



REPLY ALL

[AND OTHER WAYS
TO TANK YOUR CAREER]

RICHIE FRIEMAN



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ONE

Job Interview Etiquette

Hello world, I'm here! World? . . . Hello? . . . Your diploma is a piece of paper, not a magic wand.

You can be born rich, but you can't be born successful!

—Richie Frieman, Modern Manners Guy

I love this quote for many reasons. For one, it's probably the single best reminder of how the real world works. Secondly, it's also something people tend to forget when starting a job. If it were up to me, this slogan would be plastered on the wall of every college classroom as a reminder that the real world—especially the professional world—is not someplace where you can simply rely on luck or your personal heritage to get you by.

Now, by “rich” I’m not talking about money. I’m talking about the idea that just because you were born into something or handed an opportunity, it automatically makes you a success. Success is *earned*, not given out like a free cake on your birthday or for reaching Gold status at Starbucks.

Sure, you can have help getting in the door (I recommend it!), but once you're in, you are on your own. Which school you went to, who you know, or how much money you or your parents have all take a backseat to what you can accomplish with your own two hands and that thing that sits right between your ears. Nothing trumps hard work. Period.

This chapter is filled with quotes, stories, and anecdotes from influential people in a wide variety of industries, all of whom have their own theories on what makes a person successful—from the way you present yourself, to the way you work with others, to how you travel, behave at meetings and dinners, and many other situations that shape the success (or failure) of your career. Those who rely on the achievements of others will never make it (I'm talking to you silver spooners!). Success is not like a hand-me-down piece of clothing that fits great on one person, so the next will look equally good. You can't give someone success in a pretty little box and expect them to maintain it once the box is open. Sadly, this simple truth is often lost on people who allow their egos to get the better of them.

Say it with me: "The world doesn't owe me anything."

In this chapter, I will take you on a tour of the ever-nerve-racking job interview, as seen from both sides of the table. So before you forget to iron that new shirt, arrive late to the interview because your alarm didn't go off, and say "Hey, man!" when you shake the interviewers' hand,



“Look, if it worked for Zuckerberg, it works for me.
So, about that salary . . .”

check out my dos, don'ts, and please-don't-ers of proper job interview etiquette.

There is a reason why job interviews make people nervous. You *should* be nervous. It's a big deal. After interviewing a long list of industry bigwigs for this book, I've learned that they start reading (and judging) you the moment you walk into their office. Job interviews go way past your résumé, or the fancy college diploma you have hanging over your bed. The interview starts the moment you open the door. Every second is a test. And like a test, many people fail.

But the good news is that like a test, you can study for your job interview—and yes, even cram until the last

minute—to make sure you are prepared. However, a job interview is different in that it's not for a grade, it's to see if you are really as sharp as your diploma says you are.

The Pros Weigh In: BARBARA CORCORAN
Real estate mogul, investor, and resident shark
on ABC's hit show *Shark Tank*



Millions of people tune in each week to watch Barbara Corcoran take a bite out of investment seekers on ABC's *Shark Tank*. On the show, budding entrepreneurs vie for attention with only minutes to make a good impression on the sharks who can fund their dreams. Little do they know that before they even finish their first sentence, Barbara has already made a gut call.

Harsh?

Absolutely.

But it's not just manufactured drama for TV. When it comes to business, many people (aka, the ones doing the hiring) use their gut instinct to judge the people they meet. Barbara told me about one particular situation when a job applicant came into her office for an interview:

We have a fairly small office with a staff of only six or seven people. So when you walk inside, you immediately see the workplace of the entire group. This job applicant came in early and the first thing he said to my assistant was: 'I'm here for an ap-

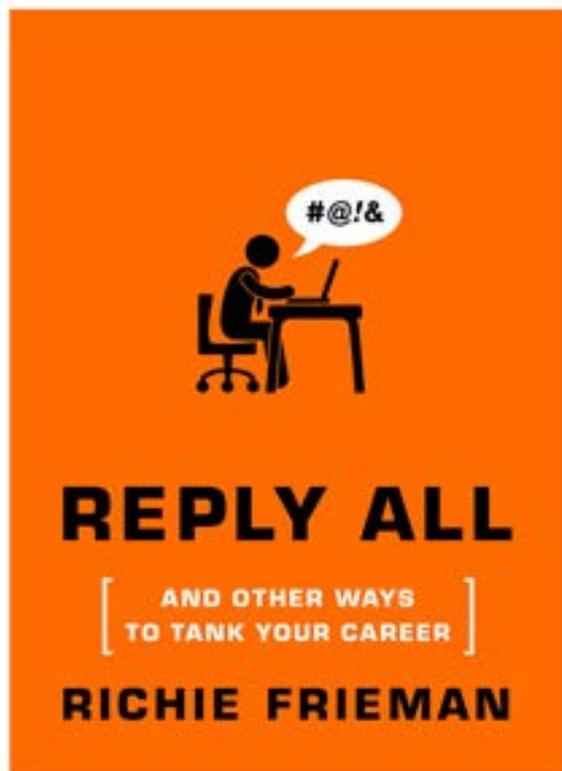
pointment with Mrs. Corcoran. Would you rather I wait outside?’ Outside? It was raining outside . . . I love this guy! He walked in, realized that he might be interrupting, and acted on it immediately so that we weren’t inconvenienced—even though he had an appointment. Great, great move. I hired that guy. It was almost as if everything he said after that point was prejudice against the positive. I saw him through rosy lenses through the next hour and a half that I talked with him.

Whether or not the person likes you is going to be decided within the first five or six seconds of your meeting.

—Barbara Corcoran, founder of The Corcoran Group
and investor on ABC’s *Shark Tank*

This story points out one clear fact about interviewing for the job—you are not hired yet. You have to *earn* that spot. When you step onto their turf, you have to swallow some humble pie and appreciate every second of their time. It’s foolish to assume that you have any advantage over another candidate. Sure, sometimes you may share a mutual contact that got you the interview, or your dad plays golf with the CFO on the weekends, but at the end of the day a manager wants to hire the best person for the job. If you march in thinking you already own the place, it will surely be the end of the interview.

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