

KEPPIE CAREERS

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KEPPIE CORNERS

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By Miriam Salpeter

Please forward this issue to anyone who may be interested in job hunting or career advice. To subscribe, visit www.keppiecareers.com

Happy New Year! Resolving to make a change?

First, you'll want to set some goals! I celebrated one year of blogging by signing on to become the **National Career Coach Correspondent** for www.Examiner.com, an outlet of reporters writing about an array of topics. (Look for my blog under *Careers*.) I hope you'll take a look at my blog there and review the other terrific journalists on the site. Need some help to create change for yourself this year? Contact me to see how I may help: miriam@keppiecareers.com.



Keppie Careers on the Radio

I'll be a guest on Joy Cardin's radio program on Wisconsin Public Radio **TOMORROW**: Monday, January 5th from 6-7 a.m. Central/7-8 a.m. Eastern.

The show is broadcast across Wisconsin and parts of neighboring states. **It is also live streamed and archived on www.wpr.org.**

Topic: General job hunting tips. We'll cover pretty much everything, including what makes a good resume and cover letter, the importance of having your feelers out, sources to look for work, interview etiquette, etc.

You'll have an opportunity to call in with questions by using the toll-free call-in number: **1-800-642-1234**.

You can also email questions to talk@wpr.org.

I hope you'll listen live or check out the archive after the show!

Free Teleseminar - Dive Into Your Job Hunt

Are you ready to dive into your job search headfirst? You are *really* resolving to make a career change this year, but you're still not sure where to start or how to make heads or tails of it?



I'm collaborating with certified coach Carolann Jacobs, whose business is Vivid Epiphany, for an 8-week **FREE** teleseminar: **Land Your Dream Job: 8 Strategies For Outrageous Success in 2009**.

We'll be talking about how to set yourself up to win and describing a series of steps to help get your job hunt off to a good start! Each seminar begins at 6:30 p.m. Eastern time every week from January 8 – March 5th.

Participants will have an opportunity to ask questions during each session. To learn more and find out how to register: www.keppiecareers.com.

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! Contact us at results@keppiecareers.com.

Where are the jobs going to be in 2009?

Wouldn't it be great to have a crystal ball to predict the best jobs for the next decade? Uncertainty eliminated, everyone could retrain for a new job knowing that the future job market would be rosy and bright!

Short of a crystal ball, we have information from the Bureau of Labor Statistics and reports from news organizations such as *U.S. News & World Report* to help guide and inform our plans. The good news? The Associated Press reports that "It's a big economy; 350 million people — there's always going to be people hiring," said Carl Van Horn, director of the John J. Heldrich Center for Workforce Development at Rutgers.



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Do your research

Every job seeker should keep an eye on his or her industry and make plans for the future with an informed outlook. It's a good idea to set a Google alert for organizations and fields of interest to you so you'll be aware when there are newsworthy ups and downs in your market.

Clearly, Wall Street is a difficult place to find a job (although I have heard of laid-off workers being picked up by more successful competitors quickly). Previously considered recession proof, many luxury industries are suffering as even the wealthy tighten their purse strings. On a brighter note, the health care sector continues to expand, as do opportunities in green energy organizations. (The clean energy boom is expected to produce 4.2 million new green jobs over the next 30 years, according to a study by the nation's mayors in October 2008.)

Career expert Laurence Shatkin wrote *150 Best Recession-Proof Jobs*. In an interview for Time Magazine, he suggested that government jobs, especially in law enforcement and education are promising.

Lindsey Pollak pointed out that President-elect Obama plans to create an enormous public works construction program to stimulate the economy. Lindsey suggests, "*Start studying now to understand what types of skills, experience and knowledge will be required. (For instance, you could set up a Google news alert for phrases such as "public works," "national infrastructure" or "expanding broadband access."*)

Top jobs

For a list of the top 30 jobs from U.S. News & World Report's 30 Best Careers for 2009, follow this link: <http://tinyurl.com/59wjfv>

Bottom line

Clearly, there will continue to be opportunities for top performers in every industry. If you kept up your networking and are well known in your field, you will be well situated to job hunt. Extra stars for you if your resume is up-to-date and you easily rattle off a list of your skills and accomplishments.

This doesn't sound like you? Be flexible with your job hunt and realize that your next opportunity does not come with a lifetime contract. Keep your eyes and ears open and cast a wide net. You can still catch up and job hunt with the best of them; you'll just need to do some extra work to get ready. Keppie Careers can help!

Visit us online at 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.