

**Dotsie Bregel,
Founder and CEO of
The National Association of Baby Boomer Women
(NABBW)**



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Presents

**Baby Boomers:
*The Path from Job Loss
to Re-Employment***

With

**Carol Orsborn, Ph.D.,
And
Amy Hoster**

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Dotsie: Hello and welcome to the call. I know that we have both Carol and Amy on the line, so that's great. We're going to interview Carol first and then we'll move on to Amy.

For those of you who don't know me, I am **Dotsie Bregel**, and I'm founder of the **National Association of Baby Boomer Women** which can be located at www.NABBW.com and www.BoomerWomenSpeak.com which are the number one sites on major search engines for baby boomer women. My passion is educating and empowering women at midlife. I've been doing that since launching www.BoomerWomenSpeak.com in 2002. I love to create opportunities for women to explore their passions and live life to the fullest. You can find out a lot more information about me, and the association, and the Web sites online. So instead of taking up time to talk about that now, I just encourage you to visit the sites.

If you're on the call and you're not a member of the [NABBW](http://www.NABBW.com), the fee to join is typically \$75.00. But if you are on this call and are interested in joining, we'd be happy to send you a link to join for \$50.00. All you have to do is email info@nabbw.com and we can send you that reduced link to join.

This teleseminar today is just one of many. We have over 65 teleseminars archived in the **Members Only** area at www.NABBW.com. They range in topics from employment, which we are talking about today—actually re-employment—to one with a top surgeon in Manhattan for having different procedures done to our faces and our bodies, etc. And we also have lots for women entrepreneurs at midlife, and heart and health care, etc. Those are all yours when you become a member of the association and they're archived. You can either listen to them or read them, because we've had them all transcribed.

Let's get started. I'd first like to introduce **Carol Orsborn**; Carol, are you there?

Carol: I sure am.

Dotsie: Okay good, I'm going to read your bio then we're going to talk about this.

Dr. Carol Orsborn, Ph.D., is an author, marketing veteran and thought leader on issues related to marketing to boomer women, adult development and quality of life. She serves as [www.VibrantNation.com's](http://www.VibrantNation.com) senior strategist, and blogs

regularly for the peer-to-peer information sharing website for smart, passionate women 50 plus. She's previously served as senior partner with a marketing to boomer women firm affiliated with the top 10 agency as the senior vice president with a global public relations company and as co-founder of an international initiative dedicated to internal and external communications targeting the boomer generation.

In the late 80s, she founded the self-help organization, *Superwoman's Anonymous*, which is the pioneer of simplicity, life balance, and consciousness movement. She's the author of actually 16 books on generation-based issues in work and life; including her latest book which we are going to be talking about today. She received her Ph.D. from *Vanderbilt University*, and she served on the faculty of *Georgetown University*, *Vanderbilt University's Leadership Development Center of the Owen Graduate School of Management*, *Loyola Marymount University* and the *Doctoral Program in Organizational Leadership at Pepperdine University's Graduate School of Educational and Psychology*.

Okay Carol, welcome to the call, how are you?

Carol: Oh my gosh; you know, this just reminds me of how long I've lived!

Dotsie: That's a good thing.

Carol: That is a very good thing! Enough degrees though...enough books!

Dotsie: Okay tell us about your book; just like the title, and what moved you to write it, and then we're going to jump in with some questions about how the boomers are being affected by this recession.

Carol: Oh sure. The book is called, "**The Year I Saved My (downsized) Soul: A Boomer Woman's Search for Meaning...and a Job.**" The book is a memoir of a period of my life, not that long ago in fact, at the very beginning of the recession before we knew it was a recession, when the global company I was working for was looking at downsizing and you could feel the tension in the air. I had the feeling I had a big bulls eye on my back because I was one of those people who was a thought leader, but I didn't have billable hours to show for myself. It wasn't part of my job description, even. And so I've written...many of these books are advice books about how to live a better life, how to be resilient, you know, spirituality and success. And when this was coming down the pike at me, my spirituality kind of flew out the window, and I had to consciously retrieve it. So every night during this period of being downsized, job hunting, and then a happy ending to the story, I journaled, and tested my spiritual principles and found out which ones worked in a period of transition like the one we're in as opposed to which ones were "nice ideas."

Dotsie: Okay good. Let me just explain the way this is going to work. Carol is going to talk a little bit about what happens to us personally and how to go about managing a layoff, or just what we go through in our minds, and also spiritually, and how we can make that spirituality work for us. And that's the first half-hour. And then the second half-hour, Amy Hoster is going to talk more about specifics. Okay, we've been laid off, we've lost our job. We've learned how to take care of ourselves, we're going to work on that. And so now, how do I get another job? What do I do about job fairs and what do I do about my resume that hasn't been updated in years, what do I talk about on an interview, etc.

So first, if you could just tell us Carol, how are boomer's jobs being affected by the recession?

Carol: Well we have been very terribly affected at a time when many of us have simultaneously seen a lifetime worth of savings dwindle. So it is not a great time for us either work wise, or financially. The men of our generation have done somewhat worse than us. Women have held in there a little bit better. But the issue is that there is still many, many of us who have been downsized, and when we are downsized, many studies are showing how boomers are much less likely to get a job. The amount of time that they are going to be unemployed is going to be longer than people of other generations generally, and I'm sure Amy is going to have some ways to cut the time down. And I have some things that will help you through the transition no matter how long it takes.

Dotsie: Okay. Talk to us then about some of the attitudes, and what accounts for the differences in the way one person might handle a layoff compared to another person.

Carol: That's a really good point. Social scientists have been studying people who are resilient, people who are faced with much greater things and challenges. I don't want to minimize what we are going through, but the people of studies were survivors of the Holocaust, gang members who resisted being in gangs, people who have lost loved ones, I mean there were all kinds of challenges that were faced in their lives. What they have found is that there is a through line of things that people can do to make this period of their life go better for them. And again, I didn't go through this as a social scientist. I went through this as an individual sort of stumbling and bumbling my way through. So I'm going to try and share both with you at the same time.

The very first thing you have to remember to do is breathe. I have to say when you are hit with an unexpected blow, especially those of us who were at the peak of our careers and thought we would be celebrating with laurels in our hair instead of pink slips, it's really important to know that you are not alone, and that you will survive, and to take the time to grieve this loss. It's a huge loss, and I think the mistake I made is I thought that I wasn't even going to take that moment to allow myself to feel sadness and to be really kind to myself because I thought I

would just jump right off of one horse that was trotting full speed head on to another horse that was even running faster. Again in my case, I immediately put out a bunch of emails and thought I would be snapped up immediately. I don't know if it was good news or bad news, but I got an immediate positive response. But the thing was that in this economy, some of us are getting job offers from people who really think that they want to hire us, but it is such a volatile market right now that job offers are not always coming together when you expect them to come together. So it's very easy if you don't get snapped up right away to start to think that you really have failed, and that there's something wrong with you, and I went through all that kind of stuff. A turning point for me was when my husband, who is a great support to me always, but especially during this time of trial and transition, said to me, you know, I was wailing around, I was broken to the core, I'm in bits and pieces on the floor and he looked at me and he said, "You know Carol, it's the economy that is broken, not you."

Dotsie: Right. I remember seeing that in your book and also on one of your lists of the 10 topics that you talk about, and I think it is such a great comment. And I think so many people need to hear that because you do take it personally when quite frankly, it's really not. There is just so many other that are happening beyond our control. But it does boil down to one person, or many people losing their job and how do we interpret that? So good interpretation is that it's the economy that is broken, not us. But where do you go from there? You kind of say, okay, that's true, but I need to pick myself up. I've got to present my best self, and how do I do that when I'm feeling down and broken?

Carol: Okay, so step number one is that you've got to tell the whole truth. So you take your fair share of responsibility. If there were reasons or things about you or your expectations, or how you're being on your job that weren't working for you that may have contributed obviously, it is a great moment for soul searching. I know that for me, the truth was that I wasn't doing what I really wanted to be doing anymore. I didn't really want to be in a corporate environment anymore. You know you don't want to talk about it I guess as a gift, but on the other hand, I guess I would call it a wake up call to ask myself, you know, well what is it that I really want? Forget about how it looks to other people or what I think I deserve and all that.

The second thing is—and I don't know where Amy stands on all of this because right now we have sort of a split in our spirituality as a generation—but many of us still think positively when we can, you know, and I do my best to be positive, and to think positive. But I also came to understand that there are limitations that many of us are facing and some of us are facing them for the first time. Some of us have not had to deal with age discrimination, which again, you ask what our generation is facing and study after study says that age discrimination is real. Not that you can't get around it, with some cleverness, some luck, and strategy, which I think Amy will supply us, but the fact is that happily I come from a spiritual philosophy that honors limitations and talks in terms of what are achievable

dreams. So I think that this notion of embracing limitations as a spiritual stance can be helpful for us. There is a great philosopher, Raoul Vaneigem who said that without a bank there would be no river. And so I keep that in mind as I think to myself, well, you know, the dream...I once wanted to be a Broadway dancer, you know? <laughter> That didn't happen for me either. Can I tell you a little story to illustrate?

Dotsie: Yeah sure, go ahead.

Carol: One of my good friends of a few years back said that she really, really wanted to be a poet and that she felt that what she had to write was so deep and so wonderful that the world would support her in it. And so many of us tried to talk her out of it because she had a very secure job; actually, it was with the Social Security Administration and we said, you're just a few years from retirement, for heaven's sake, just hang in there, you know? But she said, "No, I've got this passion." And so she went to her Aunt and her Aunt said to her, "You know dear, when you look into your heart, it sometimes works out better for you financially if there is a financial banker inside."

Dotsie: Very good advice! That's true because you know at the [NABBW](#), we often talk about following your passion, but you do have to be realistic. And I think that our generation wants to follow our passions at this stage of the game, but because of everything that has happened financially in the world, many of us are just saying, oh my gracious, we're behind how many years now with retirement, or whatever, and you know, we're not able to follow the passion as much as we would like to just yet.

Carol: Well you know I think I would like to respond to that and say that what we need to do is become passionate about achievable dreams.

Dotsie: Right, that's a good point; that a very good point.

Carol: Right. We still need passion. I don't want to do anything without passion. I'm the kind of person that if I have to wash the dishes, I'm going to find some way to make it passionate. What we are as a generation, you know, we're resilient. We're resourceful and resilient so that we do have the ability to become flexible and adapt to changing circumstances. Somebody once said to me...she was looking at poop all over the place and cheering! I said why are you cheering at all of this poop, and she said you know, I'm cheering because I'm looking at all of this poop and I know there's going to be a pony near by.

Dotsie: There you go! Well, how is it possible to keep your spirit up while job searching and what if you've let it get you down?

Carol: Well first of all, I do surround myself with people who love me and believe in me, and you have a website and also Vibrant Nation where I'm a senior

strategist. Now that's a happy ending to my story. I think that the surprise for many of us is how much support we can get online, as well as, in person. I think it's a whole new tool kit than we've had in the past and it actually allows us to reach out beyond—I mean I may have had great friends, but I didn't have a friend in my own personal network group that had a friend who knew of a website in the social marketing space that needed an expert, you know. We become so niched in what we are that we need larger and larger communities to help us out. And so I think that the Web, if you're smart about, you know, finding out who are your peers on the Web, I think there's this, there can be this sense of abundance. I certainly see it in the boomer world that you and I are in, you know; boomer marketing and boomer spirituality world. There seems to be a sense of collaboration and of wanting to help each other much more than I remember when I was younger in many of the fields that I was in that were much more competitive.

Dotsie: Yeah, and you know Amy is going to talk about the idea of using Social Networking to find jobs at midlife, so you know, in addition to the forum communities, there is also the social networking that needs to be a piece of all of this. Not necessarily for support, but for opportunity.

Carol: So let me just skip to another attitudinal thing because I'm sure Amy's going to have that covered as well. And that is, the other thing that I learned is that, ah, okay, so I grieved, I cried, I nurtured, I did all that good stuff, and I kept waiting for my great attitude to descend before I would start reaching out. And what I found out is that sometimes you have to start taking action before your thinking positively.

I learned this great exercise from a friend of mine who talked about bracketing the pain. And that is, you know, we tend to go to extremes. We tend to go completely into the pain and grief, and we become immobilized. Or we try and suppress it and put on this happy face and just push on through no matter what. And I'm a great believer in honesty, vulnerability, balance, all those kinds of things, and discipline. And so this bracketing the pain exercise I learned is that you figure out the size of challenge or pain you are in, go and buy a candle that's about the same size. So if it's a pretty big thing, you buy one of those that are like a foot tall and are going to take a couple of months to burn. What you do is every night you do this little ritual where you say I'm going to light this candle for fifteen minutes, or whatever and while that candle is burning, you let yourself feel all your feelings, you know, your panic, your fear, your sadness, your loss, you know you're certain nothing is ever going to work out for you again. You let yourself feel that but when that fifteen minutes is up, you blow it out, and you get on with what you need to do; put out your resumes, put out your emails. You know, I believe in God and I believe that God can make great things happen for us regardless of our attitudes. I mean I've had good things happen to me when I was in a terrible mood and I've been in a great mood and things have gone

wrong as well. In my own spiritual life, I feel a little less powerful than I used to feel, but more taken care of, ultimately.

Dotsie: And like you mentioned, Carol, you really have to keep your spiritual eyes open; especially when you're going through something like this. Because you'll see, I think, if you're wearing them, you definitely see more of the blessings. I think—and I know you still kind of have to get through the piece where you find a job—but I know some people who have been laid off and have now found work that they like better, that they just feel like it's just more of a fit and you know, it's not always the case, but sometimes, change can be good.

Carol: Yeah, that was true for me. Here's the deal, is that, you know, I've always thought that when I was in this transition I thought well, I'll get the job and that will make me happy. I had to get to a place where I had my faith restored, where I felt like life was meaningful, that I could be okay no matter what, first. And then the job came.

Dotsie: Right.

Carol: And then again, it didn't look like my last job. Frankly, it was half the pay and no benefits. But I think you're right. I think that there's that sense of becoming passionate about what you're doing and it doesn't necessarily have to be something glamorous. I think you can bring great passion to being of service even if you end up serving coffee at Starbucks. I mean I've seen some remarkable people in jobs that you would think would be far less than what they were equipped for, but there again, that resourcefulness and resilience we talked about is very much along the lines of, you know, the Zen master who says, "First enlightenment, then you do the laundry."

Dotsie: Right. So basically, your message is—because we're going to have to tie things up a little and see if anybody has questions—is that really when going through this, as with going through any kind of upset or disappointment in life, that it's really smart to stay focused on your spiritual side. And in addition to that, not only while you're waiting for that job, but even once you get that job.

Carol: Yes, if I was going to leave you with one learning, it would be that life teaches us we can't always stop bad things from happening, but you know, you can't stop good things from happening either.

Dotsie: Right. Very good. You know you do have a list of 10 things and I know we've mentioned a couple that are in your book. Do you want to talk about a couple more? We have just a couple of minutes before we see if anybody has a question for you.

Carol: Oh sure. Do you have the list right in front of you?

Dotsie: I do.

Carol: I do too, but is there any one that interests you?

Dotsie: I like the one that says not everything that happens is a message; sometimes a rat is only a rat. If you want to just talk about that because I read your book and that really stood out to me. I mean sometimes we just become so dramatic and so worked up that we think anything and everything that happens around us is horrible and has to do with the job loss. So...

Carol: Well, we live in a canyon in Los Angeles and so there's wild life around, and the day that I was downsized, I came home and a rat had gotten into the house. There was dog food and shreds of paper everywhere. And I remember thinking to myself that this was a sign, and that I was going to lose the house, and I was going to end up as a bag lady. That didn't end up being the case, but I really did have to sort through the facts that we do tend to read into the things that happen to us at a time like that. You know, overly read in. What really emerged for me is offering me hope; a place that I went to and just realized that no matter what the last job had taken away from me, and no matter what the rat's challenge was, or whatever, that I have gifts and I have value and that sooner or later that I would find somebody...you know, I wasn't done yet. I just knew I wasn't done. There's somebody out there that would need what it was that I had to offer and I just had to keep an open mind and check out, and test out relationships and situations that were out of the box for me. And in fact, here I am making my own living in the social networking space. A field, Dotsie, that didn't exist for us 10 years ago. Who would have thought this would have been our primary identities?

Dotsie: Right, right. I know when we went online in 2002 with www.BoomerWomenSpeak.com and our forum community, it was the first one. And now, it's become a way of life for women to connect online and get information, etc. So let's see if anyone on the line has a question for you. Anybody want to talk to Carol? Some times it takes a second or so for people to get up the nerve, so we'll give it a second or two to see if anybody has a question. <pause>

Caller No. 1: I have a question.

Dotsie: Sure, go ahead.

Caller No. 1: Well and this may be more applicable for the next speaker, but I have not recently lost a job, but I've been out of the workforce for several years taking care of my children, and I'm having a very, very difficult time even getting an interview. Yet I do have very good work experience and I do have my master's degree. I just feel—oh and did I mention I turned 50? But I have young

children, so I don't look 50.<laughter> But do you have any advice for someone in my particular situation?

Carol: I think Amy is going to cover this.

Dotsie: Yes, Amy is going to talk about how to get the interview, so it's quite possible that she can address that. Amy, are you on the call?

Amy: I am. I am. We're going to talk about all the things that you're going to need to do that's different from when you were in the job market prior. That's really what my specialty is. So why don't we go ahead and hang out and if I don't answer you question, we'll pick it up on the backside of the next segment.

Caller No. 1: Okay, great!

Dotsie: Sounds good.

Amy: What was your name?

Caller No. 1: Patricia.

Dotsie: Okay, thanks Patricia. Does anybody else have a question for Carol before we move on? And if you think of something, Carol is going to stay on the call so if you think of something and then you want to speak up at the end, you're welcome to ask then. Okay Carol, thank you so much. To me, I'm a very faith-based person myself, and so I read your book and I was like, yes! It was so refreshing to me that someone was addressing this very particular issue that has to do with boomers from a spiritual perspective. So I'm just really grateful for your book and all that you've had to share. So thank you.

Carol: Thank you so much and I look forward to hearing from Amy and I might have a point or two to kick in.

Dotsie: Okay, sounds good.

Carol: You never know.

Dotsie: Okay, next let me introduce Amy. **Amy Hoster** is employed by *Dominion Enterprises*, publisher of ***The Employment Guide***, as the Business Development Manager for www.wiserworker.com. Dominion Enterprises is the world's largest publisher of classified advertising material. www.wiserworker.com is a career worker Web site with a comprehensive job board dedicated to providing quality employment opportunities and resources to the largest demographic group in the country...you guessed it, the Baby Boomers. So really if you are in the market, I highly recommend that you look at the site and that's www.wiserworker.com. Amy has given us this employment guide that we are

going to—actually, it's a resource guide; the **Wiser Worker Resource Guide**—that we are going to send to all of those who registered for the call. It's an excellent resource. She's been involved with the recruiting industry since 1999, and she earned her Bachelor of Arts in Business Management from the *University of Phoenix*.

So Amy is going to give us some of the tips on how to really get back into the work force. So how are you today, Amy?

Amy: I'm great! I'm doing great today. I'm very excited to be talking about this topic.

Dotsie: Okay, good. Let's just talk about what is the right kind of resume at midlife because just like Patricia who asked the question that she'd been out of the work force for a little while, I know there are many other women who raised their children and stayed home, and are now getting back into the work force, and resumes look nothing like they used to. And in fact, a good friend of mine just told me that her daughter helped her with her resume and she said, how's that for role reversal and I said, it's perfect because she knows what she's doing now. You know, she just graduated from college and she's learned how to do the latest and the greatest. So can you tell us a little bit about the right kind of resume for us at midlife?

Amy: Yeah, Patricia kind of said something that really kind of caught my attention. She said, I'm 50, but I don't look like I'm 50. That's kind of what the problem is with today's resumes. My mom was a teacher for 36 years ago. She was a teacher for two weeks while I was a baby and she wanted to reenter the job market two years ago. And she said, well I'm going to use the same resume. I said, well mom, it's typewritten, you can't. It's not search engine optimized, it doesn't have the key words you need, it's talking about what you did 30-some odd years ago. What we need to do is take all the skills that you've acquired over the years and apply them back in such a fashion that somebody's going to want to not only read your resume, but call you for an interview.

When you turn that resume in, the biggest, common mistake is, is that you turn it in because the baby boomer generation has been taught that you know, you turn something in you get a call. We just wait. That's the biggest mistake you can make. So taking a step back, what you should do with your resume is create something that we call a "functional resume." And make it apply for what kind of job you want to get. Let me give you an example of that.

I spoke with a gentleman a couple of weeks ago at a job fair and he had spent his entire adult career in the clinical fields. And he wants to find a part-time job doing something, but he doesn't want to be in the clinical fields. So I said, let me see your resume because he said he can't get any interviews, nobody wants to call him back. Well he handed me his resume that was three pages. And all that

it did was describe all of his experience in the clinical background. And I said this is great if you want to go back in the clinical environment. But since you're not going into the clinical environment, what you need to do is change your resume over to a functional resume and pull out the management experience, the customer service experience, the training experience, and highlight that in a functional resume.

What a functional resume does is that it portrays a picture of what you can do for a company today, not what you did for somebody 30 years ago. And the other nice thing about it is that usually a functional resume is one page, and it's a real neat, tidy, concise document that you can give a recruiter, or a HR manager, a real clean-cut picture of who you are, what you can do, and how you can do it. And that's really the type of resume you need.

Now I sent two documents over to Dotsie. One was the ***Wiser Worker Survival Guide***, and another one was a one-sheet on ***Maximize Your Resume, Maximize Your Results***. And that's something that if you guys can just, if you take a moment to drill down your resume, you'll see the results flourish. I actually have a couple of programs that I work with that will help the older worker, or anybody of the age 50, kind of find tune their results. So if anybody wants to contact me, I can put you in touch based on geographical dimensions with those groups.

Another thing that kind of gets you the interview with your resume is to put together a real nice cover letter that's pretty detailed, that gives you kind of a snapshot of who you are, real quick, concise, no more than 250 words, usually it's on an email cover letter, just to give somebody a reason to look at you. Because that's really what you want to do.

The third thing to do is really the most important thing to do to get that resume, to get that in front of the right person, and to make sure that you get the interview, you need to follow up. And when I say follow up, I mean when you send out your resume, hopefully you've researched what kind of company and what kind of job you really want to do. And if you know it's a good fit, there's nothing wrong with you calling and checking up, "Hello, I sent you my resume. I'm just wondering if you might have a definitive answer on when's the best time that you'll be setting up appointments?" There's something to be said right now about the little bit of aggression going a long way. I'm not inviting you to become a stalker. What I'm inviting you to do is to put your best foot forward. I think if Patricia, if she were to send the right resume in and were to call and say, *hey, you know what, I've got all the right backgrounds, and skills, and abilities to best fit your position*, I think she might find that this little bit of ingenuity is going to go a long way.

Dotsie: Right and a lot of times it depends on the mood of the person answering the call, you just never know. But you just might catch them at the right time and

they might say, oh my gosh I was just thinking that I've got to fill this position. You know, you just don't know, so you really just have to put yourself out there.

Amy: Yeah, and a common response I get when I tell people that is that, *oh gosh, they'll never call me back*. Well, there was a pretty good chance they weren't going to call you back anyway. I mean you guys have to realize that when you send a resume in, right now hiring managers are getting resumes by the droves, so that's why you need to create a resume that is concise, drilled down, gets seen, and you also do the due diligence to make sure that you're the candidate that they're going to call back.

So make sure to just put your name in there, I call it job socking, just to make sure you're the person that gets seen, because chances are, if you turn your resume in for something, it's something that is a good fit for you. Studies show us that Baby Boomers and older workers aren't resume vampers. That's where you just throw resumes out to 500 companies. Typically, when this east demographic turns resumes in, they've researched the company and the position. So we know you are a good fit. You just need to let the hiring manager know you're a good fit. And sometimes that takes a follow-up phone call.

Dotsie: Okay, let me ask Amy, is there a place on www.wiserworker.com where they can see an up-to-date resume?

Amy: I do have a functional resume that lives on our site. The best place is that **Wiser Worker Survival Guide** that you're going to send out. And if anybody wants a hard copy of that, I have 75,000 of those books that I just printed, so I'd be more than happy to mail you out a hard copy of that if anybody desires that.

Dotsie: Okay, and can they contact you for that or do you want them to go through us?

Amy: Absolutely!

Dotsie: Okay, and you want to give them your email address?

Amy: Yes, it's amy.hoster@wiserworker.com.

Dotsie: Okay, and I'm going to send the electronic piece. Let's see, we need to probably move on so do you have anything else to say about resumes?

Amy: Nope. We're creating right now a resume online tool that will be live in about another month, but if anybody has any questions on the short run, you can also contact me and I'll get you over to the right person to help you out.

Dotsie: Okay that's fantastic. Now you talked about making links in the resume and using key words, etc., so they are searchable. Maybe we should move into

the importance of the whole social piece online. Do you want to talk about that because that is something that many boomers are doing, but some aren't. Some are a little afraid of it, but I believe if you really need a job, then you have to warm up to it.

Amy: Social networking is, it's strange. When I got involved with social marketing three years ago, I remember saying with LinkedIn specifically, only people on there, it's just a big old job board. Well, it's not. It's a social marketing site where you can post your resume, you can make incredible business connections, and I could talk about LinkedIn for hours. That's just one of the sites that really if you get on, integrate your resume in there, that thing can just steer you to many jobs and many employers. You can network on there. If you join a networking group in LinkedIn groups section, it's like attending a live networking event 24/7. You can read documents, leave information. Social marketing is essential in today's marketplace. Especially in today's labor marketplace.

You really need to be able to get your name out there, intermingle with all of the social marketing; the Twitter, the Facebook; you could really drown yourself in it. But the best place for anybody to start out is creating a LinkedIn page. Just don't bother yourself with the Twitter, or the Facebook because really the best place for you to start is with the LinkedIn because that's where employers search, that's where people like myself post things on job finds, I put my blog on there, I talk about job search. But really the two most important things is making sure that your resume is searchable, and that's by putting certain technical words in there that would be picked up if your resume is scanned. And I know that just sounds really scary. But what I mean is when you submit your resume to a company, a lot of times what happens is that it is scanned into a client management system and then a recruiter picks up specific words in your resume. So for instance, if you had an accounting background, you might want to use accounting buzz words such as account management, accounts receivable, departmental budgeting, collections...you guys get the drift. So you really want to fine tune your resume and use the buzz words. And what you can do is that you can go to *Google* and go to *Google Trends* and pick up key words. I mean what you can do is type in the job that you are looking for, like customer service, and it will give you all of the key words and then you can incorporate all of those into your resume.

That document that I mentioned prior to this little speech will give you a real quick rundown on how to do that. But it's really important. It's important to get yourself out there and intermingling, and the really nice thing about social marketing is I tell people the best way to start is just to jump in feet first. There is absolutely nothing you can do wrong that can't be fixed. It's really a nice way to get your confidence level up because you can start small and within a couple of weeks, you'll be amazed at how much of an old pro you are at it. It's something that you can learn at your own pace. I started at night when nobody was around. I would sit and enter stuff on LinkedIn, I was just trying to get comfortable. And that's

really the best way to do it because chances are, whatever position you go into, is going to require some of these skills and abilities, and the better that you can learn this stuff up front, it's going to prepare you better for the back side of it.

Dotsie: Okay, and I'm sure there'll probably be some questions about Google Trends, etc, but these are awesome hot tips because I'm very familiar with Google Trends and ...

Amy: And that's why I put all of this in that document, because I know this is just a very broad overview, because really I could spend an hour on any of these topics.

Dotsie: Okay, let's move on to what to say and what not to say in an interview because that has, good lord, has that changed in like the past 30 years!

Amy: It really has. The Baby Boomer generation tends to answer any question that they're asked with full volume behind it. And the best policy, I think, a job seeker could adopt is to answer the question in a concise fashion. Don't go in there and offer everything from your mother's maiden name, all the way down to what you did last week. Recruiters want a broad overview. We don't really want to know you didn't like your boss, and that you didn't get along with your co-worker, or that you stayed at home for the last 20 years to mind your children. What we want to know is what you can offer me today. And the least amount of information you give on that fashion, will get you furthest. Don't talk about...you'd be amazed at how many people come in and talk about how they disliked their previous position. It blows my mind how often that happens.

What we want to hear about is what you *liked* about it, what you liked about the position, or what you are looking for in the future. Are you looking for this position because you want to work part-time because you're reentering the job market, what skills do you bring to the table, are you a good mentor, do you intermingle with all of the coworkers? We just want to know that short concise answer. I think often people are really nervous in an interview, myself included, and I think we talk when we are nervous. And I think that's kind of what happens. But the best thing to do prior to going in to an interview, go online and *Google* "interview questions," and come up with like a top 10 questions that you could be asked and craft answers to those questions.

Dotsie: That is such great advice. I've got to tell you I recently put together an interview for *women making a difference*, for the [National Association of Baby Boomer Women blog](#). I Googled "interview questions," and I was reading them and I could not believe some of the questions. They are incredible. They're very good and you can get a lot of information from some of those questions. Now that's not exactly what I was looking for, for my interview, but I was just poking around and saw that and I thought, good Lord, what a good tool this is.

Amy: And it gives you the ability to have an answer crafted and even if you change it in the interview, it gives you the ability to at least have thought about it. My least favorite question is, “what is your five-year plan?” Are you kidding me? I don’t know what I’m doing next week. By the way, that’s not a good answer. But to be able to craft something so that you’re at least thinking about it. My second least favorite question is, “What is your biggest weakness?”

Dotsie: Yeah, I saw a lot of that on there.

Amy: I don’t like to file. But that’s really not a good answer. What they want to hear is that you are aware of your weakness and how do you compensate for it. So what will happen is if you can prepare yourself for potential questions that you’re going to get in that interview, what’s going to happen is that you are going to prevent yourself from falling into the common pitfalls. I’ll tell you, if you can prepare yourself for the interview, I’ll tell you what, you’ll be less nervous, and there is a lesser possibility that you’ll run with the mouth with things that you’re going to regret.

Dotsie: Right, well Amy it sounds like and I believe that unless you are being asked specific questions, you should be forward thinking. You shouldn’t go back to past jobs, that’s behind you, and let’s look forward and this is what I have and this is what I can do for you. And you’re also saying that less is best. Don’t get in there and just rattle away. Stay focused and short, concise answers. Okay, anything else because I know you can go on and on about this; which is wonderful!

Amy: No, that’s the best thing to do for an interview, and I think I’m going to write a blog tonight about that, is to craft. I would go through all of the interview questions that are out there on the Internet. Maybe pick, I would pick 10, and then in your mind, craft an answer. And then it always better if you know what an answer is before you walk through a door, and if you can prepare yourself for that, you’ll be miles ahead of the game.

Dotsie: Okay, and what is your blog address, Amy? Do you want to share that with everybody so that they can follow you?

Amy: I do. It’s on my Website, it is blog.wiserworker.com. And I update that probably twice a day.

Dotsie: Wow, that’s amazing. Let’s talk a little bit about job fairs. I don’t know how exciting they are these days, but I know they’re out there, and I’ve seen pictures on TV of people like waiting out the door to go to job fairs, so do they have a purpose for a person at midlife?

Amy: They do. What I think of a job fair is as follows. Job fairs give you the ability to test drive a job. It gives you the ability to go into a room and learn about

six different companies and all of the positions that they have on the table, versus if you were going through the paper, or online at Websites, you really have to imagine what the job is like. But if you go to a job fair and you get to physically touch and feel a job, actually, you shouldn't touch and feel a recruiter <laughter>, but if you can talk to them and learn about the position, you can find out more about that company and it gives you a flavor for what that job and/or company is going to be like before you even can imagine applying for a position. Like I said, I like to refer to it as test driving a car. Kick the tires, sit in the seat, and figure out what it's going to feel like.

And then you might find a company that you would have never heard of, or didn't even know of. It might be the perfect fit. So the best way to experience a job fair is to go out and try one out. You can probably find one at any given city on any given day, and every single job fair is completely different from the previous. Always have fresh copies of your resume when you go to a job fair and always be ready for an interview.

My biggest pet peeve when you go to a job fair and see people walking around with their kids. Or they're not prepared for an interview. If you go to a job fair, assume that you're going to get interviewed and be prepared for one. That is really the nuts and bolts of the job fair. In a time when the job market is a little bit more robust, job fairs are more fun. Right now our job fairs are a little bit more cumbersome attendance wise, but they still, for the baby boomer generation, are awesome. That's how I started *Wiser Worker*. *Wiser Worker* actually was a job fair series.

Dotsie: And I recall that. I remember that.

Amy: Yeah, we hold 40 job fairs. We do it every September. And we did that with the mindset that Baby Boomers and older workers would want to come out and test drive a position, or kind of get to know what somebody was like, or what a company was like. So that's sort of what the job fair looks like. But the best thing to remember is be ready for an interview and always have fresh copies of your resume.

Dotsie: Okay and you know what, while you're talking about test driving jobs, I don't know if you are familiar with, because we haven't talked about this, but the ***Vocation Vacation***? Are you familiar with that? Amy or Carol? It's a website called vocationvacations.com and what this guy has done has set up this incredible opportunity for people to test drive their vocation. So like if you wanted to be a radio talk show host, he connects you with a vacation some place in the country, where you get to work beside a talk show host. But its anything and everything. Like if you want to be a chef, it's just so unbelievable. And then there are opportunities for you to be the mentor, so if you like your job and somebody wants to test drive your job, you can sign up for them to do that with you. It's a really neat concept, and while they market to everyone, they especially market to

Boomers because I just think it's a good opportunity at midlife, and often times, some of us are switching gears intentionally, not because we've been laid off. And it's like, okay, now what do I want to be now that I'm still growing up. So that's vocationvacations.com and it might be neat for both of you to connect with them.

Okay, we only have about five minutes but I have one more question Amy, and that is, how do you get an interview? Do you have any special techniques for getting them, or is that pretty much what you were talking about before with the follow up and following through and just really just putting yourself out there?

Amy: It is.

Dotsie: Okay, so we've pretty much covered that.

Amy: You know, if I could leave you with one final thought it would be this. Leave all of your self-vanity and embarrassment behind. A lot of times people don't want to do something because they are afraid of how they're going to appear. You're a name on one side of the phone. There's nothing you can do that is going to be so horrible that you're not going to get a little bit step further. I think if I could give you one piece of advice it would be take a chance, take a leap of faith, kind of forget everything you learned 30 years ago. I'm stepping to what we do now and embrace it. And ask people for help.

I think it was Carol that said she knew somebody that had to ask her kid for help. My dad is a computer programmer for a major bank, and I teach him Excel all the time. I think the neatest thing is that you need to embrace all the tools that are out there, and don't be afraid to ask for help.

Dotsie: Yeah, and you know Amy, that's how I've grown my business online. I have just day after day, honestly for years, just put myself out there. Oh well, I'm going to just email this person and see what they think, you know? That's how I got all of the associates for the association. I just found their books and I found their websites and I said, you know what, I'm just going to ask them. I put myself out there and I just think that we have to do that. We cannot be afraid. There's just really nothing to be afraid of; what do you have to lose? It's basically one person. Okay, does anybody have a question for Amy? <pause>.

Amy, I think you did a wonderful job and I just really appreciate your enthusiasm because Boomers need that. And I'm excited to send the **Wiser Work Resource Guide** around and we'll also send that other attachment. I will say it will probably be out by Friday. We'll probably do it when we do the newsletter for this week. And if you want to repeat your website again, your blog address, and your email address, that would be really helpful.

Amy: My name is amy.hoster@wiserworker.com, my website is www.wiserworker.com and my blog address is blog.wiserworker.com.

Dotsie: Okay, alright. You really enjoy your work, don't you Amy?

Amy: Oh I love every day.

Dotsie: That's good. Okay, thanks everyone for being on the call and have a great day.