

#JOBSEARCH

TWEET

BARBARA SAFANI
FOREWORD BY SUSAN WHITCOMB

140 Job Search Nuggets for Managing Your
Career and Landing Your Dream Job

BOOK 01

A THINKaha BOOK

#JOBSEARCH**tweet**

140 Job Search Nuggets for Landing Your Dream Job

Book Excerpt

By Barbara Safani

Foreword by Susan Whitcomb

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BOOK EXCERPT Table of Contents (included here)

Foreword

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Foreword by Susan Whitcomb

A “Short & Tweet” Foreword to ‘#JOBSEARCHtweet’

Twitter is changing the way we live, work, communicate, and collaborate. Five billion tweets just can't be ignored.

Barbara Safani has mastered the art of the tweet—she's condensed both the heart, and the meat, of the job search in just 140 tweets.

The rules of job search have changed in a 6:1 job-seekers-to-jobs economy. Barbara knows what works, and what doesn't.

Job search is more than a full-time job.
This book will save you time and keep you focused, intentional, effective, and successful.

Read, take action, and take more action.
If you persevere, you will prosper.

Susan Whitcomb, @SusanWhitcomb

Founder and CEO of Career Coach Academy, Job Search Academy, and Leadership Coach Academy, and the author of seven books including, 'The Twitter Job Search Guide,' 'Job Search Magic,' 'Interview Magic,' and 'Resume Magic' (JIST).

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Section I

General Job Search Tips

Job search is a process that requires time, patience, and self-reflection. It forces you to stretch, take risks, be gracious, and often think about others more than you think about yourself. It is an emotional experience, but one that can help you grow, gain confidence, and build a better future for yourself. This section focuses on general tips to consider when embarking on a job search.

1

If you spend half
your time on your job
search, it will probably
take you twice as long
to find a job.

2

When you don't have a job, make
job search your full-time job.

3

Looking for work is a lot more
work than working a regular job.

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Section II

Resume Writing

Frequently, your resume is your first chance to make an impression on a recruiter or hiring manager. And you never get a second chance to make a first impression. So the importance of the resume cannot be underestimated. This section offers tips that will help you craft a top-notch resume that gets noticed by hiring managers and gets your phone ringing.

13

Include a professional email address; even your email is part of your brand (i.e., *partygirl7* won't cut it).

14

Include a phone number that is attached to a professional voicemail message. A goofy voicemail will encourage recruiters to walk away.

15

A resume objective describes what you want and employers don't care what you want. They care about problems you can solve for them.

16

Create a profile at the top of your resume to prove your value proposition to a hiring authority instead of an objective.

35

Treat every word
on your resume
like expensive New
York City real estate.

Square footage is at
a premium, so make
every word count.

Section III

Cover Letters

For many, cover letters are a topic shrouded in mystery and intrigue. When do you send one?

Why should you send one? Does anyone read them? These are questions that I hear over and over again. This section contains tips designed to demystify the cover letter.

36

Half of hiring managers read cover letters; the other half do not; but you never know which half you are dealing with, so always send one.

37

Put your cover letter in the body of the email to hiring managers. Hiring managers appreciate anything that saves them time.

38

Use the cover letter to
match your skills to
the job spec. If the job
requires eight skills
and you only have two,
don't apply.

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139

Be willing to take some risks to negotiate effectively.

140

If your new job entails negotiating on behalf of the company, the employer will expect you to be able to negotiate on behalf of yourself.

About the Author



Barbara Safani, owner of Career Solvers, <http://www.careersolvers.com>, has over fifteen years of experience in career management, recruiting, and executive coaching. She has appeared as a career expert on CNN, ABC, FOX, and WOR News Radio. Her career advice has been featured in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, AOL, MSNBC, CareerBuilder.com, Yahoo HotJobs and TheLadders.com. She is also the author of 'Happy About My Resume: 50 Tips for Building a Better Document to Secure a Brighter Future.' Twitter handle: *@barbarasafani*

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<http://happyabout.info/thinkaha/jobsearchtweet01.php> or at other online and physical book stores.

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