

<b>You Need a Job: 5 Steps to Get You One.....</b>	<b>1</b>
<i>Introduction.....</i>	<b>8</b>
<b>Chapter 1.....</b>	<b>9</b>
FIVE THINGS TO KNOW BEFORE YOU START YOUR SEARCH .....	9
1. What Do You Want To Do?.....	9
2. What Makes You Good At What You Do? .....	9
3. Where You Can Do It?.....	9
4. Why Should A Company Care (WIIFM)?.....	10
5. When Do You Want To Have A New Job?.....	10
<b>Chapter 2.....</b>	<b>11</b>
FIVE THINGS YOU NEED TO KNOW ABOUT KEYWORDS.....	11
1. Why Should You Care About Keywords? .....	11
2. What Are Keywords?.....	12
3. Where To Find Your Keywords .....	12
4. Advanced Keyword Searches For The Overzealous And Technically Inclined.....	14
5. Still Don't Get It?.....	14
<b>Chapter 3.....</b>	<b>16</b>
FIVE THINGS TO LOOK FOR WHEN YOU RESEARCH A COMPANY .....	16
1. Determine What You Want From A Company.....	16
2. What Are Their Stated Values, Mission And/Or Goals? .....	17
3. Are They Financially Stable? .....	17
4. What Are Others Saying About The Company? .....	18
5. Have They Been In The News Recently?.....	18
<b>Chapter 4.....</b>	<b>19</b>
FIVE THINGS YOU NEED TO KNOW ABOUT HOW TO MARKET YOURSELF .....	19
1. Stand Out From The Crowd By Taking The Harder Route .....	19
2. What Is A Personal Marketing Plan? .....	19
3. How To Create A Personal Marketing Plan.....	20
4. Who Should See Your Personal Marketing Plan?.....	22
5. Why Your Personal Marketing Plan Helps You .....	22
<b>Chapter 5.....</b>	<b>24</b>
FIVE THINGS YOU NEED TO KNOW TO CREATE A GREAT PERSONAL BRAND .....	24
1. What Do You Want To Be Known For?.....	24
2. How Do People Perceive You?.....	25
3. Begin Spreading The Good Word.....	25
4. Live Your Brand .....	25
5. Your Brand Makes You Memorable .....	25
<b>Chapter 6.....</b>	<b>26</b>
FIVE THINGS YOU NEED TO KNOW TO WRITE A GREAT PITCH – .....	26
1. What Is Your Goal Or Objective? .....	26
2. Consider Your Target's Needs.....	27
3. What Do You Want To Do?.....	27
4. What Impact Do You Have? What Results Do You Create? .....	27
5. What Problem Do You Solve? How? .....	27
<b>Chapter 7.....</b>	<b>29</b>
FIVE THINGS YOU NEED TO KNOW ABOUT WRITING A GREAT RESUME .....	29

1. Your Resume Is A Marketing Document.....	29
2. A Resume Is About The Future .....	30
3. Target, Target, Target.....	31
4. Show, Don't Tell.....	31
5. Leave Off Information Employers Don't Need.....	32
<b>Chapter 8.....</b>	<b>33</b>
BE BOLD AND ADDRESS THESE FIVE COVER LETTER MUST-DOS .....	33
1. The Format Of Your Letter Should Keep The Reader Engaged .....	34
2. Grab Them With A Unique Opening Sentence And Paragraph.....	35
3. Pay Attention To The Details...They Count!.....	36
4. Include Examples Of How You Used Specific Skills Mentioned In The Job Posting .....	37
5. Follow These Guidelines For Submitting Your Cover Letter .....	37
<b>Chapter 9.....</b>	<b>39</b>
FIVE THINGS TO HELP EVALUATE AND APPLY FOR THE RIGHT JOBS.....	39
1. What Are Your Short- And Long-Term Goals? .....	39
2. Do You Want To Work For The Organization?.....	40
3. Consider The Day-To-Day Aspects Of The Job .....	40
4. Minimum Requirements .....	40
5. Carefully Comb Through The Job Description.....	41
<b>Chapter 10.....</b>	<b>42</b>
FIVE WAYS TO USE JOB BOARDS.....	42
1. Be Safe.....	42
2. Find A Site With "Right" Jobs.....	42
3. Be Specific, Not General.....	43
4. Create Alerts .....	43
5. Use All The Boards and Connect With Your Contacts .....	43
<b>Chapter 11.....</b>	<b>45</b>
FIVE BEST PRACTICES WHEN SUBMITTING A RESUME.....	45
1. Always Follow Directions.....	45
2. .DOC Or .PDF .....	45
3. Name Your Attached Resume File With Your Name .....	46
4. Apply Early.....	46
5. Be Safe.....	46
<b>Chapter 12.....</b>	<b>47</b>
FIVE WAYS TO FOLLOW UP AFTER YOU'VE APPLIED FOR A JOB .....	47
1. Follow Up With An Email.....	47
2. Follow Up By Phone .....	47
3. Try Being Social.....	48
4. Put A Little Pressure On Family, Friends And Inside Contacts .....	48
5. You Could Just Wait It Out.....	48
<b>Chapter 13.....</b>	<b>50</b>
FIVE THINGS TO UNDERSTAND ABOUT WORKING WITH RECRUITERS .....	50
1. Some Recruiters Work For The Employer.....	50
2. They Get Paid When You Get The Job.....	51
3. You Can Work With As Many As You Can Manage .....	51
4. No Two Recruiters Work The Same Way.....	51
5. Some Positions And Some Companies Only Place Through Recruiters.....	52

<b>Chapter 14 .....</b>	<b>53</b>
FIVE THINGS NETWORKING IS AND IS NOT .....	53
1. Networking Is Not Going Around, Telling Everyone You Meet That You're Looking For A Job And Hoping They Can Help. That Is Job Seeking.....	53
2. Networking Is Not Sending Random Requests Online To Connect With People .....	54
3. Networking Is Not Attending A Networking Event And Collecting Business Cards.....	55
4. Networking Isn't About Asking For Help .....	55
5. Networking Isn't About "One And Done".....	56
<b>Chapter 15 .....</b>	<b>57</b>
FIVE TYPES OF PEOPLE TO ASK FOR A MEETING.....	57
1. Someone You Used To Work With (Or Vendor Or Supplier Or Contractor) .....	58
2. Your Neighbor's Cousin's Uncle's Nephew.....	58
3. Your Old Boss.....	58
4. Someone You've Just Met .....	58
5. A Manager Working At Your Dream Company .....	59
<b>Chapter 16 .....</b>	<b>60</b>
FIVE WAYS TO PREPARE FOR IN-PERSON NETWORKING .....	60
1. Become A Sleuth.....	60
2. Make A List Of Several Conversation Starters .....	61
3. Plan In Advance To Be A Good Listener.....	61
4. Prepare To Request A Meeting.....	62
5. Practice Makes Perfect – Practice!.....	62
<b>Chapter 17 .....</b>	<b>63</b>
TOP FIVE THINGS TO ACCOMPLISH AT THE INFORMATIONAL MEETING .....	63
1. Learn Something About Industry Trends, Such As In-Demand Skills And Technology For Your Field, Including Projects And Issues Specific To The Company .....	63
2. Find Out About The Person, His Or Her Career Path And About A Typical Day .....	63
3. Find Out Insider Information Specifically About Landing A Job .....	64
4. Learn About Other Contacts .....	64
5. Make A New Friend And Land A New Supporter In Your Corner.....	64
<b>Chapter 18 .....</b>	<b>65</b>
FIVE WAYS TO KEEP THE BALL ROLLING AFTER AN IN-PERSON MEETING .....	65
1. Plan Ahead.....	65
2. Follow Up Right Away .....	65
3. Use Information You Learned During Your Conversation As A Reason To Follow Up Regularly.....	66
4. Never Seem Or Act Desperate; Avoid Asking For Favors Until You Establish Rapport.....	66
5. Always Say Thank You .....	66
<b>Chapter 19 .....</b>	<b>67</b>
FIVE THINGS TO PREPARE YOU TO KILL THE INTERVIEW.....	67
1. Research The Company And The People Who Will Be Interviewing You. .....	67
2. Prepare A STAR Story For Each Of The Job Requirements.....	67
3. Practice, Out Loud, Answers To These Common Interview Questions.....	68
4. ALWAYS Have Questions To Ask During The Interview!.....	70
5. Be Ready For Anything .....	71

<b>Chapter 20.....</b>	<b>72</b>
FIVE THINGS YOU NEED TO KNOW ABOUT INTERVIEWING .....	72
1. Phone Screening Is Step One .....	72
2. Types Of Interviews To Expect: Panel, Series Of One-On-One Or Webcam .....	73
3. The Interview Process Evaluates Three Things .....	74
4. Don't Make Assumptions .....	74
5. The Process Will Take Longer Than You Expect Or Want.....	74
<b>Chapter 21.....</b>	<b>75</b>
FIVE WAYS TO FOLLOW UP AFTER THE INTERVIEW.....	75
1. The Thank You Letter Format .....	75
2. The Purpose Of Your Letter .....	76
3. How Will You Deliver It? Snail Mail Vs. Email .....	77
4. The Follow-Up Phone Call.....	77
5. Be Persistent, Not A Pest.....	77
<b>Chapter 22.....</b>	<b>79</b>
FIVE THINGS TO KNOW ABOUT RECOMMENDATIONS .....	79
1. Pick The Best Recommenders.....	79
2. Request Permission.....	79
3. Prepare Your References To Highlight Your Best Skills For The Job .....	80
4. Vet Your References.....	80
5. Don't Wait! .....	80
<b>Chapter 23.....</b>	<b>81</b>
FIVE REASONS TO USE SOCIAL MEDIA IN YOUR JOB SEARCH.....	81
1. Meet New People And Expand The Community Of People Who Know, Like And Trust You.....	81
2. Demonstrate Your Expertise.....	82
3. Contribute To Conversations In Your Field And Suggest Solutions .....	82
4. Learn New Information .....	82
5. Be Found .....	83
<b>Chapter 24.....</b>	<b>84</b>
TOP FIVE WAYS TO USE LINKEDIN FOR YOUR JOB HUNT .....	84
1. Complete Your Profile .....	84
2. Include Keywords And Descriptive Language In Your Headline And In Your Job Titles.....	87
3. Update Your Status .....	87
4. Engage, Interact And Expand Your Network Via Groups And Answers.....	88
5. Make It Easy To Find You.....	88
<b>Chapter 25.....</b>	<b>89</b>
FIVE WAYS TO USE TWITTER FOR YOUR JOB HUNT .....	89
1. Be Found And Get Started.....	90
2. Meet New People And Expand The Community Of People Who Know, Like And Trust You.....	91
3. Demonstrate Your Expertise, Contribute To Conversations In Your Field And Suggest Solutions .....	91
4. Learn New Information .....	92
5. Engage!.....	92
<b>Chapter 26.....</b>	<b>94</b>
FIVE WAYS TO USE FACEBOOK TO LAND A JOB .....	94
1. Make It Easy To Find You.....	95
2. Monitor Your Profile Carefully.....	95
3. Use Facebook To Be Sure Your Community Knows What You Do. ....	96

4. Join Groups On Facebook.....	97
5. Use Professional Facebook Applications And Visit Company Pages .....	97
<b>Chapter 27.....</b>	<b>99</b>
FIVE REASONS TO USE GOOGLE+ FOR YOUR JOB HUNT .....	99
1. Create A Profile That Helps People Find You .....	99
2. Expand Your Community Via Circles .....	101
3. Meet New People And Expand The Community Of People Who Know, Like And Trust You.....	102
4. Demonstrate Your Expertise.....	102
5. Participate In Hangouts.....	102
<b>Chapter 28.....</b>	<b>103</b>
FIVE REASONS YOU NEED YOUR OWN WEBSITE – A SOCIAL RESUME.....	103
1. A Personal Site Is A Way To Control How Your Name Appears Online. ....	104
2. Statistics Show Your Online Presence Matters, And That Employers Are Looking Online For Personal And Professional Data About You.....	104
3. Posting Information On Your Site Helps You Maintain Your Privacy.....	105
4. Managing A Site Is Important For Career Insurance And Professional Development.....	105
5. Having A Website Suggests You Have Some Technical Savvy And Understand How To Use Online Tools To Communicate.....	105
<b>Chapter 29.....</b>	<b>107</b>
TOP FIVE WAYS TO MONITOR YOUR BRAND.....	107
1. Google Yourself.....	107
2. Own Your Social Profiles.....	107
3. Business Directories .....	107
4. Build And Fix .....	108
5. Tools To Monitor Social Activity .....	108
<b>Epilogue.....</b>	<b>109</b>