

You Need a Job: 5 Steps to Get One!.....	1
Introduction.....	8
Chapter 1	9
FIVE THINGS TO KNOW BEFORE YOU START YOUR SEARCH	9
1. What Do You Want To Do?	9
2. What Makes You Good At What You Do?	9
3. Where You Can Do It?	9
4. Why Should A Company Care (WIIFM)?	10
5. When Do You Want To Have A New Job?.....	10
Chapter 2	11
FIVE THINGS YOU NEED TO KNOW ABOUT KEYWORDS.....	11
1. Why Should You Care About Keywords?	11
2. What Are Keywords?.....	12
3. Where To Find Your Keywords	12
4. Advanced Keyword Searches For The Overzealous And Technically Inclined.....	14
5. Still Don't Get It?.....	14
Chapter 3	16
FIVE THINGS TO LOOK FOR WHEN YOU RESEARCH A COMPANY	16
1. Determine What You Want From A Company.....	16
2. What Are Their Stated Values, Mission And/Or Goals?	17
3. Are They Financially Stable?	17
4. What Are Others Saying About The Company?	18
5. Have They Been In The News Recently?.....	18
Chapter 4	19
FIVE THINGS YOU NEED TO KNOW ABOUT HOW TO MARKET YOURSELF	19
1. Stand Out From The Crowd By Taking The Harder Route	19
2. What Is A Personal Marketing Plan?	19
3. How To Create A Personal Marketing Plan.....	20
4. Who Should See Your Personal Marketing Plan?.....	22
5. Why Your Personal Marketing Plan Helps You	22
Chapter 5	24
FIVE THINGS YOU NEED TO KNOW TO CREATE A GREAT PERSONAL BRAND	24
1. What Do You Want To Be Known For?.....	24
2. How Do People Perceive You?.....	25
3. Begin Spreading The Good Word.....	25
4. Live Your Brand	25
5. Your Brand Makes You Memorable	25
Chapter 6	26
FIVE THINGS YOU NEED TO KNOW TO WRITE A GREAT PITCH –	26
1. What Is Your Goal Or Objective?	26
2. Consider Your Target's Needs.....	27
3. What Do You Want To Do?	27
4. What Impact Do You Have? What Results Do You Create?	27
5. What Problem Do You Solve? How?	27
Chapter 7	29
FIVE THINGS YOU NEED TO KNOW ABOUT WRITING A GREAT RESUME	29

1. Your Resume Is A Marketing Document.....	29
2. A Resume Is About The Future	30
3. Target, Target, Target.....	31
4. Show, Don't Tell.....	31
5. Leave Off Information Employers Don't Need.....	32
Chapter 8.....	33
BE BOLD AND ADDRESS THESE FIVE COVER LETTER MUST-DOS	33
1. The Format Of Your Letter Should Keep The Reader Engaged	34
2. Grab Them With A Unique Opening Sentence And Paragraph.....	35
3. Pay Attention To The Details...They Count!	36
4. Include Examples Of How You Used Specific Skills Mentioned In The Job Posting	37
5. Follow These Guidelines For Submitting Your Cover Letter	37
Chapter 9.....	39
FIVE THINGS TO HELP EVALUATE AND APPLY FOR THE RIGHT JOBS.....	39
1. What Are Your Short- And Long-Term Goals?	39
2. Do You Want To Work For The Organization?.....	40
3. Consider The Day-To-Day Aspects Of The Job	40
4. Minimum Requirements	40
5. Carefully Comb Through The Job Description.....	41
Chapter 10.....	42
FIVE WAYS TO USE JOB BOARDS.....	42
1. Be Safe.....	42
2. Find A Site With "Right" Jobs.....	42
3. Be Specific, Not General	43
4. Create Alerts	43
5. Use All The Boards and Connect With Your Contacts	43
Chapter 11.....	45
FIVE BEST PRACTICES WHEN SUBMITTING A RESUME.....	45
1. Always Follow Directions.....	45
2. .DOC Or .PDF	45
3. Name Your Attached Resume File With Your Name	46
4. Apply Early.....	46
5. Be Safe.....	46
Chapter 12.....	47
FIVE WAYS TO FOLLOW UP AFTER YOU'VE APPLIED FOR A JOB	47
1. Follow Up With An Email.....	47
2. Follow Up By Phone	47
3. Try Being Social.....	48
4. Put A Little Pressure On Family, Friends And Inside Contacts	48
5. You Could Just Wait It Out.....	48
Chapter 13.....	50
FIVE THINGS TO UNDERSTAND ABOUT WORKING WITH RECRUITERS	50
1. Some Recruiters Work For The Employer.....	50
2. They Get Paid When You Get The Job	51
3. You Can Work With As Many As You Can Manage	51
4. No Two Recruiters Work The Same Way.....	51
5. Some Positions And Some Companies Only Place Through Recruiters.....	52

Chapter 14	53
FIVE THINGS NETWORKING IS AND IS NOT	53
1. Networking Is Not Going Around, Telling Everyone You Meet That You're Looking For A Job And Hoping They Can Help. That Is Job Seeking.....	53
2. Networking Is Not Sending Random Requests Online To Connect With People	54
3. Networking Is Not Attending A Networking Event And Collecting Business Cards	55
4. Networking Isn't About Asking For Help	55
5. Networking Isn't About "One And Done"	56
Chapter 15	57
FIVE TYPES OF PEOPLE TO ASK FOR A MEETING	57
1. Someone You Used To Work With (Or Vendor Or Supplier Or Contractor)	58
2. Your Neighbor's Cousin's Uncle's Nephew.....	58
3. Your Old Boss.....	58
4. Someone You've Just Met	58
5. A Manager Working At Your Dream Company	59
Chapter 16	60
FIVE WAYS TO PREPARE FOR IN-PERSON NETWORKING	60
1. Become A Sleuth.....	60
2. Make A List Of Several Conversation Starters	61
3. Plan In Advance To Be A Good Listener.....	61
4. Prepare To Request A Meeting.....	62
5. Practice Makes Perfect – Practice!.....	62
Chapter 17	63
TOP FIVE THINGS TO ACCOMPLISH AT THE INFORMATIONAL MEETING	63
1. Learn Something About Industry Trends, Such As In-Demand Skills And Technology For Your Field, Including Projects And Issues Specific To The Company	63
2. Find Out About The Person, His Or Her Career Path And About A Typical Day	63
3. Find Out Insider Information Specifically About Landing A Job	64
4. Learn About Other Contacts	64
5. Make A New Friend And Land A New Supporter In Your Corner	64
Chapter 18	65
FIVE WAYS TO KEEP THE BALL ROLLING AFTER AN IN-PERSON MEETING	65
1. Plan Ahead.....	65
2. Follow Up Right Away	65
3. Use Information You Learned During Your Conversation As A Reason To Follow Up Regularly.....	66
4. Never Seem Or Act Desperate; Avoid Asking For Favors Until You Establish Rapport.....	66
5. Always Say Thank You	66
Chapter 19	67
FIVE THINGS TO PREPARE YOU TO KILL THE INTERVIEW.....	67
1. Research The Company And The People Who Will Be Interviewing You.	67
2. Prepare A STAR Story For Each Of The Job Requirements.....	67
3. Practice, Out Loud, Answers To These Common Interview Questions.....	68
4. ALWAYS Have Questions To Ask During The Interview!.....	70
5. Be Ready For Anything	71

Chapter 20	72
FIVE THINGS YOU NEED TO KNOW ABOUT INTERVIEWING	72
1. Phone Screening Is Step One	72
2. Types Of Interviews To Expect: Panel, Series Of One-On-One Or Webcam	73
3. The Interview Process Evaluates Three Things	74
4. Don't Make Assumptions	74
5. The Process Will Take Longer Than You Expect Or Want	74
Chapter 21	75
FIVE WAYS TO FOLLOW UP AFTER THE INTERVIEW	75
1. The Thank You Letter Format	75
2. The Purpose Of Your Letter	76
3. How Will You Deliver It? Snail Mail Vs. Email	77
4. The Follow-Up Phone Call.....	77
5. Be Persistent, Not A Pest.....	77
Chapter 22	79
FIVE THINGS TO KNOW ABOUT RECOMMENDATIONS	79
1. Pick The Best Recommenders.....	79
2. Request Permission.....	79
3. Prepare Your References To Highlight Your Best Skills For The Job	80
4. Vet Your References.....	80
5. Don't Wait!	80
Chapter 23	81
FIVE REASONS TO USE SOCIAL MEDIA IN YOUR JOB SEARCH.....	81
1. Meet New People And Expand The Community Of People Who Know, Like And Trust You	81
2. Demonstrate Your Expertise.....	82
3. Contribute To Conversations In Your Field And Suggest Solutions	82
4. Learn New Information	82
5. Be Found	83
Chapter 24	84
TOP FIVE WAYS TO USE LINKEDIN FOR YOUR JOB HUNT	84
1. Complete Your Profile	84
2. Include Keywords And Descriptive Language In Your Headline And In Your Job Titles.....	87
3. Update Your Status	87
4. Engage, Interact And Expand Your Network Via Groups And Answers	88
5. Make It Easy To Find You.....	88
Chapter 25	89
FIVE WAYS TO USE TWITTER FOR YOUR JOB HUNT	89
1. Be Found And Get Started.....	90
2. Meet New People And Expand The Community Of People Who Know, Like And Trust You	91
3. Demonstrate Your Expertise, Contribute To Conversations In Your Field And Suggest Solutions	91
4. Learn New Information	92
5. Engage!.....	92
Chapter 26	94
FIVE WAYS TO USE FACEBOOK TO LAND A JOB	94
1. Make It Easy To Find You.....	95
2. Monitor Your Profile Carefully.....	95
3. Use Facebook To Be Sure Your Community Knows What You Do.	96

4. Join Groups On Facebook.....	97
5. Use Professional Facebook Applications And Visit Company Pages	97
Chapter 27	99
FIVE REASONS TO USE GOOGLE+ FOR YOUR JOB HUNT	99
1. Create A Profile That Helps People Find You	99
2. Expand Your Community Via Circles	101
3. Meet New People And Expand The Community Of People Who Know, Like And Trust You	102
4. Demonstrate Your Expertise.....	102
5. Participate In Hangouts.....	102
Chapter 28	103
FIVE REASONS YOU NEED YOUR OWN WEBSITE – A SOCIAL RESUME.....	103
1. A Personal Site Is A Way To Control How Your Name Appears Online.	104
2. Statistics Show Your Online Presence Matters, And That Employers Are Looking Online For Personal And Professional Data About You.....	104
3. Posting Information On Your Site Helps You Maintain Your Privacy.....	105
4. Managing A Site Is Important For Career Insurance And Professional Development.....	105
5. Having A Website Suggests You Have Some Technical Savvy And Understand How To Use Online Tools To Communicate.....	105
Chapter 29	107
TOP FIVE WAYS TO MONITOR YOUR BRAND	107
1. Google Yourself.....	107
2. Own Your Social Profiles.....	107
3. Business Directories	107
4. Build And Fix	108
5. Tools To Monitor Social Activity	108
Epilogue	109