

Mental Nutrition®

Thinking flexibly. Speaking confidently.

A Six Pack on Selling Yourself

Tap your own personal interview coach to build your self-promotion skills with this set of six interview coaching sessions.

- Struggling to sell yourself at a job interview?
- Not sure how to express your value?
- Puzzled by what questions really mean?
- Know you fall into interview traps but can't escape?
- Want to make a good impression without bragging?

A **Six Pack on Selling Yourself** at job interviews answers these questions and guides you on how to craft responses to commonly used interview questions.

Whether you are starting your first job or a seasoned job hunter, these five minute audio coaching sessions give you the tools to prepare convincing, conversational responses.

Based on hundreds of career coaching sessions, these coaching segments address six selling opportunities:

- Asking – Why have you applied for this role, this organisation?
- Opportunities for an opening and closing summary
- Asking: What is your current role?
- Asking: What is an achievement you are proud of?
- Providing the opportunity to assert your strengths
- To ask or not to ask: how to ask questions at the end of an interview.

If you want to make a strong impression you need to be prepared for all six of these questions.

Each segment has a three-part structure:

- What is this question about, why is it asked?
- What are the common traps for applicants?
- How do you respond so you sound coherent and convincing?

You can download one, several or the whole six-pack.

Keep in mind you will still need to exercise judgement about how to use and apply this material so you feel comfortable with what you think will work for you in the context of the job you are applying for.

Each segment gives you know what and know how:

- You'll find out what these questions are really getting at. The surface meaning is not necessarily the real meaning.
- You'll be alerted to the common traps for applicants. You can strengthen your pitch for a job by avoiding the traps unprepared or uninformed applicants fall into.
- You'll discover how to respond so you convey your value and grab the interviewer's attention.
- Find out how to structure your material so it is coherent and learn what content to pick so you convey your value.

This personal promotion skills builder series is like having your own private career coach. Drawing on over a decade of career coaching experience, each segment distils the core information you need to know to prepare for a job interview at which you convey your real value. No time is wasted. And it's not just theory. Examples are provided so you can hear what a response sounds like.

Your Career Coach: Dr Ann Villiers



Ann Villiers, Australia's only *Mental Nutritionist*®, has been helping job applicants make sense of their portfolio of skills and experience for well over a decade.

Specialising in jobs where selection criteria are used, Ann has been demystifying selection processes through five editions of her book *How to Write and Talk to Selection Criteria*.

Everyone has strengths, achievements, value to offer an employer. You might need help identifying them, claiming them, and expressing them.

This set of five minute audio coaching sessions is designed to help you confidently and conversationally assert your case for the job you want.

Prices

RRP per segment: \$6.50

RRP for the Six Pack, saving you \$10.00: \$29.00