



# Job Search Memoranda

## JSM Career Coaching's Newsletter

June 2010

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### What's Happening at JSM Career Coaching

May turned out to be quite a busy month! I want to thank everyone who participated in the fun and lively May teleseminar! Several of you took advantage of the free consultation (see next page) offered as part of the "Special Deal", which has kept me hopping as well.

I am also very pleased to announce that I have been contacted to speak on an upcoming podcast for Job Club Radio (<http://www.blogtalkradio.com/jobclubradio>), and am finalizing plans to speak at a job search networking group!

My website has received an upgrade – you'll notice tons of new services officially added to my site, from DISC Behavioral Assessments to Reference and Background Check services. Interested? There's more info here: <http://www.jsmcareercoaching.com/services.html>.

Do you know a teacher that has recently been laid off? Through an initiative of the National Résumé Writers' Association, I am offering a 15% discount on my resume coaching packages to all displaced teachers (please see page five). This discount is available until September 1, 2010.

I've also created an affiliate partnership with [www.freecareerbuilder.net](http://www.freecareerbuilder.net). If you are looking to improve your skills during your job transition, there are plenty of funds through the Federal Stimulus Retraining Act. This simple report will easily save you hours and hours of time finding the right contacts and connections in your county and state! Feel free to check it out, and tell Marguerite that I sent you!

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### Job Search Coaching Blog

Have you been following the JSM Career Coaching blog?

I regularly post articles dealing with various job search-related issues. From sharing articles of interest or answering questions from readers, there is always something interesting being discussed.

Here is the link to the blog: <http://jobsearchcoaching.blogspot.com/>. Feel free to share!

And you can click this link to "follow" the blog – new articles will show up right on your Facebook status page!:

[http://networkedblogs.com/blog/job\\_search\\_coaching\\_by\\_jsm\\_career\\_coaching/?ahash=d8d6c8ae2cdd149b39aa67241106f807](http://networkedblogs.com/blog/job_search_coaching_by_jsm_career_coaching/?ahash=d8d6c8ae2cdd149b39aa67241106f807)



**Julie Mendez, CJSS**

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### Get Out and Network!

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

Professional Women's Center

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

Net Impact

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

Financial Executives

Networking Group

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

*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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LinkedIn

<http://www.linkedin.com/in/juliemendez>

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/home.php?#/pages/JSM-Career-Coaching/188220880293?ref=sgm>

## Follow-up to May's "Create a Job Search Strategy" Teleseminar

For those of you that were not able to join us teleseminar, I thought I would pass this along . . .

**1. Recording** – If you would like the recording, please email me and let me know if you would like the WAV or the MP3 file. I will then email them out to you.

**2. Special Deal!** – Here is a review of the Special Deal!

Each person who listens to the call will hear that I am offering a FREE half-hour consultation where we will review your personal situation and can create a plan of action just for you. And yes, if you refer someone to me, they can take advantage of this offer as well! (If you were not able to participate live, it would be a great idea to listen to the teleseminar recording beforehand, so that you are caught up with what we covered!)

CODE: STRATEGY

Also, each person that takes advantage of that FREE consultation will receive a 10% on a five session coaching package. This will help us review and learn how to implement the different job search strategy tactics we've decided on in your consultation. (And yes, your referrals that take advantage of this deal will also be entered in my "Step It Up a Notch" referral contest as well!)

Several have already scheduled their consultations. Be sure to contact me as soon as possible!

## Total Person Analysis Graphic – Behavioral Reports

This "Total Person Analysis" graphic has been introduced to the front of all of our behavioral reports. As you view each level, from the center outward, you will see that we go from the internal - our feelings and thoughts - into the external - what we do, how we see the world, and finally how the world sees us.

**Emotional Intelligence** is the instinctive ability to feel, identify, understand, apply, explain, manage, and control our and others' emotions.

**Intelligence** constitutes the ability to learn, reason, plan, problem solve, communicate, and deal with abstract and concrete information.

**Attitudes and Values:** Attitudes are how we feel about people, places, things, and events in terms of like and dislike, positive and negative. Values make up the ideals and beliefs that we hold as special. Both are powerful motivators that often drive what we do.

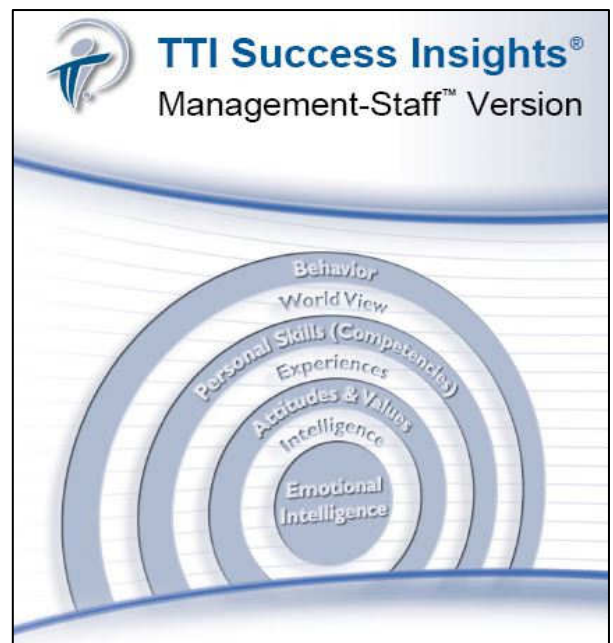
**Experiences** are the sum of our activities and the knowledge and insights we have gained from doing them. Those experiences can be work-related, educational, or interpersonal.

**Personal Skills (Competencies)** relates to the capability to perform a specific role or task. These are acquired abilities that we can easily and comfortably perform.

**World View** places us outside of ourselves and into the world around us. This is not only our perception of politics, economics, religion, culture, science, etc., but, also our beliefs about the world and its inhabitants.

**Behavior** refers to our observable actions/conduct, which places it on the outer-most level since it is external. Behavior can be conscious or subconscious, overt or covert, and voluntary or involuntary.

Remember, all of these represent parts of us that can be developed, adapted, and used for our betterment and success!



## Getting Started on Twitter: 25 Tips to Take Advantage of the Web's Best-Kept Job Search Secret

by Susan Whitcomb, PCC, Founder & President of [www.TheAcademies.com](http://www.TheAcademies.com)

Twitter. There's been lots of buzz about it. Perhaps you even visited the site, created an account, or dabbled with tweeting. Not love at first sight, right? If you're like most people, you're not alone in wondering, "What's the point? How can this cacophonous site—crammed with apparently tangential, disconnected information—possibly help my job search?"

Do keep an open mind! Although Twitter has a learning curve (as is the case with all good things), you can find value from Day One, whether just dabbling as a NOOB (shorthand in Twitter for newbie) or committing to becoming a power user. Here are 25 tips to get you started.

1. **Lurk First.** Sit back and study what's happening on Twitter before jumping in with both feet. You can do this even before setting up your own Twitter account by going directly to Twitter user's streams (for example, you can see my Twitter stream at [www.twitter.com/susanwhitcomb](http://www.twitter.com/susanwhitcomb) or my coauthors in The Twitter job Search Guide (JIST, 2010), [www.twitter.com/chandlee](http://www.twitter.com/chandlee) and [www.twitter.com/CEOCoch](http://www.twitter.com/CEOCoch)). You can also visit [www.monitter.com](http://www.monitter.com) and search keywords of interest to you.
2. **Think Strategic When Setting Up Your Twitter Account.** Many people vacillate between using their own personal name (such as JohnDoe) or profession (such as CFOintheKnow). There are advantages to both, but using your real name can add to your name recognition. If you have a common name that is already taken on Twitter and want to use your name, add a designation that matches your profession, such as JohnDoeCPA or JohnDoeSalesExec.
3. **Write an Employer-Focused 160me for Your Twitter Profile.** Twitter allows you 160 characters max to describe who you are. Give them a taste of the return-on-investment they'll receive from hiring you. For example: "Go-to resource for publicity for nonprofits. Earned org's cover stories in regional mags; PR delivered 10s of thousands in contributions."
4. **Point Employers to More Information.** In your profile, include a link to a site where employers can get more information about you, such as [www.VisualCV.com](http://www.VisualCV.com) or your profile at [www.LinkedIn.com](http://www.LinkedIn.com).
5. **Include a Professional Photo.** Leaving off a photo is an invitation for people to dismiss you. Your photo should be as professional as you look when going to an interview—your absolute best. There seems to be a greater sense of connection between followers and followees when each of you can see what the other really looks like. If you use an avatar, be on brand. Some people use avatars rather than a real photo—these sites are great starting points for avatars: [www.BigHugelabs.com](http://www.BigHugelabs.com) and [www.SouthParkStudios.com](http://www.SouthParkStudios.com).
6. **Don't Rush to Follow at First.** When you follow people on Twitter, it's likely they will consider following you back. If your history of tweets (your "tweet stream") isn't interesting or it's non-existent, you'll lose the opportunity to gain new followers. Instead, put out some interesting tweets first.
7. **Tweet On-Brand.** Tweet primarily about things that relate to your profession. Read news feeds, blogs, and other resources for relevant, fresh content.
8. **Set Up Google Alerts for Tweet Content.** Go to [www.google.com/alerts](http://www.google.com/alerts) to set up alerts for industry trends, news on your target companies, and more sent directly to your email. You can then be the first to tweet about it.
9. **Use a Third-Party Application (API).** Twitter can appear disorganized and confusing. APIs such as [www.TweetDeck.com](http://www.TweetDeck.com), [www.HootSuite.com](http://www.HootSuite.com), and [www.Seismic.com](http://www.Seismic.com) help organize tweets into columns of your choosing, such as those that reference your name, those that contain a relevant hashtag or keyword (such as #forensicaccounting), or a list of followers you are particularly interested in.
10. **Follow People Who You Want To Know You.** Follow companies on your list of target companies, employees in those companies, potential networking contacts, recruiters, industry leaders, and others who might help connect you to the people with the power to hire.
11. **Explore Twitter's Advanced Search Feature.** Search Twitter's advanced search function at [www.search.twitter.com/advanced](http://www.search.twitter.com/advanced) to search for opportunities (e.g., #jobs #portland #finance) or people.
12. **Search Beyond Twitter.** Use sites like [www.TweepSearch.com](http://www.TweepSearch.com), [www.Twazzup.com](http://www.Twazzup.com), [www.Tweetzi.com](http://www.Tweetzi.com), or [www.Tweefind.com](http://www.Tweefind.com) to find people (e.g., recruiters, finance).
13. **Use the 75-25 Rule When Tweeting.** When in job-search mode, approximately 75% of your tweets should be professional, while 25% can be more of a personal nature (e.g., "Looking forward to my 25-mile ride through the Blossom Trail this weekend."). Use discretion with your personal tweets!
14. **Tweet, Tweet, Tweet, But Don't Get Sucked In.** Be careful that your time on Twitter is focused and productive. Consider a 15-minute-a-day model where you spend five minutes in the morning, noon, and afternoon. During that time, you might tweet about an interesting industry trend, retweet someone's tweet that would be interesting to your followers, and send an "at" (@) message to someone based on an interesting comment in their tweet stream.

15. **Retweet—The Highest Form of Flattery.** Retweet (RT) interesting tweets from your networking contacts. Imagine how impressed a prospective employer might be when he/she sees you retweeting information that will promote the company.
16. **Turn Your Twitter Conversations into Phone and Face-to-Face Conversations.** You'll eventually want to shift the conversation from Twitter to a voice conversation or live meeting. Watch for opportunities, and act immediately when they present themselves.
17. **Time Your Thank You's.** As you engage people on Twitter, people will recommend you, retweet you, and compliment you. Consider thanking these people at off-times (late in the evening, early in the morning) so they don't clog your tweet stream.
18. **Schedule Your Tweets.** In some cases, you'll want to schedule your tweets in advance if you know you'll be unable to tweet. [www.SocialOomph.com](http://www.SocialOomph.com) is a free service that will allow you to do that. [www.HootSuite.com](http://www.HootSuite.com) is another.
19. **Go Mobile.** Set up mobile alerts so you can stay in touch with Twitter friends while on the road. Tweetie is a favorite iPhone app. Android users can check out [www.twidroid.com](http://www.twidroid.com).
20. **Sign up for TweetMyJobs Alerts.** Every job seeker, whether a Twitter user or not, should visit [www.TweetMyJobs.com](http://www.TweetMyJobs.com) to sign up for mobile-phone alerts of jobs relevant to their profession and geographic area. It's simple and free to jobseekers, and a lot less expensive for employers than some of the traditional job sites such as Monster and CareerBuilder.
21. **Use Hashtags.** Hashtags, represented by the # sign in front of a word (e.g., #accounting, #finance, #programming, #healthcare), are used on Twitter to help users find all the tweets with that hashtag. Use them religiously! You can find a hashtag directory at [www.hashtags.org](http://www.hashtags.org). Or, simply watch for the hashtags used by your favorite tweeps to get an idea of the latest hashtag lingo.
22. **Let Your Followers Know You're Looking.** One savvy jobseeker posted this hashtag-heavy tweet to gain the attention of employers and recruiters: "Looking to leverage my awesome #transportation #trucking #logistics & #supplychain tweeps to find #employment in #Charlotte NC. Suggestions?" Consider tweeting this type of information on a weekly basis.
23. **Get Career Advice on Twitter.** Follow savvy career coaches and job search strategists for great career tips (such as this list: <http://twitter.com/SusanWhitcomb/career-jobsearch-wisdom>) or search for hashtags such as #careercoach #resumes #jobsearch #twitterjobsearch.
24. **Use Lists to Find People.** Check out [www.Listorious.com](http://www.Listorious.com) to find lists of people of interest in your target companies or profession. Likewise, check out the lists that other Twitter users have created.
25. **Give, Give, Give Before You Go Asking for Help.** As in all networking, look for ways to be of help to others *before* asking them for help. If you start off on Twitter with a tweet that says: "Lost my job. Anybody know of job openings?" You'll not likely get much help.

Start now. In the words of master networker Harvey Mackay (@harveymackay), "Dig Your Well Before You're Thirsty." It takes several weeks to really get into the swing of things on Twitter... once you do, you'll discover that Twitter truly is "the barrier buster." Enjoy!

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### **"Investment in Educators" Program – JSM Career Coaching Provides 15% Discount to Displaced Teachers on Preparation of Resumes and Career-related Documents**

*JSM Career Coaching and The National Resume Writers Association membership embrace program designed to reward teachers for investing in our future leaders, offering discounts on services for teachers in honor of National Teacher Day on May 4, 2010.*

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 on the preparation of resumes and other career-related documents, 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.

All teachers in can participate in the "Investment in Educators" program by visiting [www.jsmcareercoaching.com](http://www.jsmcareercoaching.com). With National Teacher Day approaching on May 4, 2010, JSM Career Coaching and The National Resume Writers Association believe it is important that other businesses get involved in honoring teachers as well.

"The members of our organization realize the crucial role teachers play in ensuring every student receives a quality education," said Weeks. "We would like to ask businesses to join us on National Teacher Day by also offering discounts on services and products to teachers in their local communities."

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Whew! As I said, it is quite busy here at JSM Career Coaching! All the best! Please let me know if there is anything I can do to assist you!

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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).*