



## 60 Seconds & You're Hired

By Robin Ryan

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Concise advice and easy-to-learn techniques for mastering the interview process and landing a great job.

In a book that can be read from cover to cover the night before an interview, Robin Ryan lays out the essentials for making a great impression on potential employers. Designed for all job seekers--whether they're just starting out or moving onwards and upwards--*60 Seconds & You're Hired!* presents sure-fire strategies based on current hiring trends, including how to:

- give the best answers to the interviewer's questions
- communicate that you are the right person for the job using Ryan's 5-point agenda and 60-second sell techniques
- ask the questions you should
- avoid common pitfalls that cause most people to fail
- negotiate the best salary and benefits package possible

Packed with insiders' tips from hiring managers, *60 Seconds & You're Hired!* offers the best and quickest route to clinching a dream job.

*"Robin Ryan is one of the nation's foremost authorities on what it takes to get a job in today's market."-- Tampa Tribune*

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## **Editorial Review**

### **Amazon.com Review**

A vocational counselor for 20 years and the author of five career-related books, Robin Ryan says job interviews are like everything else these days: With time shrinking and distractions growing, you must sell yourself in short sound bites or you probably won't sell yourself at all. And as she believes that--even in job interviews--this means many of us can no longer truly focus our attention for more than a minute at a time, that's how she oriented this snappy career guide. The updated edition of *60 Seconds & You're Hired!* (originally published in 1994) incorporates recent hiring trends and some strategies to meet them, but essentially reiterates Ryan's original method for effectively consolidating top attributes into five key themes and then repeatedly communicating them in precise, under-a-minute exchanges. She clearly explains how to distill strengths into verbal bullet points, refine them for specific interviews, and succinctly deliver them in appropriate responses. (For example, "What do you know about our company?" is a chance crisply to combine what the firm needs with one or more of your key themes.) The advice can be absorbed and utilized even the night before an interview, but more preparation would undoubtedly increase results. --*Howard Rothman*

### **About the Author**

Robin Ryan is the author of *24 Hours to Your Next Job, Raise or Promotion*, *Winning Resumes*, and *Winning Cover Letters*. She writes a monthly column for the *Seattle Times*, is a regular contributor to such national magazines as *Newsweek*, *Money*, and *Glamour*, and to the popular Web site womenCONNECT.com, and has been featured on *Oprah* and *NBC Nightly News*. She runs a career counseling practice in Seattle, Washington.

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#### **George Nygaard:**

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