The Cardinal Rules of the Interview/hiring process

1. **Know** who you are and be that. Don't try to be someone else. So act yourself in an interview.

2. **Increase** and highlight what you are good at. Don't mimic what others can do.

3. **Share** something you have achieved. Don't replicate what others have attained.

4. **Learn** your market value and what you have to offer. Don't settle for less.

5. **Evaluate** your assets regularly in light of the market. Know your trading power.

6. **Improve** your capabilities and know-how. Always exchange your talent for equal future value.

7. **Seek** value and longevity, not availability. Don't take just what comes along.

8. **Create** desires in others. Give others a reason to be nice to you and speak highly of you…then hire you

9. **Invest** in your abilities. They will make your life bigger, more prosperous and more meaningful.

10. **Earn** respect by giving respect in the interview process and life. It will increase your worth in everyone's eyes.