



## Job Search Needs a Jumpstart? Consider Writing a Blog!

You have a great resume. You are networked to the hilt. Interviews are going well, but you still aren't getting the job. Have you thought about how you can boost your digital footprint? Writing a blog can help you demonstrate your expertise in your field. If done well, a blog has the potential to **attract jobs to you**. This "pull" strategy of job seeking can be very powerful. Think about it. There are a number of free hosting sites, but I'd suggest [www.wordpress.com](http://www.wordpress.com). Think about it...Do you have something to say? Share it on a blog and watch your Google page rank go up!

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### Keppie Careers in the Blogosphere

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**Did you know that you can sign up to receive updates from my blog sent directly to your email address? Follow [this link](#) to sign up! Or, sign up using your favorite reader with [this link](#)!**

I'm thrilled to announce that I've been invited to write guest posts for the following highly regarded, well known blogs:

Brazen Careerist – [www.brazencareerist.com](http://www.brazencareerist.com)

Lindsey Pollak's Blog <http://lindseypollak.com/blog/>

Qvisory - <http://qvisory.org/>

Regular readers know that my blog is also listed in [Career.Alltop.com](http://Career.Alltop.com).

I've also been invited to serve as a resident resume expert with the online resume and career search tool, [www.razume.com](http://www.razume.com). Last, but not least, I am delighted to serve on the leadership team of Personal Branding expert Dan Schawbel's magazine. <http://www.personalbrandingsample.com/>

## Best Career Advice? Connect!

Alison Doyle, author of the long-running About.com Job Search Guide, recently invited me to share my best piece of career advice for a compilation. Hmm, I thought – how can I select one bit of advice? Then, I realized that there is one important building block that supports you in your career and in your job hunt, and that is the focus on being a **connector**.



In our digital world, success will depend more and more on your ability to broaden your professional circles and to reach out to a diverse socio-economic group of people representing a mix of opinions and beliefs. In his book, *The Tipping Point*, author Malcolm Gladwell defined connectors as "people with a truly extraordinary knack of making friends and acquaintances." Connectors who habitually introduce people earn goodwill and reputations as valuable resources and colleagues.

**Successful people are willing to give without expecting anything in return.** Successful relationships (in life and in business) don't keep score; each partner contributes. Being a connector takes this idea to the next level. If you intentionally broaden your circle of influence and consciously and generously add value to others by introducing them to contacts in your circle, you open the door to untold numbers of opportunities. Hold the door open for others and you may be surprised at the number of people who will rush to hold it for you.

Visit us online at [www.keppiecareers.com](http://www.keppiecareers.com) to review our resume transformations, discover our services and look over our free information. Please join us on Keppie Career's blog for career and job advice and up-to-date information: [www.keppiecareers.wordpress.com](http://www.keppiecareers.wordpress.com).