



# New Year, New Job!

## 2<sup>nd</sup> Edition, with 101+ Tips from Job Search Experts

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w/Preface and Tip # 1 by Richard N. (Dick) Bolles  
And 100+ more tips from these 27 [Job-Hunt](#) Experts:

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Don Goodman, Megan Fitzgerald, and Laura DeCarlo

### Dedication

This book is dedicated to all the job seekers out there,  
working hard to find their next job.

May this book help you find that new job very soon!

**Have a successful job search and  
a wonderful holiday season in 2015 and beyond!**

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## Preface

“The Lord gave us friends,” the old saying goes, “in order that we might have many eyes with which to look at things, many ears with which to listen for things, and many mouths with which to express beautiful things.” Well, actually, I just made that up. But I think it very true.

Susan Joyce has many friends. Many, many friends. Here she has asked some of the brightest of them to share their vision, their practicality, and their creativity, with you. We all need that kind of sharing, most especially if we are currently out of work. And out of work at Christmas time, of all things. Traditionally a time to suspend your job-hunt, and lean on the oars for a bit. No, no, no. Not true. It is most especially the time to redouble your efforts to figure out who you are, what you have to offer to the world of work, and above all else (that overworked verb) *network*.

If you find just one good idea here, that will make this book helpful. If you find five or more, that will make this book a treasure.

Merry Christmas.

*Dick Bolles, author, [What Color Is Your Parachute 2016](#) (and all other editions)*

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#### If You Liked This Book

#### THE JOB-HUNT EXPERTS WHO CONTRIBUTED TO THIS BOOK

Current Job-Hunt Experts

Expert Contributors

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## TOP HOLIDAY JOB SEARCH TIPS

We've collected expert advice from Job-Hunt Experts, people who are experts in their fields. Many are authors of pretty well-known books. Not all of this advice will apply to you in your specific situation, but much of it will. And, hopefully you will find several nuggets of advice to help you leverage this holiday season for a successful job search. Use your own judgment about what advice applies to you.

We hope that these 101+ tips will provide you with inspiration to fire up your holiday job search and land that new job this year! ***Go for it!***

### ***Tip Number One***

There are two kinds of people in this world: those who walk into a room and say “*Here I am!*” And those who walk into a room and say, “*There you are!*” Determine this holiday season to be more of that second kind of person. Example (for authors): when people come up to you to ask you to sign their book, turn the attention on them, rather than on yourself. Ask them their (first) name, where they live (city, only), and then what work they are doing, or looking for. Examples for other professions, abound! Be a “there-you-are” person. –

***Dick Bolles***, who inspired the establishment of the modern career counseling field with the most popular job-hunting book in the world, ***What Color Is Your Parachute?*** 10 million copies sold (rewritten annually).

## INTRODUCTION

“Job search at the end of the year? Nothing happens in November and December. Everyone is in holiday mode, so it’s a waste of time.” You may believe this. Many people share the sentiment. But it is dead wrong!

Contrary to popular belief and according to the U.S. Department of Labor, employers ARE definitely hiring at the end of the year:

***In December of 2014, the total number of jobs filled was GREATER than the number filled in January, 2015.***

**And it is very likely that MANY of those job offers made in January of 2015 were based on interviews that happened in November and December of 2014. *Just like every other year...***

**January is always the toughest and most competitive and crowded job market of the year because SO many people stop job hunting during the holidays.**

In this book, twenty-seven Job-Hunt Experts will tell you why and how the holidays are a great time to get a new job search started or actually make some headway in your ongoing search. The Experts offer tips to overcome job search obstacles and succeed as you move through the various aspects of job search, from dealing with those awkward questions about your unemployment at holiday parties, to partying with purpose and using holiday cards to your best advantage.

We hope that this book gives you some great ideas and the inspiration to continue your job search through the holidays. Over 101 short tips have been organized by “problem” to help you pick the ones that might be most helpful to you. This will be a quick read, filled with easily digested nuggets of wisdom from people who have “been there” and who have coached others to successfully navigate through this season many, many times.

We all sincerely hope that it helps you succeed in your job search, hopefully landing a job, or at least making some forward progress while everyone else is “asleep at the switch.”

Near the end of this book, find bios for Editors Meg Guiseppi and Susan P. Joyce, special contributor Dick Bolles, and each of the other Job-Hunt Experts who contributed their tips. You can learn more about them, including where on Job-Hunt.org to read more of their advice and connect with them on their websites, or on Amazon where they have other books available.

**Good luck with your job search!**

## Chapter 1: Make the Holiday Season Count

### Holiday Awareness

#### **Spread the good cheer.**

Encourage others you know who are also in a job search: kindness goes a long way, particularly at this time of year. – *Ed Han, Job-Hunt's contributing Social Media for Job Search Expert*

#### **Cross-cultural awareness is critical to career success in the world today.**

When searching for jobs, it's important to recognize that holidays are different across countries and cultures. For example in predominately Christian cultures like the US and UK, Christmas holidays are celebrated in December. But in Turkey and UAE they celebrate Ramadan in the summer according to the Islamic calendar. And Chinese and Japanese Buddhist holidays are different and change every year. Respecting holiday traditions in your target countries – like not sending Christmas cards to a non-Christian – will help demonstrate your ability to successfully operate in those countries and support your international job search success. – *Megan Fitzgerald, Job-Hunt's International Job Search Expert*

### Holiday Hope

#### **Beat the January crush!**

January is the most-competitive job market of the year because many, if not most, job seekers wait until January to start (or to re-start) their job hunting. But, if you keep working on your job search through the holidays, you'll keep your job hunt momentum rolling, and it will be easier to stand out because you have less competition. Maybe you will already be interviewed and waiting for a December 31 job offer before your competitors have their resumes pulled together. – *Susan P. Joyce, Job-Hunt's Online Job Search Expert*

#### **Join or start an accountability group.**

The holiday season is upon us, but hiring does happen even now, so keep your focus! Join or start a job search accountability group that meets weekly. Especially if you were part of a downsizing, layoff or other RIF, there should be several people in your network or area ready and willing to help one another. Focus on tracking metrics of efforts (applications, networking events, informational interviews) as well as metrics of results (phone screens, interviews). – *Ed Han, Job-Hunt's contributing Social Media for Job Search Expert*

#### **The early bird gets the opportunity.**

The key to finding gainful holiday employment is to get started in your search right away or keep at it during the holidays. If you wait, you may find that companies will have already filled their ranks and trained up their new staff in anticipation of the New Year. Your best options for uncovering

opportunities is to call the HR department as early in Fall as possible to determine their method of recruiting and hiring so you can be ready to apply as soon as the opportunities are open. – *Laura DeCarlo, Job-Hunt's Job Interviewing Expert*

### **Ask for holiday gifts to help you job hunt.**

What do you want for the holidays? Consider making this a practical (and inspirational) holiday and ask for gifts that will take you closer to your new job. Your friends and family are wondering how to help you. Help them, and yourself, by asking for what you need. Here are ideas to jumpstart your thinking:

- Help from a career professional for some career direction, job search strategy, refreshing your resume or LinkedIn profile, or interview practice.
- A session with a photographer for a professional headshot for your LinkedIn and other profiles.
- To be their guest at a networking event.

– *Phyllis Mufson, Job-Hunt's Boomer Job Search Expert*

### **Follow-up quickly!**

You will meet with a lot of people during the next month or two. Whether you meet someone new or renew acquaintances with Auntie Ethel, make sure you follow-up quickly. Even friends and family can provide rich networking relationships and introductions to people you need to meet, not to mention the benefit of renewing relationships. – *Jason Alba, Job-Hunt's contributing Social Media and Job Search Expert*

## **Many Employers Are Motivated!**

### **Take advantage of the year-end scramble to fill jobs.**

Most people think that the weeks after Thanksgiving are dead but in reality, companies are scrambling to fill jobs before their budgets are lost in the New Year. If you send your resume during these weeks, you are much more likely to be noticed in many organizations. – *Don Goodman, Job-Hunt's IT Job Search Expert*

### **Employers want to hit the New Year running.**

Many companies, whether their fiscal year ends December 31st or not, view the New Year as a great time to rally the troops, and have everything in place to improve company performance for the next quarter or next year. There is a great deal of intangible pressure on managers to be prepared. They often want to get the people, resources, and projects in place to be able to run full speed ahead as the New Year begins. They, therefore, often put extra effort into getting people hired before the end of the year. – *Harry Urschel, Job-Hunt's Job Search Mindset Expert*

### **They're spending those budgets before year-end.**

Many job seekers slow down their job search during the holidays because of a common misconception that employers don't hire until after the New Year. Instead, do the opposite. Many employers have a



budget they want to spend before year-end. And you'll have less competition for positions that do get posted. – *Wendy Gelberg, Job-Hunt's Search for Introverts Expert*

### **New government fiscal year starts October 1.**

That makes the last quarter of the year a great time to land your dream government or federal contractor job. Some companies need to hire before December 31 for tax purposes. Don't wait for January 1 when most people have made it their New Year's resolution to start the job search again. Get a jump on it now! Let your network know you are searching for a job! – *Camille Roberts, Job-Hunt's Federal Government Job Search Expert*

## **Your Competition Is Taking Time Off**

### ***Less competition!***

This "bad time of year" myth has become conventional wisdom among job seekers. Meaning that many (maybe most) others put less effort into their job search after Thanksgiving as well. If you hit the gas and put more effort into your own search, you will most likely be competing with fewer applicants for positions than you did a month earlier. Take advantage of other people's misguided decision to scale back their efforts during this time. – *Harry Urschel, Job-Hunt's Job Search Mindset Expert*

### **Don't use the holidays as an excuse to push pause on your job search.**

Go; don't slow. Many job seekers give up searching between Thanksgiving and New Year fearing slow - or - no hiring, but the holiday season is the best time to reach out to personal and professional contacts. Come January, you'll want to be the known candidate who "got there in advance of an opening!" – *Laura Labovich, Job-Hunt's contributing Fortune 500 Job Search Expert*

### **Be top-of-mind for January hiring.**

There's usually an upsurge for hiring in January. One reason is all the people who wait to quit their jobs until they get their year-end bonuses. Rev up your job search so you're not left out, still looking in February and March when hiring slows. Distinguish yourself by keeping up the momentum of your networking, research and interviewing over the holidays to be top-of-mind of employers looking to hire in January. – *Phyllis Mufson, Job-Hunt's Boomer Job Search Expert*

## **Some Barriers Are Down**

### **It's easier to penetrate the organizational fortress.**

During the holidays, employers might be a little more lax. It might be easier to get through the phone lines and to a live body at the place you want to work! Keep the pace and keep searching! Take advantage of the situation and make phone calls to people you have applied within the past. Wish them

happy holidays and see if there are any new jobs coming up! – *Camille Roberts, Job-Hunt's Federal Government Job Search Expert*

### **Build your January pipeline.**

During the holiday season, many people have less busy workloads and are often more likely to answer their telephone. Ask for referrals to contacts at companies you would like to work for. Reach out during the less hectic workdays to ask for informational meetings over a cup of coffee or hot cocoa. – *Hannah Morgan, Job-Hunt's Job Search Navigation Expert*

### **You can keep researching during the holidays.**

You just have to plan your time more carefully. While the number of people working around a holiday is low, the people who are working are often very receptive to polite callers asking for information about their organization. These people are used to a certain routine and level of human interaction that is missing during these times. While Ms. Hiring Manager may be out, you can gain some great insight on targeted companies, their culture, and their management during the holidays by conversing with the people who are in. – *Parmelee Eastman, Job-Hunt's contributing Company Research Expert*

### **Focus networking on organizations that slow down over the holidays.**

Holiday season affects different organizations and careers differently – some speed up to an unbelievable pace and others slow down as the whole nation turns to holiday preparations. Consider focusing your networking requests in organizations that may slow their pace as holidays approach. For example, activities in colleges tend to slow as students leave and people whose work had been dictated by their presence are more likely to have time to talk. Look for careers that tend to have finished their work by the holidays. For example, political campaign workers and politicians may be happy to talk campaign hits and misses! – *Dr. Kate Duttro, Job-Hunt's Careers for Academics Expert*

### **Be persistent.**

It's sometimes harder to make appointments because people are busy with office parties and their own holiday merrymaking, but keep at it. Make an extra phone call to get in touch; leave an extra phone message. It shows your persistence – just don't be overbearing. – *Dr. Jan Cannon, Job-Hunt's Mid-Life Career Expert*

## **Leverage the Season**

### **Calendar your career-related holiday activities.**

To create the most effective results this holiday season, calendar as many events as possible. Search for professional meetings and social events where you'll have the opportunity to talk with people. Before you go to the event, think about your career related goal for the event. You might decide to reach out to people to see if anyone has contacts at a company you are targeting. Or you might ask if people know

someone in your target industry. Be clear about the questions you want to focus on at each event. – *Carol McClelland, PhD, Job-Hunt's Green Jobs Job Search Expert*

### **Develop a “magic-week” strategy.**

The week between Christmas and New Year’s holds magic. Many people are off, *but many aren’t*. It’s the week administrative assistants and other gatekeepers aren’t around; or if they are, they’re organizing for next year and enjoying a psychological break. It’s the week mid-level managers are often left in charge, with few meetings, calls, or deadlines. That makes it a wonderful time to reach people you want to talk to directly who still have their holiday cheer intact. Instead of waiting for the New Year to re-energize your job search, use this magic-week strategically to spark connections with key people. – *Nan S. Russell, Job-Hunt's Job Loss Recovery Expert*

### **Stay focused.**

Don’t let other obligations overwhelm you. If finding a new job is your priority, keep it there. It’s easy to get distracted at this time of year. – *Dr. Jan Cannon, Job-Hunt's Mid-Life Career Expert*

### **Reconnect with recruiters you know during the holidays.**

If you have successfully worked with a recruiter in the past and developed a friendly relationship, call them during the holidays. You’ll likely get voicemail, so be prepared. Say something like: “The year has flown by, and I can’t believe we haven’t talked all year. It’s time to catch up! Call me back, and I’ll buy you a cup of coffee on your way to the office sometime.” Or, send a short email letting them know you are looking forward to working with them in the New Year on any opportunities in your area of interest. Attach your resume, of course. – *Jeff Lipschultz, Job-Hunt's Working With Recruiters Expert*

### **Connect with *new* recruiters during the holidays.**

If you don’t have relationships with any recruiters, you need to network to one through your contacts. This is a good time of year to ask your friends to introduce you to their favorite recruiter (who works in your industry). If they have a good relationship, they can use the same ideas above and mention they have a colleague who’d be someone good for them to know. – *Jeff Lipschultz, Job-Hunt's Working With Recruiters Expert*

## Chapter 2: Take Advantage of Holiday Parties

### Pre-Party Prep and Planning

#### Network every chance you get.

Holidays are meant for networking! Professional associations, alumni groups and many other organizations host networking events during the holiday season. Begin scoping them out early and make your list of “must attend” events based on where people from your target companies will be attending!

– *Hannah Morgan, Job-Hunt’s Job Search Navigation Expert*

#### Use technology for pre-party preparation.

Learn what you can about people attending networking events before you go:

- Research guest lists and online RSVPs to find out who will be there.
- Become a sleuth: Google attendees and learn a bit about each person who might be a good contact for you. Identify possible talking points, such as common alma maters, places you’ve worked, or people you know in common.
- Plan some key talking points and make a few notes to take with you to the event so you’ll be prepared to engage with people who are good contacts for you.

– *Miriam Salpeter, Job-Hunt’s contributing Social Media and Job Search Expert*

#### Connect in advance of the party.

Invite them to a holiday party you are hosting and let them know there will be many new contacts for them to meet. Let them know of meetings or parties that you are attending as an opportunity to catch up. – *Jeff Lipschultz, Job-Hunt’s Working With Recruiters Expert*

#### Have your personal business cards ready for holiday networking.

They’re a handy aid for people you’re talking with to remember you, your skills, and the position you’re seeking. The simplest card will have your name and phone number, plus email and LinkedIn address. More effective will be to add the role you seek, for example: Child Welfare Social Work, and / or brief descriptions of a few of your strongest skills such as: advocacy, case management, volunteer supervision. You can easily make the cards on your computer using a package of the inexpensive snap-off cards available in office supply stores. – *Phyllis Mufson, Job-Hunt’s Boomer Job Search Expert*

#### Find parties within your professional industry.

Professional association holiday parties are a great way to meet others in your field who may be able to make meaningful introductions for you. Check for local events with friends and colleagues, visit association/group websites, use Google News to find event announcements, check LinkedIn Events, visit MeetUp.com, and any other place that might have the information. – *Barbara Safani, Job-Hunt’s Finance Industry Job Search Expert*

## Have Your Own Party

### Create a special event.

Plan your own holiday networking party at a coffee shop. Limit attendance to 10-15 key influencers you haven't yet met. This will give you and everyone else enough time to meet and get to know each other. Follow up shortly after so you can be kept on their radars. – *Daisy Wright, Job-Hunt's Canadian Job Search Expert*

### Throw a party or create a get-together.

Invite friends for dinner, cookies, coffee, or a glass of holiday cheer at your home or in a restaurant, bakery, or bar. This is a great way to practice your pitch, and reconnect with people who may be able to assist you in your search. – *Barbara Safani, Job-Hunt's Finance Industry Job Search Expert*

### Make it a three-some to your next holiday event.

Invite two people whom you really want to meet to your next holiday get-together. They should also be individuals who would benefit from meeting each other. Be ready with an introductory script on why you believe they should connect. Your role is to listen carefully, not take over the conversation or publicize the fact you are also meeting them for the first time. Take mental notes of the discussion to use at a future one-on-one meeting with each person. – *Daisy Wright, Job-Hunt's Canadian Job Search Expert*

## Party and Travel Time!

### Have a "NetPLAYing" *Not* "NetWORKing" Mindset.

Don't go to a holiday event expecting to have a terrible time. View holiday gatherings as opportunities to reconnect with people you may have lost touch with. **Have fun!** Go to these events with the mindset of enjoying yourself. Reconnect. Catch up. Perhaps you will also meet interesting new people, and learn interesting new things. Share the good news in your life. See if you can help someone else. When/if asked, mention your interest in finding a new job as a [be specific, *not* generic] working for [2 or 3 target employer names or target industry names]. – *Susan P. Joyce, Job-Hunt's Online Job Search Expert*

### When networking, ask the right questions.

During the holiday season you will see many friends and family. Tell everyone in your network you are on the hunt. If you are just beginning your career, do you know what your parents' friends do for a living and where? For those later in their career, have you kept up with former colleagues? Networking is about asking the right questions. – *Ed Han, Job-Hunt's contributing Social Media for Job Search Expert*

### Keep your wits about you.

Don't have too much to eat or drink, or get too boisterous. With all the new people you'll be meeting, just remember to keep your alcohol consumption under strict control. You want to make a good

impression, not be remembered as the person who went a little wild. Remember, what happens in Vegas, stays on Facebook and Google for a long time. One bad impression can ruin your reputation for a long time. – *Dr. Jan Cannon, Job-Hunt's Mid-Life Career Expert*

**Use holiday parties and performance reviews to build personal brand content.**

As you network at holiday parties, pay attention to the way people introduce you to new people. The true measure of your personal brand comes from the people who know you best . . . those who work with you every day. What character traits, strengths and areas of expertise are commended on your annual performance reviews? Pay attention to (and write down) the words and phrases peers and management at work repeatedly use to describe you. Use these same recurring words in the content you develop to market yourself to your target employers – resume, other career documents, LinkedIn profile, personal website, etc. – *Meg Guiseppi, Job-Hunt's Personal Branding Expert*

**Dazzle with your tech knowledge when networking.**

Take advantage of the holiday parties by being prepared to have fun AND connect with people who might help you land your dream job. While talking to friends, be ready for opportunities to ask about upcoming jobs that might be coming open. Wow them with a cutting-edge mobile resume. Bump your smartphones to conveniently transfer your contact info to their smartphone. Tell them you will contact them on Monday with more details on what you can do for them. Then, do it! Follow up with a stellar resume. – *Camille Roberts, Job-Hunt's Federal Government Job Search Expert*

**At holiday gatherings, make it your goal to meet all the people.**

Any one of them could be hiring managers, corporate recruiters, or external recruiters. If you do meet one, be sure to keep the conversation focused on non-work related things first. Make a connection through commonalities like hobbies, kids, books, or hometown. Towards the end of the conversation, you can mention that you are curious about opportunities they may be aware of in your field. Ask if you can drop them a note during the week to continue the conversation during business hours. – *Jeff Lipschultz, Job-Hunt's Working With Recruiters Expert*

**Network, network, network.**

This is a great time for networking. Just think of all the people you'll meet at holiday parties. Family, relatives, friends all know people who work in different companies. This is your chance to find out if there are current openings or at least get names of people you can talk with further. Many business and trade associations also have holiday events that attract large numbers of members. See if you can visit them and “work the room.” – *Dr. Jan Cannon, Job-Hunt's Mid-Life Career Expert*

**If you travel during holidays, take advantage of being in a new area.**

Or take a new look at a place you used to live. Look around you with career curiosity. Notice differences and similarities. If you're looking for a new job/career, try to arrange for local contacts (friends of relatives?) just to explore. Look for peers, not hiring managers, because your questions are exploratory, not designed to impress. Be prepared to talk about your strengths and ask about theirs, and how your

contact's strengths work for his/her job. Look for organizations with good reputations, that develop their employees. – *Dr. Kate Duttro, Job-Hunt's Careers for Academics Expert*

## Handle Those Awkward Questions and Conversations

### Have a conversation starter ready.

Serendipity is best encouraged by meeting more people and asking more questions than we do in our usual daily interactions with people we already know. Use the opportunity of holiday parties to talk with “strangers” about their careers. If you have trouble starting a conversation, think survey, and begin with something like this. “Hi, I don’t think we’ve met. I’m Jim/Jane Smith and I’m doing a careers survey. Could you answer a couple of career-related questions?” When they agree, ask how they got started and what was important to them. Ask about accomplishments and decision points. Or, ask whatever interests you *about them*. – *Dr. Kate Duttro, Job-Hunt's Careers for Academics Expert*

### Prepare “Teflon” answers to embarrassing questions about being unemployed.

You’ve heard holidays are a great time to network but you’re not getting out there, because, well, you feel embarrassed about not having a job. Here’s a tip to help you feel assured at gatherings, even while handling questions that might make you feel uncomfortably vulnerable. Prepare what I call “Teflon” answers to questions you dread. Teflon answers make embarrassing questions slide right off you while satisfying the person who asked. For example, “It’s awful that you got fired; how are you?” “I loved my job, but I’m excited to find new opportunities to use my skills. Thanks for your concern.” – *Phyllis Mufson, Job-Hunt's Boomer Job Search Expert*

### Answering the “So, what are you doing now?” question.

Holiday parties and family dinners can be awkward when you are unemployed. Try to view them as opportunities to reconnect and catch up on news. If someone asks you where you are working now, briefly reply that you are currently job hunting and looking for opportunities as a [name your target job title] for [name a couple of your target employers or the class of employers]. For example, “I’m looking for an administrative assistant job for a manager at one of our local banks or The Big Bank nearby. If you know anyone who works there, I’d love their name.” – *Susan P. Joyce, Job-Hunt's Online Job Search Expert*

### Answering the “Are you STILL unemployed?” question.

Whether the person asking that question is sympathetic or nasty, the question can be a morale-killer. So be prepared with an answer that blows it off and changes the subject, or that helps your job hunt, like: “Didn’t you know - all the best people are unemployed now” or “I’m working hard at finding a job, reconnecting with old friends, and learning a great deal about how much has changed since my last job search, xx years ago.” followed by “Everyone in your family still employed, working for a solid company right now?” – *Susan P. Joyce, Job-Hunt's Online Job Search Expert*

### **Don't hide! Don't apologize! Being unemployed is a *temporary* state – NOT who you are!**

Unemployment is unfortunately very common these days, so avoiding your family and friends during the holidays is very likely not good for you or for your job search. You have done nothing wrong. So, get out there and talk with your friends and family. Worst case, your uncle will give you a lot of bad advice which you can ignore; best case, he'll have a good contact for you. So get out there – it will be good for your spirits! – *Susan P. Joyce, Job-Hunt's Online Job Search Expert*

## **Party Follow-Up**

### **Learn something personal about people you meet at holiday events.**

Then follow up with targeted notes afterwards. What are their vacation plans? Do they have hobbies? Send an email saying, "I saw this article about Hawaii and thought of you, since you're about to go there. I'd love to schedule that coffee after you get back." The contact will remember your thoughtfulness and may be more likely to schedule a meeting. – *Miriam Salpeter, Job-Hunt's contributing Social Media and Job Search Expert*

### **Collect information, and follow up promptly.**

Ask important questions about the company that you can follow up with after the party (the following week) and demonstrate in your follow-up how you can contribute to the organization's goals. Remind the person you are following up with that you met them at the \_\_\_[fill in the blank]\_\_\_ Christmas Party last year. Remind them of your conversation and make it compelling for them to follow up with you. – *Camille Roberts, Job-Hunt's Federal Government Job Search Expert*

### **Party with a professional purpose.**

There are more parties in December than during any other time of year, which means more opportunities to network. It is acceptable to discuss job search related topics but friends, family members, and business acquaintances are more inclined to help if it is mutually beneficial. So, before heading out, give some thought to how you might be able to help others with resources, advice, and referrals, thus making the conversation reciprocal. Try to retain the details of the conversation, which will make following-up (when all the eggnog has been enjoyed) that much easier. – *Laura Labovich, Job-Hunt's contributing Fortune 500 Job Search Expert*



## Chapter 3: Keep Your Spirits High

### Beat the Blahs

#### **'Tis the season to be jolly so “fake it until you make it”!**

As I was nervously facing a tough senior management presentation, one former boss, a very successful executive, told me “fake it till you make it.” And it was very good advice! The good news is that, most of the time, the “faking” ends up becoming reality (not fake anymore). So, shake off your discouragement, fake enthusiasm, if you must, and go out there and job hunt because you will have the fewest competitors now than any other time of the year. Bring your “A game,” a confident smile, and a firm handshake to that holiday party. And enjoy yourself! – *Susan P. Joyce, Job-Hunt’s Online Job Search Expert*

#### **Pause to ponder.**

The holiday season provides many opportunities to think about gratitude, service, peace, etc. I know it's immensely stressful to be unemployed at any time, but I learned the hard way that working non-stop on a job search will drain other areas of your life. Take pause, at the right times, to be with and bless family and friends. Take an inventory of your life, your year, your hopes and ambitions, and perhaps adjust your expectations. 'Tis the season for many things, but stressing through the holidays will not be productive at all. – *Jason Alba, Job-Hunt’s contributing Social Media and Job Search Expert*

#### **Give yourself a gift.**

Take the time to figure out the things in life that you want to accomplish: like climb Mt. Fuji, own a BMW, be on television, find the cure for cancer, etc. Having a list of personal goals will inspire you to seek a more rewarding job. Maybe, while writing your list, you’ll realize that the job you thought you wanted wouldn’t be nearly as satisfying as one that would make one of your dreams come true. – *Dr. Jan Cannon, Job-Hunt’s Mid-Life Career Expert*

#### **Take short breaks from your job search.**

A walk, a movie, a visit to a museum – it’s a hectic time of year and everyone needs some “chill” time. – *Dr. Jan Cannon, Job-Hunt’s Mid-Life Career Expert*

#### **Tap into the generosity of strangers.**

One of the best things about social networking, at the holidays (and all year long), is the generosity of strangers. Even if they do not know you “in person,” many people active on social media channels will extend themselves to help job seekers and refer them to opportunities. Take advantage of open networks, such as Twitter and Google+, to demonstrate your expertise and serve as a resource for your target audience. When you do, you’ll expand the number of people who know, like, and trust you, and

be more likely to benefit from people's holiday cheer. – *Miriam Salpeter, Job-Hunt's contributing Social Media and Job Search Expert*

### **Stay healthy.**

Eat properly, get enough sleep and exercise, take vitamins, even during the holidays. It's hard to conduct a good job search and stay motivated when you're feeling under the weather. – *Dr. Jan Cannon, Job-Hunt's Mid-Life Career Expert*

### **Take a vacation.**

This doesn't need to be an expensive trip. (It could be a day-trip away from your computer.) Whenever you go on a vacation you are likely to find new people to have conversations with. Let them know what you do and ask for their suggestions for expanding your network in a very informational, non-threatening way. – *Barbara Safani, Job-Hunt's Finance Industry Job Search Expert*

## **Cultivate an Attitude of Gratitude**

### **Giving job search thanks during the holidays.**

The holidays are a natural time to reach out to people – before the flood of holiday cards in December, consider sending a card or a note of thanks in November or January to all the people who have been helpful to you in your career or with your job search. It's a nice gesture, plain and simple, to sincerely acknowledge those who have helped you. Additionally, by arriving ahead of the traditional holiday greetings people receive, your note will stand out and will put you back in their thoughts without you asking anything in return. – *Wendy Gelberg, Job-Hunt's Search for Introverts Expert*

### **Send holiday or New Year's cards to ANYONE who helped you with your job search.**

That means networking contacts, recruiters, hiring managers you've interviewed with. This is a great way to say thank you and to stay on their radar. Scan your email address book and LinkedIn connections to find people you've lost track of that you wish you were still in touch with. When appropriate include your personal business card in with your holiday greetings. – *Carol McClelland, PhD, Job-Hunt's Green Jobs Job Search Expert*

### **Thank those at your target companies who helped you.**

Use the holidays as a time to thank those who you have interacted with where you are really interested in gaining employment, or anyone who has helped you in your job search endeavors. A little note to a contact in human resources or the hiring manager might read something like this: "Dear Linda, Although I have not yet been hired by [your company], I just wanted to thank you for answering my questions and trying to help me in the hiring process. Thank you for your help! Have a wonderful holiday season!" – *Camille Roberts, Job-Hunt's Federal Government Job Search Expert*

**Be thankful, and express your gratitude for individuals.**

Frequently I am asked for help from family or friends, and then I never hear whether they followed through with a connection, or how it went. After you follow through on advice you were given, circle back and thank the person you met with, and even give them a mini-report to let them know what you did. When I get this, I am more willing to continue to help. – *Jason Alba, Job-Hunt's contributing Social Media and Job Search Expert*

**Sharing Lifts Spirits (and Expands Networks)****Make it about someone else – volunteer.**

Shifting your focus shifts your energy. You never know the wonderful people you'll meet in a volunteer role who may be future connectors for job opportunities, but more importantly it feels great to contribute, to make a difference, to help others. Make your holiday gifts this year about giving personal time and service to others. Helping others will also be a self-gift, igniting your self-esteem after this job loss setback, and helping you regain perspective of what's going right in your life. – *Nan S. Russell, Job-Hunt's Job Loss Recovery Expert*

**Serve those who are less fortunate.**

Volunteer to help serve meals to the homeless, or find a family in need and anonymously help them with holiday gifts or meals. As a family we gifted money to our local church to go to families in need, even though we felt in need ourselves. The act of service changed our spirit and expectations, and we were fulfilled in a way that receiving gifts wouldn't fulfill us. There are many opportunities for service. Make a game out of it, and see how many you can find and do. – *Jason Alba, Job-Hunt's contributing Social Media and Job Search Expert*

## Chapter 4: Expand and Leverage Your Network

### Painless In-Person and Social Networking

#### Dust off your network.

Don't be bashful when networking. Although you should always be cultivating your network connections (on LinkedIn and in person), you might have many former colleagues that you haven't spoken to in years. Don't let the long gap in communication be a deterrent to reaching out to them. A subtle reminder on how you know each other can be woven into your request to re-connect. Being forthright about your current job search is fine. You might also look them up on LinkedIn to learn where they are working, and ask how things are going at their present employer. – *Jeff Lipschultz, Job-Hunt's Working With Recruiters Expert*

#### Make an early New Year's resolution to reconnect.

"I made an early New Year's Resolution..." is a great excuse to reconnect! All the people you wish you had not lost contact with will be happy to hear from you (well, at least 98% of them)! Just reconnect in the holiday spirit and then you can take it from there next month! Networking is all about relationships and so are the holidays. What do people need? Maybe it is a new babysitter, barber, or Thai restaurant in your neighborhood? Connecting does not always have to be about your job search; it is about nurturing relationships! – *Carol McClelland, PhD, Job-Hunt's Green Jobs Job Search Expert*

#### When it comes to networking, Boomers have the "deepest bench."

With lifetimes of connections, often developed over several industries, Boomers have the interpersonal advantage. The holidays are the perfect time to leverage that advantage, while business is winding down for the year and people have more time to help you. When reconnecting with personal and business friends you've lost touch with, take the time to catch up and re-establish your personal relationship before talking business. – *Phyllis Mufson, Job-Hunt's Boomer Job Search Expert*

#### Drop a reminder to your Connections.

Under the "My Network" tab at the top of your LinkedIn home page, you'll see an option called "Connections." After selecting it, you'll see a list of contacts with recent birthdays or new jobs, as well as a list of Contacts and the last day you were in touch. Scroll down the list until you see users with whom you haven't touched base in months, and send them a quick note of well wishes for the upcoming year. By sending a brief message, you'll stay on their radar for some time. – *Laura Smith-Proulx, Job-Hunt's LinkedIn for Job Search Expert*

#### Don't be generic on LinkedIn.

There are many ways to send invitations to connect on LinkedIn to those you know. There are also ways to reach out to those you may not know, but have many friends/colleagues in common. For those

professionals, LinkedIn suggests “People You May Know.” Keep in mind, if you just click a connect button, LinkedIn sends an invite on your behalf that simply says, “Hi Jeff, I’d like to connect with you on LinkedIn.” If this is someone you don’t really know (or it’s been a long time since seeing them in person), the person receiving this invite might not accept it. Your better approach is to create your own invite and add your own note on why you’d like to network with them and/or how you know them. – *Jeff Lipschultz, Job-Hunt’s Working With Recruiters Expert*

### **Reconnect with old friends on Facebook.**

You know that most jobs come from networking. And I’ll bet you have a bunch of old acquaintances from high school or college you haven’t thought about in years. There may be a chance that one of them is doing something at a company that could benefit you. Why not find some old pals on Facebook and start a dialogue. Ask honest questions about where they are in life. Then tell them honestly where you are in your life. Don’t beg for help. Connect, provide value, then when trust is built, they might feel comfortable making a referral for you. – *Joshua Waldman, Job-Hunt’s Social Media & Job Search Expert*

### **Build your LinkedIn network over the holidays.**

The holidays are a good time to reach out to your existing network by seeing if they’re on LinkedIn and connecting with them there. As you connect with people you know on LinkedIn, look at their profiles to see if you know any of their connections to connect with yourself. Also, take a look at the LinkedIn company profiles of each place you’ve worked. You’ll see a list of people who work there, who are LinkedIn members in your network. Connect with the ones you know and start conversations. Do the same with the LinkedIn company profiles of the companies you’re targeting. – *Meg Guiseppi, Job-Hunt’s Personal Branding Expert*

### **Improve your LinkedIn profile views.**

Things slow down during the end of the year, so there’s no better time to brush up your LinkedIn profile! Your profile will garner 11 times as many profile views with a profile picture and 13 times with a strong list of skills. – *Ed Han, Job-Hunt’s contributing Social Media for Job Search Expert*

### **Connect with former contacts on LinkedIn during the holiday season.**

It’s easy to reach out and ask your former colleagues for an update, even noting your own holiday plans or career activities. “How have you been? Things here at XYZ Company are always interesting, of course. I recall our work together on the Avis account – and I’ll bet you’re still beating everyone’s numbers. Want to get together sometime for coffee?” This type of request shows that you’re interested in a long-term relationship (not a job offer), and can help you book valuable networking time in January. – *Laura Smith-Proulx, Job-Hunt’s LinkedIn for Job Search Expert*

### **Keep up with your usual social networking career communications plan.**

Don’t mistake the holiday rush for a lack of interest from employers! Keep up your usual social media activity, whether it’s blog posting, LinkedIn Updates, or Twitter messages. Employers on the hunt for qualified candidates will appreciate seeing that you’re still in business mode. Distinguishing yourself

online is easier to do when there's less "noise." – *Laura Smith-Proulx, Job-Hunt's LinkedIn for Job Search Expert*

### **Get more social (online) during the holidays.**

Get on LinkedIn, and update your profile! Send personalized invitations and once the person has accepted your request, ENGAGE in a conversation. Provide some value to them. Compliment them. Point them to your PDF resume that you have uploaded to LinkedIn, or to your About.me page. Ask about job openings or volunteer roles during the holidays. – *Camille Roberts, Job-Hunt's Federal Government Job Search Expert*

### **For introverts: Take advantage of the 1 BILLION users of Facebook and your network there.**

Get on BranchOut and BeKnown and see who works at the companies or organizations where you want to work. Ask them about temporary holiday jobs or volunteer roles during the holidays. Make sure your profiles are professional and have your resume professionally written and ready to email and distribute. Let your network know you are searching for a job. – *Camille Roberts, Job-Hunt's Government Federal Job Search Expert*

## **Network Through Volunteering**

### **Volunteering creates access to employers.**

Most job seekers tend to take the holidays off but hiring managers don't. The hiring managers you want to meet go to holiday charity events, Chamber of Commerce meetings and other public holiday events. The best way for you to meet them without large financial investment is to volunteer. Volunteering provides access. If you believe volunteering at a holiday charity event is not worth your time, look at the list of the corporate sponsors of the previous year's event. You may reconsider your stance. – *Stephen Hinton, Job-Hunt's Green Industry Jobs Expert*

### **Seek out temporary or volunteer jobs at your target companies.**

Call the company or organization where you want to work and ask if they have any temporary or volunteer roles during the holidays. It might be a great way to demonstrate your value to them first hand. Ask if there are any projects you could help with before the year-end deadlines. – *Camille Roberts, Job-Hunt's Federal Job Search Expert*

### **Increase your visibility by volunteering.**

Do something meaningful in your personal or professional communities during November and December. Doing so can increase your visibility and jump start some conversations with people who may be able to help you in the New Year. – *Barbara Safani, Job-Hunt's Finance Industry Job Search Expert*

### **Volunteer to provide holiday coverage.**

Contact one of your target companies and offer to cover for staff absences during the holiday period. This must be in an area in which you have expertise, or an assignment that's not difficult to learn. Be aware that for confidentiality reasons, you might not be allowed to work in certain departments. This would be like a temp assignment, only you are doing it on a volunteer basis. It gets your foot in the door and a couple of people to add to your network. – *Daisy Wright, Job-Hunt's Canadian Job Search Expert*

## **Position Yourself to Be Found Online**

### **Raise online visibility to your target employers with a keyword-rich LinkedIn headline.**

You're already on LinkedIn catching up with your network and connecting with new people. Why not take a few moments to optimize your headline for search engines, so that recruiters and hiring decision makers looking for candidates like you are more likely to land on your profile. Use up as many of the 120 allowed characters as you can with the keywords and phrases those people will search on. A sales and marketing executive's headline might read:

Global Sales & Marketing Executive – Strategic Account Management | Retail Management | P&L, Budget & Finance Management

– *Meg Guiseppi, Job-Hunt's Personal Branding Expert*

### **Expand your online presence with an Amazon profile.**

If you're like millions of other people, you'll be buying a lot of holiday gifts on Amazon. If you have an Amazon account, have you completed your profile with professional headshot and brief bio? Fill the professional headline under your photo with as many relevant keywords and phrases as you can fit. Add a link to your website or LinkedIn profile. When you have time, start writing book reviews that are relevant to your industry and areas of expertise, to build credibility for your brand. – *Meg Guiseppi, Job-Hunt's Personal Branding Expert*

### **Turn up your posting frequency over the holidays.**

As far as I can tell, hiring volume doesn't go down during the holiday (overall). But I know many job seekers stop trying, for whatever misinformed reason. Therefore, you can increase your exposure by amping up your social media postings. By filling the vacuum of activity on Twitter and LinkedIn, recruiters scouring those media looking for candidates will be more likely to bump into your messages. – *Joshua Waldman, Job-Hunt's Social Media & Job Search Expert*

### **Get a professional photo for your LinkedIn profile.**

Many of us go to professional photographers just before the holidays for a group family pix. While you're there, why not have the photographer take several headshots of just you, with different kinds of smiles, for your LinkedIn and other online profiles. The not-so-professional photo that's on your profiles now could be turning people off. Not including a photo at all can be just as damaging. People will wonder why you haven't included one. And, an online profile with no photo is a missed opportunity to

reinforce your personal brand and engage people. People connect with content better when it's accompanied by the author's photo. – *Meg Guiseppi, Job-Hunt's Personal Branding Expert*

### **Leverage LinkedIn's Publishing Platform.**

While everyone else is focused on holiday gatherings, show you're serious at work by publishing posts (often short articles or thought leadership pieces) on topics that showcase your expertise. You could further make your case by focusing on subjects such as how to be more efficient in business during the holidays, or issue a forecast for new trends in your industry during the coming year. – *Laura Smith-Proulx, Job-Hunt's LinkedIn for Job Search Expert*

### **Take stock of (and increase) your LinkedIn traffic.**

Whether you're employed or not, you should be monitoring changes in your LinkedIn traffic – especially if you're adjusting the content on your Profile to attract more readers. Even on a free account, you can see a graph of viewer trends. To boost views, try adding more keywords (such as skills or notable career results) to different areas of your Profile, including the Headline, Summary, and Experience sections. – *Laura Smith-Proulx, Job-Hunt's LinkedIn for Job Search Expert*

### **Upgrade your LinkedIn photo.**

Not sure who to call for a new headshot? Try photographers who specialize in business headshots for companies such as realtor brokerages, as they may be experiencing lower-than-usual volume during the holidays. By refreshing your photo with a new, professional-looking image, you'll be able to capture more attention with the change on your Profile – and even impress the right employers with a new look. – *Laura Smith-Proulx, Job-Hunt's LinkedIn for Job Search Expert*

### **Show your online personality by putting some jingle in your social media profiles.**

Who said being "professional" meant you can't have any fun! Hiring managers hire people, not resumes. This holiday, try sharing your upbeat holiday spirit by giving your online profile pictures a holiday feel. Temporarily replace your photo with one that includes you among holiday items. In addition to giving you more personality than the other candidates you are demonstrating relevance. The subtext is, "If he updates his profile, then maybe he stays up to date in other areas of his life." – *Joshua Waldman, Job-Hunt's Social Media & Job Search Expert*

### **Keep your employer from noticing changes and updates to your LinkedIn profile.**

Worried that your employer will notice changes in your LinkedIn Profile during your job search? Take advantage of the holiday craze to slip in some updates, perhaps even one paragraph at a time here and there. Not only will this allow you to strengthen your digital identity, but you'll increase your keyword hit rate on terms related to your desired job. Next time your colleagues glance at your Profile, they'll barely realize you've modified it! – *Laura Smith-Proulx, Job-Hunt's LinkedIn Job for Search Expert*



### **Set up social media, job board, and career center accounts.**

It can take hours to properly set up some social media or job board accounts – make a goal to set up and complete profiles on your target social media sites (LinkedIn, Twitter, Facebook, others), as well as job boards (Monster, CareerBuilder, USAJOBS.gov), and career services for your alumni or specific to target companies. Commit to joining groups on some sites and answering questions to advance your Google rating; or review the tutorials for some sites like USAJOBS, so that you are prepared to launch your job search before your terminal leave begins. – *Diane Hudson (Burns), Job-Hunt's contributing Veterans' Job Search Expert*

### **Search for and manage any digital dirt on you.**

Google yourself to identify all the sites where your name appears. Ensure all information on the World Wide Web that identifies you is "clean." Double check to ensure your name is not associated with someone who has the same name as you – who might have "digital dirt" floating on the Internet, where you might be mistaken for someone else. Make arrangements to replace personal pictures with professional pictures, and contact anyone who posted information about you that is less than flattering to have it removed. If you need additional help in removing "digital dirt," contact reputationdefender.com or similar company. – *Diane Hudson (Burns), Job-Hunt's contributing Veterans' Job Search Expert*

## **A Time When Gifting May Be Appropriate and Helpful**

### **Share part of your network as a gift.**

In my job search I felt like I had nothing to give. I couldn't take you to lunch, I couldn't get you a gift. I learned that I had something priceless, which were introductions to my network. Instead of cautiously guarding my contacts, I started to make real and meaningful connections between my network contacts. This act of giving has paid off many times over, as my brand was reinforced and my relationships were enriched. Cultivate this attitude of giving and you can indeed reap great rewards. – *Jason Alba, Job-Hunt's contributing Social Media and Job Search Expert*

### **Give a recruiter their favorite gift: a lead.**

If they are the business owner, they will appreciate being introduced to hiring managers interested in working with a new recruiter to fill positions next year (some recruiting firms will even pay a finder's fee for the lead). Another form of lead is candidates. If you don't fit a job they are working on, but you know a perfect fit, you should present their resume as a "gift." It's all about networking and helping each other. By providing leads, you are helping the recruiter and they do remember and help people who go the extra mile for them. – *Jeff Lipschultz, Job-Hunt's Working With Recruiters Expert*

### **Send holiday gifts and cards to companies you interviewed with.**

Have you applied for a job and did not get the offer? Do you want to remind the hiring official you are still interested in working for the organization or company? Send them a small box of chocolates and a

holiday card and let them know you are still interested in working for the company and ask if there is another position where you might be a better fit. Ask if there are any volunteer roles you might fill during the holidays, or if they could use some help during the holidays. – *Camille Roberts, Job-Hunt's Federal Government Job Search Expert*

### **Send your resume in a gift.**

Send your resume tucked into a holiday package of coffee, tea, cookies, and a mug, or a box of chocolates. It's hard to resist opening a small gift during the holiday season. – *Daisy Wright, Job-Hunt's Canadian Job Search Expert*

## **Time to Play Cards**

### **Make your holiday cards stand out!**

Leverage the holiday season and the potential generosity and kindness of your friends, family and other close contacts by sending a holiday card. Here are some ways you can make yours stand out:

- Send your card through the US Mail
- Write a handwritten note on each card
- Include your email, mobile phone and perhaps even your LinkedIn URL
- Send it immediately after Thanksgiving or send it after December 25th so it doesn't get lost amongst the others.

– *Hannah Morgan, Job-Hunt's Job Search Navigation Expert*

### **Send holiday cards to your network, and then follow up.**

Holiday cards provide a great opportunity to reconnect with friends, family, and colleagues. Reach out to your network now with some holiday greetings and follow up with a more strategic conversation about your search in the New Year. – *Barbara Safani, Job-Hunt's Finance Industry Job Search Expert*

### **Turn your holiday card into a marketing tool.**

Include your business card in holiday cards you send to well-connected friends, maybe everyone on your list with a line asking for their help in your job search. Don't omit sending cards to anyone you've interviewed with. They may still have openings and your holiday card with its business card enclosed may get you another chance at the job. – *Dr. Jan Cannon, Job-Hunt's Mid-Life Career Expert*

### **Change your holiday message.**

Write a brief article or comment on industry trends or forecast, incorporate it into your holiday message and send to people in your target group. Include enough information to whet their appetite and demonstrate your expertise and have them contacting you for more. – *Daisy Wright, Job-Hunt's Canadian Job Search Expert*

## Chapter 5: Advance Your Job Search

### Move Forward: Plan, Prepare, and Follow Up

#### Use holiday vacation time to learn about job search.

Before you dive into planning and executing your job search strategy, the holidays may afford you the free time to do some research about how to job search. If it's been more than a few years since you last looked for a job, you may not know how much things have changed. Go through the Online Job Search Tutorial on Job-Hunt.org, and Google various phrases pertaining to each aspect of job search to find information and learn the latest and best ways to land a good-fit job in today's competitive job search landscape. – *Meg Guiseppi, Job-Hunt's Personal Branding Expert*

#### Pay attention to your culture fit with target companies.

While working on your job search at this time of year, remember – your resume gets you in the door but your culture fit is what produces an offer. – *Ed Han, Job-Hunt's contributing Social Media for Job Search Expert*

#### Plan your job search campaign.

A job search campaign is multi-faceted and includes resume development, interview preparation, wardrobe, social media networking, job fair attendance, and use of career centers. Use the holiday time to plot your career search campaign and make a list of all the tools you may need to arm yourself for an effective job search including: development of resumes, covering letters, reference letters, salary history; accomplishment stories, networking and “Tell Me About Yourself” scripts, social media, job fairs, and a list of all alumni career services. Use this list to begin development of all of your job search tools. – *Diane Hudson (Burns), Job-Hunt's contributing Veterans' Job Search Expert*

#### Source informational interviews over the holidays.

The last two weeks of December are traditionally slow for most businesses. You may find that some of the decision makers you need to get in front of are in the office during those last two weeks and it may be a lot easier to get in front of them during this time of year. – *Barbara Safani, Job-Hunt's Finance Industry Job Search Expert*

#### Re-evaluate your personal brand over the holidays.

Never worked on defining your personal brand? Or has it been some time since you revisited your brand messaging? The end of the year is a good time to reflect on the unique qualifications, strengths, key personal attributes, values, and passions you relied on to bring value to current and past employers. These represent your promise of value to your future employers. If you weave these assets together throughout the brand content you communicate verbally and in written materials, you'll differentiate

yourself above others competing for the same jobs. – *Meg Guiseppi, Job-Hunt's Personal Branding Expert*

### **New Year, new approach to your job search.**

Like New Year's resolutions where you promise to do something better, a job search requires the same mentality. This is a great time to evaluate what is working for you (getting you close to job offers or at least meetings with hiring managers). Just as important, you must understand where your process has weaknesses: Is your resume getting responses? Are you getting interviews, but not offers? Are you getting traction in your target areas? Look for patterns in your job search—where does the process typically halt? Once you figure that out, you know where to strengthen your skill set. – *Jeff Lipschultz, Job-Hunt's Working With Recruiters Expert*

### **Spend time studying your competition.**

LinkedIn not only affords you the opportunity to publicize your skills – it also provides a great way to see what your colleagues (and job-seeking competitors) are up to. Take some time during the holidays (perhaps while waiting in a long checkout line) to run some searches on professionals with skill sets similar to yours, or look up former colleagues. Use the keywords in each Profile, as well as the brand message, for inspiration in crafting your own online identity or resume. You can also touch base with co-workers who've moved on to new companies. – *Laura Smith-Proulx, Job-Hunt's LinkedIn for Job Search Expert*

### **Take note of thought leaders in your field.**

Particularly if you work in an industry with downtime during the holiday season, you can use “spare” time to note the contacts who post Updates on your news feed. You can also look up industry leaders (using either a LinkedIn or Google search), with the intention of following their activities. Be sure to add these users to your LinkedIn Connections, while sending them a quick note of what you've found useful in their blogs or publishing activities. As a result, you'll have a memorable networking connection for the New Year and beyond. – *Laura Smith-Proulx, Job-Hunt's LinkedIn for Job Search Expert*

### **Plan in advance for job fairs.**

Take the holiday time to plot your career search campaign for the next year. Look for job fairs in your area of expertise and schedule them on your calendar. Some job fairs are virtual and do not require that you attend in person; others you may need to travel to and attend in person. Gather information from the job fair in advance by researching the vendors attending the job fair through the job fair site, and then perform research on your target companies' websites – so you will know what companies are best suited to your occupational specialty. – *Diane Hudson (Burns), Job-Hunt's contributing Veterans' Job Search Expert*

### **Follow up with your dream employers, even though they chose someone else.**

Have you applied for jobs and not been the #1 candidate. The holidays are a great time to follow up with employers where you know your dream job awaits you. Get back in touch with them and let them know

you are available even if it is temporary during the holidays. Get on the company or organization's web site and see if there are any public events you could attend. Be prepared with a mobile resume and a paper resume. Don't crash the party, but use it to introduce yourself and to connect to others in the company. – *Camille Roberts, Job-Hunt's Federal Job Government Search Expert*

## Why Temping May Be a Good Option

### **Like working with people? We want to meet you!**

If you are looking to get hired on during the holiday season, consider focusing your resume on sales or customer service. With Macy's adding 83,000 seasonal associates and Target adding 70,000 seasonal employees for 2013, packaging yourself for a retail position is a safer bet. Having retail experience is, of course, a major plus, but touting your dealings with the public, or enjoyment of solving difficult customer problems are going to be considered highly valuable to a retail employer. – *Laura Labovich, Job-Hunt's contributing Fortune 500 Job Search Expert*

### **Get into the company before the New Year.**

Many companies have year-end pushes and hire extra help. This is a chance to show your abilities and get a leg up on the competition if a job opens in the New Year. Not all of the jobs are retail sales jobs. There are many opportunities with the big retailers (in IT, accounting, and customer service) plus opportunities with the package and mail delivery services, too. Also, winter is flu and vacation time, too, which increases the needs for more temps. This provides an opportunity to get inside a company and look around, while making a good impression, of course. – *Dr. Jan Cannon, Job-Hunt's Mid-Life Career Expert*

### **Observe or experience new career options.**

Holidays are great for exploring some kinds of careers by observation and/or experience. Many part-time and short-term jobs open up during holidays and, if you take on an observer's attitude of curiosity, you can learn about yourself and the kinds of environments you want in your future - or to avoid. Even though you may not envision retail in your future, you may learn that you thrive in (or hate) a frenetically-paced workplace. You may see job niches that you hadn't noticed, and find unexpected networking opportunities, even mentors. Learn about careers by asking co-workers and bosses about their careers. – *Dr. Kate Duttro, Job-Hunt's Careers for Academics Expert*

### **Prove your value to target companies by temping.**

Many companies hire extra help for the holiday to cover the increased traffic and for employees on vacation. If you are unemployed, taking a temporary job will not only help bring in some income, but it will get you in the routine of working. It could be a 'probation' time to prove your value to the company, and possibly help you land a permanent job after the holidays! – *Camille Roberts, Job-Hunt's Federal Government Job Search Expert*

## Chapter 6: Special Circumstances

### Manage Health Limitations

#### **Create your north star, a personal intention.**

Sound familiar? “I have to attend this event, buy presents, cook the meal.” When limited energy confronts an increase in demands, something has to give. Do you typically react to each situation as it arises? Consider using intention as your “north star” to guide competing decision-making more easily. Ask yourself: How do I want to “be” in the holiday season? List your desired physical state, behavior with yourself and others, and write this clearly so you can assess how you’re doing. Intentions can help us be more in balance and resilient. Are yours? – *Rosalind Joffe, Job-Hunt's contributing Chronic Illness and Job Search Expert*

#### **Manage your health limitations, job hunt, and holiday demands.**

The holiday season can increase demands that drain your energy and sink your spirit. Do you wonder how you’re going to meet all these expectations? Healthy people can push their limits, but that’s probably not true for you. If you find that prioritizing and saying “NO” leaves you frustrated and feeling sorry for yourself, ask yourself how that’s going for you? Why not give yourself a holiday gift and practice saying, “This isn’t going to work for me,” to yourself and others. It will be a gift that keeps on giving. – *Rosalind Joffe, Job-Hunt's contributing Chronic Illness and Job Search Expert*

### Special Tips for Veterans

#### **Leverage your holiday card list to announce your separation or military retirement.**

Network at your best and tap your holiday card list to announce your upcoming separation or military retirement and request leads for your job search. Draft a short, upbeat note to include in your holiday card or letter (email or snail mail) announcing to your friends and family about your military service, your anticipated retirement date, and your plans for the future, including your line of work and a request for their advice. You can send the same announcement via your Social Media sites. This can be used as a very successful method of networking and reaching out to people you know. – *Diane Hudson (Burns), Job-Hunt's contributing Veterans' Job Search Expert*

#### **Shop for an interview and new job wardrobe during holiday and year-end sales.**

As you transition from military to civilian, don't be caught off-guard with an unexpected interview, job fair, or networking opportunity without a proper wardrobe. Take advantage of holiday and year-end sales to purchase interview attire – dark colors for men, with white shirt, blue or red ties, and shoes and belt that match; and for women – a matching skirt or pant suit in blue or gray. Begin checking ads before Thanksgiving and past New Years to search for deep sales on professional attire, clothes that can also be

used once you start your new job. – *Diane Hudson (Burns), Job-Hunt's contributing Veterans' Job Search Expert*

### **Practice interviewing! You may have no experience with it.**

As a veteran, you may have never engaged in an interview before. Take the holiday time to prepare for interviews. Develop several accomplishment stories from your experience in the CAR (Contact, Actions, Results) format; study interview questions from interview books; speak to a mentor, friend or colleague who has conducted interviews to learn of the interview dynamics; and video-tape yourself, in your full interview wardrobe, in a mock interview to prepare for real interviews. – *Diane Hudson (Burns), Job-Hunt's contributing Veterans' Job Search Expert*

### **Gather your official documents.**

As you develop your resume, you will find great information and accomplishments about your career and experiences on your performance evaluations, fitness reports, military bio, training and award justifications, military history documents, and other official documents. Don't forget to pull copies of your DD-214, SF-15, and transcripts for job search, i.e., the federal government job search website (usajobs.gov) requires many of these documents for the application process; you may also need them for job search with companies and to secure a security clearance. Having these documents all together, makes the process of applying for jobs much easier. – *Diane Hudson (Burns), Job-Hunt's contributing Veterans' Job Search Expert*

### **Expand your personal network through veterans' organizations.**

Veterans have a very strong network if they wish to tap it. We have a long tradition of staying in touch and supporting each other long after the official combat is over. So, check out your state's Office of Veterans Affairs or ask another vet. Look for local holiday gatherings organized by groups like the VFW (VFW.org), American Legion (Legion.org), and other local groups. See Job-Hunt's [Veterans' Web Resources](#) and [Veterans' Alumni Groups](#) for more ideas. The holidays are a great excuse to attend, meet with other vets, and connect with a new job. – *Susan P. Joyce, Job-Hunt's Online Job Search Expert*

## **Special Tips for College Students**

### **Students research options.**

If you're in college, use that opportunity, especially if you're "undecided," for asking about the career paths of your relatives and friends. Be curious – and be prepared to be surprised. Ask about their first jobs, and important career decision points. Do they have career regrets? What helped them get from one job or career to another? Ask how and what questions. How did they get started? What was their biggest accomplishment? What do they wish they had done differently? How did they choose jobs/careers? How did their education prepare them for work? – *Dr. Kate Duttro, Job-Hunt's Careers for Academics Expert*

**Beware the university holiday slowdown.**

Few businesses officially close down on the Friday after Thanksgiving and between Christmas Day and New Years. But if you are using the resources at a college or university for researching potential employers, beware the holiday slowdown. Many schools close all but essential services around the holidays so you need to check beforehand what the schedule is. While many schools offer most of their resources online which will be accessible during the holidays, some do not and at some schools, some resources are limited to physical copies that you can only see in person. – *Parmelee Eastman, Job-Hunt's contributing Company Research Expert*



## If You Liked This Book

Please give it a good review on [Amazon.com](https://www.amazon.com).

[Sign up for Job-Hunt's monthly emailed newsletter](#) so you receive updates about how to successfully manage your job search and career.

[Join the Job-Hunt Help Group on LinkedIn](#) where you can interact with Editors Susan and Meg as well as many of the Experts who contributed to this book.

Like [JobHuntOrg on Facebook](#).

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## About Us

### Job-Hunt.org

Job-Hunt.org (don't forget the hyphen) has been described by Reader's Digest as "vacuum-packed with solid advice" and has been quoted countless times by major media from *The Wall Street Journal* and *The New York Times* to U.S. News, FORTUNE, Forbes, TIME, and many other publications and websites.

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### The Editors

**Susan P. Joyce**, Job-Hunt's Publisher, Editor, and Online Job Search Expert, has been studying, writing, and teaching about smarter online job search since 1995. Susan is a veteran of the United States Marine Corps, a Visiting Scholar at the MIT Sloan School of Management, a blogger for [HuffingtonPost.com](http://HuffingtonPost.com), and a two-time layoff "graduate" who has worked in human resources at Harvard University and in a compensation consulting firm.

In 1998, Susan's company, NETability, Inc. purchased [Job-Hunt.org](http://Job-Hunt.org), and Susan has been editor and publisher of Job-Hunt since then. In 2011, NETability purchased the excellent blog [WorkCoachCafe.com](http://WorkCoachCafe.com). Both Job-Hunt.org and WorkCoachCafe are included in the Forbes.com list of Top 100 Websites for Your Career.

Find more advice from Susan on Job-Hunt.org, WorkCoachCafe, and the [HuffingtonPost.com](http://HuffingtonPost.com). Follow Susan on Twitter [@JobHuntOrg](https://twitter.com/JobHuntOrg) and [@WorkCoachCafe](https://twitter.com/WorkCoachCafe), on LinkedIn, and on Facebook at [Facebook.com/JobHuntOrg](https://Facebook.com/JobHuntOrg).

**Meg Guiseppi**, Job-Hunt's Personal Branding Expert, is the author of "[23 Ways You Sabotage Your Executive Job Search and How Your Brand Will Help You Land](#)." In her practice at ExecutiveCareerBrand.com, Meg has been partnering with c-suite and senior-level executives for 20+ years to help them differentiate and strategically position their unique ROI for today's executive job search, and Land a GREAT-FIT New Gig!™. Trained and certified across the job search spectrum, Meg's 10 professional credentials include Reach Certified Personal Branding Strategist, Certified Executive Resume Master and Reach Certified Social Branding Analyst/LinkedIn Strategist. She has been featured and quoted in Forbes, Huffington Post, Fast Company, Wall Street Journal's FINS, Inc.com, Fortune, CMO.com, PBS' Next Avenue, and others. Connect with Meg on [LinkedIn](#) and [Twitter](#). Find more advice from Meg on Job-Hunt.org in [Personal Branding and Job Search](#).

## SPECIAL CONTRIBUTOR: Richard Nelson (Dick) Bolles

Dick Bolles—more formally known as Richard Nelson Bolles—is the author of *What Color Is Your Parachute? A Practical Guide For Job-Hunters and Career Changers*, the most popular job-hunting book in the world. TIME Magazine chose it last August as one of the 100 best nonfiction books written in the last 88 years (since 1923). The U.S. Library of Congress chose it as one of 25 books down through history that have shaped people's lives. The book has sold 10 million copies, to date, and is not only revised but actually rewritten every year, with as much as two-thirds of the book changing, annually. The current edition is the 2016 one. *Parachute* has been translated into 20 languages and is used in 26 countries. (If you missed Dick's excellent tip, check out the Preface of this book.)

## THE JOB-HUNT EXPERTS WHO CONTRIBUTED TO THIS BOOK

### Job-Hunt.org

Described by Reader's Digest as "vacuum-packed with solid advice," Job-Hunt.org provides over 1,200 pages of articles and information for job seekers trying to succeed in this tough job market as they learn how to navigate through this new 21<sup>st</sup> Century technology.

Over 1,400 original articles have been written by Job-Hunt's Experts, people who are genuine experts in their fields. Each expert writes a monthly article in their area of expertise – columns on Job-Hunt, called Job-Hunt Guides. Topics range from using LinkedIn and other social media for job search to working with recruiters and having the best resume possible. Job-Hunt Experts also cover "niche" topics like IT Job Search, Job Search for Introverts, Job Search for Veterans, and International Job Search.

Among the 50+ current and former Job-Hunt Experts, 27 contributed tips for this book, including those listed below.

### Current Job-Hunt Experts

New, original articles from these Experts, and many more, continue to be published on [Job-Hunt.org](http://Job-Hunt.org) every month.

**Don Goodman**, Job-Hunt's IT (Informational Technology) Job Search Expert, is a triple-certified career professional (Expert Resume Writer, Certified Career Coach and Job Search Strategist) with over 15 years of experience helping thousands of people quickly land their next job. A graduate of the Wharton School of Business and Stanford University's Executive Program, he has over 30 years of IT experience. Connect with Don at his website [IT-Resume.com](http://IT-Resume.com). Find more advice from Don on Job-Hunt.org in [Guide to IT Job Search](#).

**Ed Han**, Job-Hunt's contributing Social Media for Job Search Expert, is a recruiter and wordsmith and social media fanatic. As a veteran of several industries, including publishing, financial services and fashion, Ed helps facilitate a job search group in Princeton NJ and has served as the online community manager for the regional HR networking group Whine & Dine. Connect with Ed on Twitter (@ed\_han), and circle him on [GooglePlus](#) where you will often find that Ed has posted a "LinkedIn tip of the day." Find more advice from Ed on Job-Hunt.org in [Guide to Social Media for Job Search](#).

**Jeff Lipschultz**, Job-Hunt's Working With Recruiters Expert, is a 20+ year veteran in management, hiring, and recruiting of all types of business and technical professionals. He has worked in industries ranging from telecom to transportation to dotcom. Jeff is a founding partner of A-List Solutions, a Dallas-based recruiting and employment consulting company. He is a unique recruiter, a Six Sigma Blackbelt, and a

founding member of the Dallas chapter of the Peter Drucker Society. Learn more about him through his company site [AListSolutions.com](http://AListSolutions.com) and [his personal blog](#). Find more advice from Jeff on Job-Hunt.org in [Guide to Working with Recruiters](#).

**Hannah Morgan**, Job-Hunt's Job Search Navigation Expert, is a speaker and author providing no-nonsense career advice. She guides and helps job seekers navigate today's treacherous job search terrain. Hannah shares information about the latest trends, such as reputation management, social networking strategies, and other effective search techniques on her blog, [Career Sherpa](#). Find more advice from Hannah on Job-Hunt.org in [Guide to Job Search Navigation](#).

**Phyllis Mufson**, Job-Hunt's Boomer Job Search Expert and Catalyst for Personal and Professional Growth, is a certified coach with over twenty-five years of experience helping career changers, job searchers and solopreneurs build a bridge between their wildest dreams and their current situation. She coaches individuals throughout the US, keeping them focused and helping them persist until they reach their goals. On the practical side she helps with job search skills and strategies, business marketing plans, negotiations, and all of the other practical concerns needed to reach their goals. Find more advice from Phyllis on Job-Hunt.org in [Guide to Boomer Job Search](#).

**Laura Smith-Proulx**, Job-Hunt's LinkedIn for Job Search Expert and the Executive Director of [An Expert Resume](#), is an award-winning executive resume writer and media source who partners with C-suite and leadership candidates to develop personal branding, digital identity strategies, and career portfolios for executive job search. A careers industry author and contributor to 9 career books on resumes, social media, and personal branding, Laura holds 8 top credentials as a Certified Career Management Coach, Professional Resume Writer, and Online Professional / Social Media Networking Strategist. She serves as a frequent speaker to international career industry associations. Find more advice from Laura on Job-Hunt.org in [Guide to Using LinkedIn for Job Search](#).

### **Expert Contributors**

These Experts have contributed many excellent articles on [Job-Hunt.org](http://Job-Hunt.org) in the past, and those articles remain current and popular, continuing to help job seekers in this tough job market.

**Jason Alba**, Job-Hunt's contributing Social Media and Job Search Expert, is the creator of the powerful online job search organizer, [JibberJobber.com](http://JibberJobber.com). Jason lost his job on Friday the 13th, in January of 2006. A few weeks later he came up with the idea to keep a job search organized with an online tool, which later became JibberJobber. Check out the video on the homepage of JibberJobber for more information. Jason also wrote one of the first books on LinkedIn: [I'm on LinkedIn - Now What???](#) now in its fourth edition. Find more advice from Jason on Job-Hunt.org in [Guide to Social Media and Job Search](#).

**Diane Hudson (Burns)**, Job-Hunt's contributing Veterans' Job Search Expert, is a multi-credentialed Career Coach and Resume Writer, specializing in military transitions and federal government resumes, Director of the Certified Professional Career Coach program, and co-author of the *New Senior Executive*

*Service Application*. She authored chapters for three books on military transitions, her work is published in more than 60 books and publications, and she trains ACAP, TAP, and military community readiness specialists to work with veterans across the globe. Diane is a former Special Agent Investigator (DoD), Employment Specialist for a major aerospace corporation, and she navigated four international moves. She owns [Career Marketing Techniques](#). Find more advice from Diane on Job-Hunt.org in [Guide to Job Search for Veterans](#).

**Dr. Jan Cannon**, Job-Hunt's Mid-Life Career Expert, is author of [Now What Do I Do? The Woman's Guide to a New Career](#), *Find a Job: 7 Steps to Success*, *Finding a Job in a Slow Economy*, co-author of *Exceptional Accomplishment*, and a career professional for more than 15 years. Visit her website [JobSearchDoctor.com](#). Find more advice from Jan on Job-Hunt.org in [Guide to Mid-Life Careers](#).

**Laura DeCarlo**, Job-Hunt's Job Interviewing Expert, is president of the association of resume writers and career coaches, [Career Directors International](#). She holds two degrees and 11 certifications including Master Career Director and Certified Master Resume Writer. She has received awards in resume writing, career coaching, and job placement. Laura is the author of the latest edition (2015) of [Resumes for Dummies](#). She has also written *Interviewing: The Gold Standard* and *Interview Pocket RX* as well as co-author of *Job Search Bloopers*. She has created numerous courses including the Certified Employment Interview Consultant. Find more advice from Laura on Job-Hunt.org in [Guide to Job Interviewing](#).

**Dr. Kate Duttro**, Job-Hunt's Careers for Academics Expert, worked for more than 10 years as a career counselor and coordinator at the University of Washington. Her previous work includes traditional academic teaching, and a variety of work experiences beyond academic institutions. Now in private practice as a career consultant/coach, she specializes in recovering academics (grad students to post docs and adjuncts) to help them find work based on the strengths they excel at and love to use. Find more advice from Kate on Job-Hunt.org in [Guide to Careers for Academics](#).

**Parmelee Eastman**, Job-Hunt's contributing Company Research Expert and [EastSight Consulting](#) president, has successfully completed numerous research projects on a wide variety of business issues in the past 18 years including high technology, telecom, and energy. Intellectual curiosity combined with determination and business experience has honed her research skills to a fine edge. Prior to founding EastSight in 2001, she was a vice president at leading business intelligence firm Fuld & Company. Previously, she had an outstanding 20 year career in customer finance, marketing, sales, and P&L management in the technology industry. She holds a B.A. from Wellesley College and an M.B.A. from the Harvard Business School. Find more advice from Parmelee on Job-Hunt.org in [Guide to Company Research](#).

**Megan Fitzgerald**, Job-Hunt's International Job Search Expert, is an expat and international career coach who specializes in helping forward thinking expat professionals and executives leverage their unique value to become highly visible, sought after and land work abroad. By thriving in roles aligned with their strengths and global lifestyle, her clients are recognized and well-compensated for the value they create

and positioned to make an impact in their organizations and the world. Her 360° approach to international career acceleration is informed by 20 years of experience in 45+ countries and a decade of living and working abroad. Sign up for expat career success tips at her blog, [Career By Choice](#). Find more advice from Megan on Job-Hunt.org in [Guide to International Job Search](#).

**Wendy Gelberg**, Job-Hunt's Search for Introverts Expert, is a Career Navigator for JVS CareerSolution and author of *The Successful Introvert: How to Enhance Your Job Search and Advance Your Career*. She is a certified career coach and resume writer whose expertise is in helping people who are uncomfortable “tooting their own horn.” Wendy gives workshops, coaches individuals, and writes on all aspects of the job search process, including how to leverage social networking for career success. She has been featured in CNN/Fortune.com, Money Magazine, Woman’s Day, CareerBuilder, and numerous other books and publications. Find more advice from Wendy on Job-Hunt.org in [Guide to Job Search for Introverts](#).

**Stephen Hinton**, Job-Hunt's Green Industry Jobs Expert, has more than 10 years of experience in recruiting architects, engineers, construction managers, scientists, programmers, and other professionals, emphasizing environmentally-friendly employers and projects. He is the Managing Director of [Hinton Human Capital](#), a talent acquisition firm that specializes in the environmental and infrastructure markets. Find more advice from Stephen on Job-Hunt.org in [Guide to Green Industry Job Search](#).

**Rosalind Joffe**, Job-Hunt's contributing Chronic Illness and Job Search Expert, works with people to develop the tools they need to thrive at work while living with a chronic health condition. Rosalind built on her own experiences in living with chronic illnesses for 20 years when she founded [ciCoach.com](#) over 10 years ago. An ICF accredited coach, Rosalind has been coaching people around workplace challenges for almost 20 years. This unique career coaching firm focuses on giving people with chronic health challenges to develop the skills they need to succeed in the workforce. A recognized national expert on the impact of chronic health challenges on career, Rosalind is a seasoned and certified coach, co-author of *Women, Work and Autoimmune Disease: Keep Working, Girlfriend!*, and publishes a widely-read blog [WorkingWithChronicIllness](#). Find more advice from Rosalind on Twitter (@WorkWithIllness), Facebook (ciCoach.com), and Job-Hunt.org in [Guide to Job Search with Chronic Illness](#).

**Laura Labovich**, Job-Hunt's contributing Fortune 500 Job Search Expert, President of [The Career Strategy Group](#) and former Walt Disney World recruiter, is a sought-after corporate job search coach, engaging speaker, and award-winning resume writer. Laura empowers college grads, MBA students, mid-career professionals, and rising stars to create breakthrough results in their job search campaign, uncovering more opportunities and landing more offers in a shorter period of time. Find more advice from Laura on Job-Hunt.org in [Guide to Fortune 500 Job Search](#).

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Founder and Executive Director of [Green Career Central](#), an online coaching center dedicated to helping passionate professionals find the path that allows them to contribute more powerfully to a sustainable future for our planet. Find more advice from Carol on Job-Hunt.org in [Guide to Green Industry Job Search](#).

**Camille Roberts**, Job-Hunt's Federal Government Job Search Expert, established CC Career Services in 1989 to provide total career management services to help clients land jobs faster. Key services include federal resumes, private sector resumes, military-to-federal resumes, and social media resumes and LinkedIn profiles. Contact Camille through her website [ccCareerServices](#). Find more advice from Camille on Job-Hunt.org in [Guide to Federal Government Job Search](#).

**Nan S. Russell**, Job-Hunt's Job Loss Recovery Expert, is an award winning author of several books, including, *The Titleless Leader: How to Get Things Done When You're Not in Charge* and *Hitting Your Stride: Your Work, Your Way*. Read her Winning at Working blog on [NanRussell.com](#). She's also a national speaker and work issues blogger for PsychologyToday.com. After being fired from her first professional job, Nan went from a minimum wage employee to a Vice-President of a multibillion dollar company. She holds degrees from Stanford and the University of Michigan, both in psychology. Find more advice from Nan on Job-Hunt.org in [Guide to Job Loss Recovery](#).

**Barbara Safani**, Job-Hunt's Finance Industry Job Search Expert and owner of [Career Solvers](#), has over fifteen years of experience in career management, recruiting, executive coaching, and organizational development. Barbara partners with both Fortune 100 companies and individuals to deliver targeted programs focusing on resume development, job search strategies, networking, interviewing, salary negotiation skills, and online identity management. Find more advice from Barbara on Job-Hunt.org in [Guide to Job Search in the Finance Industry](#).

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**Harry Urschel**, Job-Hunt's Job Search Mindset Expert, has over 20 years' experience as a technology recruiter in Minnesota. He currently operates as [e-Executives](#), and writes a blog for Job Seekers called The Wise Job Search. Find more advice from Harry on Job-Hunt.org in [Guide to the Best Job Search Mindset](#).

**Joshua Waldman**, Job-Hunt's Social Media & Job Search Expert and author of *Job Searching with Social Media For Dummies*, is a recognized expert on Social Media Career Advancement. He is also a speaker and trainer specializing in helping people re-gain control of their careers in today's economic and



technology climate. Connect with Joshua on his website [CareerEnlightenment.com](http://CareerEnlightenment.com). Find more advice from Joshua on Job-Hunt.org in [Guide to Social Media for Job Search](#).

**Daisy Wright**, Job-Hunt's Canadian Job Search Expert and founder of [The Wright Career Solution](#), is an award winning certified career management coach and professional resume writer who helps managers and professionals tell their career stories, get hired and achieve success. She is also a freelance writer and author of the bestselling book, *No Canadian Experience, Eh?*, a resource that addresses the job search challenges faced by Internationally Educated Professionals moving to Canada. "Coach Extraordinaire", is how one client describes her! Find more advice from Daisy on Job-Hunt.org in [Guide to Canadian Job Search](#).

## ALL of Job-Hunt's Experts

More than 50 experts in their fields have contributed articles to Job-Hunt in their areas of expertise. These experts include several authors of well-known or well-recognized books and ebooks, as well as professional recruiters, journalists, and many other very knowledgeable people. For more information about ALL of the Job-Hunt Experts who share their expertise to help you in your job hunt, visit the [Job-Hunt Job Search Experts](#) page.

If you are an expert who would like to join Job-Hunt.org's Experts Programs, send an email to [sjoyce@job-hunt.org](mailto:sjoyce@job-hunt.org) with "Job-Hunt Experts" in the subject line.

## ***FREE JOB-HUNT GUIDES and EXPERT ADVICE from JOB-HUNT.ORG***

All of this information is available for free. You don't even need to hand over your email address or register first (and that includes the free ebooks, too). Visit the [Online Job Search Guide](#) for the complete list of Job-Hunt's contents.

### **Expert Advice**

Every week, Job-Hunt Experts contribute articles on topics critical to successful job search. Scroll down to find the topics divided into topic and sub-topics. Links to the topics and sub-topics listed below may be found on Job-Hunt.org's [Online Job Search Guide](#) page.

### **Guides for the Traditional Job Search Process**

- Online Job Search Tutorial
- Guide to Finding Jobs
- Guide to Effective Resumes and Cover Letters
- Guide to Successful Interviewing
- Guide to Job Search Networking
- Guide to Working with Recruiters
- Guide to Company Research
- Guide to Navigating the Job Search Process
- Guide to Job Search Mindset
- Guide to Guerrilla Job Search
- Guide to Job Search Strategies
- Guide to Job Search Marketability
- Guide to a Stealth Job Search
- Guide to Beating Unemployment

### **Guide to Social Media & Job Search**

- Guide to LinkedIn Job Search
- Guide to Twitter for Job Search
- Guide to Facebook for Job Search
- Guide to Google Plus for Job Search

### **Guides to the Online Job Search Technologies**

- Guide to Google for Job Search
- Guide to Job Boards
- Guide to Privacy Protection

- Guide to Avoiding Job Scams
- Guide to Job Search Technology
- Guide to Personal Branding
- Guide to Personal SEO
- Guide to Managing Your Reputation

## **Guides to Handling Job Loss**

- Guide to Job Loss Recovery
- Guide to Layoffs - Self-Defense through Graduation
- Guide to the Fired-to-Hired Transition

## **Guides to Figuring Out What You Want to Do**

- Guide to Career Assessments
- Guide to Career Change
- Guide to Lifestyle-Friendly Careers
- Guide to Mid-Life Careers

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- Guide to Temporary Jobs
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## **Guides for Specific Groups of Job Seekers**

- Guide to Job Search for New Graduates
- Guide to Boomer Job Search
- Guide to Veterans' Job Search
- Guide to Introverts' Job Search
- Guide to Executive Job Search
- Guide to Job Search with Chronic Illness
- Guide to Careers for Academics
- Guide to Job Search for Women

## **Guides for Specific Job Markets and Employer Groups**

- Guide to Federal Government Job Search
- Guide to Green Industry Job Search
- Guide to Information Technology (IT) Job Search

Guide to Marketing & Sales Job Search

Guide to Finance Industry Job Search

Guide to Medical & Pharmaceutical Industry Job Search

Guide to Attorney Job Search

Guide to FORTUNE 500 Job Search

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November, 2015

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