

**I'M IN A JOB SEARCH**  
*Now What???*

**2nd  
Edition**



**KRISTEN JACOWAY**  
FOREWORD BY JASON ALBA

HappyAbout



**“I'm in a Job  
Search—Now  
What???  
2<sup>nd</sup> Edition”  
Book Excerpt**

**By Kristen Jacoway**  
Foreword by Jason Alba



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## **BOOK EXCERPT Table of Contents**

- Foreword by Jason Alba
- Introduction
- Chapter 1: Roadmap for Career Planning
- Chapter 2: Setting Goals
- About the Author
- Getting the book from Happy About

# Contents

**NOTE:** This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.

<b>Foreword</b>	Foreword by Jason Alba . . . . .	1
<b>Introduction</b>	. . . . .	3
<b>Chapter 1</b>	<b>Roadmap for Career Planning. . . . .</b>	<b>7</b>
<b>Chapter 2</b>	<b>Setting Goals . . . . .</b>	<b>11</b>
	The Other Half of S.M.A.R.T. Goals . . . . .	12
	Goals Change Direction . . . . .	14
	Job Search Frustration and How Goals Can Help . . . . .	15
<b>Chapter 3</b>	<b>What's Your Google Quotient and Personal Brand? . . . . .</b>	<b>19</b>
	What If I Have Digital Dirt? . . . . .	20
	Personal Brand . . . . .	22
<b>Chapter 4</b>	<b>Building Your Visibility on Google . . . . .</b>	<b>27</b>
	First Know Your Target Audience . . . . .	27
	Increasing Your Visibility Online . . . . .	28
	Research Resources . . . . .	29
	Executing Google Visibility Strategies . . . . .	32
	What's Your Google Quotient Now? . . . . .	44
<b>Chapter 5</b>	<b>Career Marketing Material . . . . .</b>	<b>47</b>
	Résumés . . . . .	47
	The Components of a Résumé . . . . .	48
	The Importance of Keywords . . . . .	51
	Tips for Customizing Your Résumé . . . . .	54
	Resources for a Résumé . . . . .	54
	Achievement Stories for Your Résumé . . . . .	55
	Top 5 Resume Tips . . . . .	58
	Customizing Your Cover Letter for Each	

	Company . . . . .	61
	Write Thank-You Notes Within 24 Hours After an Interview . . . . .	62
	Check Your References . . . . .	62
	Business Cards . . . . .	63
<b>Chapter 6</b>	<b>Using LinkedIn, Twitter, Facebook, and Pinterest . . . . .</b>	<b>65</b>
	Getting Started on LinkedIn . . . . .	65
	Optimized LinkedIn Profile . . . . .	66
	Twitter . . . . .	80
	Joining Chats on Twitter. . . . .	99
	Facebook . . . . .	102
	Can You Pin Your Way to a Job? . . . . .	109
	Social Network Aggregator Tools. . . . .	111
<b>Chapter 7</b>	<b>Resources and Tips to Use During a Job Search. . . . .</b>	<b>113</b>
	Face-to-Face Networking. . . . .	113
	How to Work with Recruiters . . . . .	115
	Thousands of Job Boards—How Do I Choose? . . . . .	118
	Company Websites . . . . .	119
	Professional Trade Journals . . . . .	119
	Interviews. . . . .	120
<b>Chapter 8</b>	<b>Conclusion. . . . .</b>	<b>127</b>
<b>Appendix A</b>	<b>Complete Bibliography . . . . .</b>	<b>129</b>
<b>Appendix B</b>	<b>Resources . . . . .</b>	<b>133</b>
<b>Author</b>	About the Author . . . . .	141
<b>Books</b>	Other Happy About® Books. . . . .	143

## Foreword by Jason Alba

As a rule, I decided to not write any forewords on any Now What??? books, simply because it seemed I should not be the one writing them for authors I was coaching through the process. In fact, I suggested that Kristen ask a number of other career experts to write the foreword, and even offered to facilitate the introductions. But it kept coming back to me, and I finally agreed.

Why?

Because this book is different—it is near and dear to my professional life and my own business. You see, a few years ago, I was in my first involuntary transition and extremely frustrated. I was too busy spinning my wheels in a fruitless job search to step back and try and figure out what I was doing wrong.

My assumptions on how to do a job search were grossly wrong then, and even worse now. So much has changed from when I came out of school—back then you could almost count on job boards to be a significant part of your job search. And there was this notion or expectation of being with a company for a long time.

Today, job boards can't be a significant part of your job search, and no company is quick to hint you'll be around for a very long time. That's where this book comes in. Kristen shares strategies and tactics any job seeker could employ—from traditional résumés to standard social networking to how to use YouTube in a job

search. Kristen lays the foundation to help you understand the principles, tells you where to go to implement them, and then shares the tactics of how to do it.

Once you have a foundation, the tactics are key. Some tactics will apply to you, others might not. The good news is you have a lot of information here, and you should be ready to get to work. The bad news is there isn't a job offer waiting in the pages of this book, but doing what Kristen prescribes can help you achieve a level of career management that you might not have thought about.

Don't make the costly mistake I made in my job search and assume you know how to implement a job search—my assumptions were outdated and ineffective. Weigh your situation against what Kristen shares here and you should see a change in your job search as well as your overall career management.

**Jason Alba**

CEO, JibberJobber.com

(<http://www.JibberJobber.com>)

Author of 'I'm on LinkedIn—Now What???'

(<http://www.imonlinkedinnowwhat.com>)

Creator of LinkedIn for Job Seekers, the DVD

(<http://www.linkedinforjobseekers.com>)

## Introduction

My former husband has been in two job searches. He worked for a company for twenty years. The company, like most manufacturing companies, had to offshore manufacturing to remain competitive. We found a new job through networking and he started that position before his old job was moved overseas. Nearly eighteen months later, that company closed the doors.

In the first career transition, we had his résumé professionally rewritten. We loved the results and both of us felt that it was the silver bullet for him getting his next position. We applied to job after job on an executive job board, and after a few months into the job search, were disheartened that we'd had no bites. We submitted his beautiful résumé to hundreds of recruiters and again were shocked that no one contacted him.

I had worked several years as a vocational counselor in the 1990s. After my former husband started working in his new position in 2007, I trained with some of the industry experts in career coaching, personal branding, and online identity and earned five additional career certifications. The information I learned in my training strikes such a sharp contrast to how we conducted job searches in the past. After I completed my training, I clearly understood how misguided our efforts were in his first career transition. In today's environment, *multiple* strategies are required to land your next position. You can't depend on just a well-written résumé or

applying to a job board or blasting your résumé to multiple recruiters. You must market yourself in many ways to support your résumé, job applications, and relationship with recruiters in today's job market.

This book is written by someone who has been in your shoes and knows the stressors that so frustrate a job seeker. It is my hope that I will provide you with resources and ideas that will facilitate and fast-track your job searching efforts.

My book is really not just for people in a career transition, but also for people who have a position. We live in a time where people don't climb ladders anymore. People are on a ramp with their career management, and unlike a ladder where you might be able to stop for a rest, a ramp requires constant movement to maintain your position and advance.

In this title, we will explore some of the newest avenues in seeking employment, including utilizing Twitter, Facebook, LinkedIn, Video Social Networking Platforms, etc., as well as some traditional approaches. We will begin by determining goals and finding out what is distinctive and special about you and how to leverage your unique promise of value in career marketing. Then, prepare to launch your brand on the Internet to build on-brand, relevant results so that when a recruiter or hiring manager googles your name, they will discover the multi-faceted aspects of what makes you different from everyone else. In December 2010, Microsoft commissioned a study and found that 79% of hiring managers and job recruiters Google

potential candidates. In this same study, they found that 70% have admitted to rejecting a candidate based on their findings.<sup>1</sup>

During your time of transition from unemployment to employment, we will focus on some things you can do in the interim that will help you in your job search. It is a difficult time, but to succeed in a job search, you must be willing to use multiple job searching strategies and commit to the time needed to pursue employment opportunities. It is a full-time job in and of itself.

I am an avid believer in utilizing multiple marketing and search strategies to find a job. People have to know, like, and trust you before offering you a position. Social media is providing professionals in a job search with tools unlike we've ever known. Social media provides a free or low-cost platform to give you the opportunity to "sell" your skills to a potential employer. Using social media as **part** of your job search marketing plan can leverage the ACT-B model in your strategy. ACT-B means—**A** is *awareness* of who you are and what you can offer; **C** is having enough available content for someone to *consider*; **T** is letting people see a *trial* of what you can do; and then **B** is the *buy* when someone offers you a job.

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1. Cross-tab Transforming Market Research, "Online Reputation in a Connected World," January 2010, <http://tinyurl.com/7vfv279> (accessed April 29, 2012).

*Throughout this book, you will see notes to let you know that you can enter the information into JibberJobber. JibberJobber (<http://www.jibberjobber.com>) was created by Jason Alba. Jason was laid off from his company and developed this dynamic career management tool. You can organize and manage your job search; maintain a database of networking contacts, recruiters, and companies; you can track jobs to which you've applied; read articles on career management in his library; and of course, follow his blog for tips, resources, and ideas. JibberJobber has a free membership and a paid membership. You can review the differences on his website to decide which one will work best for you.*

# 1 Roadmap for Career Planning

This book provides you with many strategies and gives a workbook approach to your overall career transition. I designed a roadmap to introduce you to the journey we are about to take. The roadmap was created to give you an overview of what will be discussed in the book and how you can go from point to point in your job search strategies. The appendix gives most of the 100+ resources listed throughout the book in one, easy-to-find place.

**Goals**—First, define your career goals for both short- and long-term.

**Personal Branding**—Second, determine your personal brand to see how you are unique from everyone else who has your same job title. What are your strengths, your team and leadership roles, and so on?

**Online Identity**—Check your online identity to see what employers, recruiters, and hiring managers find when they google your name. Do the results paint a consistent story about your strengths and expertise?

**Build Your Visibility on Google**—Your visibility on Google is an important step since most employers, recruiters, and hiring managers will google you before contacting you. We will look at five strategies to build your results and portray your personal brand for your digital footprint.

**Target/Research Companies Where You Want to Work**—Develop a list of companies in your geographic preference where you'd like to work. Use the research tools provided to find companies that are within a certain radius of your zip code, company size (how many employees, how much revenues, and so forth), industry, etc.

Next, visit the company websites of your targeted companies. Do they have job postings on their website? If possible, set an RSS feed or an email alert on positions of interest.

**Develop Your Career Marketing Material**—Write a branded résumé that is customized for each position for which you apply. Develop a cover letter that shows not only your interest, but also your knowledge about the company. Demonstrate how you are the best fit for a position by using a customized strategy on your cover letter. Create business cards, online and offline, for networking events and online platforms. Follow up with a thank-you note after an interview.

**Leverage Social Media**—You can use social media platforms, such as LinkedIn, Twitter, Facebook, and Pinterest, to create a professional profile that is searchable to employers, recruiters, and hiring managers. Social media also creates a platform for you to forge and maintain networking contacts within your industry. Networking is one of the biggest keys to your career transition success!

Additionally, LinkedIn, Facebook, and Twitter post jobs; this gives you access to job postings that may be exclusive to these three platforms.

**Network in Person**—Maintain your existing network and find events to expand it. Find ways to help others in your network and remember that networking is ongoing. You need to network when you are in a position AND when you are in a career transition.

**Understand How to Relate and Work with Recruiters**—I interviewed Jeff Lipschultz, Principal of A-List Solutions and a recruiter. He gives valuable information on how best to work with a recruiter. Remember, recruiters fill positions for companies. They are not looking for positions for you.

**Identify Vertical Job Boards and Niche Job Boards**—Again, set up RSS feeds and email alerts to let you know when a job matching your criteria is posted. Automate this process as much as possible and spend your time on other multiple strategies for your career transition.

**Prepare for Your Interview**—I provide instructions for you to learn the type of information you need to research prior to your interview and how to best prepare for the types of questions you might encounter.

**Wash, Rinse, and Repeat**—Remember that career management is a ramp and not a ladder where you can stop and rest for a bit. Maintain your network online and offline, keep a journal of achievements for updating your résumé, stay in touch with your recruiter(s), build on-brand results on Google, and check in on how you are progressing towards your ultimate career goal. Always be ready for change!



# 2 Setting Goals

First things first. Have you written your goals for your job search? What are your long-term goals and where do you see yourself at retirement? What are the steps you will need to achieve to reach these objectives? Developing a job search marketing plan requires that you set goals for yourself. When you decide upon your goals and supporting goals, write them down, and post them in a place where you can see them every day.

## **What is your long-term objective?**

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Make sure that your long-term and short-term goals follow the S.M.A.R.T. (believed to have been coined by Peter Drucker in 1954) rule of thumb:

S - Specific

M - Measurable

A - Attainable

R - Realistic

T - Timeframe Specific

One of my favorite quotes is: "It is a paradoxical but profoundly true and important principle of life that the most likely way to reach a goal is to be aiming not at that goal itself but at some more ambitious goal beyond it." – Arnold Toynbee<sup>2</sup>

If you have a more ambitious goal for which you are aiming, you are not placing limits on what it is you can achieve.

I actually wrote my S.M.A.R.T. goal for writing this 2<sup>nd</sup> Edition book and getting it published, as well as delivering twelve workshops this year. I have them written and saved as my screensaver so I can see them each and every day to be reminded of my goals. For example, here is how I've broken down writing a book:

*Contact publisher(s) to pitch idea*

*Secure contract*

*Goal for book length is more than 20,000 words*

*Write at least 200 words every day for 100 days*

*Send draft to the editor by my deadline of April 25, 2012*

It is specific because I know my title and the ideas I want included. It is measurable because I have broken down how many words I will write per day. The book is attainable and realistic because I have many blog posts, reference files, email answers, content from speeches and trainings, and years of experience as a career counselor that I can pull together to serve as resource material for the book. My goal is timeframe specific as I aimed to have the first draft to the editor by April 25, 2012. By the way, I presented eight workshops in a seven-month period of time.

## **The Other Half of S.M.A.R.T. Goals**

If you have written your goals to match the S.M.A.R.T. rules, then you've done half the work. What's the other half? Knowing the reason and purpose of WHY you have set these goals. Are the reasons and

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2. Arnold Toynbee, "Quotations by Author," The Quotations Page, [http://www.quotationspage.com/quotes/Arnold\\_Toyndbee/](http://www.quotationspage.com/quotes/Arnold_Toyndbee/) (accessed August 26, 2009).

purposes enough to propel you forward to achieve these goals? Furthermore, how many times have you set these goals for yourself only to fail to achieve them?

First, you must take a look at the underlying belief you have established about accomplishing these goals. For example, if you achieve X then Y will happen. Does Y contain the elements to make you want to commit to your goal? If not, why?

Now, if these underlying beliefs are what have prevented you from being successful in the past, what changes can you make in your belief system to achieve your goals? If you changed the belief that job searching equals pain and frustration to one that job searching will energize you and open up new opportunities that are more exciting than your previous job, would you be motivated now? You know it could happen, but changing the BELIEF system from unconsciously associating it with pain and frustration to associating it with energy, new opportunities, new avenues, excitement, and satisfaction is what will propel you forward.

Are your goals S.M.A.R.T.? What are your beliefs about your goals? Do you need to change any of your unconscious beliefs to achieve the goals of the past that have been broken repeatedly? Write down your reasons, any associated beliefs, and the beliefs you MUST have to be successful during this career transition!

So many people give up on their goals because they mess up one or two days and they resonate the message, "I can't do it—I always mess up—why even try?" Be accountable to someone for your goals and remember that we all fall short from time to time. Persevere and realize that you are going to have a bad day now and then. Look at what got in your way that day and what supports you can put in place to keep that obstacle from reappearing.

One reason coaching is so effective for people is because during coaching, you set the agenda for the goals you want to attain and your coach helps you to come up with actionable items to achieve these targets. Most coaches will end the session by asking you for what you will be accountable for the following session. If you don't succeed in accomplishing those actionable items, your coach helps you to determine what obstacles prevented you from accomplishing these actionable

items and will help you brainstorm ways to not let these road bumps get in your way again. If you are successful, your coach will celebrate your success with you through supportive words, or an e-card. If you can't afford coaching, find a trusted friend or someone to whom you can be accountable and who will hold you answerable.

I've covered some material that may be new to you, while some material may just be a refresher for you. In any case, I hope that you are beginning to see the importance of setting goals. Goals give you direction and form the roadmap to help you achieve your objectives.

I was a vocational rehabilitation counselor for many years and we used to help our clients write out Individualized Written Rehabilitation Programs. We stated the vocational goal/objective, the resources to help attain that goal, the start date, the date to re-evaluate, the approximate end date, and the evaluation criterion. I have helped more than 400 people write these plans. Contained in these plans are the components to writing your own goals.

## **Goals Change Direction**

What happens if you set goals for yourself and work hard, but something happens that keeps you from reaching a particular goal? What should you do? Reassess, look ahead, and envision a new goal to help you reach your ultimate vision. Sometimes we have a goal that for some reason or another doesn't work and is not achieved. Should we give up? No! See if there are other ways to reach that goal or ascertain if that goal was attainable. At times, we have visions that may not work quite the way we thought they might, but actually are reached in a different way.

For example, I heard a speaker tell the story of Mary McLeod Bethune, an African American, who was born in 1875 in South Carolina. She was the fifteenth of the seventeen children born to Samuel and Patsy McLeod, who were both former slaves. Many of her siblings were born into slavery. She demonstrated a desire to learn to read and write, and attended a one-room schoolhouse, Trinity Missions School. Her vision was to be a missionary in Africa and teach school. She worked very

hard to reach this goal, but was told after years of hard study that her application was not accepted because missionaries who were African American were not needed.

Did she stop? Not a chance! She re-evaluated and decided a different way to reach her vision of teaching. If she couldn't teach in Africa, she could still reach her dream and teach in the U.S. In 1904, she opened a school for girls in Daytona Beach, FL and had six students. She made desks out of crates and obtained supplies from charity. Bethune, the parents of the students, and the church members raised money by making sweet potato pies, ice cream, and fried fish, and selling them to construction crews. Pencils were made from burned wood. She also recruited wealthy business people to sit on the board, including James Gamble of Procter & Gamble and Thomas White of White Sewing Machines. She raised funds for the school by talking to people like John D. Rockefeller who gave her a \$62,000 donation in 1905.

By 1910, six short years later, the enrollment had risen to 102. By 1920, the school's value was appraised at \$100,000 and the enrollment had risen to 351 students. In 1923, the school merged with the Cookman Institute for Men and became co-educational. In 2004, Bethune-Cookman University celebrated its 100-year anniversary.<sup>3</sup>

When obstacles appear, don't give up hope—dream another way to fulfill your ultimate vision. Look at people like Bethune who had enormous hurdles to overcome—and remember success leaves clues.

## **Job Search Frustration and How Goals Can Help**

The reason I started this book with setting goals (even if they are mini-goals) is because many people become frustrated with their job search. My former husband has experienced frustration from time to time. Goals give you direction on action items you need to do each day

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3. Wikipedia, "Mary McLeod Bethune," Wikipedia, August 25, 2009, [http://en.wikipedia.org/wiki/Mary\\_McLeod\\_Bethune](http://en.wikipedia.org/wiki/Mary_McLeod_Bethune) (accessed August 26, 2009).

to reach your ultimate goal. If you can make strides towards achieving these goals and are seeing progress, this will hopefully not seem as daunting or overwhelming as it can when you have no plan.

When you have no plan, how do you go about your day? Most people just spend time on things that are not moving them forward towards their goal. I know when I purposely plan items that will move me towards my goal each day, I feel a sense of control and accomplishment—I definitely feel, at the end of the day, that I'm one step closer. When I don't plan, I end up wondering what happened to my day and realizing that I didn't do what was needed to attain my goal.

I understand how being frustrated can leave you unmotivated. I'd really encourage you to listen or read something motivational on a daily basis. Many books, podcasts, webcasts, and so on are published on this very subject. Some of my favorite books include 'The How of Happiness' by Sonja Lyubomirsky and 'The 4:8 Principle: The Secret to a Joy-Filled Life' by Tommy Newberry.

Let's focus on setting goals and steps to reach those goals. Your first call to action for this book is to complete this part of your job marketing plan. We'll be filling in other areas as we go through the book. By the time you've completed this book, you should have a working job search marketing plan.

**Career Objective/Goal:**

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**Purpose of the goal/Why you want this goal** (List all your reasons and make sure they are compelling enough to drive you forward.):

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**Resources that can help** (List who and what can help you—family, friends, continuing education class, etc.):

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**Start date:**

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**How often are you going to evaluate your progress?** (This might be daily, weekly, or monthly—determine what's best for you.)

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**Evaluation criterion** (How are you going to MEASURE your success?):

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## About the Author



Kristen Jacoway was the Assistant Editor for 'YOUUnique' (a global newsletter reaching 45,000+ subscribers), and her work as a contributing writer is featured in 'Cover Letters for Dummies,' 3<sup>rd</sup> edition, by Joyce Lain Kennedy (Wiley Publishing, January 2009), and 'Personal Branding for Dummies' by Susan Chritton (Wiley Publishing, June 2012). She has been recently quoted in Monster.com, TheLadders.com, and Aol, and is a career columnist for the Atlantic City Weekly. Career Rocketeer named her as one of the 150+ Experts on Twitter All Job Seekers Must Follow.

Kristen earned her BS and MS degrees in Vocational Counseling from Auburn University. Her professional credentials include:

- Certified Personal Brand Strategist
- Certified Career Coach
- Certified Rehabilitation Counselor
- Certified Professional Résumé Writer
- Certified Employment Interview Professional
- Certified Online Identity Specialist

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*"Differentiation is absolutely essential in today's competitive job market, and Kristen Jacoway's book provides practical strategies for setting yourself apart and attracting the attention of hiring managers. In 'I'm in a Job Search—Now What???' Jacoway reminds us that career success today requires understanding your personal brand and integrating that brand into everything you do."*

**William Arruda, Founder, Reach Personal Branding, and Author of 'Career Distinction: Stand Out by Building Your Brand'**

*"If you're a job seeker who knows social media is key to career success but are reluctant to get started, then this book is for you! In her book, Kristen starts you off with setting up a career planning roadmap, and then helps you fill in the details with guidance that includes personal branding, online identity, effective use of social media like LinkedIn, Facebook, Twitter, and YouTube—and much more! So, if you want to get started in managing your career online—and you should—let Kristen show you the way!"*

**Walter Akana, Career/Life Strategist, Threshold Consulting,**  
<http://www.threshold-consulting.com>

*"Information-packed with plenty of exercises to jumpstart your job search, it serves as a valuable reference guide—both for those just starting out and for seasoned careerists."*

**Tara Kachaturoff, Michigan Entrepreneur TV, Producer and Host,**  
<http://www.MichiganEntrepreneurTV.com>



***Kristen Jacoway***

was the Assistant Editor for Younique, has had her work featured in a number of books, blogs, and websites, and was named by Career Rocketeer as one of the 150+ Experts on Twitter All Job Seekers Must Follow

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