

# ***SUPERCHARGE*** ***YOUR JOB SEARCH***

**SHORT**

**SWEET**

**TWEET**

Expert Job Search Advice in Digestible Bytes



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## Recognition

This book would not have been possible without the concentrated efforts and dedication of CDI's Programs & Innovation Committee. This small but mighty team worked tirelessly for 16 months to bring this campaign to fruition, culminating in this powerful e-book.

We recognize:

Former Committee Director, Tony Deblauwe, HR4Change

Current Committee Director & CDI President, Laura DeCarlo

Members:

Susan Guarneri, Susan Guarneri Associates / AssessmentGoddess.com

Judy Gillespie, Career Avenues by Judy

Surranna Sandy, Surcorp Resume Solutions

Sakeena Rashid, Vertical Resume

\* \* \*

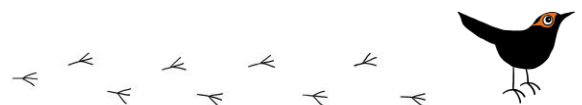
Further, the content would not have the valuable expert impact in the area of job search that it does without the contributions of CDI's membership. The following tips are shared by those resume writers and career coaches/career professionals who participated. Their contact information can be found in the appendix at the end of the book.





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## About CDI and This Book

### What is Career Directors International?

Career Directors International (CDI) is a global professional association. Its membership includes the career industry's top resume writers, career coaches and counselors, job developers, recruiters, outplacement specialists, HR practitioners, and other specialists.

Our commitment: to deliver industry innovation and unlimited potential for learning and growth to our professional members. That translates into jobseekers' confidence in hiring an industry leader to assist with their career transition.

### Why This Book?

At CDI we are always looking for ways to help our members add value, demonstrate their expertise, enhance credibility, and give back to job seekers.

This free e-book represents the most up-to-date advice in job search across nine different methods of seeking employment and will provide an excellent tool for job seekers.





# Understanding Tweets

Twitter is a social network that allows people to communicate with each other by composing messages using a maximum of 140 characters. These short “tweets” are displayed in real-time and come from people and news outlets all over the world.

## Composition of a Tweet

Twitter has specific characters you will want to become familiar with when reading tweets. Tweet authors only have 140 characters to get their point across, including punctuation and spaces. Therefore, they write using tight phrases, abbreviations, and URL shorteners to express themselves with just a few keystrokes.

## Twitter Language

### Common Symbols

@

The “@” sign followed by a username is how the author mentions another Twitter user in their message via their Twitter handle, ex. @CareerHero. This Twitter handle is a clickable link to that user’s profile. Additionally, clicking the live reply link on a tweet will allow you to send a response to a tweet as a @reply.

#

Hashtags “#” are used preceding a keyword or phrase throughout Twitter messages to “tag” tweets, making them easier to find through Twitter’s search feature. If you click on a hashtagged keyword (ex. #nursingjobs), it will bring up a list of tweets from all over the Twitter universe with that handle. Hashtag keywords that are extremely popular can become “trending topics.” Listed on the lower left side of your Twitter home page, you will find a list of trending topics based on your location and what is popular at that moment.

### Common Acronyms

@ = Reply to [username]

**AFAIK** = As Far as I Know

**b/c** = Because

**BTW** = By the Way

**CX** = Correction

**DM** = Direct Message

**EM** = Email

**FB** = Facebook

**FF** = Follow Friday (hashtag #FF)

**FTF** = Face to Face



**FWD** = Forward  
**FWIW** = For What It's Worth  
**HT** = Hat Tip  
**HTH** = Hope That Helps  
**IMHO** = In My Humble Opinion  
**IMO** = In My Opinion  
**LI** = LinkedIn  
**MT** = Modified Tweet  
**PRT** = Partial Retweet  
**RE** = In Reply To  
**RT** = Retweet  
**RTF** = Read the FAQ  
**RTHX** = Thanks For The Retweet  
**RTQ** = Read the Question  
**TMI** = Too Much Information  
**YW** = You're Welcome

## Other Twitter Tips

While the following is not necessary to read this e-book, you will find it valuable should you wish to become active on Twitter.

### What's a Retweet?

A Retweet is used when a Twitter user wants to broadcast a message to their followers which they have read on Twitter (as composed by another author). It may be cutting-edge news, a laugh for the day, or anything under the sun. Simply click the "Retweet" link along the bottom of the original message to send it viral.

### Favorite Tweets

If you hover your cursor over each tweet, you will see "Expand", "Reply", "Retweet" and "Favorite" links appear. Clicking on the "Favorite" link saves that tweet under your Favorites menu to access at a later date. Selecting the "Expand" link will display the time and date the tweet was sent and a "Details" link, which opens the full tweet in its own window.

### Adding Photos to Tweets

When composing a tweet, you will see a camera icon directly beneath the message box. By clicking that icon you will be able to add a photo to your message, which will show up as a link in the body of your tweet. Clicking the link "View Photo" will display the picture attached to a tweet.



## Tweeting Your Location

To the right of the camera icon you will see a marker that allows you to add your location to your tweets. You can turn this feature on/off before writing a tweet. Use it as little or as much as you like to update your followers on your whereabouts.







# Chapter One:

## Job Search Focus



## Career Planning & Goals

Write a "Personal Mission Statement." What is important in your life?  
@DonnaBeestman #cdisst #careerfocus

Successful #jobsearch begins with 3 simple Q. Who are you? What do you want?  
How will you get it? @jenniferbradle #cdisst #jobfocus

Use your life intentions as foundation for #jobsearch goals. Inspire yourself and others. @jenniferbradle #cdisst #jobfocus

Top 3% write down goals. Only 1% put date for completion. Join high performers to achieve your dreams! @ELCglobal #cdisst #jobsearchfocus

No job is permanent. Everyone should expect 2B in perpetual passive #jobsearch.  
@MegGuisseppi #cdisst

Living a passionate life based on purpose is gr8! (Linsey Levine) #cdisst  
#careerfocus

If traveling, U have destination + route. #Jobsearch - where are you going and how will you get there? @One2OneResumes #cdisst #jobfocus

Stay in touch w/ career goals so you can take advantage of unexpected opportunity.  
@careershift #careerfocus #cdisst

Career planning is much like shoe shopping; you must consider purpose, fit + style.  
@CareerSynergy #cdisst #careerplanning

'The indispensable 1st step to getting the things you want out of life...: decide what you want.' @deboreilly #BenStein #cdisst #careerfocus

Career Planning Evaluations increase confidence w/ direction + options. Put results in interview portfolio. @janeroqueplot #cdisst #dreamjob

## Career Exploration

Write down your six greatest strengths and a concrete example of each.  
@DonnaBeestman #cdisst #careerexploration

List key accomplishments and identify what skills & abilities you enjoyed using to achieve them. @DonnaBeestman #cdisst #careerexploration

Do field research. Interview. #Volunteer. Gather evidence about which employers' problems you can solve. @jenniferbradle #cdisst #careerexploration

Analyze past paid + unpaid work. Identify strengths. Target positions that maximize your gifts. @jenniferbradle #cdisst #careerfocus

#Brainstorm list of achievements to determine what you do best. Then focus on those areas. @FredCoonSCC #cdisst #careerfocus

You can't sell product you don't understand. Know yourself well & explore how others could use ur #skills. @FredCoonSCC #cdisst #careerfocus

#Careerfocus becomes clear as you research #job functions & responsibilities, and assess both interests and abilities. @FredCoonSCC #cdisst

Top 3 values + skills + interest areas that connect you to both the people & work environments that energize. @ELCglobal #cdisst #careerfocus

Plan before you post! Clarify your key job strengths and career interests before sending resume to employers. @hr4change #jobplan #cdisst

Compare your abilities, interests & #transferableskills with reqs in various categories on #jobboards. (Judy Gillespie) #cdisst #jobfocus

Unique YOU: motivated #skills, interests, passions, experience, training, #values + #personalbrand. @susanguarneri #cdisst #careerfocus

AUTOPSY your best + worst jobs to ID what energizes or drains you - do what energizes you. @TheResumeSmith #cdisst #dowhatyoulove

Career clarity builds confidence. Xplore interests, values, skills, natural preference style. (Linsey Levine) #cdisst #careerfocus

Build key success-factor timeline: focus on life events that energized U and made U feel gr8. (Linsey Levine) #cdisst #careerfocus

Sometimes the best way 2 know what UR looking for is to start looking. @careershift #knowthyself #careerfocus #cdisst

Explore peripheral opportunities to orient your #jobsearch. @careershift #careerexploration #cdisst

In times of employment uncertainty, align your passion & strengths with your #careerchoice. @Career Synergy #cdisst #careerplanning

Not sure what you want 2B when you grow up? Ask friends/family for their ideas for you. @careersherpa #careerfocus #cdisst

Find experienced #careercoach 2 attain #careerfocus and 2B accountable in ur #jobsearch. CareerDirectors.com @CamilleRoberts #cdisst

Know #behavioralstyles 2 appreciate strengths 4 career success. @janeroqueplot #cdisst #careerfocus

Behaviors R key 2 #careersatisfaction. Style / Job mismatch may lead 2 relational + health issues. @janeroqueplot #cdisst #dreamjob

Different Strokes 4 Different Folks. Ppl attracted 2 jobs based on #behavioralstyles. @janeroqueplot #cdisst #jobfocus

ID top 5 skills U most enjoy, translate into target #jobfocus + industry. Then rewrite rez, CL, #LI profile. @brandyoucoach #cdisst

Ask 10 peers, bosses, clients, vendors + friends 4 ur top skills. Match 2 keywords 4 rez & #LI profile. @brandyoucoach #cdisst #jobfocus

What's the demand for ur skills? Consult new skills-search tool on #LinkedIn 4 growth projections. @ruthwinden #cdisst #skills #careerfocus

## Career / Job Focus

#Jobsearch is more than a resume. Include cover letters + #personalbranding 4 increased #jobfocus. @LeezaByers #cdisst #careerplan

Broaden ur #jobfocus. To get a #job within a reasonable time, target 100+ positions instead of openings. @LeezaByers #cdisst

Your #jobsearch process starts w/ researching U. A Personal Marketing Plan makes it more efficient. @LeezaByers #cdisst #careerfocus

A #jobtarget contains 3 elements: industry, position / function, and geographic location. @LeezaByers #cdisst #jobfocus

Don't assume all you can do is what you've been doing. @FredCoonSCC #cdisst #refocus

Targeted search is much more likely to lead to #interview than "I'll do anything" approach. (Judy Gillespie) #cdisst #jobfocus

Your value proposition: Here is what I can do 4 you! Here are companies where I have done it. @JobExpert #careerfocus #cdisst

Focus-focus-focus on what YOU want to do and where YOU want to work. Then find your job there. @resumegenius #therightjob #cdisst

Envision your perfect day. If it doesn't include the job you're in, you need a different job. @resumegenius #therightjob #cdisst

Unsure of what U want in ur #career? What do I love doing so much that I lose track of time? @kristinsjohnson #cdisst #careerfocus

If U don't clearly say what kind of job U want, why would employer bother to figure it out 4 U? @LauraLabovich #cdisst #jobfocus

What do employers in ur target market need and want? Do U have those skills + experience? Can U prove it? @cherylmilmoe #cdisst #jobfocus

Passion + focus + business intelligence = fastest way 2 new #job! @careersherpa #careerfocus #cdisst

Identify 50 companies that could hire you. Proactively approach them BEFORE jobs are advertised! @careersherpa #jobfocus #cdisst

Don't lick your wounds too long! In this market, too much R&R after #layoff slows your #jobsearch progress. @deboreilly #cdisst #careerfocus

Join #jobclub while unemployed 2 expand ur network, get clear about ur #jobfocus, and stay accountable. @CamilleRoberts #cdisst

Take classes related to ur industry + #jobfocus while unemployed. Volunteer 4 projects, then add 2 ur #resume! @CamilleRoberts #cdisst

Get word cloud of rez or #LI profile at [wordle.net](http://wordle.net) to verify keyword frequency and #industryfocus. @brandyoucoach #cdisst #jobfocus

Don't waste ur time applying 4 every job. Focus efforts on jobs that match ur skill set. @Resume\_Resource #cdisst #jobfocus

Re-assess effectiveness of ur #jobsearch strategies. Find new ones that may be more effective. @Resume\_Resource #cdisst #jobfocus

Identify ur #careerfocus and target market. Focus ur #jobsearch efforts on them. @Resume\_Resource #cdisst #assessments

Are you taking these 4 granted? Languages + intercultural competence R crucial #jobfocus assets in global world. @ruthwinden #cdisst #expats

## Motivation Tips

Listen to Steve Jobs' commencement address. Moving, inspiring advice: [tinyurl.com/yhwrybh](http://tinyurl.com/yhwrybh). @DonnaBeestman #cdisst #careerfocus

Trying to stay motivated in #jobsearch? Isolation is worst enemy. Consider #jobclub or pairing up w/ friend. @laurieberenson #cdisst #jobfocus

Assigned new role in downsizing? New #skills broaden your skill set, add value, marketability in next #jobsearch. @laurieberenson #cdisst

Own your #jobsearch. Use all your senses to experience your future success. Take action from this energy. @jenniferbradle #cdisst #jobfocus

Stuck and frustrated job seekers need to begin each day reminding themselves it's New Year's Day! @ELCglobal #cdisst #jobsearchfocus

Looking 4 job is full-time job. Set #jobsearch office hrs and take time away 2 rejuvenate. @CRPLACEMENT #cdisst #jobfocus

Be unrelenting in ur #jobsearch. You and you alone R the catalyst 4 what you will accomplish. @mypromotion #cdisst #jobfocus

A #jobsearch strategy will keep you focused when emotions run high. Stop. Think. Plan. Implement. @mypromotion #cdisst #jobfocus

#Jobsearch can be overwhelming. When UR organized, you stay on track and find a new job more quickly. @mypromotion #cdisst #jobfocus

#Jobseekers: Take time off to 're-fuel the tanks.' Fresh perspective can uncover opportunities others miss. @mypromotion #cdisst #jobfocus

3 guys, same exact job. Are you laying bricks, bldg a wall, or bldg a school? It's all attitude! @danarideout #cdisst #jobfocus

Some thrive on organized/systematic jobs w/ no socializing. Others need interaction/stimulating dialog. @janeroqueplot #cdisst #dreamjob

## Career Assessments

Looking 4 skills 2 include on your resume? Take an #assessment & use positive feedback in your resume. @CRPLACEMENT #cdisst #careerfocus

List your strengths and weaknesses. Compare what you wrote with comments on your job reviews. (Judy Gillespie) #cdisst #assessments

Self-evaluation is tough; ask friends/colleagues for your top 3 strengths. It can be an eye opener. (Judy Gillespie) #cdisst #assessments

Career #assessments increase insight into unique strengths, #personality, #values, and #personalbrand. @susanguarneri #cdisst

Valid and reliable #careerassessments include #MBTI and Strong Interest Inventory. @susanguarneri #cdisst #assessments

Career #assessments do not tell U what to choose – they guide you 2 make sound #career decisions. @susanguarneri #cdisst

Go beyond MBTI or DISC – assess ur MOTIVATORS and target companies w/ same values. @TheResumeSmith #cdisst #assessments #careerfocus

Need 2 clarify ur #career path? DISC #assessment = targeted direction thru understanding ur #communication style. @kristinsjohnson #cdisst

The MBTI and Strong Interest Inventory R excellent assessments 2 help clarify career fit. @Career Synergy #cdisst #assessments

Be focused: do proper self #assessments. @LisaRangel #careerfocus #setyourselftobehappyatwork #cdisst

For list of career #assessments (free and 4 fee) visit [jobhuntersbible.com](http://jobhuntersbible.com) @billiesucher #cdisst #career

## Personal Branding

Don't assume technical strengths alone will get u the job. Softer skills (or lack of) factor in. @laurieberenson #personalbranding #cdisst

Create a unique personal brand w/ consistent info + design in all communications about you. @LeezaByers #cdisst #personalbranding

What do people turn to U alone 4 at work? That's part of your #personalbrand. @JeanCummings #cdisst #careerfocus

Include interests & successes on resume? Yes! Your personal brand in all areas is enhanced. @JeanCummings #cdisst #personal branding

What theme runs thru ur career across multiple jobs? That's part of your #personalbrand. @JeanCummings #cdisst #careerfocus

How do ppl describe U at work? Smart? Entrepreneurial? Include ur attributes in your #personalbrand. @JeanCummings #cdisst #careerfocus

What motivates U 2 go 2 work apart from \$? Your passion 4...? Include in ur #personalbrand. @JeanCummings #cdisst #careerfocus

Your #personalbrand = authentic, relevant 2 target employers, and differentiates you from ur competitors. @susanguarneri #cdisst

Is your personal brand as unique as you are? @MegGuisseppi #cdisst #personalbranding

Differentiate ur ROI from ur competition. What do you offer that no one else does? @MegGuisseppi #cdisst #personalbranding

Craft ur #personalbrand message to resonate w/ your target employers. @MegGuisseppi #cdisst #jobsearch

True measure of ur #personalbrand comes from those who know you best. How do they describe you? @MegGuisseppi #cdisst #jobsearch

Know thyself. If you don't know your value, you can't sell it to employers. @TheResumeSmith #cdisst #personalbranding

Career brand = How you are different from others with same skills, similar work history. @TheResumeSmith #cdisst #personalbrand

#PersonalBranding can focus ur search. Ask "What do I want ppl to know me 4?" Consider jobs that use those traits. #cdisst @kristinsjohnson

Personal brand = unique points of difference. What have you done well? How have you added value? @One2OneResumes #cdisst #personalbrand

Your #personalbrand = who knows U + what they think/feel/believe/know about U. Manage yours well! @bryanlubic #cdisst #jobfocus

You are more than one job; ur #personalbrand is adaptable to more than one occupational trajectory. @careershift #jobfocus #cdisst

What do U offer that competition does not. Know what makes you unique - say it in 2 minutes or less. @cherylmilmoe #cdisst #personalbranding

Know difference between ur talents and skills. Where they overlap R ur strengths. @cherylmilmoe #cdisst #personalbranding

Know top 3 reasons why company would want 2 hire you? Answer gives you competitive edge. @cherylmilmoe #cdisst #personalbranding

1st step 2 successful #jobsearch: determine ur brand. Express it in all you do.  
@Resume\_Resource #cdisst #personalbranding

## Informational Interviews

Great Q's to ask during #infointerviews: How can I meet others in this field? How can I learn more about this field? @laurieberenson #cdisst

Always speak w/ someone who does what you are thinking about doing. @careershift #careerfocus #cdisst

At end of #infointerview, ask 2B introduced to others who might find your abilities valuable. @mypromotion #cdisst #jobfocus

Successful #jobseekers confidently discuss challenges + setbacks and how they overcame them in #infointerview. @LisaRangel #cdisst

Study company, job, competitors and interviewer to prep 4 #infointerview – don't forget 2 study yourself! @LisaRangel #cdisst

## Job Shadowing / Mentors

Ask someone already employed in the field you want to enter if they would be ur mentor. (Judy Gillespie) #cdisst #mentoring

Remember low tech: call, have lunch with, shadow someone who is where you want to be. @resumegenius #cdisst #careerfocus

Use professional association 2 find support of a #mentor. Their insights and ideas can advance ur #career. @kristinsjohnson #cdisst

Ask #mentor 2 help you establish and reach milestones in ur #jobsearch and #career — don't do it alone. @LisaRangel #mentoring #cdisst

Ask seasoned professionals in ur target industry 2 mentor you. Get clear on ur career direction. @ruthwinden #cdisst #mentoring

#Mentoring: superb development tool for mentors and mentees. When will you start ur #careerfocus journey? @ruthwinden #cdiist

You'd never buy a car w/o test driving, so why change career w/o #jobshadowing? @ruthwinden #cdisst #careerfocus

## Internships

#Interning & #Volunteering: great ways to open full-time employment door with #dreamjob employer. @Resume911 #cdisst #jobfocus

#Careerexplorers: Do career test by being #intern or #volunteer. Experience the job w/o long commitment. @kristinsjohnson #cdisst



#Interning allows 'try-before-you-buy' experience, offers invaluable insight into corporate culture. @LauraLabovich #cdisst

## Volunteering

Being an active #volunteer is a great way to #network and explore a new field. @DonnaBeestman #cdisst #careereexploration

Moms returning to work: consider #volunteer role or #interning to gain #career clarity and visibility. @laurieberenson #cdisst #jobfocus

Find a professional association for your industry and get involved as member or #volunteer. @paulabrandcprw #cdisst #industryresearch

#Volunteer on non-profit boards; meet executives & working ppl who can give gr8 #careerfocus info. @CRPLACEMENT #cdisst #infointerviews

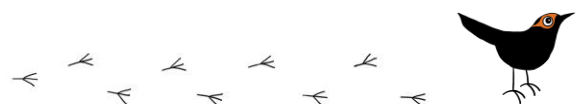
Never served on non-profit board? Check out United Way VIP Program online: [ow.ly/r3TD3](http://ow.ly/r3TD3). @CRPLACEMENT #cdisst #volunteer

VOLUNTEER to test the waters. Gain experience + be sure you love it. @TheResumeSmith #cdisst #volunteer #dowhatyoulove

#Volunteering: great way to break into new field. Check out: [DoSomething.org](http://DoSomething.org); [Serve.gov](http://Serve.gov); [VolunteerMatch.org](http://VolunteerMatch.org). @LauraLabovich #cdisst

In #jobsearch, #volunteer 4 projects that showcase ur strengths = great reference + door-opener! @bryanlubic #cdisst #jobfocus

Not sure about your next (or first) career move? Get experience by #volunteering. @debramills #cdisst #volunteer





## Chapter Two:

# Researching Targeted Organizations (Private, Non-profit, and Government), Industries & Individuals



## Did You Know?

Fast Company 2012: median tenure in current job is 4.4 years; #jobs in a lifetime will be 11.4 men and 10.7 women. @DonnaBeestman #cdisst #jobsresearch

Employee-reported salaries on web are not always verified w/employers. Take w/ grain of salt. @TheResumeSmith #cdisst #salaryresearch

## Researching Companies

Staff of local chamber of commerce and economic development organizations are great sources of info on companies. @DonnaBeestman #cdisst #companyresearch

Avoid research overwhelm. Consult a librarian. Apply their expertise = more productive research. @jenniferbradle #cdisst #industryresearch

Manage online distractions. Note your top 1 or 2 search goals. Keep in view + set a timer. @jenniferbradle #cdisst #companyresearch

Dig deep into [Google](#). Find little-known company information. Use info to hone & define your value. @DawnBugni #cdisst #companyresearch

Libraries have subscriptions to #databases. Quality sites: [Hoovers](#), [Jigsaw](#), [Zoominfo](#), [Glassdoor.com](#). @FredCoonSCC #cdisst #industryresearch

After #jobfocus, identify #jobtargets. [Jigsaw](#) & [LI](#) find people, [Manta](#) finds companies. @FredCoonSCC #cdisst #companyresearch #peoplerearch

Use [Google](#) search engine to find your next job. Google has indexed 8+ billion webpages. @LeezaByers #cdisst #companysearch

[Manta.com](#) 4 gr8 research! ID companies by state, industry, size, stage, public / private. @JeanCummings #cdisst #companyresearch

#Companyresearch: [Hoovers.com](#) costs \$ but allows U 2 drill down to gr8 detail. @JeanCummings #cdisst #jobsearch

#Companyresearch: Go 2 [LinkedIn](#) - Company - Advanced Search 2 find firms 2 target or ID execs. @JeanCummings #cdisst #jobsearch

#Companyresearch stealth method: go 2 [Wikipedia](#) & key in ur state + industry, i.e. Texas software companies. @JeanCummings #cdisst

#Companyresearch. When in doubt - [Google](#)! Key in state + industry then browse for industry directory. @JeanCummings #cdisst #jobsearch

#CFO, #CEO, #COO's ideal 4 Interim #Executive #jobs. Resources at The Riley Guide: [ow.ly/r3T2P](#). @LouiseGarver #cdisst #companyresearch

4 competitive edge - worth ur time 2 #researchcompany & present at #interview as informed #jobseeker. @LouiseGarver #cdisst

ID #companyinfo via trade publications, chambers of commerce & US Labor Dept: [careeronestop.org](http://careeronestop.org). (Judy Gillespie) #cdisst

Job Research sites U did not know: [Spoke.com](http://Spoke.com), [FTTResearch.com](http://FTTResearch.com), [HighBeam.com](http://HighBeam.com), [ZoomInfo.com](http://ZoomInfo.com), [JigSaw.com](http://JigSaw.com). @JobExpert #companyresearch #cdisst

Search 4 company photos and videos at #YouTube, #Flickr, and #Picassa 4 sense of company culture. @susanguarneri #cdisst #companyresearch

Search company news + industry trends on [Zoominfo.com](http://Zoominfo.com) and [Wikipedia.com](http://Wikipedia.com). @susanguarneri #cdisst #companyresearch #industryresearch

Use #LinkedIn to research turnover at company. Find opportunities, also red flags. @TheResumeSmith #cdisst #companyresearch

Search company info / reviews at [glassdoor.com](http://glassdoor.com) and [vault.com](http://vault.com). @resumegenius #cdisst #companyresearch

Persist. Dig deeper. #Companyresearch isn't about the front door. @resumegenius #cdisst

Researching jobs and companies: key in targeting your personal marketing documents. @Resume911 #cdisst #companyresearch

Want insider info on company? #jobseekers use [Vault.com](http://Vault.com), [Manta.com](http://Manta.com) or #socialmedia 4 dig-deep. @kristinsjohnson #companyresearch. #cdisst

Need to learn how to read annual reports 4 #companyresearch? Check out Investor Guide article: [goo.gl/b0kuY](http://goo.gl/b0kuY). @kristinsjohnson #cdisst

Professional industry associations R gr8 resource 4 jobseekers researching employers. @One2OneResumes #cdisst #companyresearch

Use #LinkedIn 2 research employers. Provides good insight into their culture and values. @One2OneResumes #cdisst #companyresearch

In #jobsearch, research and connect w/ companies you like, enjoy, or buy from. Makes "work" fun! @bryanlubic #cdisst #companyresearch

#Jobsearch tip: read headlines - who got hired & where. See if their previous employer is looking! @bryanlubic #cdisst #companyresearch

If the idea of finding ur #dreamjob excites you, doing the research should too. @careershift #companyresearch #cdisst

Get 2 know the reference librarian at ur library - they R wonderful resource 4 job seekers. @cherylilmilmoie #cdisst #industryresearch

Free research tool: [ReferenceUSA](http://ReferenceUSA). Access via public library website - use ur library card PIN. @brandyoucoach #cdisst #companyresearch

Research 2 focus #jobsearch on companies hiring right now. @Resume\_Resource #cdisst #companyresearch #jobresearch

When conducting online / offline #companyresearch, be super-sleuth and diligent detective. @billiesucher #cdisst #bizresearch

Research company website and [glassdoor.com](http://glassdoor.com) 2 find right cultural fit. @Resume\_Resource #cdisst #companyresearch #industryresearch

Check local business pages 4 news of companies expanding. Use #LI to #network your way in. @ruthwinden #cdisst #companyresearch

#LinkedIn is company research tool: read company pages + news + employee info. Identify ur links. @ruthwinden #cdisst #jobresearch

## Finding Government Jobs

'Like' a #federal agency's #Facebook page 2 #research, get #jobpostings and network. @CamilleRoberts #federaljob #cdisst

Search federal agencies on #Twitter 2 learn of job openings and network w/ their representatives. @CamilleRoberts #federaljob #cdisst

## Information for Military Veterans

#Veterans + #Military: Thank you for ur service! #Jobresearch resources: [www.fedshirevets.gov/](http://www.fedshirevets.gov/). @CamilleRoberts #cdisst

#Veterans: [www.navub.org](http://www.navub.org) has #training + #scholarships available 4 qualified veterans! @CamilleRoberts #cdisst

## Contacts & Networking

Read papers, trade journals and online sites for #jobsearch #peoplesearch. Call those quoted and introduce yourself. @DonnaBeestman #cdisst

When was the last time you searched #LinkedIn for potential contacts / hiring mgrs in your target #companyresearch? @laurieberenson #cdisst

Researching companies where U'd like to work? Go 2 the source: use hiring mgr's name for cvr ltr. @laurieberenson #companyresearch #cdisst

Tap into your school's alumni database to conduct #infointerviews, #companyresearch. Alums are often happy to help! @laurieberenson #cdisst

Join groups on #LinkedIn to expand number of contacts to approach for #infointerviews and conduct #industryresearch. @laurieberenson #cdisst

Search [Google](http://Google) / #LinkedIn. Find ur #interviewer. Common interests = familiarity = less interview tension. @DawnBugni #cdisst #peopleresearch

Business is driven by economics. To find #opps, follow money: talk to bankers, CPAs, business journals. @FredCoonSCC #cdisst #companyresearch

Find ppl who can hire you at target companies. Look for Execs - not HR ppl. Send prospect letter. @LeezaByers #cdisst #peopleresearch

If you have an old rolodex, search those #contacts on #[LinkedIn](#). You will be surprised how many you will find. @FredCoonSCC #cdisst #peopleresearch

After #jobfocus, identify #jobtargets. [Jigsaw](#) & [LI](#) find people, [Manta](#) finds companies. @FredCoonSCC #cdisst #companyresearch #peopleresearch

Reach out to internal employees. They can B wealth of information 4 #companyresearch. @CRPLACEMENT #cdisst

To find name of decision maker, call receptionist and then personalize ur approach. @One2OneResumes #cdisst #companyresearch

Ask your family about companies they work 4 & get inside scoop on hiring. @CRPLACEMENT #cdisst #companyresearch

Ask for introductions in #[LinkedIn](#) into companies you R targeting. @CRPLACEMENT #cdisst #companyresearch

Find company employees on #[LI](#) -> follow on #[Twitter](#) -> insider info re: company - > use 4 #interview. @kristinsjohnson #cdisst #peoplesearch

Research company, find name of hiring manager & use it in your cover letter & follow-up call. @mypromotion #cdisst #peopleresearch

Use ur imagination. Google & phone to research and connect with people you need to reach in ur #jobsearch. @mypromotion #cdisst

Pre-qualify ur audience, as companies pre-qualify you. Good fit makes you better risk. @deboreilly #cdisst #companyresearch

#[LinkedIn](#) is a #networking launchpad. Gr8 for 1st contacts; then move offline to build relationships. @deboreilly #cdisst #socialresearch

[Bing](#) finds ppl outside #[LI](#) network. Enter `site: [www.linkedin.com](#)` + `title` + `city` + `public profile powered by`. @brandyoucoach #cdisst

Use #[LI](#) Signal app 2 source trending topics + industry influencers, find their profiles and send congrats. @brandyoucoach #cdisst #peopleresearch

#Peoplesearch tools: [zabasearch.com](#); [pipl.com](#); [people.yahoo.com](#); [argali.com](#). @brandyoucoach #cdisst #networking

Use #[LI](#) #companysearch feature 2 research companies + connections and 2 get introductions. @Resume\_Resource #cdisst #socialsearch

Official company info gives one side of story. How does it compare to what ur contacts say? @ruthwinden #cdisst #companyresearch

## Targeted Search

#[LinkedIn](#) is an incredibly powerful tool to research your targeted companies. Use it extensively! @DonnaBeestman #cdisst #companyresearch

Everyone targets well-known companies. Go after lesser-known ones. You may advance more easily. @LeezaByers #cdisst #companyresearch

Use [Google](#) search engine to find your next job. Google has indexed 8+ billion webpages. @LeezaByers #cdisst #companysearch

In tight job market consider small / private companies and non-profits as part of your #jobtargets. @LeezaByers #cdisst #companysearch

Set up [Google](#) Alerts on your target companies to get current info and cut down research time. @LeezaByers #cdisst #companyresearch

Go beyond company websites and research ur target companies on #[LinkedIn](#), #[Twitter](#) and #[Facebook](#). @susanguarneri #cdisst #companyresearch

Go low-tech and direct: call or visit a targeted company and show interest. @resumegenius #cdisst #theright job #companyresearch

Go low-tech and indirect: ask your target company's competition about them. @resumegenius #cdisst #companyresearch #networking

Set up a [Google](#) Alert to track target company news / announcements. @resumegenius #cdisst #companyresearch

Work your passion! Decide what you want, then research and plan how to get there. @MegGuisseppi #cdisst #companyresearch #industryresearch

Want 2 work at particular company? Find out where their execs hang out & meet them there. @CRPLACEMENT #cdisst #peopleresearch

Best #jobsearch strategy: Target companies and network ur way into hidden, unadvertised jobs. @MegGuisseppi #cdisst #companyresearch

Explore companies in ur field: search NAICS database at <http://goo.gl/XtkVd> 4 ideas to expand ur #jobsearch. @kristinsjohnson #cdisst

The About Us or Company webpage of targeted company has wonderful information for #jobseekers. @CRPLACEMENT #cdisst #companyresearch

Do ur contacts know anyone in a target company? Introductions R better than cold calling. @One2OneResumes #cdisst #companyresearch

When you target a company 4 work, you have significantly less competition than standard methods. @One2OneResumes #cdisst #companyresearch

Research target companies: set [Google](#) Alert 4 name of person / company. Google acts as ur #companyresearch! @angiemaizlish #cdisst

Know and research ur target (industry + position). Build ur personal marketing plan based on ur #companyresearch. @mypromotion #cdisst

Research ur target company via #socialmedia. Read their blog, tweets, and #[LI](#) and #[FB](#) pages. @debramills #cdisst #companyresearch

Know your targets: company size, #employees, how long in business, revenues, people able 2 hire you. @cherylmilmoe #cdisst #companyresearch

Use #[LinkedIn](#) 2 build departmental org chart. Ask about key players needed 2 succeed in #1st90days. @LisaRangel #companyresearch #cdisst

Determine needs of ORGANIZATION and PEOPLE w/in organization. People Skills matter. @janeroqueplot #cdisst #companyresearch

Job ambiguity big cause of career dissatisfaction. Position exists 4 a reason; research what it is. @janeroqueplot #cdisst #jobresearch

Use #socialmedia! No longer 6 degrees away; #[Twitter](#) study shows 3.43 degrees of separation. @deboreilly #cdisst #socialresearch

Learn Boolean Search at #[Google](#) - find right #jobs for you. #Monster shows U how at [mnstr.me/lqqC7b](#). @LisaRangel #cdisst #jobresearch

Research company's challenges on industry publications. Address in interview. @Resume\_Resource #cdisst #companyresearch #industryresearch

Follow target companies on #[LI](#) + #[Google](#) Alerts. Watch 4 hires, promotions, departures, new products. @brandyoucoach #cdisst #companyresearch

Research company's values on own website 2 target cover letter and show you'll fit in. @Resume\_Resource #cdisst #companyresearch

Access [ReferenceUSA.com](#) for free from ur local library 2 research target employers. @Career\_Success #cdisst #companyresearch

Research target employers in private sector via [Inc.com/inc5000/list](#). @Career\_Success #cdisst #companyresearch

Choose ur target 100 companies. Send letter of inquiry/interest to decision-maker. @Career\_Success #cdisst #companysearch

Research occupations, skills needed, outlook on [O\\*NETOnline](#). @TheResumeSmith #cdisst #jobresearch #occupations

## Information Interviewing

Ask ur #[LinkedIn](#) group connections 4 #infointerview intros to expand ur #companyresearch. @susanguarneri #cdisst



How 2 conduct #infointerview = ask 4 specific info, advice and #referrals + keep it short. @susanguarneri #cdisst

Find possible interview questions, pros + cons of employers on @glassdoor. @TheResumeSmith #cdisst #interviewprep

Company due diligence is important to create tailored #interviewstrategy. @Resume911 #cdisst #companyresearch #industryresearch

Find best opportunity w/ #infointerviews. Learn about company / expand ur #network. @kristinsjohnson #cdisst

Do #companyresearch. Understand what employers want & approach them with matching value proposition. @mypromotion #jobsearch #cdisst

Use #infointerviews as company access tools. Be prepared, have questions. @cherylmilmoe #cdisst #companyresearch

## Building Reputation

Find a professional association for your industry and get involved as member or #volunteer. @paulabrandcprw #cdisst #industryresearch

Use #YouTube 2 power search for #jobs on #socmedia + promote urself w/ video — it worked for @justinbieber :) @LisaRangel #cdisst

What do you want 2B known for? Build ur #personalbrand online w/ #LI. @Resume\_Resource #cdisst #networking #personalbranding

Social media sites work best for your job search when your professional profile is crisp, focused, consistent. @hr4change #jobsearch #cdisst

Control ur #onlinerep w/ optimized #LI profile that positions you well. @Resume\_Resource #cdisst #networking #personalbranding

Follow industry trends w/ Google Alerts. Frame ur value-added brand accordingly. @TheResumeSmith #cdisst #industryresearch #addvalue

Use all 2,000 characters of ur #LI summary 2 set yourself apart. @Resume\_Resource #cdisst #personalbranding #onlineid #socialjobsearch

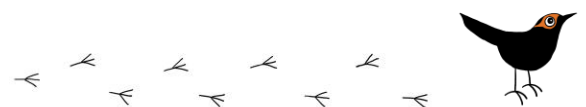
Offer assistance 2 others b/4 asking for help to build social currency + good karma. @Resume\_Resource #cdisst #networking #jobleads





# Chapter Three:

## Networking



## General Networking Tips

If you don't believe ur abilities, it will show while #networking. Stay confident! You have strengths & value. @laurieberenson #cdisst

Before leaving #networking voicemail, relax and smile! Your energy will come thru and make impression. Make it great! @bryanlubic #cdisst

Define what U R looking for - industries, org size, company names - so ur #network can help you. @LauraLabovich #cdisst

A strong #network creates your strong net worth. Invest your personal equity. (Linsey Levine) #cdisst

#Idea for #networking success: go for "just coffee" first. Simple, quick, low-stress way to connect! @bryanlubic #cdisst #jobsearch

NOT working? How about some #networking? It's the top #jobsearch technique. @Resume911 #cdisst

## Networking Etiquette

Elevate your career. Good manners are associated with competence in business. @ELCglobal #cdisst #personalbranding #etiquette #networking

Always have a mint or sucker handy when #networking. Bad breath is a turn off. Coughs are a conversation stopper. @paulabrandcprw #cdisst

Thank-you notes! So rare in digital age - good one makes lasting positive impression. @ELCglobal #cdisst #jobsearch #etiquette #networking

Fastest way to make positive impression = handwritten thank-you note on fold-over note card. @ELCglobal #cdisst #etiquette #networking

## Connecting: Giving & Receiving Information

Map a new #network. Chart your contacts' wants and needs. Find who can help. Prepare to connect them. @jenniferbradle #cdisst

#Networking? Focus on connecting. Don't ask 4 #jobleads. Ask 4 #referrals 2 target companies and #industrytrends. @laurieberenson #cdisst

When #networking, don't ask for a job. Instead, enlist others to share their ideas, tips, advice. @billiesucher #cdisst #bestpractices

Common #recruiter question: tell me about yourself. Prepare concise, compelling & credible answer 4 #networking. @ruthwinden #cdisst

Practice ur 30-sec commercial often in the mirror so when it counts you will do well. @CRPLACEMENT #cdisst #networking #jobsearch

Give & request #recommendations even when you aren't #jobhunting to build collateral. @resumegenius #cdisst #networking #referrals

#Jobseekers: help someone else find a job. Share contacts, referrals. @TheResumeSmith #cdisst #networking #payitforward

Partner with another jobseeker for daily #jobleads, accountability, and support. @resumegenius #cdisst #networking #referrals

Pay it forward! Attend events w/ Genuine Curiosity asking how U can "give", not how to "take." @danarideout #networking #jobsearch #cdisst

Tap into ur network. Reports & surveys show over 60% of #jobs are found through #networking. @LouiseGarver #Jobseekers #cdisst

Reach out to 2-3 former/current colleagues a day to build #network of contacts & #referral sources for #jobleads. @LouiseGarver #cdisst

Bring personal business cards wherever you go; you never know when you'll meet a great job contact. (Judy Gillespie) #cdisst #networking

Develop ur #elevatorpitch & practice a self-introduction for both professional and social settings. (Judy Gillespie) #cdisst #networking

#Networking Tip 4: Give ur network exact idea of what U want them 2 do 4 U. Avoid the general. @JeanCummings #cdisst

Never ask for #job at #infomeeting. Gather information, insights, and guidance on your #jobsearch. @cherylmilmoe #cdisst #networking

## Communication Pieces & Branded Materials

#Networking Tip: Start w/ writing if you're nervous to make phone calls. Send email 1<sup>st</sup> and then make follow-up call. @laurieberenson #cdisst

One-page #networking resumes for exec #jobseekers convey your brand, top achievements, and background highlights. @laurieberenson #cdisst

Put headshot on business / networking cards to spark memory of you when you call. @resumegenius #cdisst #networking

#Networking business card must-haves: contact info, professional interests, #LinkedIn URL + URL 4 ur #resume. @sherrymirshahi #cdisst

What good did you do this week? Add it to your Kudos file for resume and #networking reference! @deboreilly #cdisst

Don't put your #networking contacts on the spot by asking for #job. Ask for advice instead. @ruthwinden #cdisst #jobsearch

Are U straight talker? No flowery lingo in your #resume or #networking! Introvert? Don't print on fluorescent pink! @deboreilly #cdisst

Boost #personalbrand 4 #networking in rez: title, tagline, summary, logo, color, achievements & section headers. @brandyoucoach #cdisst

ID top 5 skills U most enjoy, translate into target #jobfocus and industry. Then rewrite rez, CL, #LI profile. @brandyoucoach #cdisst

## Value of Associations & Memberships

Great #networking tip: do #infointerviews with Alumnus. Ask for advice, not a job. @JobExpert #cdisst

Professional association membership offers more value when you give back - #volunteer. @TheResumeSmith #cdisst #networking

#Networking Tip 5: Join a #networking group like [BNI](#) or industry-specific. Go 2 #Execunet meetings. @JeanCummings #cdisst

Go where the Hiring Managers go. Discover problems you can solve for them. @TheResumeSmith #bethesolution #cdisst #networking

Expand your professional #network by joining an association, visiting #jobclub, or #volunteering. @Career\_Success #cdisst

When #networking into #targetcompany, step back and sense: Tension? Calm? Energy? Fit? @resumegenius #cdisst #therightjob

Attend alumni events: meet new ppl + #network w/ old friends. Re-engage, have fun - they will want to help. @kristinsjohnson #cdisst

There are thousands of industry-specific #networking groups. Bring a friend and leave with ten! @careershift #cdisst

## Conducting Company Research

Conduct #companyresearch on #LinkedIn to strategically build your network for target companies. @LeezaByers #cdisst #networking

Join associations. Gain access to membership directories which can become keystone of your search for #networking. @LeezaByers #cdisst

In ur #jobsearch, #jobads R opportunities to learn about companies, products, and #jobs! @bryanlubic #cdisst

#Networking Tip 2: Leverage ur professional org to find contacts at specific companies you are targeting. @JeanCummings #cdisst

## Follow-Up

Build gr8 relationships by following up with thoughtful real cards in mail. @CRPLACEMENT #cdisst #networking #jobsearch

Follow up AFTER #networking event: get business cards. Write dates, events & ways to remember individual on back. @angiemaizlish #cdisst

Follow up AFTER #networking event: send hand-written note or email. Invite contacts to connect on #[LinkedIn](#). @angiemaizlish #cdisst

Follow up AFTER #networking event: set [Google](#) Alert 4 person you met and their company. Send follow-up note. @angiemaizlish #cdisst

Following up is key to moving your #jobsearch forward. When #networking B persistent not annoying. Keep your word. @paulabrandcprw #cdisst

In this digital age, handwritten thank-you notes R rare. Ppl remember receiving one. Be memorable! @cherylmilmoe #cdisst #networking

#Networking Q&A: Who? Contact info, Where? Location, When? Date: now + follow-up. @jenniferbradle #cdisst #referrals

## Online Networking Tools

Add a personal #QR code to your business card to manage and promote your online presence. @DonnaBeestman #cdisst #onlineID #networking

Ppl have tons of contacts on #[FB](#). Kick-start ur #networking by interacting with ur friends, say what U need. @kristinsjohnson #cdisst

Online #networking – gr8 option for shy job seeker. Unlike live networking, you can edit message b/4 you hit send. @barbarasafani #cdisst

#Networking Tip 1: Join relevant #[LinkedIn](#) Groups 2 get involved & find members 2 contact. @JeanCummings #cdisst

JobsInsider App on #[LI](#) shows you people in your network that work at hiring company you targeted. @LeezaByers #cdisst #networking

#Networking Tip 3: Use contact manager like [JibberJobber](#) to keep track of contacts, meetings & follow-up. @JeanCummings #cdisst

Build relationships on #[Twitter](#) via tweets, RTs and DMs that offer resources, support and thx. @susanguarneri #cdisst #networking

Keep ur online #networking profiles fresh. Add recent achievements; delete those no longer reflecting ur #careergoals. @debramills #cdisst

Ask 4 recommendations on #[LinkedIn](#) and offer to reciprocate – that builds goodwill. @susanguarneri #cdisst #networking

Gain or maintain experience & network by volunteering thru sites like [VolunteerMatch.org](#). @Resume\_Doctor #cdisst #volunteer #networking

Shorten your #personalbranding statement for high-impact #[Twitter](#) bio and #[LinkedIn](#) headline. @MegGuisseppi #cdisst #networking

Does your #[Twitter](#) photo send the right #personalbrand message? @MegGuisseppi #cdisst #networking

When was the last time you updated your #[LinkedIn](#) profile? Stay top of mind with your network. MegGuisseppi #cdisst #networking

Online profiles 4 visibility & #networking should complement your #resume but not be exact duplicate. @TheResumeSmith #cdisst #onlineid

[Vizibility.com](#) #QR code provides instant access to your online identity on your phone. @resumegenius #cdisst #networking

Don't overlook #[LI](#), #[FB](#), #[Twitter](#) as key tools 4 your professional #jobsearch. @Resume911 #cdisst #personalbranding #onlineid #networking

#Jobseekers use #networking cards like [ResuMiniMe.com](#) 2 briefly show qualifications + #personalbrand 2 contacts. @kristinsjohnson #cdisst

Cultivate social #networking relationships like you would in offline FTF situations. @Career\_Success #cdisst

#Idea for #networking success: attend conferences, webinars, send quick "thank-you note" to presenter. @bryanlubic #cdisst #jobsearch

Land your #dreamjob! Create PROFESSIONAL presence on #[FB](#), #[BeKnown](#), #[BranchOut](#) and #[Twitter](#). @CamilleRoberts #cdisst #networking

#[BeKnown](#), #[BranchOut](#) separate professional info from personal so you can use your #[FB](#) #network 2. @CamilleRoberts #jobsearch #cdisst

Use job title from #jobboard ad in rez. Use same job title 4 biz cards, email sig and #[LI](#) profile. @brandyoucoach #cdisst

Get word cloud of rez or #[LI](#) profile at [wordle.net](#) to verify keyword frequency and #industryfocus. @brandyoucoach #cdisst #jobfocus

#[LI](#) success = keyword-rich profile + 100-person network + 30 groups + 3 wkly posts, status notes + Answers. @brandyoucoach #cdisst #networking

#[LI](#) keyword research: #peoplesearch for ur top skill, count times word used/where, and benchmark in your profile. @brandyoucoach #cdisst

Search ur college alum directory 4 contacts in companies, industries & locations. Then connect with them. @brandyoucoach #cdisst #networking

#Peoplesearch tools: [zabasearch.com](#); [pipl.com](#); [people.yahoo.com](#); [argali.com](#). @brandyoucoach #cdisst #networking

## Developing Your Networking Strategy

Network in ur #jobsearch. [CareerXroads](#) Study: referrals top source of external hires - @GerryCrispin. @kristinsjohnson #cdisst #networking

Be clear on ur #jobsearch target and goals. Then ur contacts will know specifically how to help U. @kristinsjohnson #cdisst #networking

Build your well before you need it. #Network year round not just when you are looking for a job. @CRPLACEMENT #cdisst #jobsearch

#Jobsearch is DIY project. Don't expect someone (recruiters, #jobboards, friends) 2 do the work 4 U. @LauraLabovich #cdisst #networking

#Networking is single most effective way of getting #job. Sometimes all it takes is a phone call. @careershift #jobsearch #cdisst

To #network properly, you must be tenacious, unafraid, and learn to like people. @careershift #cdisst

#Networking is about the 'unknown.' The more you 'put yourself out there,' the more opportunities will appear. @careershift #cdisst

"Work the room" at weddings, reunions, sports events. Ppl could be employed at ur #targetcompanies. @cherylmilmoe #cdisst #networking

Develop ur #network: include cashiers, doctors, bankers who know working people & may have contacts 4U. @cherylmilmoe #cdisst

It's not about age, color or ethnicity; it's how U present yourself. Relevance+strategy+value = #networking success. @deboreilly #cdisst

While on walk-in #interview, if U R not right for job, suggest someone who is. @LisaRangel #goodkarma #cdisst #ftfjobsearch #jobleads

3 guys, same exact job. Are you laying bricks, bldg a wall, or bldg a school? It's all attitude! @danarideout #cdisst #networking

16,000 #jobs available every day 4 #jobseekers w/ disabilities. More info at [ow.ly/r3XRr](http://ow.ly/r3XRr). @CamilleRoberts #cdisst #jobboard

## Networking Tips for Students & Recent Grads

Recent graduates: find #federaljobs by college major at [ow.ly/r3Yef](http://ow.ly/r3Yef). @CamilleRoberts #cdisst #jobboard

Looking for a summer #job? Check out [ow.ly/r3YAW](http://ow.ly/r3YAW). @CamilleRoberts #cdisst #jobboard

Ask 10 peers, bosses, clients, vendors & friends 4 ur top skills. Match to keywords for rez & #LI profile. @brandyoucoach #cdisst #jobfocus

## Building Connections

#Networking Tip 2: to learn outside ur niche, become #connector. Read [www.entrepreneur.com/article/222707](http://www.entrepreneur.com/article/222707). @jobbrockit #cdisst



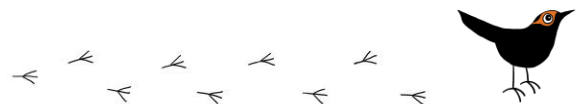
#Networking Tip 3: Leverage weak ties 2 discover new knowledge. Read [mashable.com/2012/01/17/information-sharing-on-facebook](http://mashable.com/2012/01/17/information-sharing-on-facebook). @jobrockit #cdisst

#Networking Tip 4: Vive la Difference!  
[www.entrepreneur.com/article/222699?cm\\_sp=nextarticle-222699--222707](http://www.entrepreneur.com/article/222699?cm_sp=nextarticle-222699--222707).  
@jobrockit #cdisst

Old-fashioned or not – never underestimate power of face-to-face #networking in your #jobsearch! @ruthwinden #cdisst

Make 5 contacts a day for 3 months and you'll build network of 300. Sounds manageable? Go for it! @ruthwinden #cdisst #networking

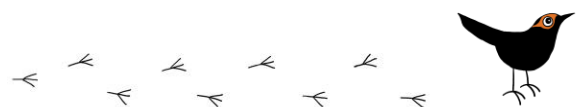
Your best references are people who have worked with you and will speak favorably on your behalf. @Career\_Success #cdisst #networking





## Chapter Four:

# Job Boards and Website Job Centers



## Identifying Jobs Online

Save time! Use a #jobsearch aggregator like [Indeed.com](https://www.indeed.com) to avoid checking multiple sites. @laurieberenson #cdisst

[LinkUp.com](https://www.linkup.com) is my fave #jobsearch engine worth #jobseekers' time – all real jobs posted by real companies. @laurieberenson #cdisst

Best #jobboards 4 #industryresearch: [Indeed.com](https://www.indeed.com) + industry and professional association job boards. @susanguarneri #cdisst

Research #jobboards using company name 2 identify what #jobs most in demand. @susanguarneri #cdisst

Posting your resume can make you generic. Search #jobboards or use #socialmedia instead. @resumegenius #cdisst #jobsearch

Job aggregators like [@SimplyHired](https://www.simplyhired.com) or [@Indeed](https://www.indeed.com) pull jobs from all over the web for one-stop searching. @TheResumeSmith #cdisst #jobs

[USAJobs.gov](https://www.usajobs.gov) and [GovLoop.com](https://www.govloop.com) – gr8 resources 4 #Federaljobs, #internships, and stable careers. @CamilleRoberts #cdisst

[Linkup.com](https://www.linkup.com) better than paid-for-post #jobboards. Seaches 22K private company websites. @Resume\_Resource #cdisst #jobsearch

## Helpful Tools

Find aggregating sites to maximize your reach into #jobboards. Don't forget Association and #Alumni Sites. @FredCoonSCC #cdisst

#Jobboard submissions: Keywords R king. Identify critical keywords by using #jobads. @JeanCummings #cdisst

Use #[Beknown](https://www.beknown.com) #FB app from #Monster and 'Apply with #[LinkedIn](https://www.linkedin.com)' button to expand and simplify ur #jobsearch efforts. @susanguarneri #cdisst

Save time w/ #jobboards like #[Monstercareers](https://www.monstercareers.com). Sign up 4 alerts - jobs will be sent directly to ur email. @kristinsjohnson #cdisst

Set up alerts on #[Google](https://www.google.com), #[Indeed](https://www.indeed.com), #[Simplyhired](https://www.simplyhired.com), #[LinkedIn](https://www.linkedin.com) 2 save time searching. @LisaRangel #jobboards #socialjobsearch #cdisst

Get daily updates on apps from 5000+ employers with [StartWire.com](https://www.startwire.com). @resumegenius #cdisst #jobsearch

No time for #jobsearch? Replace Angry Birds with [Indeed.com](https://www.indeed.com) on your phone. @resumegenius #cdisst

Use creative tools like phone app from CareerBuilder at [tinyurl.com/llzlfv5](https://tinyurl.com/llzlfv5) to identify potential jobs. @debramills #cdisst #jobsearch

Automate #jobboard searches using combos of keywords, locations + target titles. Apply to best of best. @brandyoucoach #cdisst #jobsearch

Upload text-only files of ur resume to #jobboards - get through Applicant Tracking System #ATS. @Resume\_Resource #cdisst #jobsearch

## Niche Job Boards

#Jobseekers: Don't overlook your college's online career center – they may have #jobsearch services open to alumni. @laurieberenson #cdisst

Get active in your local professional association as they have their own #jobboards. @CRPLACEMENT #cdisst #jobboards #jobsearch

Are U #creativeperson or work with one? #Nichejobboard @Mediabistro is gr8 resource! @kristinsjohnson #cdisst

Want #nonprofit job? Check out [Idealist.org](http://Idealist.org) for leads, #volunteer opportunities and #internships. @kristinsjohnson #cdisst #nichejobboards

In #medical #biotech #healthcare? @medzilla has gr8 #jobboard and resource site. @kristinsjohnson #cdisst

Looking 4 summer #job? Check out this link: [ow.ly/r3YAW](http://ow.ly/r3YAW). @CamilleRoberts #cdisst #jobboard

16,000 #jobs available every day 4 #Jobseekers w/ disabilities. More info: [ow.ly/r3XRr](http://ow.ly/r3XRr). @CamilleRoberts #cdisst #jobboard

Recent graduates: find #federaljobs by college major at [ow.ly/r3Yef](http://ow.ly/r3Yef). @CamilleRoberts #cdisst #jobboard

Don't rely on general #jobboards - use those relevant in ur sector + field + profession. @ruthwinden #cdisst #jobsearch #nichejobboards

Search professional associations 4 listings of relevant #nichejobboards - they know where #recruiters look. @ruthwinden #cdisst

#Jobseekers: Focus efforts on #nichejobboards to increase your odds. Large #jobboards are flooded with responses. @laurieberenson #cdisst

#NicheJobBoards may not have large number of postings, but can mean smaller talent pool. @DawnBugni #cdisst

#Jobboard effectiveness as job tool low, so limit ur time. Raise odds by going to #nichejobboards. @JeanCummings #cdisst

Apply for positions on niche industry #jobboards for better results than general job boards. @CRPLACEMENT #cdisst #jobsearch

Employers increasingly posting jobs at #nichejobboards. Keyword-driven #resume important 2 hit criteria targets. @LouiseGarver #cdisst

Industry sites R more effective than larger job boards. Research industry 4 niche job sites. @One2OneResumes #cdisst #nichejobboards

Students in #jobsearch: use school #jobboards since employers post specifically 2 recruit you from college = sweet! @bryanlubric #cdisst

## Self-Marketing Advice

Identity theft on the rise. Be smart and ultra-careful about giving out your SSN on #jobboards and online #jobapps. @laurieberenson #cdisst

Set goal to contact 3 new associations each week. Select from ur #industry and check their #online #jobboards. @FredCoonSCC #cdisst

Self Starter? Tell results of initiating activities 2 achieve goals when responding to #jobpostings on #jobboards. @janeroqueplot #cdisst

#Jobposting requires you 2B leader: talk about how you empower others 2 accomplish common goals. @janeroqueplot #cdisst #jobboards

Manager often misspelled on #resumes and #applications b/c spell-check recognizes manger as word. @janeroqueplot #cdisst #jobboards

Send out >30 resumes weekly if job searching FT, but submit 5 or fewer in response to #jobboards. @brandyoucoach #cdisst #jobsearch

Weave #jobposting keywords in rez title, tagline, summary, competencies, responsibilities + achievements. @brandyoucoach #cdisst

Use keywords in resumes and cover letters in form expressed in #jobpostings + 1 synonym or alt term each. @brandyoucoach #cdisst

Align ur #career marketing materials w/ employer's needs b/4 posting 2 #jobboards. Leverage ur chances 2 get noticed. @billiesucher #cdisst

'You've got to be a good date for the reader' - #quote Kurt Vonnegut. Do ur #jobapplications stack up? @ruthwinden #cdisst #jobboards

Analyse online #jobpostings 4 relevant #keywords 2 include in #resumes, cover letters & job #applications. @ruthwinden #cdisst #jobboards

If U apply to #jobposting online that's not obvious match, explain why UR still great in cover letter. @CRPLACEMENT #cdisst #jobsearch

When following up on #jobboard application, include job reference number in ur voicemail 2 recruiter. @CRPLACEMENT #cdisst #jobsearch

Submit plain-text #resume in online job app unless #jobposting specifies Word doc is OK. @susanguarneri #cdisst #jobapplication

When responding to #jobboards postings, omit your home address from online resumes. Use cell / email only. @TheResumeSmith #cdisst #onlineid

If #jobboard #application has a questionnaire, complete it fully – or be screened OUT. @TheResumeSmith #cdisst

Your #jobboard resume should contain searchable keywords and achievements that set you apart. @TheResumeSmith #cdisst

Ensure ur #resume is readable on mobile, tablet and all forms of old/new tech. Test it out. @LisaRangel #cdisst #mobilejobsearch

Use ur personal email address, not work email, on #[LinkedIn](#) account and when responding 2 #jobboards. @LisaRangel #dontgetlockedout #cdisst

Use #jobpostings to ID #keywords. Then populate throughout resume and cover letter. @Resume\_Resource #cdisst #jobboards #jobsearch

## Effective Use of Job Boards

With a plethora of #jobs online, it is easy 2 blast out resumes. Don't - it wastes everyone's time. @One2OneResumes #cdisst #jobboards

Only spend 25% of ur time on #jobboards. Spend rest #networking and actively searching. @Resume\_Resource #cdisst #jobsearch

Create systematic approach 2 #jobboards 2 increase effectiveness. Be consistent in ur efforts. @Resume\_Resource #cdisst #jobsearch

Online job apps R like computer literacy tests - have #resume open 4 quick copying/pasting/posting. @Career\_Success #cdisst #jobboards

When applying 2 #jobboards, check email spam folder regularly. Never know what important information can end up there. @DawnBugni #cdisst

Consider #jobboards a research tool rather than #jobsearch activity. Take #jobleads to ur #network to get in back door. @FredCoonSCC #cdisst

After identifying potential company via #jobboards, search #[LI](#) for who you know that works there and contact them. @FredCoonSCC #cdisst

#Jobboards - beware formatting hazards: submit only ASCII / text resume w/ standard headings - nothing fancy. @JeanCummings #cdisst

If firm posts many jobs on #jobboards, there R more. Contact hiring manager w/ ROI letter re: other jobs. @JeanCummings #cdisst

Use #jobboard ads as springboard for #[LinkedIn](#) research on firms 2 find contacts. Then network ur way in. @JeanCummings #cdisst

Maximize #jobboards: Find opportunity and then identify the players on #[LinkedIn](#). Try to network your way in. @JobExpert #jobsearch #cdisst

Identify occupational trends at US DOL site: [projectionscentral.com](http://projectionscentral.com). @susanguarneri #cdisst #jobtrends

#Jobseekers: Spend < 10% of your time on big #jobboards + 10% on #niche boards, 80% #networking. @TheResumeSmith #cdisst

Do NOT apply for blind #jobpostings. They waste time and could be YOUR employer. @resumegenius #cdisst #jobsearch

Spend no more than 15% of your #jobsearch time on #jobboards. They're not that into you. @resumegenius #cdisst

Set weekly #jobboard application submittal goals; track and follow up on all of your #applications. @Resume911 #cdisst #jobsearch

When posting ur #resume on #jobboards, do test trial, print each page so U know what info U need, no time outs. @kristinsjohnson #cdisst

Some job sites R more than #joblistings. They allow you 2 research companies, salaries and resources. @One2OneResumes #cdisst #jobboards

Advertisers have more space on #jobboards. Have they taken the time to 'sell' themselves to you? @One2OneResumes #cdisst

Volume isn't everything. Choose sites that provide most relevant opportunities 4 your sector. @One2OneResumes #cdisst #nichejobboards

Stay organized in your #jobsearch on #jobboards. Otherwise, finding a #job will become a headache. @careershift #cdisst

Searching individual #jobboards everyday can be tiresome. Find tool that allows you to search them all at once. @careershift #cdisst

Opening #jobboard accounts is tiresome. Narrow your list before you create 25 accounts. @careershift #jobboards #cdisst

Stop wasting ur time on #jobboards. Get focused on companies where you WANT to work. @mypromotion #cdisst #jobsearch #career

Preparation: key to successful search of #jobboards. Structure your campaign, record daily activities + contacts. @cherylmilmoe #cdisst

Pick 5 #jobboards: 3 major + 2 niche or specialty. Apply for jobs where you have at least 8 of 10 asked-for skills. @hireimaging #cdisst

Use #jobboards as info sources 4 who is hiring. Then approach contacts directly asking about roles 4 you. #jobsearch @LisaRangel #cdisst

Use info on #jobboards 2 find line manager on #[LinkedIn](#), #[Twitter](#) + #[Google](#). Then introduce yourself! #jobleads @LisaRangel #cdisst

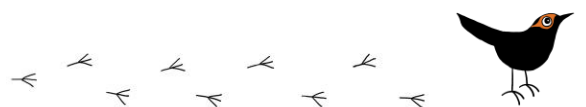
Use mix of #jobboard types: niche (1-2), geographic (1-2), meta search (1), executive (2). @brandyoucoach #cdisst #jobsearch





# Chapter Five:

## Career Fairs





## Before the Job Fair

Get ready to be frustrated and not show it at #jobfairs. @resumegenius #cdisst #jobsearch

Can't afford new #jobfair clothes? Goodwill has plenty. @resumegenius #cdisst #jobsearch

Set realistic, attainable #jobfairs goal: Make 5 quality contacts. @resumegenius #cdisst #jobsearch

Tip from a casting director: dress the part! If you look like person for the job, you're halfway there! @careershift #careerairs #cdisst

Make it easy 4 #recruiters at #careerairs. Put ur contact info in #QR code on ur resume & business card. @CamilleRoberts #cdisst

Print your resume on different colored paper 2 stand out at #jobfair but don't go overboard. @CRPLACEMENT #cdisst #jobsearch

Prepare 4 #careerfair: get #networking cards w/ name/title, contact info, web resume URL & #QR code. @janeroqueplot #cdisst #jobsearch

Be prepared: dress for #careerfair, have your #elevatorspeech nailed, bring flawless resume & smile! @cherylmilmoe #cdisst #jobsearch

Make #jobfair game plan. Map out who you want to meet, in what order and 4 what jobs. Optimize time to increase reach. @LisaRangel #cdisst

You have a few seconds to impress at #jobfair. Prepare your value proposition in advance & practice it. @mypromotion #jobsearch #cdisst

In addition to resumes, bring networking cards w/ your headshot to #jobfairs so company reps will remember you. @Resume\_Resource #cdisst

Job Fair Tip: send your resume before #jobfairs to get on radar screen of company reps. @JobExpert #cdisst

Before attending #jobfair, use the web to identify companies you want to meet & map out a plan. @One2OneResumes #cdisst

Not all #jobfairs are equal. Research attendees before committing your time and energy. Then research targets. @paulabrandcprw #cdisst

Find interesting facts about companies attending #jobfair to share when U meet them to stand out. @CRPLACEMENT #cdisst #jobsearch

Get biz cards made and network with the #jobfair staff, volunteers, attendees, and company reps. @CRPLACEMENT #cdisst #jobsearch

Get picture with company reps U meet at #careerfair & send card with U + them on it. @CRPLACEMENT #cdisst #jobsearch

As w/ #interviews, questions at #jobfairs impress. Stand out from others by researching and preparing questions. @One2OneResumes #cdisst

Research then contact company & recruiter 2 ask questions b/4 #careerfair on #LinkedIn, #Facebook and #Twitter. @CamilleRoberts #cdisst

#Jobfairs strategy: Go early; get map; research / prioritize companies. @resumegenius #cdisst #jobsearch

First, see which employers R exhibiting at #careerfairs; then decide if it's worthwhile to attend. @Career\_Success #cdisst

#JobFair TIP: Bring resumes + networking cards w/ #QR codes - network w/ #jobseekers in line. @TheResumeSmith #cdisst #networking

## During the Job Fair

Mid-level in ur #career? Use #jobfairs to ask employers questions about future company plans & needs. @kristinsjohnson #cdisst

At #jobfairs, fewer good conversations R better than speeding thru room and not making real connections. @kristinsjohnson #cdisst

Express ur #personalbrand at #jobfair w/ on-brand attire, #resume, and presentation pitch. @susanguarneri #cdisst

Job Fair Tip: You have 120 seconds to make impression. Practice your handshake, smile and make eye contact. @JobExpert #jobfairs #cdisst

Retain published booklet from #careerfair so you can #reference companies that attended. Don't rely on memory. @FredCoonSCC #cdisst

Determine ur career calling. Use as ur consistent message in self-introductions at #careerfairs. @ELCglobal #cdisst #personalbranding

Introduce yourself to employers at #jobfairs with your resume – good basis to start conversation. @One2OneResumes #cdisst

Stress less at #jobfairs! Buddy up with friend, colleague or coach for extra support, feedback, and sharing contacts. @bryanlubic #cdisst

Allocate time wisely at #jobfairs. Look for short lines. Practice b/4 approaching ur preferred employers. @angiemaizlish #cdisst

Nametags at #jobfairs: Add branding statement. Place on right, so company reps can see ur name when shaking ur hand. @angiemaizlish #cdisst

At #jobfairs: Turn cell phone off or on silent. DO NOT talk, text, check messages or read emails. @angiemaizlish #cdisst

Know yourself well enough to know how 2B memorable. @careershift #personalbranding #jobfair #cdisst

#Careerfair basics: firm handshake + eye-contact go a long way! Who would you trust more with a position? @careershift #cdisst

No one else can 'do you.' Use your strong suits to make impression at #jobfairs and get #interview. @careershift #cdisst

Remember to keep a positive attitude and smile on your face when meeting reps at #jobfair. @CRPLACEMENT #cdisst #jobsearch

Know your brand and freely share your value when you attend #careerfair. Be an exemplary candidate. @billiesucher #cdisst #jobfairs

Smile and make only positive comments at #jobfairs. Your attitude will be remembered. @Resume\_Resource #cdisst #jobsearch

Ask opinion of company rep at #jobfair, what they recommend, say thank you. Ask 4 name & leverage to open doors. @FredCoonSCC #cdisst

Ask recruiters at #jobfairs: What can I do to prepare for career in your organization / industry? @angiemaizlish #cdisst

Consider #jobfairs as #networking events; ask employer reps about their company and #network with other attendees. @FredCoonSCC #cdisst

Meeting company reps at #jobfairs can connect U w/ right contacts for position U R seeking. @FredCoonSCC #cdisst

Attend #jobfair workshops, ask questions & engage with presenters. They often have great tips for #jobseekers. @ruthwinden #cdisst

#CareerFair Tip: introduce yourself 2 company reps, get cards & contact them after re: unpublished jobs. @JeanCummings #cdisst #jobfairs

Job Fair Tip: network with the people online. You never know where opportunities will come from. @JobExpert #jobfairs #cdisst

Communicating w/ data-driven perfectionist at #jobfair? Use references/paper/book/articles 2 support ur candidacy. @janeroqueplot #cdisst

Network with other #jobseekers at #jobfairs. They know where jobs are, too. @resumegenius #cdisst #jobsearch

QUESTIONS aren't just for recruiters. Follow your 30-second pitch with targeted Q's. @TheResumeSmith #cdisst #jobfairs

Communicating w/ verbal/animated/optimist at #jobfair? Smile, nod, listen. Acknowledge their rapport-building gift. @janeroqueplot #cdisst

Use #socialmedia at #jobfair. #[Twitter](#) or #[Foursquare](#) can help U to network there. @kristinsjohnson #cdisst

Communicating w/ results-oriented at #careerfair? B logical / rational. NO long stories - cite successes. @janeroqueplot #cdisst

Use #networking #resume at #jobfairs. Make connections w/ other #jobseekers and help each other. @kristinsjohnson #cdisst

## After the Job Fair

If #career fair is first impression, follow up is second impression. Squeaky wheel gets oil! @careershift #cdisst

Collect business cards from #recruiters at #jobfairs. Followup with them. Don't wait 4 them to call you! @CamilleRoberts #cdisst

#Veterans: #careerfairs, #job postings, & hiring events: [www.militarystars.com](http://www.militarystars.com). @CamilleRoberts #cdisst

Follow #careerfair company reps on #Twitter – send @theirname tweets w/ positive comments during/after event. @susanguarneri #cdisst





## Chapter Six:

# Direct Sourcing by Recruiters and Employers



## Online Identity

Can I Google you? Protect your online identity. Set up a [Google](#) Alert on your name. @LeezaByers #onlineid #cdisst

[Google](#) ur name regularly. Remove anything U do not want prospective employer to see or read. (Judy Gillespie) #cdisst #onlineid

Manage ur #onlinereputation: build custom link of search results 4 ur name on [Vizibility.com](#). @susanguarneri #cdisst

Boost ur #career, increase ur #online visibility: blog about ur area of expertise, promote ur #personalbrand. @kristinsjohnson #cdisst

Monitor ur #onlinepresence w/ #[Google](#) Alerts. Be vigilant with ur reputation and #personalbrand. @kristinsjohnson #cdisst

Build deliberate #onlineid and #personalbranding. Must be buzz about you before you get hired. @LauraLabovich #cdisst

#Jobseekers: Employers use #[Google](#) to learn more about job candidates. What does your #onlineprofile say about you? @mypromotion #cdisst

Build #onlineidentity via #[LI](#), #[FB](#), #[Twitter](#), #[YouTube](#), #[Google](#)+ to broadcast ur value to employers. @debramills #cdisst #socialjobsearch

Before #jobsearch, activate #[FB](#) privacy settings. Increase relevant professional information on #[LI](#). @debramills #cdisst #onlineid

On multiple #socialmedia sites? Update often to keep ur info and search-engine content current. @deboreilly #cdisst #onlineid

Build SEO-rich website at ur name URL with ur #resume or use [About.me](#) 2 help you be found by #recruiters. @LisaRangel #onlineid #cdisst

Federal #Jobseekers: Do U have professional #onlineidentity 2 prove ur value? [ow.ly/8sX6I](#). @CamilleRoberts #federaljobs #cdisst

Webpage #resumes: key element in #jobsearch process. @janeroqueplot #onlinepresence #cdisst

After ur #resume is properly written, create / update your #[LI](#) profile so no professional disconnect. @jobrockit #onlineid #cdisst

Show #volunteer experience on ur #[LinkedIn](#) profile – it does make a difference to #recruiters! @ruthwinden #cdisst

## Reputation Management

Invite competent colleagues to connect on #[LinkedIn](#). Write 1 recommendation. Schedule the rest. @jenniferbradle #cdisst #reputationmgmt

Send your [#LinkedIn](#) profile to 3 colleagues. Call to ask what they noticed first. Revise as needed. @jenniferbradle #cdisst #reputationmgmt

What is your movie trailer? Your personal brand is your [#LI](#) headline. @ELCglobal #cdisst #personalbranding #reputationmgmt

Get found on [#LinkedIn](#): join groups in your field & participate in posts 2 build reputation & influence. @LouiseGarver #reputationmgmt #cdisst

Add value: social media profiles should complement your resume, not copy it. @TheResumeSmith #cdisst #resume #socialmedia

Pick your e-mail name carefully - "LoveMonkey93" was funny in college but not with hiring managers. @Resume911 #cdisst #reputationmgmt

No-No's in [#jobsearch](#) e-mails: [#socialnetworking](#) jargon (LOL, ROFL, and JK), emoticons, and text slang. @Resume911 #cdisst #reputationmgmt

Remember that Life is a [#jobinterview](#); keep your offline + [#onlineidentity](#) pure. @Resume911 #cdisst #reputationmgmt

Answer questions on [#LI](#) to show that you are expert in ur field. @Resume\_Resource #cdisst #socialjobsearch #recruiters #reputationmgmt

Always double-check ur online posts 4 factual, spelling and grammatical errors b/4 you press send. @ruthwinden #cdisst #onlinereputation

## Digital Dirt

Photos, videos, audio, [#Google+](#) Profile and public posts R best 2 push [#digitaldirt](#) off page 1 [#Google](#) results. @susanguarneri #cdisst

[#IMAGE IS EVERYTHING](#): Never say anything online that you wouldn't say in an interview. @TheResumeSmith #cdisst #branding #digitaldirt

Check and repair your digital reputation with [Vizibility.com](#). @resumegenius #cdisst #digitaldirt

Combat [#digitaldirt](#) - create good online content to bury bad stuff. Start blog, post to forums or write articles. @kristinsjohnson #cdisst

Employers will research. Manage ur [#onlineimage](#) 2 ensure you R noticed 4 right reasons. @One2OneResume #cdisst #digitaldirt

Use the 'Nana' rule 2 avoid [#digitaldirt](#) mucking up ur reputation. If you don't want to tell Grandma, don't post it. @debramills #cdisst

Feeling lost? [#Google](#) yourself: there U are! Schedule regular [#digitaldirt](#) checkups to stay seen and clean. @deboreilly #cdisst #onlineid

Write blog posts, book critiques on [#Amazon](#) + comments on other blogs 2 bury [#digitaldirt](#) associated w/ ur name. @LisaRangel #cdisst

To gain positive online exposure and share ur expertise quickly, write quality book reviews on #[Amazon](#). @ruthwinden #cdisst #digitaldirt

## Personal Branding

#Jobseekers: create email signature with contact info and #personalbranding statement when contacting #recruiters. @laurieberenson #cdisst

Establish industry expertise and get noticed by blogging & tweeting about issues in ur field. @Resume\_Doctor #cdisst #personalbranding

Create site w/ free web builder & show your Credentials, Expertise, Achievements, & Evidence. @Resume\_Doctor #cdisst #personalbranding

Quick way to develop your #personalbrand: post answers on #[LinkedIn](#), respond to blogs. @JobExpert #cdisst #directsourcing

#Blog = Branding + Leadership + Opportunity + Greatness = A job seeker's secret weapon. @TheResumeSmith #cdisst #branding

Keep ur personal marketing message consistent in your blog, tweets, #[FB](#), #[LI](#). @resumegenius #cdisst #socialjobsearch

## Social Job Search

Interest #recruiters with 100% complete #[LinkedIn](#) profile and activity in LI Groups. @DonnaBeestman #cdisst #socialjobsearch

Show + tell online. Give prospective employers valid, reliable data to reduce new-hire risk. @jenniferbradle #cdisst #socialjobsearch

When #networking ask people what #recruiters they use when they hire. Add them to your contact list. @FredCoonSCC #cdisst #socialjobsearch

Most important #jobsearch activity: grow ur personal network + get recommended to #recruiters by ppl they know. @FredCoonSCC #cdisst

Customize your #[LI](#) profile. Use in place of street address on ur resume + cover letter + reference page. @ELCglobal #cdisst #socialjobsearch

According to [Jobvite.com](#), over 89% of employers are using #socialmedia to recruit #jobseekers & #executives. @LouiseGarver #cdisst

An active #[Twitter](#) account enables U to connect directly w/ #recruiters + employers. (Judy Gillespie) #cdisst #socialjobsearch

Ur #[LinkedIn](#) profile should be complete, send right message, have ur headshot + recommendations. (Judy Gillespie) #cdisst #socialjobsearch

Follow target companies + key industry influencers on #[Twitter](#). RT them 2 increase ur visibility. @susanguarneri #cdisst #socialjobsearch



Ensure ur [#Twitter](#), [#Linkedin](#), [#Facebook](#) and [#Google+](#) profiles are jam-packed w/ keywords 4 ur target #job + industry. @susanguarneri #cdisst

[#Google](#) names of #interviewers, #recruiters + key influencers 2 become more savvy #jobsearch candidate. @susanguarneri #cdisst

Get ur profile on [#LI](#), [#FB](#), [#Twitter](#); 87% of employers find new hires through these channels. @Resume911 #cdisst #socialjobsearch

Tailor your #UVP to each communication outlet you use on your #jobsearch. @Resume911 #cdisst #personalbranding #socialjobsearch

Are U "unknown candidate"? Have colleague intro U to #recruiters to warm them up first. @kristinsjohnson #socialsearch #cdisst

Don't just have social media presence. Work it. Comment on topical issues and offer opinions. @One2OneResumes #cdisst #socialjobsearch

Use [#LinkedIn](#) 2 connect w/ peers, associations + groups. Be seen as a player in the industry. @One2OneResumes #cdisst #socialjobsearch

[#LinkedIn](#) tip: log in and revise ur account settings. Manage what U share and w/ whom. @mypromotion #cdisst

Will ur location influence hiring manager? If so, broadcast it using location-tagging on [#FB](#). @debramills #cdisst #socialjobsearch

Always personalize ur [#Linkedin](#) invites. Explain how you know the person + why you want 2 connect. @sherrymirshahi #socialjobsearch #cdisst

Be proactive: participate in job-related groups, follow #targetcompanies. It's long-term investment! @careersherpa #socialjobsearch #cdisst

Ensure keyword-rich #resume bullets R posted on #socmed channels 2B found by #recruiter. @LisaRangel #mobilerecruiting #cdisst

Firms create apps to improve candidate engagement vs. increase #applications to find #righthire. @LisaRangel #socialjobsearch #cdisst

Capitalize on [#LinkedIn](#) connections and intros 2 get close 2 #hiring source. @danasideout #socialjobsearch #directsourcing #cdisst

Federal Jobseekers: Do you have professional online presence? [ow.ly/8sX6I](http://ow.ly/8sX6I)  
@CamilleRoberts #federaljobs #socialjobsearch #cdisst

Personal commercial formula 4 [#LI](#) groups: target title + 3 keywords + 1 brief achievement example. @brandyoucoach #cdisst #socialjobsearch

Import ur [#Twitter](#) feed to [#LI](#), tweet top 10 lists, resources, news, articles + SME insights on keywords. @brandyoucoach #cdisst #socialjobsearch

Change ur [#LI](#) content or insert update once daily. Fresher profiles rank higher in #recruiter searches. @brandyoucoach #cdisst

#LI keyword research: #Peoplesearch for ur top skill, count times word used/where + benchmark in ur profile. @brandyoucoach #cdisst

Make sure ur #LI profile is 100% complete to attract attention of 130,000 #recruiters. @Resume\_Resource #cdisst #socialjobsearch

Use catchy #LI headline w/ #keywords to attract attention of 130,000 #recruiters. @Resume\_Resource #cdisst #socialjobsearch

Populate ur #LI profile with #keywords #recruiters would use to find someone like you. @Resume\_Resource #cdisst #socialjobsearch

Be active on #LI group discussions and polls to attract attention of #recruiters. @Resume\_Resource #cdisst #socialjobsearch

Use #LinkedIn skills section in ur profile as skills feature in recruiters' candidate searches. @ruthwinden #cdisst #socialjobsearch

## Contacting Recruiters & Hiring Managers

70% of jobs R never advertised. Prospect 4 work – a valuable tool 4 the savvy job seeker. @One2OneResumes #cdisst #directsourcing

20-40% of jobs found via direct-mail campaigns 2 #recruiters & employers. More effective combined with #networking. @LeezaByers #cdisst

Contact #recruiters you may have used as hiring mgr, who placed you in past, who can then recommend you. @FredCoonSCC #cdisst #directsourcing

Call #recruiters who specialize in your industry and field. @CRPLACEMENT #cdisst #jobsearch

Don't send #recruiters unsolicited resumes. Instead apply directly to openings they advertise. @CRPLACEMENT #cdisst #jobsearch

Get the Big Red Book of #Recruiters to market to them here [bit.ly/y5cM50](http://bit.ly/y5cM50)  
@CRPLACEMENT #cdisst #jobsearch

If you don't meet top 3 job requirements – don't apply. It wastes your time and annoys #recruiters. @TheResumeSmith #cdisst #jobs

Employers WANT to hire! Make it easy - connect job requirements to qualifications on #coverletter. @TheResumeSmith #cdisst

With abundance of #recruiters, research and find ones that best fit your industry and skills. @One2OneResumes #cdisst

Blasting ur #resume to #recruiters may not land you a #job. Instead, call and start conversation with them. @mypromotion #cdisst

Put ur title in ur #Twitter bio 2B found by #recruiters looking for that title. #directsourcing @LisaRangel #cdisst

Search 4 #recruiters on #[LinkedIn](#). Introduce yourself or have someone in ur network introduce you. @CamilleRoberts #cdisst

Follow companies on #[FB](#), #[LinkedIn](#), #[BeKnown](#), #[BranchOut](#) and #[Twitter](#) 2 learn of jobs + #recruiters. Take action! @CamilleRoberts #cdisst

Start keyword discussions in #[LI](#) industry groups 3 times weekly. Xplore best practices, ask questions. @brandyoucoach #cdisst #recruiters

## Recruiter Relations

#Jobseekers - it's okay to ask #recruiters where job is located, how much it pays, is it new position, or why open. @laurieberenson #cdisst

Treat #recruiter as partner in #jobsearch process. Interaction may be seen as indication of ability to collaborate. @laurieberenson #cdisst

#Jobseekers - don't put eggs in 1 basket when working w/ #recruiters. Easy to hope they will find U a job. @laurieberenson #cdisst

It can be damaging if #recruiter is trying to negotiate offer & #jobseeker tells hiring manager a lesser amount. @laurieberenson #cdisst

If leaving return number 4 #recruiters and #employers, be sure voice mail & professional message on phone line. @DawnBugni #cdisst

Help recruiters fill jobs. The easier to position you with a client the harder they will work to place you. @hr4change #recruiters #cdisst

Don't lie to #recruiter about ur background. You won't get job and they may not work with you again. @CRPLACEMENT #cdisst #jobsearch

Don't let #recruiters squeeze you into job that doesn't fit. Keep YOUR #jobsearch goal in mind. @resumegenius #cdisst

Does your recruiter honor YOUR #jobsearch goals? If not, fire them. @resumegenius #cdisst #recruiters

Your #recruiter isn't yours. They work for hiring company. Work with them but remember who pays them. @resumegenius #cdisst

#Recruiters want candidates who want to - and will - work to get #job: make it easy 4 recruiter to recommend you! @bryanlubic #cdisst

#recruiters love #jobseekers who know what they want, have solid results, work well with people: is that you? @bryanlubic #cdisst

#Jobseekers: Be patient. #Recruiters R not in same hurry as you. Keep lines of communication open. @mypromotion #cdisst #directsourcing

Refrain from telling #recruiter that you will do anything. Know ur product's assets and liabilities. @billiesucher #cdisst

Engaging w/ #recruiters has never been easier – through #[Twitter](#), blog comments, #[FB](#) and #[LI](#). @ruthwinden #cdisst #socialjobsearch





## Chapter Seven:

# Temporary to Permanent Hiring



## Temp Job Benefits

Keep an open mind: #Temp2perm can be gr8 way to get experience while opening up opportunity 2B hired permanently. @laurieberenson #cdisst

Every opportunity to work = opp to #ExpandYourValue within hiring company, no matter how position obtained. @FredCoonSCC #cdisst #temp2perm

Be willing to accept #tempjob and then be shining star they will want to take on permanently. @FredCoonSCC #cdisst #temp2perm

#Internships can lead 2 #perm or #tempjobs. @youtern great resource for #nonprofit and #entrepreneurial types. @kristinsjohnson #cdisst

Offer to do #consulting 4 ur target company on project. Show ur value - may lead 2 #permhire. @kristinsjohnson #cdisst

Temporary job is a working interview. Use to prove value, network, and learn. @TheResumeSmith #cdisst #tempjobs #networking

Accept temporary work to fill employment gaps and expand your network. @TheResumeSmith #cdisst #tempjobs #networking

Unemployed? Go for #tempjob in your chosen industry / company and aim for permanent hire. @resumegenius #cdisst #temp2perm

Moving to a new location? #Jobagencies may be able to help you find #tempjob to grow. @resumegenius #cdisst #temp2perm

Many years out of workforce? #Tempiring can get you back in. @resumegenius #cdisst #temp2perm

Don't know what you want to do? Try out jobs as a #temp. @resumegenius #cdisst #temp2perm

Considering career change? #Temp to try it out. @resumegenius #cdisst #tempiring

Think of #tempwork as 'try before you buy'. Great chance 2 get the feel of a company B4 committing. @One2OneResumes #cdisst #temp2perm

Temp work = new skills + experience. Valuable when breaking into new sector or 4 local experience. @One2OneResumes #cdisst #tempiring

#Tempagencies know value of ur contributions and R able to promote ur worth for #permiring. @One2OneResumes #cdisst #temp2perm

Temping: gr8 way for employers 2 see that you 'fit' the position, not just 'fill' it. @One2OneResumes #cdisst #tempiring

#Jobsearch success tip: time for #tempwork? Gr8 4 developing and discovering #skills, #networking, and #career! @bryanlubric #cdisst

Target company not hiring permanent workers? Get ur foot in the door via #temp position thru agency. @debramills #cdisst #temp2perm

Don't limit your search to permanent positions when there could be career-building #temp position available. @debramills #cdisst #temp2perm

All jobs R really #temp2perm - temp, t2p & perm. Employers try b/4 they buy. Always do ur best. @LisaRangel #noguarantees #cdisst

Companies use #temp2perm 2 manage labor fluctuations. Embrace #tempwork 2 keep skills fresh and make new contacts. @LisaRangel #cdisst

With growth of contract + part-time positions, could #portfoliocareer be your best option? @ruthwinden #cdisst

## Finding a Temp Job

Contact companies of interest and find out which #JobAgencies they use. @FredCoonSCC #cdisst

Get help from books like First 90 Days by Michael D. Watkins here: [bit.ly/1aUj2cO](http://bit.ly/1aUj2cO). @CRPLACEMENT #cdisst #jobsearch #temp2perm

Source and select #temp2perm agencies via recommendations from ur network on #LinkedIn, #Twitter and #Facebook. @susanguarneri #cdisst

#Jobseekers - Contact niche #employmentagencies that specialize in your field. @TheResumeSmith #cdisst #jobfocus #temp2hire

#Jobseekers: increase ur chances of finding permanent job by working w/ #employmentagencies. @kristinsjohnson #cdisst

Choose #staffingfirm 2 match ur skills. If U R #ITManager, look for #employmentagency that specializes in IT. @angiemaizlish #cdisst

How 2 choose #staffingfirm: do more research beyond looking at their web site. Talk to peers in ur industry. @angiemaizlish #cdisst

How 2 choose #staffingfirm: does #jobagency follow up w/ you? Follow up is very important. angiemaizlish #cdisst

How 2 get #jobagencies to work w/ you: be friendly, not demanding. Be patient yet persistent. @angiemaizlish #cdisst

How 2 get #jobagencies to work with you: check in once/week 2 remind them of ur interest & show ur eagerness. @angiemaizlish #cdisst

Help #searchfirms see how you can solve their client's problems to have them present you. @LisaRangel #employmentagencies #cdisst

## Turn Temp Job into Permanent Role

Make a difference. Log your work. Journal your accomplishments + learning. Share the data with others. @jenniferbradle #cdisst #temp2perm

Make a habit of recognizing co-workers' achievements. Prepare ground 4 recommendation requests. @jenniferbradle #cdisst #temp2perm

Industry and functional specialization is better than general. Work with #jobagencies that do #perm and #tempiring. @FredCoonSCC #cdisst

When placed on #tempjob, do good job so you can go permanent with hiring company. @CRPLACEMENT #cdisst #jobsearch #tempiring

Have regular meetings with your hiring mgr on #tempjob assignment to ensure perm placement. @CRPLACEMENT #cdisst #tempiring

Be go-to expert on #tempjob so hiring company can't live without you and will offer you #temp2perm job. @CRPLACEMENT #cdisst #jobsearch

Keep records of ur #temp contributions 2 success / bottom line of company. Propose #permhire when time is right. @kristinsjohnson #cdisst

Going from #temp to #perm in #jobsearch? Build positive relationships + connections 4 options in any case! @bryanlubic #cdisst

Be present and I don't mean attendance. Offer help and expect nothing in return. Always show gratitude. @cherylmilmoe #cdisst #tempiring

Arrive early 4 #tempjob and ready to work. Be thorough, deliver projects on time. @cherylmilmoe #cdisst #tempiring

If U R not busy, volunteer to take on additional project or help someone else. @cherylmilmoe #cdisst #tempiring

Be likable. Employers hire ppl they like or that their employees like. @cherylmilmoe #cdisst #tempiring

Project positive professional image. It shows you respect yourself and your employer's business. @cherylmilmoe #cdisst #tempiring

Be willing 2 do more than is expected in #tempjob. Do extra w/o being asked. Think: endorsements. @billiesucher #cdisst #temp2perm

## Temp Job Advice

Create good relationship with #recruiter who placed you on #tempjob assignment – you may need another job. @CRPLACEMENT #cdisst #jobsearch

Build relationships w/ #tempiring + #employmentagencies online – then apply or refer #jobseekers you know. @susanguarneri #cdisst



Stand out - market ur value-added #personalbrand as well as ur skills, experience + qualifications 2 #jobagencies. @susanguarneri #cdisst

Know ur best talents #jobseekers. Convey them to #tempagency 4 best possible placement / success. @kristinsjohnson #cdisst

Be open: when working with #jobagencies, share your #salary requirements right away. @TheResumeSmith #cdisst

#Staffing agencies are not there to find you a job. It's YOUR job to show how you can help their clients. @TheResumeSmith #cdisst

Temped and enjoyed it? Stay in touch – they may call you 4 their next vacancy! @One2OneResumes #cdisst #tempiring

Agencies work 4 employers, not you. You must do your own follow up. @mypromotion #cdisst #employmentagencies

#employmentagencies #searchfirms #jobagencies help client companies find talent - not 2 find you #job. @LisaRangel #doyourownsearch #cdisst

Many #tempjobs on ur #resume? Group all under 1 'employer' heading + list employer/title bullets under 2 #appearstable. @LisaRangel #cdisst

Know ppl's styles. Focus on strengths, avoid problems in #tempjob. One who pushes 4 decisions doesn't favor chitchat. @janeroqueplot #cdisst

Know styles 2 focus on strengths, avoid problems in #tempjob. One who inspires and promotes may find details boring. @janeroqueplot #cdisst

Focus on ppl's strengths, avoid problems in #tempjob. One who brings harmony 2 others doesn't favor competition. @janeroqueplot #cdisst

Communicate w/analytical person in #tempjob? Be specific, not vague. Don't discredit their need 4 facts. @janeroqueplot #cdisst

Use reputable #recruitmentfirms which abide by strict industry standards. For UK: [www.rec.uk.com](http://www.rec.uk.com). @ruthwinden #cdisst #jobagencies





# Chapter Eight:

## Print Advertising (Want Ads)



## Information Interviews for Insider Data

Contact companies 4 informal discussion before applying to #jobpostings. Prepare as if it was an interview. @ruthwinden #cdisst #jobads

Ask for 5-minute meeting to discuss #wantad 4 which U applied. This can turn into full interview. @CRPLACEMENT #cdisst #jobsearch

## Contemporary Approaches to Help Wanted Ads

Avoid scam and #blindads. Apply 2 valid, reliable #wantads in professional and trade magazines. @susanguarneri #cdisst

Print #wantads are often co-listed with #onlineads. Search newspaper websites for help wanted. @TheResumeSmith #cdisst #helpwanted

Follow instructions on #wantads so company knows U respect their process. @CRPLACEMENT #cdisst #jobsearch

In a confidential #jobsearch, respond to #blindads with care. Handle it anonymously. What if it's 4 ur job? @kristinsjohnson #cdisst

Email response 2 #jobads? Include name, branding statement in subject line. Markets U better than rez attached! @laurieberenson #cdisst

After applying to #wantads, be creative in finding ways to connect w/ company to get job. @CRPLACEMENT #cdisst #jobsearch

Make the receptionist your friend when calling about printed #jobads to get more info. @CRPLACEMENT #cdisst #jobsearch

Gather info beyond #wantad on position & create plan for 1st 90 days on job. Stand out and get the job! @CRPLACEMENT #cdisst #jobsearch

Not using help-wanted ads? You should be. Local employers use them to avoid overwhelm and relo costs. @LauraLabovich #cdisst #wantads

Even with a blind #wantad, you need to research to get a name for addressing your cover letter. @paulabrandcprw #cdisst

If mailing portfolios in response 2 #jobads, affix correct postage. 'Postage Due' means: 'Return to sender' & missed opp. @DawnBugni #cdisst

#Niche industry magazines print #jobads to reach targeted audience. @TheResumeSmith #cdisst #helpwanted #jobs

#Wantads without company name are phishing trips. Don't bother. @resumegenius #cdisst #jobsearch

Go beyond #wantads. Decide on the job YOU want and find the person hiring for it. @resumegenius #cdisst #jobsearch

Is company advertising 4 many positions w/ #wantads? Are they starting up, growing, or rats leaving ship? @resumegenius #cdisst #jobsearch

Mention where you saw their #jobad in your cover letter. Companies like to know where to advertise. @resumegenius #wantads #cdisst

Go through #jobads and find #keywords that define YOU. You may identify positions you might never have considered. @FredCoonSCC #cdisst

Realize that most print #wantads also appear online. Limit hard copy to highly focused publications. @FredCoonSCC #cdisst #jobsearch

Take content from blind #jobads and paste into #[Google](#) to identify employer. Then network for intro. @LisaRangel #wantads #cdisst

## Using Branded Career Marketing Materials

Grab attention by building bridge between your experience in your #resume and criteria in #jobads. @One2OneResumes #cdisst

Ensure your #application is keyword-rich before submission. Look to #jobads for keyword indicators. @One2OneResumes #cdisst

Identify requirements in #jobposting, then address how U meet requirements in ur #resume and cover letter. @mypromotion #cdisst #jobads

Match ur #career accomplishments to employer requirements in #jobads. Identify HOW your talents meet their criteria. @mypromotion #cdisst

Your #resume should not sound like job description; it must highlight accomplishments + problems U solved. @sherrymirshahi #cdisst #jobads

#Resume / #coverletter writer is ghostwriter when responding to #jobads - writes in client's voice. @janeroqueplot #cdisst

You may need different #resume versions: print, plain-text, email, PDF, HTML to respond to #jobads. @janeroqueplot #cdisst

Employers look 4 soft skills when you reply to #jobads. Traits in #resume must B accurate & able 2B substantiated. @janeroqueplot #cdisst

Prof Resume Writers craft #coverletters in ur voice 4 #jobads. No disconnect at interview w/ perceived and real U. @janeroqueplot #cdisst

Tailor your resume / cover letter to meet unique needs of employer. One-size-fits-all is a no-no. @billiesucher #cdisst #jobads

Info graphics on resumes responding 2 #jobads provide visual appeal, but will not register on Applicant Tracking Systems. @Resume911 #cdisst

Carry consistent brand message across all ur #personalmarketing documents when responding to #jobpostings. @Resume911 #cdisst

Written #resumes aren't only options; consider online portfolios and resume videos to maximize #jobad application. @Resume911 #cdisst

Employers use keywords to find #resumes, so tailor ur resume for each #jobad. @Resume911 #cdisst #wantads

## Using Research to Clarify Value

Conduct #companyresearch on #[LinkedIn](#) to strategically build your network for target companies. @LeezaByers #cdisst #networking

Check ALL pages of trade magazine as #jobpostings can be listed throughout issue. @FredCoonSCC #jobsearch #cdisst

Get more info than is in #wantads. Call or email company for full job description or conversation. @resumegenius #cdisst #jobsearch

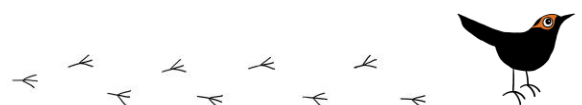
## Networking to Connect

#Membership has priveleges: prof. assoc. newsletters may include #jobads targeted to your field. @TheResumeSmith #cdisst #helpwanted

Join associations. Gain access to membership directories which can become keystone of your search for #networking. @LeezaByers #cdisst

## Online Tools

Traditional & online news (#[wsjcareers](#), #[nytimes](#), #[latimes](#), #[washingtonpost](#)) have print/web #jobads - don't ignore them! @LisaRangel #cdisst





## Chapter Nine:

### Finding Jobs via Walk-Ins



## Goals

Door-to-door #ftfjobsearch goal: Get contact names, business cards, current openings. @TheResumeSmith #cdisst #hiddenjobs

When walking into company 4 job, try 2 learn as much as possible about hiring process & contacts. @CRPLACEMENT #cdisst #ftfjobsearch

When walking into company 4 job, try 2 get as many names and contacts as possible to follow up. @CRPLACEMENT #cdisst #ftfjobsearch

You will almost always come away from a walk-in with more info than when you went in. @careershift #ftfjobsearch #cdisst

## Planning & Preparation

In crowded job market, resumes delivered in person can make the right impression at right time. @One2OneResumes #cdisst #ftfjobsearch

Schedule walk-in around lunch time as there will be more people around to help U. @CRPLACEMENT #cdisst #ftfjobsearch

Timing is everything in love, hitting home run, and walk-in #interview - not Monday AM or Friday PM. @Resume911 #cdisst #ftfjobsearch

Eat well, sleep, exercise, surround yourself w/ positive people 2 keep energized 4 #ftfjobsearch. @LisaRangel #cdisst

Large organizations don't always accommodate walk-ins, but sometimes that's risk worth taking. @careershift #ftfjobsearch #cdisst

Walk-ins R like cold-calling; some people not interested. But if you do it enough, you'll see results. @careershift #cdisst #ftfjobsearch

## Research

Small business = 99.7% of all employers, 1/2 of private jobs. Connect by referral, walk-ins. @TheResumeSmith #cdisst #smallbiz #jobs

Research company 2 make ur best case in informal, on-the-spot #interview when conducting #ftfjobsearch. @susanguarneri #cdisst

Do your #companyresearch BEFORE visit so you can discuss their needs and missions. @resumegenius #cdisst #ftfjobsearch

Visit your #targetcompany before your #jobinterview and look around. How does it feel? @resumegenius #ftfjobsearch #cdisst

#jobseekers: Know what local labor market values. Learn to sell your value in that market. @mypromotion #cdisst #ftfjobsearch

Research company and know its challenges 2 show interest and value during company walk-in. @Resume\_Resource #cdisst #ftfjobsearch

Research employers on #LI prior to company walk-in 2 target discussions and questions. @Resume\_Resource #cdisst #ftfjobsearch

## Personal Branding

Leave personal marketing package w/ resume about your skills 4 job in a walk-in. @CRPLACEMENT #cdisst #ftfjobsearch #personalbranding

Be confident and showcase ur #personalbrand in ur behaviors and image when conducting face-2-face #jobsearch. @susanguarneri #cdisst

Answer employers WIFM question – market ur proven value + accomplishments + unique #personalbrand. @susanguarneri #cdisst #ftfjobsearch

Ask yourself 'Why am I better and different?' Put those thoughts in ur back pocket 4 job walk-ins. @careershift #cdisst #ftfjobsearch

## Elevator Speech

Write and practice telling your personal success stories so they flow naturally during walk-in interviews. @jenniferbradle #cdisst #ftfjobsearch

Don't cram 20 years experience in ur #ElevatorPitch. Include personality trait such as strong work ethic. @FredCoonSCC #cdisst #ftfjobsearch

An effective #elevatorspeech = what U do, ur qualifications, THEIR benefit in 1 min. @kristinsjohnson #cdisst

Remember your #elevatorspeech engages, then entices listener to ask 4 more about you. @bryanlubic #cdisst #ftfjobsearch

Prepare and rehearse your #elevatorspeech before attending networking events or walk-in interviews. @debramills #cdisst #ftfjobsearch

Your #elevatorspeech during walk-in #interview should capture hiring manager's attention. @debramills #cdisst#ftfjobsearch

Your #elevatorpitch in 2 minutes or less: who you are, what you do, what distinguishes you. @cherylmilmoe #cdisst #ftfjobsearch

The worst possible answer IMHO is 'I will do anything.' Be specific 2 define ur #elevatorspeech. @LisaRangel #cdisst

Make ur #elevatorspeech concise. Outline what you do + where you do it. No walking #resume billboards! @LisaRangel #awkward #cdisst



## Wardrobe & Appearance

Make sure you dress your best when doing walk-in to learn more about job openings.  
@CRPLACEMENT #cdisst #ftfjobsearch

Impressions matter! Resume, voicemail, email, #socialmedia: present U in a professional light? @One2OneResumes #cdisst #ftfjobsearch

Dress w/ professional attire. No over-powering fragrance, jewelry, makeup, body art.  
@One2OneResumes #cdisst #interviewattire #ftfjobsearch

In #ftfjob search, look good wherever you go. Your key connection could be in line at grocery store. @hireimaging #cdisst #jobsearchattire

Be sure ur clothes R tasteful and mimic corporate brand. Clothes should not be louder than you. @LisaRangel #cdisst #ftfjobsearch

## Approach Strategies

Give people a chance to help; others want to help, they just need to know how and when. @FredCoonSCC #cdisst #ftfjobsearch

Say you're doing research or writing an article for a class. Ask for tour of office, plant, or store. @FredCoonSCC #cdisst #ftfjobsearch

#Retail, #Restaurant #Jobs: Wear business attire, visit at slow time, ask for Mgr, give 30-second pitch, resume. @TheResumeSmith #cdisst

Make appointment for #targetcompany visit / tour with hiring manager or peer.  
@resumegenius #ftfjobsearch #cdisst

Asking for company tour / advice compliments individual and company. Go ahead.  
@resumegenius #ftfjobsearch #cdisst

Identify wish list of employers. Approach them with presentation of ur unique value proposition. @One2OneResumes #cdisst #ftfjobsearch

## Face-to-Face Meeting

Bring resume in new portfolio and be prepared 2 impress employer during company walk-in. @Resume\_Resource #cdisst #ftfjobsearch

Have ur business card with competencies, #LI URL as #LeaveBehind if U cannot get to right person. @FredCoonSCC #cdisst #ftfjobsearch

Deliver attractive packet: place resume + references page in clear folder and add cover page. (Judy Gillespie) #cdisst #documents

Looking for #sales job? Show your cold-calling skills in action on walk-in #ftfjobsearch campaign. @TheResumeSmith #cdisst

Ask for information, not job, on a company visit. Keep it professional but low-key. @resumegenius #ftfjobsearch #cdisst

During #ftfjobsearch, do U help employer believe and decide that U R best fit for their needs? Help them! @bryanlubic #cdisst

In your #ftfjobsearch, show #employers that you "get" them, their needs; then give them examples. @bryanlubic #cdisst

Communicate w/ #Veterans, #Boomers, #Xrs, #Millenials. Use Communication STYLES not just Devices. @janeroqueplot #ftfjobsearch #cdisst

Understand Styles: Learn 2 listen/speak in language of others. Develop rapport during company walk-in. @janeroqueplot #cdisst #ftfjobsearch

Use interesting CAR stories in company walk-ins 2 show depth of ur experience + stay memorable. @Resume\_Resource #cdisst #ftfjobsearch

Some employers annoyed by walk-ins, some impressed. If they don't want to see you, leave and follow up. @careershift #cdisst #ftfjobsearch

## Follow-up Strategies

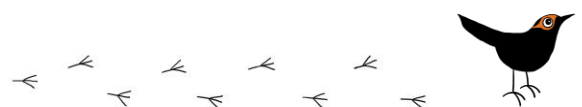
Creative #followup: After walk-in #interview, drop by w/ coffee or small treat, ask about next steps. @TheResumeSmith #cdisst

Mail or e-mail thank-you letter within 24 - 48 hours after meeting contacts in company walk-in. ALWAYS! @kristinsjohnson #cdisst

Well-crafted follow-up letter after #ftfmeeting / phone call puts you at forefront of employer's mind. @One2OneResumes #cdisst #jobsearch

Email thank-you note or express mail a physical TY note 2 reinforce ur #personalbrand immediately. @LisaRangel #cdisst

Follow-up after #ftfjobsearch walk-in crucial. Many hiring managers dismiss applicants who don't send TY notes. @Resume\_Resource #cdisst





# Appendix A:

## Industry Expert Contributors



The following individuals are qualified professionals (resume writers and career professionals) who can assist you. For more information about professional career services from our members, visit [www.careerdirectors.com/jobseeker.htm](http://www.careerdirectors.com/jobseeker.htm).

## United States

### Arizona

Fred Coon, LEA, JCTC, CARW  
Stewart Cooper & Coon, Inc.  
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fcoon@stewartcoopercoon.com  
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@FredCoonSCC

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@bryanlubic

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LouiseGarver@cox.net  
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@LouiseGarver

Trish Thomas  
The Resume Resource  
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Simsbury, CT 06081, US  
Phone: (860) 658-6480  
trish.thomas@the-resume-resource.com  
[www.the-resume-resource.com](http://www.the-resume-resource.com)  
@Resume\_Resource

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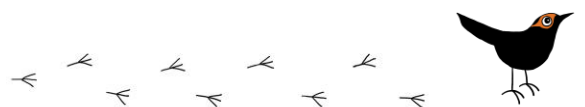
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## Appendix B:

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An industry leader, she has earned two degrees and 11 industry certifications and designations such as Master Career Director and Certified Master Resume Writer. Further, she has received the industry's most prestigious awards in resume writing, career coaching, and job placement.

Laura is the author of *Interviewing: The Gold Standard* and *Interview Pocket RX* as well as co-author of *Job Search Bloopers*; she has also been featured in over 15 resume and cover letter compendiums. Throughout her career she has spearheaded the development of numerous training programs and presentations for job seekers and career professionals, including the most recent, Certified Professional in Online Job Search & Reputation Management.

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Known as the Career Assessment Goddess, Susan Guarneri's specialty is guiding her clients to their Dream Jobs. With 25+ years of experience in career counseling / coaching, she has consulted with thousands of professionals and executives.

Susan holds a Masters Degree in Counseling from The Johns Hopkins University and 14 certifications. She is the only National Certified Career Counselor who also is a:

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Co-author of *Job Search Bloopers*, Susan's background includes corporate training, executive coaching, outplacement, and team building with Fortune 500 companies, non-profits, colleges, and government agencies. She serves on the Board of Directors for the Wisconsin Career Development Association and Career Directors International.

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