

# Keppie Corners

April 30, 2008

## Newsletter of Keppie Careers - A Head Above the Rest

### Welcome to Keppie Corners!



Photo by Rafael Mejia

**Keppie Careers provides a toolbox of practical tips, useful advice, support and encouragement.** When we work together, you will overcome obstacles keeping you from making positive changes in your life. We're not just writing resumes; we're offering confidence, clarity and job-search know-how!

**Keppie Careers** is pleased to have you as a subscriber to our newsletter! Please feel free to forward this information to anyone who may be interested in job hunting or career advice. To subscribe [click here](#). To unsubscribe, send an email to [results@keppiecareers.com](mailto:results@keppiecareers.com).

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## Networking: Key to Career Success

Yes, it is true...Networking and personal referrals will help you win jobs. Network all of the time – not just when job hunting. You don't have any connections? Here's where to unearth your network...

- **Your network is everyone you know (and everyone they know).** Make a list. Include friends, relatives, neighbors, acquaintances and current and past business associates. Start inviting people to join you for coffee. Ask them to tell you about themselves and their jobs. At every meeting, ask for a suggestion of someone else to meet. Do not limit yourself to people who think will help you. ***Have an open mind and meet with those you DO NOT think will help!***
- Create a profile on [www.linkedin.com](http://www.linkedin.com). Use the free tools offered to find people you know and ask to link with them. Tell everyone you know about linkedin and ask them to sign up. To really expand your network, connect with a LION (Linkedin Open Networker.) Use linkedin to help you identify people to contact for informational meetings.
- Research organizations in your area that may have opportunities for you. Seek informational meetings with people in those organizations. NOT HR people – those who actually do the type of work you would like to do.
- **Remember that networking is about building relationships.** Consider what YOU can do for others. How can you help them? If you take a sincere interest in *giving* rather than *taking*, your network will grow organically.

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).

# At a Crossroads?

## 10 Tips to Get Your Job Hunt On the Right Track

### 1) **Talk to people you do NOT think can help you.**

Just because someone isn't in your field doesn't mean they don't have useful information for you. (Or you for them.) Our lives intersect in so many points. Think of someone you consider least likely to be able to share good information with you for your search. Meet for coffee. You may be surprised!

### 2) **Network generously.** Think how you can help others instead of what they may offer you.

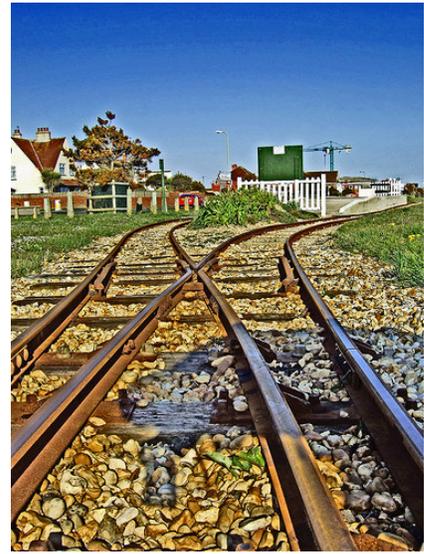


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### 3) **Optimize your online presence,** but don't waste time zapping a lot of resumes to ads on large job boards. The possibilities to connect are endless: Blogs, networking sites such as linkedin.com, large and small social networks provide opportunities to "meet" professionals from every industry.

### 4) **Customize your resume for EVERY job.** It is worth your time. If you want to get your foot in the door, your resume must clearly outline how your skills and accomplishments solve a problem for the employer. It is your job to offer clear reasons to interview you.

### 5) **Evaluate your interviewing skills.** Are you selling yourself? Your resume got you in the door; the interview is your chance to show the employer that you really have what it takes to join their team.

### 6) **Vet your references.** They have the potential to seal the deal for you. Do you know what they might say?

### 7) **Appearance matters.** Cut your hair. Shine your shoes. Invest in a nice suit.

### 8) **Don't let your job hunt consume you.** Frequent exercise, support or networking groups and chocolate can be good stress relievers! Don't spend every minute on your job hunt. You still need to have a life! Plus, you never know - it could be someone you meet on a trip to the grocery store or a seatmate on an airplane while on vacation who winds up linking you to your next job!

### 9) **Consider hiring a career coach.** Would you set your own broken bone? Wire your own home for electricity? Do you cut your own hair? Most would say "no." The same standard should apply when job seeking. A professionally written resume will shorten your search and may qualify you for a higher-paying position.

### 10) **Visit our blog:** [www.keppiecareers.wordpress.com](http://www.keppiecareers.wordpress.com). Frequently updated career and job-hunting advice will keep you in the know!