



By [Kevin Donlin](#), reprinted with permission from [JobSeekerWeekly.com](#)

What's the best way to get hired for the job you really want, in any economy?

Prove that you're the best person for that job. And a great way to do that is to start working -- before you're hired.

How do you do it? Let me explain with two case studies of people who won the job ...

### **1) Start work BEFORE the interview - Part 1:**

Six candidates were interviewing for a sales position in Atlanta with an exclusive company that had just received about \$83 million in funding. Five candidates were 'top gun' sales people who all came from industry leaders ... and then there was Tony. He was young, with about five years of experience. But Tony was highly motivated and willing to go the extra mile.

In his job interview, Tony not only mapped his accomplishments out in a PowerPoint presentation, he demonstrated that he had already started working for the company. He did this by researching, assembling, and bringing with him a list of sales leads and contacts. His presentation consisted of past, present AND future. The other candidates did nothing like this.

Did it work? Yes! Tony was hired over five more-experienced candidates.

### **2) Start work BEFORE the interview - Part 2:**

This example is near and dear to my heart - it's how I landed a job with a marketing communications firm back in the 1990s.

After mailing in my resume, I was called by a receptionist to schedule an interview. During our conversation, I asked if he could send me back issues of their corporate publications. I explained that I wanted to research the writing styles of the magazines and newsletters I would be editing if I got the job.

He agreed, and had a nice package of materials couriered over to me the same day. It turned out to be a gold mine. I found three typos in one back issue of a magazine I would be proofreading in the position I was interviewing for. Here was proof that I could do the job.

Two days later at the interview, the subject of proofreading skills came up. I pulled out the magazine (with post-it notes marking the typos), slid it across the table and said: "I've been researching your publications and found these three

errors. If you hire me, I can improve your image by preventing this from happening again."

They hired me!

Now. These two examples illustrate a common point. Do whatever you can to research your target company and "start working" for them before you're hired, or even interviewed. Because, it's one thing to claim you can do the job. It's quite another -- and much more powerful -- to prove it.

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