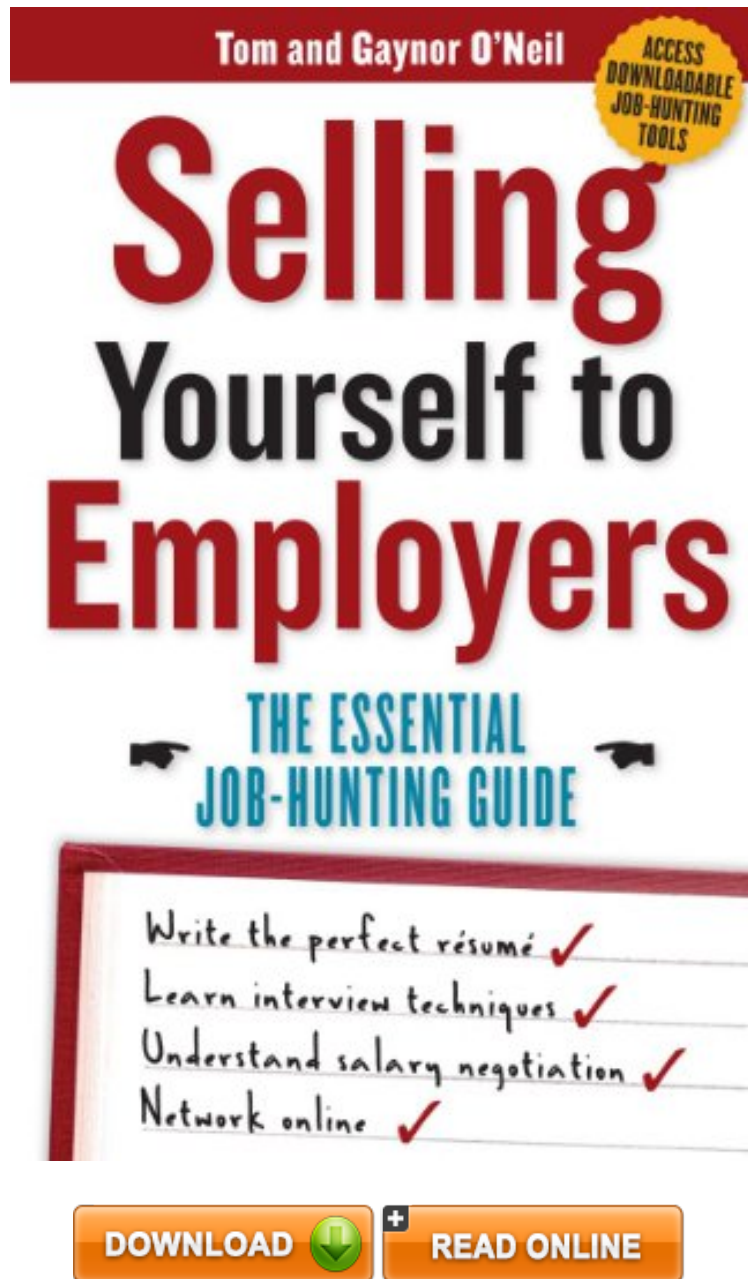


Selling Yourself to Employers

Tom O'Neil

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You may have the skills to gain a new career or win a dream job but if you are unable to sell yourself to a prospective employer, that potential is unrealised. With *Selling Yourself to Employers*, discover how you can stand out from the competition, update your networking skills, gain confidence and receive more job opportunities and better value job offers than ever before. With sections on writing résumés, cover letters, interview tips, networking, direct marketing, salary negotiation and career goal-setting, this book is packed with information. Use the achievements questionnaire to help you to discover and identify personal key career highlights and assist in marketing your skills to potential employers. Special downloadable tools include résumés and letter templates for immediate use. Simply key in the ISBN from your book, register and access the templates. The book also includes up-to-date tips and information about social networking, online resources and long-term career planning.

About the Author Tom O'Neil has been a professional recruitment and human resources consultant. Interviewed numerous times for television and radio, he has had articles about career development printed in a wide range of magazines and newspapers. He is a significant contributor to the bestselling career guide *What Color Is Your Parachute* which has sold over 11 million copies worldwide. He has more than 8,000 subscribers internationally to his iTunes podcast on career and goal achievement and through his career and resume development consultancy he has created resumes on almost every continent, including Scott Base in Antarctica. Gaynor O'Neil works with Tom in their international personal development and resume writing businesses.