

ASK CAROLE MARTIN

AMERICA'S #1 INTERVIEW COACH

Milana: Hello everybody again. I want to introduce to you Carole Martin, who is the number one interview coach and interview expert in the States. And I'll tell you why. I'm not saying this lightly. Carole is the author of many books on the topic of interviews. She's the author of "Boost Your Interview IQ," "Perfect Phrases For The Perfect Interview," "The Interview Fitness Workbook." And she's also authored some books on hiring, so "Boost Your Hiring IQ" has also been published by Carole and by McGraw-Hill She is also the original interview expert on Monster.com. Several of you were interested in knowing how Carole got on Monster in the first place, so we'll cover what happened on the call today.

What I would like to do, Carole, is start by defining what Interview Coaching is. I want to talk a little bit about your background, but I think there was maybe slight confusion about what Interview Coaching is. Would you mind clarifying that? You sent me the questions and I was looking, oh, people are really taking two sides here of what Interview Coaching is about, so why don't we define it, first?

Carole: OK, I was surprised that so many people asked what Interview Coaching was because I thought it was pretty clear. But, let's roll back and think about it. First of all, it's career-related. And in order to get going on your career, usually about 98 percent of people get their jobs after they interview. Of course, the resume comes first and then there's the interview.

So, oftentimes, people are moving internally or externally, and a lot of them have maybe interviewed a lot of times unsuccessfully, or maybe they want to make sure they can ace the interview, it's extremely important to them, but they need coaching, they need someone to help with their presentation. Oftentimes, they have some baggage that they're bringing with them. So, in other words, if they've been fired, or if they've had several jobs within a short amount of time. So, the first thing I do as the Interview Coach is to define the problem, which is really part of all of coaching, is to define the problem and find out what I can do for these people. So, Interview Coaching is a very specific niche that only deals with people who are getting ready for interviews.

Now, one of the questions that was asked later on is it just job related? And although that's my main focus, I also have worked with beauty queens, I've worked with someone who wanted to be on "Who Wants To Be A Millionaire?" I've worked with authors, who are presenting to agents.

I've worked with people in the military, who are doing different things. I've worked with several principals, people who want to be principals in academia. The field is very broad, very broad, indeed. In fact, my major clients are people who want to be FBI agents. So, it's wide open. So, when someone says, "Is there enough room?" Yes, there's enough room for everybody.

Milana: Thank you for sharing that. I found it fascinating that not only those people who are looking for a job contact you, but also this diverse group of people, from beauty queens to FBI wanna be agents get in touch with you and get coaching from you. What is your background? How did you get into Interview Coaching? Maybe you can talk a little bit about how you got to be the Monster.com expert. That, alone, is just fascinating because it's the biggest job site today.

Carole: Yes, maybe some of it was being in the right place at the right time, but I'm a very late bloomer. I should tell you that I went back to school and got my degree at age 40, while raising three children. So, anyone who comes to me and says, "I'm too old," I say, "Excuse me, you can't tell me that because I've already done things way beyond you." So, that's one starting place.

The other thing is that I went back to school and got my Master's Degree in career counseling after being in human resources for 18 years. One reason I did that was because, first of all, everybody hates everyone in human resources. Even Dilbert makes fun of human resources because they're the people that deliver all the bad news, etc. But, I watched tons of people make big errors when they were interviewing, and unfortunately, it was costing them their job.

And so, when I was in school getting my Master's Degree, it became clear that that was an area that I knew a great deal about. So, I am a trained career counselor. I could do career coaching, I could do resume writing. I was in outplacement for six years. I have all the background, but I have chosen to take a specific niche, and by doing that, I've become the expert. I eat, drink and sleep this subject. And I find that by doing that, I have more credibility because I think when you're a doctor and you're a generalist, for instance and there's a real problem, maybe it's a dermatology problem, you would send them to a specialist. So in a way, I'm a specialist.

And how did I get involved with all of this? Well, if you can believe, only 11 years ago, I started and the Internet was not very developed at that time. My daughter, who's a futurist, said, "Mom, you need a website." So, I got a website. The Internet has grown fantastically. Not everybody had a website then. I used to write articles for free, and I would distribute it

wherever I could. And I still do that today. I think it's still a wonderful lead generator. But, Monster.com contacted me and said, "Will you write for us exclusively?" I asked them if they'd pay. They said yes; I said OK. So I'd sell my soul for a few dollars.

So, that's how I became the Monster expert. I have been experts, I had been "Ask the Interview Coach" on several sites for no pay and finally, I proved myself because I have this one specific area to be the expert and someone came to me. So, my advice is if you do want to get into a major site like that is to develop yourself as some kind of an expert in something specific. Make yourself stand out from the crowd, and you will become interesting to the bigger websites.

Milana: And then you also ended up creating the virtual interviews, which I believe are still a part of Monster's website. Perhaps it's evolved, but the idea of virtual interviews is tremendously useful, not only for Monster, but it turned out to be a great marketing tool for you.

Carole: Yes, it did. Ask the question and then give three possible answers and say which of these answers is the strongest? And then say, "No, that's not the strongest," and critique the answers. Because of the virtual interviews, which you're correct, I did write for Monster and then McGraw-Hill approached me and said, "Can you write a book like that for us what you did for Monster?" So, in some ways, I was at the right place at the right time, and that was great, but in another way, maybe you make your own luck by establishing yourself in that specific niche and saying I only do this.

Milana: Right, and there's certainly some luck here, but I think that the path you've decided to take on virtual interviews and writing articles for Monster and getting noticed for McGraw-Hill, and ultimately became the expert in your coaching, I see that's no coincidence. It seems like somehow, that would be the right way to go. I've done something in my business that my cohorts would say, "You've done it subconsciously. Now you're doing it again, but consciously, because you understand that it's producing the results."

Carole: I think my coach would say that, too, right?

Milana: Probably, probably. Well let me ask you, why is Interview Coaching right now such a great area of coaching, especially with coaching still growing so fast? Why Interview Coaching today?

Carole: Well, in case you haven't read the newspaper, there's a major problem out there with people losing jobs, so it's been hot all along because people are interviewing all the time. But lately, it's been explosive because of people

losing their jobs. And when the economy is like it is right now and it was that way in 2001, the competition becomes very great. It's very hard to be a contender out there unless you've put yourself together as something unique about you that will stand out from the others. So, people are not willing to chance. People will write to me and they'll say, "It's really important that I do well in this interview. How can you help me?" And I think that people want the edge, especially right now in this economy, to be able to get those jobs they really want.

Milana: And I know that you have a lot of interest from other countries, as well. People are really getting your stuff and purchasing your products and getting on teleseminars where you teach the interview and successful tactics. You mentioned that you specialize in FBI wanna be's and the government type jobs, but what are some of the areas of Interview Coaching that people can specialize in?

Carole: Well, I think it's important to know what's important to you. I think one of the secrets of good Interview Coaching is to tell the person you get them, so to speak. So, in other words, if you're a scientist and you can speak to a scientist at their level, they like that because they understand that you know what they're talking about. Now, I'm very fortunate that I've had a lot of jobs, everything from working in biotech to being a mystery shopper and being a mom. And every job has given me some experience. And I know I was never an FBI agent, but I do know about life, and that's helped me a lot. But if you have an interest or a background like some people are in real estate or some people are in banking and some people are, well, teachers, for instance. I wasn't a teacher, but again, I have enough experience and I am an adjunct faculty member. I know what has happened in academia. So, I think if you can talk the talk, that helps a lot. So really, you will be more enthusiastic and more passionate, if you will. That word's overused, but passionate about your subject if it is of interest to you.

Milana: And I think this is very much like niching in the rest of the business. If you have already been offering coaching or other products or services to a particular area of clients, adding Interview Coaching to that market could be a great benefit, specifically people who are in career coaching and life coaching, to a certain category of people, group of people, it would just be a no-brainer to add Interview Coaching to what they already do. You mentioned people like school principals. That's a niche market on its own, or physicians, that's a niche market, somebody who can specialize in Interview Coaching in medical fields. And you chose not to generalize and you are so experienced across the board. Your tactics work for any type of interview. If you choose to specialize in any profession, that would make you probably even more valuable to that particular client.

Carole: Absolutely. Well, I have worked with, I mean, this just evolved but I've worked with 1000 FBI hopefuls, if you call them wanna be's and I am known as the Guru of the FBI Interview. Now, I developed that over time and my credibility grew. I started out to help women in transition and somehow, the FBI is far afield from that. I don't know how I turned right, but I'm glad I did because it's been very lucrative. So, all I'm saying is you should have some passion for whatever it is, and I have a great passion for helping people. That's my number one thing. In fact, if I won the lottery tomorrow, I haven't checked my ticket, I might have won it last night, but if I did, I would still do what I'm doing because I love the rewards I get from hearing these people tell me, "You can't believe what a difference you made in my life, you made me feel so good." And they got the job. I just get e-mail after e-mail like that and it's just makes my day, makes me feel like I'm giving back. It's really a great feeling.

Milana: It's a great feeling, and I think that a lot of people who come in contact with you, are already stars in some way. The fact that they reached out to an interview coach shows that somehow, they already are either ambitious or unique in some way; that they want to improve their skills to get that job. And it is very enjoyable to coach people like that, who know already what they want.

Carole: Some people do, some people don't but yes, you're right, go ahead.

Milana: I'm just curious, what are some of the most common interview challenges that you coach your clients? And by the way, one thing I forgot to do in the beginning of the call is to thank everyone who I asked to submit questions. I think, Carole, we got five pages worth of questions and we have more of them, literally 10 to 12 questions that summarize what people wanted to know about coaching. So, one of the questions was what do you mostly end up coaching people in?

Carole: Well, it's like any other kind of coaching. It's problem solving. And I think, Milana, you teach that, that we don't sell coaching, we sell solutions. Isn't that true?

Milana: Right.

Carole: And so, when a person calls me, they say, "I saw your website, I found your website and I read your book or whatever," and I'll say, "Well, tell me what's going on in your life. Just like a doctor would, tell me where the pain is. And they'll go on with their story. And I'll listen. Listening is a big part of coaching as anyone knows who is coaching, but in Interview Coaching, I have to really read behind the lines. And I'll say, "Gee, it sounds like you've been beat up lately." And they say, "Yeah, I really have." I think it feels so good to have someone understand where they're

at that I almost make the sale right there. I don't even try to make a sale. I just think understanding where they're coming from is a huge part of telling people you understand their pain and here's what you can do about it.

So, I think that the challenge is discovering what's going on with the person and then trying to get them past that. For instance, if someone's been fired or they're carrying some kind of baggage with them, I try to tell them, "If you don't let go of this baggage you're dragging it into every interview – and it's showing, whether you like it or not, whether you know it or not. So, we've got to first of all get rid of the baggage." And this is part of life coaching, etc. But in the interview, it's cut to the chase, we've got to do it now so that when you walk into that interview, you can look the person in the eye and say, "Look, I got fired, and I'm sorry I got fired. I made a bad judgment, but here's what I learned from it, and I can tell you, I'm sure as heck not going to do that again."

So, when you can feel good about your problem, when you can look at the person straight in the eye and say, "You know, I'm past that and here's what I have to offer . . ." Some of my clients are saying, "Well, I don't have any experience and I don't have any of this and I'm short here." And I say, "I'm not going to be political here, but let's take Barack Obama. They're hitting him right and left because he hasn't got any experience. Have you ever heard him say, 'Oh, I know I don't have any experience in that area, but . . .'? He's spoken to some what he does have to offer and they love that, they say, "Yeah, you're right, I haven't heard him say that." So, I think that's a big thing. Hearing their pain, hearing, diagnosing the problem and then telling them what you can do about it.

Milana: Now, somebody asked a question about the mock-up interviews and I found that interesting, as well, because I think you mentioned you do use that with some of your clients. Can you talk about the mock-up interviews?

Carole: Yeah, mock interviews are when we go into role play. In fact, what I do is I use what we're using today, these free conference rooms and I meet them in the conference room, and I record the sessions. And we go through the sessions. I'll say, "Well, why don't we begin the interview by having you tell me a little bit about yourself?" And they do a terrible job for the most part, even though I send them exercises to do. And then, we talk about that. And then, they can go back later and they can listen to themselves and they write to me and say, "Oh, my gosh, I can't believe what I heard. I had no idea I was coming across that way."

And also, I do in person coaching, when people are in California or if they're willing to fly to California, some of them will fly from different

places. I put them on camera, which is really great. If you want to work with people in person, the digital camera and today's technology and you can use Skype if you want, but I don't find it as effective, but obviously, if you can see a person, they're doing things that they're not aware of. So, the mock interview is a dress rehearsal, shall we say? And I put them through the paces, and they're very surprised when I either record or play back or I use the conference room or put them on camera. You wouldn't believe the responses I get from these people. They say, "I'd never hire me, I look terrible up there." Or, "I had no idea."

I had a lawyer, experienced lawyer, come to my house and I put him on camera and he was rocking back and forth. And the funny thing was there was a piece of furniture in back of him, which was a straight line and he was almost going 45-degree angles. He laughed at how much he was rocking. So, as soon as he became aware of it, I put him back on camera again and he was straight up, but he wasn't aware he was doing that.

Milana: Do people generally expect any guaranteed results when you coach them? Do you guarantee results? How do you work to make sure that the client is happy and can actually measure the return on their investment?

Carole: I can't guarantee a job. There's too many uncontrollable factors. There's personality, there is other competition, there's things that are going on behind the scene. I was in Human Resource for 18 years and I know there's a lot of stuff that can go on behind the scenes that interviewees don't know about. What I can guarantee them is I will help them get focused and I will get them feedback. And with that focus and feedback, that will boost their confidence. And they will be able to go in and give a better performance. That, I can guarantee. I can't guarantee the job results because I can't be there with them. If they panic, which some of them do when they get in there, I can't be there with them. But I give them tools. For instance, I use five points for a lot of my tools. I'm hoping and assuming, I always make sure I ask on the phone, in particular, if they have five fingers. If they have five fingers, they can bring their hands into the interview. I give them five points to focus on. So, even if they become like a deer caught in headlights, which a lot of them tell me they are, they can grab their hand and start talking with their fingers because they have tools with them. I show them tools how to give a good story. And these are the tools I'm willing to share with anyone who wants to buy my system or join my team. These are the tools I've developed that I've learned work. So, I don't guarantee a job, but I do guarantee better performance.

Milana: I would love to talk about probably one of the biggest areas of questions that we received and that is how do you find clients or how do clients find you with the marketing part of the business. Before I do that, Carole, let me ask you, I want to mention to people how they can become Interview

Coaches and how they can learn from you because I've heard you and I've been on your Internet boot camps and on the call, and I just think you're amazing. I've never had an interview problem, I think I got every job I applied for until I decided to not have a job anymore. But I think that what you do with clients is totally amazing. One thing that sets you apart is that you are very straightforward. And I don't know if everybody can be that way, but I think that as a coach, it's very important to tell the client the truth. That's what they're paying you for. If it's between the lines and it's in the mind of an interviewer and if the candidate doesn't know it, is not aware of it, it's not going to serve them. You tell them the truth. You're like an image consultant over the phone.

Carole: That's true.

Milana: Can you mention where people can go to get your materials for interview coach training to add that to their current business or start a whole new business as an interview coach?

Carole: Well, I'm going to shorten the process fairly well. I've been in the business 11 years and it's only been in the last 3 years that I've been making the big bucks, so I think that it's taken me a long time to hone my skills and come up with a system. I have put together a system and I am selling that. Do you want me now to tell them now what's included, Milana, or should we save that for the end?

Milana: One thing that I wanted to mention is that people saw the interviewcoach.com/team.html website and asked about marketing. Where do you find clients or how do clients find you? What do you do to Interview Coaching clients?

Carole: Well, I think the biggest boost to my business is to write articles and I think be out there. And I take any opportunity I can to just be in the press. Reporters all call me and want to hear answers and I'm very willing to put myself out and answer them. I'm not getting anything for these articles, and I'm not getting anything for being placed in magazines. Right now, my picture is in Men's Health Magazine and I'm right next to John Travolta, the closest I'll ever get to John Travolta. But I don't know whether or not that will get me any business, but it doesn't matter, it's exposure. Six months from now, someone could pick up that magazine and see my picture. I think exposure is important. I do a lot of speaking for free, which my coach tells me I'm crazy to do, but in a way, I'm very selective about who I speak in front of. I work with people who are out of work, I speak to poor people out of work. I speak at universities, I'm out there. It's just like getting any kind of job – you're networking. But I think writing articles has been a big part of my success. And one of the things in my package that I offer is six articles that you can reproduce. I encourage

you to put your own spin on it and put your own name on it and submit it to places that are of interest to you. If you are a lawyer and you know a lawyer's publication that you can submit an article to put the spin on your article and put your name on it and I give you full permission to use it. So writing articles has been a big boost for me. The other thing is that I have a wonderful Coach, it happens to be Milana, and she has been so super with me – her web site is www.milana.com. I was just telling them that if they are starting out as an entrepreneur, they need to connect with you.

Milana: My new website is Milana.com. Are you referring to a particular web site of any sort?

Carole: No I was just telling them that if they're starting out as an entrepreneur they need to connect with you and see... to join some of your groups. So the marketing piece is a success, but for instance I have, I used to sell like 1 book a day or 20 books a month or something like that and then Milana came along and said "No no, you gotta get a sales letter." And now I sell a couple of thousand books, a couple thousand dollars of books per month and that's a nice passive income but having the right sales letter there was, made a huge difference and Milana has great tips on who to use on your sales letter and things like that. So, really how to market – marketing is a whole other niche, I mean obviously its not my niche but I have to use marketing to get myself out there. My presence on the Internet I have to have a website. When I started 11 years ago when I told people I had a website, they'd say, "You do?" and now its like, "Well what's your website?" you know because everyone has 7 or 8 websites and you have to have a website. Instead of the brochure, instead of the calling cards you have a website.

So one of the things in my Rolodex, what we call my toolbox, that I give you in my system tells you how to set up a website, how to submit articles and where to get web developers and all types of things like that and information on how to set up your business. I think establishing yourself out there, especially if it's a group of people you want to associate with is really important. And this is one good thing about the Internet, there tons of the ways to find people. Someone this morning, Terry, told me about a great group of women in San Francisco I didn't know about and I definitely plan to hook up with those women because that's a great place for exposure for me so that was a perfect lead talking to someone, thank you Terry for the lead, talking to someone who gave me the information I'm going to follow up on. In other words a lot of it's about you, your energy, and your follow-up – you can't just sit there, open your store and hope they will come because they won't; you have to drive them there from somewhere.

Milana: And you do have a premier position on Google I mean if you just type in on your coaching right now, you are the first place Google, yeah. I don't know if you knew that. So...

Carole: Well, if so many people don't know what Interview Coaching is then how many people are putting in Interview Coaching? I put up a free site in fact any of you who want to go there or send your clients there, it's called jobinterviewcoachingcenter.com

Milana: That's the right one Jobinterviewcoachingcenter.com

Carole: It's a 1 stop resource and it's free. Anybody can use it and it's a membership and people are going to sign up in order to see free articles, free testing, free, everything's free. In the meantime I'm collecting their information so that I'm building on my list so that when I have an event which I have from time to time. I do sell at conferences I do speed interviewing where I put people in the hot-seat, now I have a list and my list continues to build – so don't you think that's a really effective thing to do Milana?

Milana: Yes, and I can't believe this is the first time I'm seeing this website I think. But I think this is a great link generating tool for any type of victim, but for particular Interview Coaches, because when people are looking for interview help they are hot, they are in the moment, they want to find some help now, somebody or something instead of.... Say they're on your lists for months where they no longer need assistance – if they find the website now they're going to jump in and join and get the resources and your gonna get a hot lead.

Carole: That is the one thing about Interview Coaching is that it is very seasonal its very event oriented so in other words, Milana's best analogy she ever gave me was; Think about being pregnant, you're only pregnant for nine months and then you're no longer interested in any product about pregnancy. So it is in some ways a short cycle, I happen to really like this because I am constantly working with new people and I have done some career coaching and that can drag on and drag on so you become a therapist. So this is very fast and people want information now and the good news is that I'm able to work my own schedule as coaches can do. Because I'm in California and I work with a lot of people on the East coast I work in the afternoons and its their evenings and they think its really great that I can work in the evenings with them, but I'll work weekends but then I'll take the day off, ya know, whenever I want so that's the most wonderful part of any kind of coaching, and that is you are in control of your own schedule. But that's great, but one thing about Interview Coaching is you're correct, it is now, everything is now, everything is fast, everything instant so...

Milana: A lot of folks who contact you have an interview today, “coach me” right now?

Carole: I say I don't perform miracles but the truth is I actually have performed some miracles so I take it back I can perform miracles.

Milana: Well one of the things you choose not to do is turn Interview Coaching clients into career coaching or life coaching clients or any other type of coaching and that's what people absolutely do -

Carole: Absolutely. People ask me that. In fact I think a wonderful niche, which I had chosen not to take, I did in the beginning but again, you leave off the parts you're not comfortable with is the first 90 days of anyone's employment is a very difficult period and I think that's a wonderful little niche all by itself, the first 90 days. I have a friend who wrote a book called “Find the Bathroom First” that has to do with the first 90 days and that's the only thing I've really seen about that period but it's very difficult to join in a new group and become a part of it and I think that's a great little area. Plus, any life coaching – I mean some people have communication relationship skills in offices and they need coaching. So as an Interview Coach I have chosen to cut it off there. Once you got onto this Interview Coaching and take it further, that's up to you.

Milana: So it becomes a really good, generating product or service to ask your client in the beginning and then once you have that relationship and they trust you and you get to learn more about their talent and what you can help them with then you have a topic to enroll them into your other programs and services. So some of the things you have done are very creative that you mentioned ... and I hopefully find this happening in the interviews I find the exciting things are there for me. You've done interview bootcamp, a more intensive program for people who really want to practice and learn more in a group environment. Then virtual interviews you've done college graduates who are finishing their core and they are looking to upgrade their interview abilities. But what I wanted to emphasize is how lucrative this business is because not only do you do telephone coaching you also do video coaching, you send you video tapes and have you critique them and you mention the in person on-camera coaching that's really lucrative, as people come to your office and you videotape them. A mom or the dad brings their niece or college graduate and wants you to coach them or celebrities. Can you mention the range in pricing that you get?

Carole: I sell packages, I don't sell hourly but usually I have my full package for regular people, not for FBI, is two sessions and I charge \$449 and what that includes is two 1-hour coaching sessions but it also includes me

writing 5 points for their personal statement. So I'm probably spending 2 ½ hours with that client and for \$449 whatever that figures out to an hourly wage that is. And if they don't wanna spend that much I have a 90 minute session where I don't write the 5-points and I think for that I charge \$299 and then in person I charge, that's one hour on the phone and two hours in person and I do write those 5-points and they leave with a CD or a video and tape an audio recording of me talking through their video presentation and the critique I give them and for that I charge \$689. I think my prices are probably low I think you can charge whatever you want but I think I have to keep them affordable because I don't want to discourage people from getting help just because of price and I think it's a fair price. I probably could go higher but I'm keeping it moderate.

Milana: If you end up specializing in a particular area of a career industry I think you can definitely go up in price

Carole: So I think price is a subjective thing and it really depends as I told you I would do it for free if I could, but I have got to make a living but I also want to give people good value

Milana: Well, let's talk about how people can get started right now. What do you offer to people who want to become Interview Coaches or who want to add Interview Coaching to their current business whether they are career professionals or entrepreneurs or recruiters; what do you offer to these people today?

Carole: Before I do that let me just tell you one thing and that is some people will say, "Well I'm already doing Interview Coaching." I ask them, "Have they ever been trained and they say "No". But they're doing it just as sort of a sideline and maybe they're not really giving the client what they need.

I had a woman call me last week and say I worked with someone for 3 hours but she didn't give me what I needed and I said what do you mean, and she said "*Well, she just gave me the basic stuff and I want real critique.*" So by adding this you're adding an upsell if you will. You're adding a substantial benefit to your business in saying this is something I'm going to offer. Its not just a slipping it in there as part of your package, this should be highlighted, it should be special. Ok so let me talk about my system. I have a facilitator's guide, and in that guide is reproducible exercises from my workbook.

My workbook is the heartbeat of my business and I give you license to use these exercises. I give you a PDF, I give you hard copies as well. I have made a CD explaining how to use the workbook with a client and I give you six copies of my workbook to start and I discount any future purchases if you want to buy my workbook and give them out to your

clients. Now with that comes a one hour consultation with me. So I will go through there and talk to you about how to use the workbook and what's happening with your clients and I sell that separately for \$595 just to give you an idea. I include "The Complete Interview Coach" which I sell to my clients, and this comes with an instruction guide and includes my books, "Perfect Phrases for the Perfect Interview" and "Boost Your Interview IQ."

Now, even if you don't buy anything today buy that system because my associates tell me that's their bible. "Perfect Phrases for the Perfect Interview" helps with answers to give to people "what should I say when..." and this is going to give you 3 examples for every time of "what should I say when". My book "Boost Your Interview IQ" has been in publication and keeps being repeated and has been out there for 4 years, it's been translated into Chinese. McGraw Hill loves that book. Two CD's, "How To Ace Your Interview" and "Job Interview Secrets", there are actually 3 CD's so you get about 2 or 3 hours of me talking. I have a marketing toolbox, and this is great, and this is everything you need to set yourself up in business and if you have an existing business we're going to give you more information. It's a Rolodex of information. Its marketing information, its press releases, domain information and everything that you, even examples of how to start a website designer logos and things like that. And then I give you those 6 reprintable articles which I mentioned earlier. I give you my latest book which just came out last year, "Boost Your Hiring IQ" because I think is important that you see from the hiring side what going on in the interviewer's head. And my big, big special book is Milana's book "Coaching Millions" which is a little piece of gold all by itself.

Milana: So you basically have it all in one resource. You have your guide book and your coaching manual

Carole: That price is so great

Milana: And we're not even talking about the details, the tactics, the tools that you have used and packaged into it. I wanted to let people know that if you go to InterviewCoach.com/team.html the systems is \$1495 and you get all the materials now. There are a couple of really significant bonuses here, you get the whole recording of this interview event comes with this package. I think that its an incredible value and a way for you to learn what Carole is doing with her clients in a live environment. You also have interview books in – I don't know how we made the bonus because when you sold it, it was like \$300 or \$400 by themselves and we just included the recordings so people could have them and could learn how you interview and how you coach people to start interview coaching and that these two things alone have can position you in a very powerful way. With these skills, your clients will be really, really happy and will result in the things that you help

them identify and the things you do for them. Is there anything else that I didn't say Carole?

Carole: You are a much more an effective interviewer if you are a better candidate yourself

Milana: Right. One of the things that we can do now is open up for questions Carole, Because I am obviously looking for answers to questions to call people to investing in your materials – One of the things before I open the line I want to mention is that the whole purpose of you creating this, do you mind if I share that?

Carole: No

Milana: You don't know what I'm going to say

Carole: Milana I trust you

Milana: Well you have been so incredible & successful in your interview coaching business that at some point I know you become overwhelmed with the number of clients you get so one of the initial reasons that you decided to put together your materials and to organize your system is the idea of being able to refer clients to other area codes.

You're getting so comfortable about just sending them off to another coach you want to know that this is a coach who understands what you do and can provide the same quality that you provide for your clients and so you are actually looking to build a team of coaches who hold the rules and refer clients to your overflow of clients as well as when you just simply go on vacation, don't want to take a client, feel that there is someone else that specializes in an area that you are not fairly comfortable with. That was one of the major reasons you started working on this system is so that you could train other coaches and other career professionals who offer interview coaching to create a pool of referral coaches. Well let me open up the line and see if there are any other questions that we haven't answered for these people. Ok so what I got I put up in QA mode if you have a question just press *6 and go ahead

SUE: Hello its Sue

Carole: How are you?

SUE: It's been a wonderful, wonderful call

Milana: I'm glad to hear that

SUE: I really... I want to acknowledge just to see the cooperation between the two of you and where you come to help us structure our getting out there in a solid way and you're both so good at that. I have a question for you, when you developed your interview products, where you're interviewing, say, another very well known coach, how have you taken that product and perhaps turned it into something that you can sell again on the Internet? I've heard you'd done that?

Milana: I don't know if that's a question about Interview Coaching as a field to go into. Are you asking about interviewing somebody for product development - am I correct in understanding that Sue?

SUE: Product development, yeah. I think that if you're getting good at interviewing you're also good at interviewing and product development at the same time but maybe not, see, I'm seeing ...

Carole: That's what speed interviewing is. I'm actually coaching people and I'm letting other people, view, if you will, and then I'm selling it to say, I'm not really selling it now, I'm giving it as a bonus just to say here's how I do it. Is that what you're talking about?

SUE: That's good, I like the bonus idea . Yeah, that's great

Milana: I think if your question is more about product development I would say that just email me directly because I didn't quite understand the question I am on a different wavelength right now. Interview Coaching as a field of expertise, so thank you for your questions and I appreciate your comments very much

SUE: Thank you Milana

Carole: Thank you Sue

Milana: If you press *6 that will put you back on mute and anyone else that has questions go ahead and unmute your telephone by pressing *6

DENISE: Oh I hear two people talking

Milana: Who is speaking? Ok Lets try again.

Carole: The one with the initial closest to A start first

DENISE: My name is Denise and I have two questions

Milana: Hold on just one second, who was the other person?

CARLA: Carla

Milana: Hi Carla. Let's take Denise's question first and then we'll go to another

DENISE: Ok, the two questions. What was the site we can go to see Carole's offer

Milana: The site is interviewcoach.com/team.html that will get you the information I find very valuable specifically interviewing and the interview bootcamp available to save several hundred dollars and is included with this package. Again it's interviewcoach.com/team.html/. And your second question?

DENISE: My second question. You know, you mentioned a website where you actually record the client could you tell us specifically what that is?

Carole: Its freeconferencepro.com

DENISE: Well thank you so much.

Carole: Those kind of resources are in my toolkit, marketing toolkit that I have in my system

Milana: Once again that was freeconferencepro.com

Carole: ...freeconferencepro.com. There are several actually.

Milana: If you could go to Google and type in "free conference lines" or "free bridge lines" you'll be able to find a lot of them. I use I think I use the same service, freeconferencecall.com

DENISE: Thank you.

Milana: You're welcome. And if we got a question from another person. I'm sorry I couldn't

ELIZABETH: Hi I'm Elizabeth and I have one thing...

CARLA Carla.

Milana: Lets take a question from Carla and then from Elizabeth

ELIZABETH: Ok thank you.

CARLA: Does this package include coaching for writing your presentation and your resume?

Carole: I don't do résumés. I give advice on resumes and I refer people to résumé writers, I do not do résumés myself. I know how, I did it at one time but now my niche is very specific and I do not do résumés.

Milana: We can absolutely find somebody to refer clients to and if that's something you already offer that's another income source for you right there.

Carole: It's a beautiful marriage that can take place between an interview coach and a resume writer and that you can support one another very nicely. A joint venture so to speak.

Milana: So Elizabeth, go ahead, what's your question?

ELIZABETH: Thank you, yes. Carole, you had mentioned something about a team, a theme that you're building, a niche? And I'd like to know is there a special offer for that?

Carole: There is an upsell on the upgrade and if you buy the system, then check out the system I encourage you to do for \$1002 which turns out to be mathematically some good deal you can upgrade to a team later on and the team involves, at the end of the... first of all the team has 6 weeks of training by me and then certification after the 6 week training after I feel you're qualified and then you can put the logo "Interview Coach" certification on your website. I think I'm the only one that is doing the Interview Coach certification at this point.

ELIZABETH: I see, because I already signed up for it

Carole: Oh, OK – great. Are you the person Martina...

ELIZABETH: Yes I am

Carole: Ok, ok I'd be interested in talking further with you about that

ELIZABETH: Ok – I'll have to contact you then

Carole: Well, we can... why don't you email me and then we can talk later specifically because I know you already purchase

ELIZABETH: Yeah, is it carole@interviewcoach.com

Carole: Yes, right, right – thank you. Thank you.

ELIZABETH: Thank you.

Milana: Ok, anyone else? Oh by the way don't forget to put yourselves back on mute by pressing *6 – Hi Tina, go ahead

TINA: I also have an interest in the team approach. I'm not clear on how to register for that particular package

Carole: Well I am encouraging you to take advantage of Milana's special deal, is a deal we are giving through Milana's you know the training.com, Milana, and buy the system and then check out the system use it through you and then if you are interested I believe, there's, we can, email me and I'll show you how to get that on and then there'll be also one other thing is when you buy the system you'll get the links, we'll be sending you the links for the bonuses as well. Thank you.

NOTE: This “deal” was only available for a period of time after the interview call – it is no longer offered.

Milana: are you getting... it is a smart decision to investing in this system first before you decide to join the team. Joining the team it's a little higher investment and I think that it would be wise to purchase and view the material and make sure that this is what you want to do and contact Carole directly but either way the materials are standalone, it's a standalone system whether you are in doubt working with Carole on the team or not it is a great way to enhance your admin skills to your business right now. Are there any other questions?

UNKNOWN: Yes, I have a question? What would be the investment fee to upgrade and join ...

Carole: The price is, I don't remember right now \$2497 for the whole package as of Monday

UNKNOWN: Alright, thank you ...

Milana: All the prices are on the main website interviewcoach.com/team.html I guess Carole, you and I didn't anticipate the interest in the team

Carole: Right.

Milana: ...today we just kind of decided just to give people an opportunity to invest into the system itself and then talk to you about the upgrade if this is something they want to do

Carole: There's an application process involved in the team. I want people who are qualified. I'm really very interested in putting together a quality team, I do not want to; because I will be referring clients to you, and by the way, I'll be giving you 75% and I'll keep 25% so we will be a revenue share and I want good people. I want people giving and coaching the caliber that I feel I give. So I want you to be trained. I want you to be good and I want you to succeed

UNKNOWN: What is the length of the program Carol?

Carole: Six weeks. You determine the pace but we will have 6 sessions together and if you need information specifically on the training I can give it to you but there will be some training where we'll be working together; some where I'm observing; some training where you're observing but by the time you're through with the 6 weeks you should be a very qualified interview coach

UNKNOWN: Cool. Your opinion what is the one question you can almost feel it coming when somebody comes to you for your help

Carole: It's me that asks the question, that is "What's the problem?" I wanna know what's going on, what question do they ask me, oh really they're so involved with their own problem they don't ask me... I never been challenged; I've never been asked for money back. You know it's like a doctor, you don't go to the doctor and ask questions you go to the doctor and tell them your problem and then listen for advice

UNKNOWN: Yeah well it depends on the patient.

Carole: Yeah that's true.

UNKNOWN: Thank you so much.

Carole: Thank you.

Milana: All right, well we have a moment for one more question I want to remind people to the link interviewcoach.com/team.html -- that's where you can get the all the information from Carole Martin and the special bonuses that Carole decided to add because these are being sold separately and they are available separately and so the only reason that Carole is even putting them is just to make your decision to invest is a no brainer

Carole: Actually Milana, they can't purchase those bonuses, they aren't for sale; they are very special bonuses

Milana: They are very special and also you got those in real time with people...so...

Carole: ...and they've all been recent so they're very timely

Milana: Ok, one last question and we'll let you go and we'll let Carole go as well... going once....

UNKNOWN: I have another question.

Milana: Yes, go ahead

UNKNOWN: Hi. How long do you give people to check out your material and see if it's a fit for them and also prior to considering to buy later

Carole: There is an application process. I don't have a timeline, time length on it but there is an application process where I will review your qualifications to decide whether you have the necessary background or exposure that would make you a good interview coach

Milana: All right, well thank you so much for everyone's time today, Carole especially, I know that you're very busy. I wanted to give people your email one more time for those of you who are sitting on the fence maybe there's a question you are not comfortable asking on a teleseminar. This email Carole directly, carole@interviewcoach.com and Carole with an "e"

Carole: C-A-R-O-L-E, I have that little "e" on the end. C-A-R-O-L-E@interviewcoach.com

Milana: Right, and just ask a question we'll help you with that

Carole: I'd be glad to talk to anyone. You can tell I'm a talker and I'd be glad to give you any kind of help or direction... ok thank you – bye, thank you Milana