



# Job Search Memoranda

## JSM Career Coaching's Newsletter

July 2010

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### **"Investment in Educators" Program – JSM Career Coaching Provides 15% Discount to Displaced Teachers**

*JSM Career Coaching and The National Resume Writers Association embrace program designed to reward teachers for investing in our future leaders, offering discounts on services for teachers.*

As thousands of teachers across the country receive pink slips due to budget shortfalls, JSM Career Coaching stands ready to provide assistance. Along with The National Resume Writers Association (The NRWA), a non-profit organization of professional resume writers, JSM Career Coaching has decided to come to the aid of teachers through the "Investment in Educators" program.

The initiative, which offers educators a 15% discount, **runs until September 1, 2010**. The discount is available to all teachers who have been notified their contract will not be renewed or have already been displaced during the economic crisis.

"Teachers are the backbone of our great country and they have dedicated their lives to educating our future leaders," stated Charlotte Weeks, president of The National Resume Writers Association ([www.thenrwa.com](http://www.thenrwa.com)). "As an association, we decided it was time to give back by helping teachers increase their competitiveness in this tough job market with well-written, career-related documents, while easing their financial burden."

More than 45 resume writers and members of The National Resume Writers Association have stepped up to provide discounted services for teachers across the nation.

\*\*\*If you know of a teacher who might need help, please feel free to pass along this information.\*\*\*

All interested teachers can participate in the "Investment in Educators" program by visiting [www.jsmcareercoaching.com](http://www.jsmcareercoaching.com).

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### **JSM Career Coaching Facebook Page**

"Like" JSM Career Coaching on Facebook! Keep updated on deals, new blog articles, upcoming events and more!

Find us here at: <http://www.facebook.com/pages/JSM-Career-Coaching/188220880293>



**Julie Mendez, CJSS**

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**Get Out and Network!**  
*Look here in Every Newsletter for New Networking Tips and Ideas!*

iHispano.com

<http://www.ihispano.com/>

ASAE & The Center

<http://www.asaecenter.org/>

Chem Pharma Group

<http://www.chempharma.net/>

*Do you have more ideas? Pass them along and I'll share them in future newsletters!*

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### **Find Me On the Web!**

Email

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Website

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Blog

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LinkedIn

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LinkedIn Job Seekers Group  
[http://www.linkedin.com/groups?gid=2464873&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=2464873&trk=hb_side_g)

Twitter

<http://twitter.com/JulieMendez>

Facebook

<http://www.facebook.com/pages/JSM-Career-Coaching/188220880293>

## Save Time in Your Job Search Research

Trying to keep up with what is going on in your industry? [Google Alerts](http://www.google.com/alerts?hl=en&gl=us) (<http://www.google.com/alerts?hl=en&gl=us>) sends you an email whenever Google finds new results on your specific search - such as web pages, newspaper articles, or blogs.

For job seekers, this is a fabulous tool that can help you monitor what's being said about a specific company, product, or on your industry. Google Alerts will check regularly check to see if you have new results. For some topics you might get a daily summary, but for others you will be notified when something new and relevant is published.

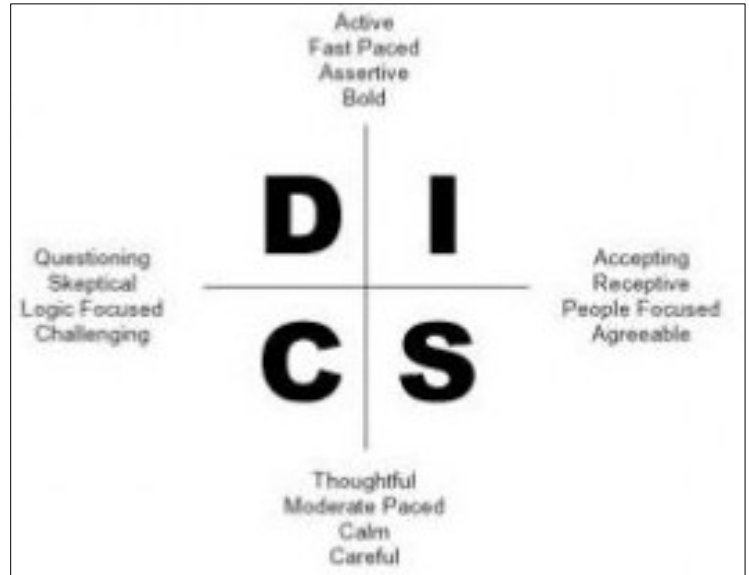
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## Basic Breakdown of DISC

What is this "DISC Behavioral Assessment" program that you keep reading about? Very simply, it's a way to identify a person's behavior or temperament. Once you understand your own and others' communication styles, strengths and limitations, you can then tailor your interactions to ensure that your relationships are mutually positive and beneficial.

(As a Certified Job Search and Career Coach, I really do consider this an *invaluable* tool. It is so vital to connect effectively with those that can aid you in your job search – networking, interviewing, career advancement within your current organization, and more!)

Here is a very basic description and examples of the four behavior types:



- Someone who scores high in intensity for **D**ominance usually attack problems head on. They are demanding, strong willed, determined, and aggressive. People who score low are usually chronic researchers who need to cover all of their bases before committing to a decision. They are cooperative, calculating, cautious, and modest.
- People high in intensity for **I**nfluence often influence others by using emotional appeals and talking through the process. They are convincing, enthusiastic, trusting, and optimistic. Someone low in intensity typically falls back on data and facts in order to convince people. They are usually reflective, logical, matter of fact, and once again, calculating.
- People high in intensity for **S**teadiness prefer the security of a steady environment. They do not like dynamic environments. They are usually relaxed, patient, predictable, deliberate, and consistent. People who score low thrive in dynamic environments. They embrace change and are often restless, impatient, eager, and impulsive.
- Those who are high in intensity for **C**onscientious adhere to structure. They are the ones who are following the rule book to the "t." They prefer doing work well from the start as they are cautious, neat, systematic, diplomatic, and tactful. Someone low in intensity challenges rules and is very independent in nature. They are self-willed, stubborn, opinionated, and sometimes careless.

Curious and want to learn more? Just take the fifteen-minute internet-based assessment. Then we can work together to implement strategies capitalizing on your natural talents as you work on your career goals! For more information on the types of assessments offered, please check out JSM Career Coaching's services at <http://www.jsmcareercoaching.com/services.html>.

(source material: <http://studenomics.com/application/find-a-mentor-using-the-disc-method/>)

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## Top Social Networking Sites - Applications for Job Seekers

by Cheryl Palmer, Call to Career

If you're looking to make the most of the Internet in your job search, make sure to check out the following websites and applications:

Twitter: (<http://twitter.com/>)

You can raise your visibility as a job seeker or expert in your field by using Twitter to participate in discussions on topics that you are well versed in. This will position you as a knowledgeable professional. Job seekers need to be on Twitter because recruiters are using it to source candidates by searching for keywords in their bios. I suggest that job seekers put a link to their LinkedIn profiles or web resumes so that recruiters can go to another site for more in-depth information since Twitter's strength is its brevity.

Twellow.com: (<http://www.twellow.com/>)

You can expand your network by finding thought leaders and other professionals in your field using Twellow.com. Twellow has many different categories that you can search for people by. Since you don't need anyone's permission to follow them (unless their tweets are protected), you can follow anyone that you like, and most people will follow you back. You can also check to see who the people you are following are retweeting. Those people may be good for you to follow as well.

Tweetmyjobs.com: (<http://tweetmyjobs.com/>)

To find open positions I recommend that job seekers use tweetmyjobs.com. It is a service that provides instant notification of jobs to job seekers via text message, and it takes about eight seconds to apply for a position. Job seekers can subscribe to as many of the more than 7,500 channels as they like, specifying job titles and geographic locations. You can follow TweetMyJobs on Twitter at @TweetMyJOBS.

LinkedIn: (<http://www.linkedin.com/>)

Many recruiters are searching social media sites for candidates instead of posting positions on job boards. They check out potential candidates' profiles on LinkedIn before contacting them. In addition to creating a profile on LinkedIn, job seekers can raise their visibility on LinkedIn by participating in groups and answering questions on the Answers section on LinkedIn. Recruiters have a favorable view of candidates who earn Best Answer by providing thoughtful answers to questions posed on the Answers section.

Also, I recommend that job seekers use the Jobs section on LinkedIn to find open positions. LinkedIn will automatically notify you of any connections that you have to the company that has the job vacancy. This is a very useful feature since it's always helpful to try to network your way in to a company.

Facebook: <http://www.facebook.com/>

You can join groups on Facebook that are based on topics that interest you as a job seeker. Once you are a member of a group you can then identify people in the group who you want to friend. Group members are likely to be very open to friending you because you already have the group in common. You might say something like, "I see that we are both members of the Accountants in Government group. I am very interested in connecting with other professionals in the field, and I would like for you to join my network." This is a great way to grow your network and find out about job opportunities.

Easy CV: (<http://www.facebook.com/apps/application.php?id=9826960015>)

You can use this application on Facebook to post a mini version of your resume on your Facebook profile.

Brave New Talent: (<http://www.bravenewtalent.com/>)

This is a social networking application that allows you to connect with employers directly and join employers' online communities.

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## **Coming Up with JSM Career Coaching**

My schedule is filling up quickly these summer months. I'm halfway through the Career Coach Certification process, and am just about to begin the certification process to become a Twitter-Certified Career Strategist!

I feel so lucky to participate in the inaugural group of this cutting-edge career program and be able to pass this fabulous training along to you! Look for September's teleseminar session introducing this exciting and revolutionary training to your job search arsenal.

Why is Investing in Twitter Training Good for Your Job Search?

- Shift your job search from being "the hunter" to becoming "the hunted!"
- Learn how Twitter is dramatically changing the ways that companies find and identify talent . . . and how jobseekers are landing jobs in an 8-to-1 jobseekers-to-jobs market.
- Discover the secrets others have used to leverage Twitter to land offers!

- Uncover Twitter tools and be the first to hear about job openings.
- Find and connect with previously inaccessible company insiders, recruiters, and other influential networking contacts.
- Understand the SEO power of Twitter for job seekers, including why the Library of Congress is now archiving tweets!

Also on the horizon for me in the next few months is a MOVE. Yes, my family is relocating – but don't worry, I plan to stay completely available to all of my job search clients throughout the process! JSM Career Coaching's doors are always open!

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### **July Teleseminar – “Open Mike” Career Coaching**

Summertime means it's time for my version of “Open Mike Night.” Join us as I take your questions in this interactive, open format. All job search and career-related questions are welcome!

As always, there are special deals offered to participants. *And*, in honor of Independence Day, I am planning free giveaways! But you must join us to find out more.

Date: Thursday, July 8th, 2010

Time: 3:00pm ET

Duration: 1 hour

Cost: **FREE**

Deals: You Need to Join Us to Find Out!

Register Here: <http://www.jsmcareercoaching.com/tele-seminar.html>

Referrals are the heart of my business. Please feel free to pass this information along.  
This teleseminar is open to all job seekers!

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Happy Independence Day to each and every one of you! Please let me know if there is anything I can do to assist you in your career goals!

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*Julie Smith Mendez, CJSS*

*To remove your name from our mailing list, please let me know!  
Questions or comments? E-mail me at [JulieMendez@jsmcareercoaching.com](mailto:JulieMendez@jsmcareercoaching.com).*