

Do you make these mistakes in job interviews? —BY GARY BENCIVENGA

NEW YORK—Do you know why you should *never* eat a spinach salad when you're being interviewed over lunch?

If you're a man, do you know why you should *never* wear a *gold bracelet* to a job interview?

If you're a woman, do you know the kind of blouse that makes interviewers of both sexes think you're a loser?

According to a new report, these are examples of innocent mistakes almost everyone makes when job-hunting. But they're small potatoes compared to the most common mistake of all—*not knowing how to position yourself as the #1 candidate in an over-crowded field.*

Here's the problem. Competition for white-collar jobs has grown so fierce that a single help-wanted ad in a major newspaper can pull in 2,000 resumes. That's seven large mail sacks bulging with resumes—from a single ad.

How can you beat odds like that?

This is the key question addressed by a riveting report that's just been released, *Interviews That Win Jobs.*

Privately published and not available in bookstores, this quick-reading report is based on extensive research with hiring executives, recruiters, outplacement officers and other top experts on how to land lucrative job offers in today's tough white-collar job market.

The report incorporates the results of video-taped studies, conducted through two-way mirrors, by top placement services. These studies have identified what *the most successful* job candidates do differently than others to win many more job offers.

The report also spells out today's most powerful strategies for winning the job over hordes of others, some of whom are bound to be better qualified than you. It shows how beating the odds can be much easier than you'd ever imagine *IF* you apply some simple rules of *effective self-marketing.* Since so few candidates know these strategies, they give you an almost unfair edge. For example:

- Why, according to studies, candidates with the best qualifications "on paper" usually *don't* get the job. You'll learn the factors that count for much more and how to use them to gain an enormous advantage.
- The simple 12-word sentence that will make you the #1 candidate more often than you'd ever believe.
- 11 ways to get interviewers to *like* you. (People only hire those they *like*)...25 biggest interview *turnoffs.*
- Interview Etiquette Checklist:* Many "unwritten" rules you may be breaking.
- Worst times to schedule an interview. Your odds of getting hired are *very* low.
- A simple strategy to make yourself *three times* more likely to get hired.
- As revealed in *Forbes*, there's one *quirky* personality trait 98% of interviewers *love* to see. *Let them!*
- The mistake made by 90% of those fired from a prior job. *It can guarantee you won't be hired again soon!*
- How to skyrocket your number of job offers by making interviewers feel *SAFE* in hiring you.

The report also reveals how to make nervousness and body language work *for* you....How to wow them with your qualifications without sounding braggy....The three qualities interviewers prize *most*, and...How skilled interviewers can detect when you're lying or "stretching."

There's more: How to get strangers inside the company to put in a good word for you....Best ways to establish rapport with interviewers, and...How to avoid numerous

little traps, sometimes placed in your path on purpose.

Finally, the report gives you a masterful way to "close the sale"—the single best strategy for making the short list of finalists, becoming the #1 candidate, then getting invited back to hear those magic words, "*You're hired.*"

Job-seekers interested in gaining every possible edge can obtain this unique report for only \$49.95, on a risk-free, money-back guarantee basis, by calling the toll-free 800 phone number below.

5 Free Reports for USA Today Readers

Readers of *The New York Times* who respond immediately will also receive these five additional free bonuses:

FREE BONUS #1: *How to Answer the 64 Toughest Interview Questions.* Currently selling nationally for \$49.95, this freebie reveals the favorite "terminator" questions companies use to whittle down long lists of candidates. It tells you how to give the kind of answers hiring executives *love* to hear. For example, it reveals exactly how to respond to tough questions such as: *Why should I hire you?* *Where can you use some improvement?* *Aren't you overqualified?* *Why have you been out of work so long?* *Name two weak points of your previous boss.* (Beware—a trap!) *What would you do over in your life?* *How do you feel about working nights and weekends?...Will you relocate or travel?* (Even if you won't, DON'T say no yet!) *How many hours a week do you normally work?...plus dozens more.*

You'll see how to turn all these questions to your advantage with masterful answers *in your own words*, so they don't sound canned. You'll walk into any interview feeling much more confident and make a stronger impression. This is like having the answers *before* you take a final exam.

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