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FOR IMMEDIATE RELEASE
April 7, 2009

PRESS RELEASE

EXPERT ADVISES JOB SEEKERS TO RETHINK INTERVIEW PROCESS Interview Expert Says Job Candidates Need to Go “Old School” to Land Job

Ashland, VA (March 2009) For the last 20 years, it’s easy to say, individuals didn’t have to work *quite as hard* to get a job. Today, that story has clearly changed. One expert says it’s time to get back to an “old school”, common sense approach to scoring that offer letter with a stellar interview performance. Interview expert and Founder of Interview Angel (www.InterviewAngel.com), Brent Peterson, offers job seekers advice to inspiring hiring managers and landing the job.

We all know the current unemployment statistics. It’s almost impossible to get away from it and for those out beating the pavement it can take a toll mentally and spiritually, ultimately affecting their interview performance. Moreover, after being laid off thousands will decide now is the time to change career paths, leaving them looking for ways to shine in interviews where they have little experience.

Brent Peterson, Interview expert and Founder of the Interview Angel, says that no matter what an individual’s situation is that they can greatly improve their odds by out performing competition in the interview.

“Getting your foot in the door is one thing, securing the position is another,” said Peterson. “Too many people treat job interviews like closed book exams, walking in blind when they have options. Everyone has to get back to really preparing and researching the company and job in which they’re interviewing. Stop being ‘job seekers’ and become ‘problem solvers’ for companies.”

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He adds that interviews are not a one-sided conversation. “Candidates not only need to show their value to the company, but ask the questions most important to them to make sure the position, the company and the candidate are a good fit.”

Peterson says that there are specific things candidates need to think about, consider and prepare *before* the interview:

- Define your goals, experiences, and value first before meeting with an employer. If you don't have clarity around these items, the hiring manager won't have enough information to hire you.
- Research and understand targeted organizations and the problems they are facing thoroughly. Be prepared to fill an employer need, not a job vacancy.
- Determine which stories to share with a hiring manager. Great career stories will help you stand out from the crowd, but keep them relevant to the opportunity and succinct in delivery.
- The obvious is dressing professionally, being courteous and making an effort to thank the hiring manager for their time. Let them know that you are interested in the position and clearly re-state the value you will bring to the company.
- Preparing prior to the interview will ensure that you clearly communicate your value and experience. No one likes to walk out of an interview thinking “I should have said this...”

The Interview Angel

Peterson, knows how to interview for a position. With a 100% success rate in his own career pursuits as a business consultant, he has seen hundreds of well-qualified candidates passed over due to poor performance in job interviews, and has compiled a real tool with tips and advice to keep job seekers motivated.

“Last year I was looking for a way to help family members and friends get the job of their dreams,” said Peterson. “It's then that I realized what separates the men from the boys, so to speak, is how they perform in the interview. Are they making connections with and inspiring hiring managers to seriously consider them?”

Peterson says that's when he came up with the idea for Interview Angel, a one-of-a-kind interview and execution toolkit that includes 112 pages of worksheets, checklists, templates, and a Guide to Inspiring Hiring Managers retailing at just \$89, compared to the thousands a career consultant may charge. "Interview Angel is sort of an old school tool. It's not electronic and forces candidates to think and prepare just like they are in a real business meeting. The goal is to get candidates to take an active role in the interview process, to be prepared with knowledge and answer to key questions and to walk into any hiring manager's office with confidence."

Since launching the Interview Angel in December 2008 he has heard the same thing from his customers whether young or old – that the Interview Angel changed the way they interview and ultimately getting the job.

"In this highly competitive job market, candidates owe it to themselves and their families to be as prepared and confident as possible during the interview process. It's just too important to leave to chance," says Peterson.

About Brent Peterson

Peterson, knows how to interview for a position. With a 100% success rate in his own career pursuits as a business consultant, he has seen hundreds of well-qualified candidates passed over due to poor performance in job interviews. Over the years he's helped hundreds of people land jobs. As an outreach to the Central Virginia community, severely impacted by massive layoffs at Circuit City, Genworth, Qimonda, and LandAmerica, Peterson leads free job seminars on Saturday mornings, where he emphasizes the importance of preparation and confidence. He also offers much of his advice and thoughts on his blog <http://InterviewAngel.Blogspot.com>.

About Interview Angel

Interview Angel was launched on December 1, 2008 after six months of design and collaboration with hiring managers and professional staffing firms. Unlike books on career development, Interview Angel closes the gap between understanding what to do, and actually doing it, in an action-oriented system that users complete with their own stories, goals, and research. Also featured are essential steps to take before, during, and after the interview, including resume preparation and job searching; how and where to research organizations' culture, vision, and performance; and what questions to ask - and avoid - during the interview. Notably, Interview Angel comes in a professional padfolio designed to be taken into the interview itself, helping candidates remain confident, focused and organized.

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