



Job Search Memoranda

JSM Career Coaching's Newsletter

May 2010

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May Teleseminar – Create a Job Search Strategy

Do you think applying for jobs is like spitting in the wind and hoping something sticks? Read articles discussing “job search *strategy*” and wonder, “What in the world are they talking about?”

It's time to stop sitting back and waiting for a job to come to you, and instead proactively pursue new opportunities. Join us as we discuss the difference between a passive and proactive job search campaign. Studies show a proactive approach can and *will* get you from your couch to your new office in less time.

As always, there is a special deal offered to all participants!

Date: Thursday, May 6th, 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!

LinkedIn Job Seekers Group

Did you know that JSM Career Coaching as a LinkedIn Job Seekers Group just for you?

This is a perfect place to connect and network with each other: share related news articles, continue discussions from the teleseminars, ask questions and more. Feel free to join us any time. I look forward to seeing you on LinkedIn!

(P.S. I'd love to connect with more of you on LinkedIn as well. Feel free to “add” me to your network. Just please remind me how I know you!)

Julie Mendez's LinkedIn Profile: <http://www.linkedin.com/in/juliemendez>

LinkedIn Job Seekers Group: http://www.linkedin.com/groups?gid=2464873&trk=hb_side_g



Julie Mendez, CJSS

Get Out and Network!

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

Face to Face Networking (NY)

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

Empowering Today's Professionals

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

Networking DC

http://www.washingtonpost.com/wl/jobs/Content?Content=/Career_Advice/networking.htm

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

Find Me On the Web!

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LinkedIn Job Seekers Group

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>

The "Stepping It Up a Notch" Contest

Yes, that's right; I'm holding my first-ever contest!

As a Certified Job Search coach, much of what I do is ask you all to "step it up a notch:" make your resume a little sharper and more focused, increase your networking, and take the strategy of job search to a level higher than many of you are used to. Turning your job search strategy into a proactive campaign is even the topic of our free Teleseminar this month.

It's time for me to be walking the walk with my business that I talk with each of you in our sessions. I'm stepping it up a notch in all aspects of my business, and am very excited about expanding my services to offer you even more support and opportunities as you go through your career transition.

During the month of May I will be holding a referral contest!

Yes, for every referral you send me that becomes a client in the month of May, your name will be entered in a drawing for one of THE BEST job search books out there, *Job Search Magic*. I can't recommend it highly enough.

The Details

Simple: Just refer your friends and colleagues to me. For each referral that becomes an active client, your name goes into a drawing for the book. The lucky winner will be announced in the next newsletter. (Please make sure your referrals pass along your name, so that I can keep track.)

About the Prize

Job Search Magic by Susan Whitcomb is a 532 page "bible" of all things related to Job Search. It's a wonderful resource for yourself or gift for someone you know who might be going through their own job search. Here are a few reviews:

- "Any job seeker who follows the formula in this comprehensive, entertaining, and clearly written guide should expect success." -- *Laura A. DeCarlo, President, Career Directors International*
- "Packed full of quick tips, checklists, coaching questions, and more to further accelerate your successful search." -- *Wendy S. Enelow, Founder and Past President, Career Masters Institute*
- "The most comprehensive book on the market, covering the topic with wit, expertise, superb examples, and a holistic approach." -- *Louise Kursmark, President, Best Impression Resume and Career Services*

This contest is my way of thanking you all for your support of my business, and how grateful I am for all of your referrals! Good luck!

Steps to Greater Endorsement

adapted from *DISC Reference Manual*

Many of you might be asking why I've gotten so excited about the new DISC Behavior Assessments that I now provide. I hope this article explains why these assessments are so vital to your job search process.

What is "Endorsement"? Another way to describe this is "credibility" or "influence." Every interaction you have with a person either increases or decreases your endorsement. The DISC language can allow you to behaviorally "stack" the deck in your favor. By knowing a person's behavioral style, you can immediately adapt to their style and gain endorsement.

As a job seeker, think of this in terms of gaining credible "endorsements" from others – whether as a referral or recommendation, and also especially in the interview process. Hopefully this will help you picture the concept more clearly in your mind.

The following steps will assist you in achieving greater "endorsement" with those around you.

Know Yourself

Awareness of your own behavioral tendencies provides the basic foundation for increased communication. Each

of us has certain inherent behavioral tendencies that make us unique, and to be aware of these provides us with the knowledge to modify our behavior. For example, some people interrupt when others are talking. If the interrupter is aware of this, he can consciously learn to listen more and wait before responding. The DISC language can provide you with basic information on your behavioral tendencies. Knowledge is power—if you apply it.

Control Yourself

Once you have developed a heightened awareness of your behavior, you can begin to consciously control your behavior. For example, if you like to verbalize and you meet a person who also likes to verbalize, you can consciously choose to listen more and ask questions, knowing that the person will enjoy the opportunity to verbalize even more.

Know Others

Know yourself first, and then learn to recognize behavioral differences in others. This heightened awareness allows you to take the third crucial step of application of the DISC language, creating more win/win situations.

Appeal to Others' Basic Needs

Before you can appeal to a person's basic needs, you must know their needs. By knowing their basic needs, you can intentionally do something that will appeal to their basic needs, giving you greater endorsement (influence, credibility). For example, if you know a person likes punctuality (behavioral trait), then you can make sure you are on time for his/her meetings. Another example, if you know a person likes to direct, you can put him/her in charge of a project.

3 Mindset Secrets to Shift from Stuck to Unstoppable

by Susan Whitcomb, PCC, Founder & President of www.TheAcademies.com

Recently I had the opportunity to present at The Career Thought Leaders Conference in Baltimore. I experienced many "highs" from the programs presented and especially reveled to be in the company of more than 150 career professionals—all thought leaders in their own rights, doing impressive things for clients, companies, and the communities they serve.

At the conference, I presented a session "From Stuck to Unstoppable" that highlighted some strategies for shifting from stuck, stalled, or spinning your wheels to unstoppable, stress-free, and successful. Here are just a few highlights:

Play the "Blame Game":

I doubt that anyone reading this is blaming others for their situation, right?! However, if you know of someone who has a tendency to blame other people or circumstances for their "problematic" situation, have them try this:

- Reverse the blame game by pointing fingers at yourself.
- Ask yourself, how have my actions or inactions contributed to my circumstances?
- What *can* I do to change the circumstances?
- What *will* I do to change the circumstances? (yes, this question is different than the prior one!)

Note: I am NOT proposing a guilt trip or advocating self-deprecation with this exercise; the goal is simply to find ways that will help shift your thinking from victim to victor.

Be a Control Freak:

You read that right! Be a control freak: control the controllables and sing the theme song, "If it's going to be, it's up to me." Some questions to help shift into control mode and take charge of your time (your most precious commodity):

- What do you need to say "no" to?... "yes" to?
- What do you need to re-prioritize?
- What will happen if you don't devote time to this?

- How much time will it take you to _____? Where is that time in your schedule?
- When's the best time of day to do that task?
- How much time are you spending on resume tweaking and/or Internet surfing?

Reframe and Reclaim:

Our limiting beliefs about challenging situations often drive us to a place of fear, frozen with indecision and inaction. If you know of someone who fits the bill, consider this exercise:

- Stand up and find a space in your room where you'll have room to move a few feet in several directions.
- State your current perspective on the challenging situation.
- If the current perspective were at 12 o'clock on a clock face, step over to the 3 o'clock position.
- State your perspective from the 3 o'clock position by answering the question: What perspective would a trusted advisor or your most faithful advocate have about this situation?
- Step to the 6 o'clock position.
- State your perspective from the 6 o'clock position by answering the question: What is your perspective one year from now where the situation is resolved, and you're looking back with gratitude and peace about the resolution?
- Step to the 9 o'clock position.
- State your perspective from the 9 o'clock position by answering the question: What does this situation look like from the perspective of the living legacy or eternal impact you want to have on your world?
- Finally, ask yourself, which of these positions will make me the most empowered?

Of course, adopt the position that will allow you to think and take action from a place of perspective and choice.

All the best! I hope to "see" you all on the Free Teleseminar and can't wait to send the award to the lucky winner of our contest!

Julie Smith Mendez, CJSS

*To remove your name from our mailing list, please let me know!
Questions or comments? E-mail me at JulieMendez@jismcareercoaching.com.*