expect to be asked, and then rehearse, rehearse delivering them. Then, rehearse them some more!

Practice giving your answers with your spouse or someone else you know will give you honest feedback!

Never go into an interview and simply “wing it.” That approach is strictly for the birds!

AND STILL SOME OTHER KEY CONSIDERATIONS

- If you are having a **TELEPHONE** interview, do **NOT** use your cell phone! Use a **landline** and situate yourself in a room or other place that is quiet. If you are using a cell phone for the interview and the battery suddenly runs out or you lose the signal . . . well, not a very good first impression.
- **No one**, particularly the hiring manager, **should ever have to wonder if you really want the job you’re interviewing for!** You can guarantee never to leave this issue in doubt by *consistently* showing passion and commitment!
- **Understand that talent and experience, alone, are NOT sufficient to be considered for top jobs in today’s job market.** Do whatever is necessary and appropriate to clearly and quickly demonstrate to the hiring manager that, in addition to being an “A+” talent with valuable experience, you also bring that extra “something” to the table, e.g., big ideas, exceptional ability to think “on your feet,” an engaging, *likeable* personality, etc.
- **Don’t you just hate it when the person you’re talking to “hems and haws” during a conversation?** So do hiring managers, so *know* what you are going to say during the job interview well *before* you engage in the interview! (See “Rehearse, Rehearse, Rehearse” in the previous section.)

QUESTIONS SUPERSTARS ASK

Not quite sure the types of questions to ask during a job interview, or how to phrase those questions for maximum effect and the most positive impact? Consider below some of the questions **SUPERSTARS** routinely ask!



“Would you please describe a typical day and week for a person in this role?”

“What are the top two or three issues you would like for me to get involved with on ‘day one’?” or “Is there a particular training issue or performance challenge that you would need for me to think about and tackle on ‘day one’?”

“What is your vision for the team over the next one to three years, and what do you see my role being in helping you to accomplish that vision?”

“What, in particular, did the person in this position prior to me do especially well, and what do you wish they would have done differently or better?”

“What attracted you to the company, and what do you consider are its strengths and weaknesses?” or “I understand that you have been with the company for 11 years. That is impressive in this day and age. What are the things that you find exciting about the company and keep you and others motivated day in and day out?”

“Could you tell me a little about the people on the team that I would be interacting with on a routine basis?” or “What is the background of those I would supervise?” (If a manager’s position.)

“Could you please describe for me your management style and how you like for your subordinates to communicate with you?”

“I understand that XYZ and ABC are two of your largest competitors. How does the company contribute to the thought leadership in the marketplace, in order to differentiate itself from these two competitors?”

“What do you consider to be the company’s ‘killer’ application (or product or process)? What percentage of market share does it have? How do you think we could make it even better or capture more market share?”

“In your opinion, what makes this company a great place to work?”

“When you fill this position, what are the success factors six and twelve months down the road that will tell you that bringing this person onboard was the right decision?”

“What, in your opinion, separates your most successful design engineers (or another appropriate position) from the ones that haven’t been as successful?”

“What do you think would be the biggest challenge for someone with my background coming into this position?”

“Based upon our conversation, I understand the team has achieved double-digit growth every year for the past four years, which is quite impressive. What do you feel are the main contributors to that success?”

ABOUT THE AUTHOR

Skip Freeman is the president and chief executive officer of [The HTW Group](#) (Hire to Win), an Atlanta, GA, Metropolitan Area Executive Search Firm. In that capacity, he is consistently among the top executive recruiters in the nation, on the basis of total candidate placements. Over the last decade he has successfully completed more than 400 executive search assignments. Specializing in the placement of sales, engineering, manufacturing and R&D professionals, he has developed powerful techniques that help companies hire the best and help the best get hired.

He is a 1976 distinguished graduate of the United States Military Academy, West Point. He served as a commissioned officer in both the U. S. Army Corps of Engineers and the U. S. Army Chemical Corps. Assignments included serving as platoon leader of a combat engineer platoon, command of a Nuclear, Biological and Chemical group and as a chemistry instructor at West Point. Skip was awarded two U. S. Army Commendation Medals, a Meritorious Service Medal and a Humanitarian Service Medal.

Skip is a lifelong student of leadership, people and the principles of success. While serving in the U. S. Army, he also earned a Master of Science degree in Organic Chemistry from The Georgia Institute of Technology and a Master of Business Administration degree in Marketing from Long Island University.

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