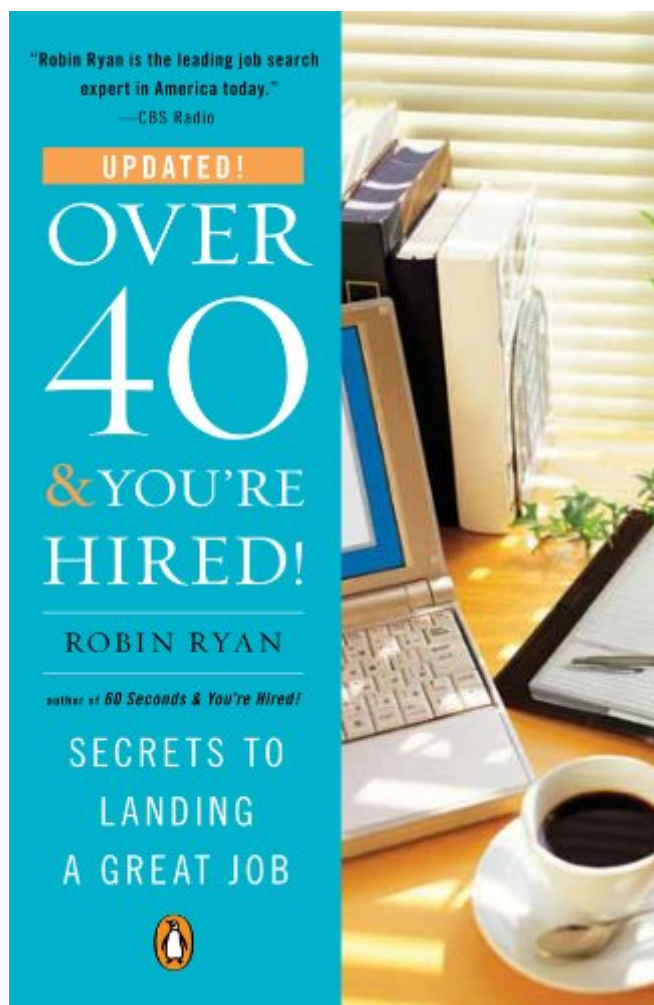


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# Over 40 & You're Hired!: Secrets To Landing A Great Job



## Synopsis

Robin Ryan has the inside track on how to get hired. ABC NEWS If you are over 40 and struggling to land a new job, you're not alone. It's a whole new ballgame out there, so America's top career counselor has perfected a market-tested program to help you stand out effectively and appeal to employers amid age discrimination and floods of competition. In *Over 40 and You're Hired!*, Robin Ryan draws on her 30 years of direct hiring experience, 20 years as a career counselor, and her extensive relationships with hundreds of recruiters, decisions makers, and HR professionals to give you the skills and tools you need to revitalize your career and secure a new, better-paying job. She covers:

- How hiring has changed and what you need to do to compete
- Ways to tap into the the 80% of all jobs that are never advertised
- LinkedIn strategies you need to use
- Successful formats for creating a winning Resume and Cover Letter
- Answers to tough interview questions
- Effective strategies to overcome age discrimination
- Proven salary negotiation techniques
- Effective strategies to present yourself as the candidate to hire
- Networking techniques to get in front of decision makers
- Inspiration and motivation to foster your success!

Targeted and strategic--a real winner." Business Radio Network Loaded with great tips and a valuable bonus section available only to book buyers. Long Island Press "If you use Robin Ryan's advice, you definitely fly by the competition." KING-TV News Robin Ryan is America's leading authority on how to get hired in today's job market. The Arizona Republic From the Trade Paperback edition.

## Book Information

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## Customer Reviews

Finally -- a book that recognizes the difference between a first-time job seeker and a seasoned professional! I just read this book over the holidays, and it has changed my whole approach... I've re-written (and re-thought) everything, from my resume & cover letter to the way I am conducting my search. This book just oozes credibility and effectiveness...I cannot recommend it highly enough. Thank - you, Robin Ryan! Expect to be hearing from me soon!

This book was a big disappointment. The "tips" and wisdom from the best career coach fell short of my expectations. She assumes that everyone over 40 is a high-level professional. Sorry, but that is not always the case. I found no new information in here - no good suggestions on how to update a resume either. I was just amazed that she also quoted herself - in her own book - at the beginning of every chapter! There are lots of other good choices out there - don't waste your money!

I read Robin's book *Over 40 and You're Hired* a year ago and have since recommended it to both friends and family. While I am not changing jobs, I found many of the techniques in the book can be applied to negotiating salary and benefits in my current position. I do have friends - over 50 - who are in the job market due to layoffs and have strongly recommended this book to them to help rewrite outdated resumes and rethink how they present themselves in interviews. The advice is down to earth and is immediately useful. I also saw Robin's presentation on KCTS 9 and that reinforced many of the ideas in the book - so much so that I went back and read it again. If you are thinking about changing jobs, looking to replace a job, or just want to freshen up your image and attitude in your current job -- this is the book for you.

What was most enjoyable to me about this book was the easygoing and unintimidating attitude in which the author has approached today's job market. I have also viewed Robin's show on KCTS9, and I appreciate her positive approach toward getting back "out there" in the working world. I have found her suggestions to be positive, convincing, and relaxing. In all, a very positive

experience!Marie

I am an over 40-something job seeker; like many people these days looking for work not by choice but because of "ax swinging" at a company I worked for. And as many have also experienced, being a product of ax swinging over 40 has been scary for me. I have read a number of "job hunting" books, I won't mention titles but a number of the more well known ones. This book is the first one I have read that helps take the "scary" out of the whole situation. I am still in the initial stages but I have done a quick read through the whole book and I really like the way Robin comes across as someone who genuinely wants to help me get back to work; as if she were saying, "hey I know where you are coming from I can relate" sort of thing. I have several job hunting books on my shelf right now; this is the one I've been reading the most lately. And I do not normally make it a point to leave comments on every book I buy on ; I do it rarely. But I am leaving comments here because it's a great book and worth the investment. Robin didn't hire me to write this, I don't even know who she is really. But I know a good book when I see one!

I got the book from the library, so definitely was worth the price (!) and used it as a guide to redoing my son's resume and cover letter. Then I made him practice the interview questions (not the ones for over 40, but most of this book works for everyone). He has had several interviews since we redid the resume. In his line of work, I think that means he got to the top of the pile of probably 1000 resumes! He also said he feels more comfortable in interviewing since he practiced answering some of the questions with his girlfriend. Extraordinary times call for extraordinary measures. Employers are being total jerks because they know they can do it, people will put up with multiple interviews and grueling sessions to get a job. (Ah, for the good old days when they just hired you if you could breathe.) So, even though you are the same potential employee with or without a good cover letter and interview practice sessions, you have to do this stuff to get hired. Very sad. But I do think the recommendations in this book work, as he wasn't getting any interviews before (even though he really didn't have a bad resume). Still doesn't have a job, but we're hopeful. I was a hiring manager in the 1990 recession, and I probably got 600 resumes for every engineering job opening at that time. I know that you throw out boring resumes really fast when you have a pile of 1000 to go through. READ IT.

I am not looking for a job though I do seek other opportunities in my current position. Ms Ryan's book is a great tool for planning your next career move. I saw her featured on a KCTS-9 seminar on

this topic, and later reading her book reinforced themes I learned from her seminar, most of all -- strategy, planning and preparation. Reading the book left me with a 'can-do' attitude and I used some of these tools when negotiating a baseline in my project's performance goals. It is a good and easy read. I am giving a copy to a friend to help in a job search!

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