

Live to Bloom: Job Search Techniques

PERSONAL BRAND

- Use your **social media** for smart interaction and resources. Follow your favorite celebrity on twitter and then also follow organizations, magazines, and bloggers who are talking about what you are interested in career wise.
 - *Handout: How to Build Your Personal Brand*
- **LinkedIn**: have a professional looking headshot (you can do it yourself but the selfie with friends is not it); strong skills on the top under your name; have a summary section, join some groups that are in the field you are interested in.
 - *Handout: Create Your LinkedIn Profile*

RESOURCES

- Look at **magazines** you wouldn't think to like Fast Company. Fast Company on-line posts loads of tips for job seekers, managers, workers etc. Check out other business type magazines for news on latest business apps, productivity, and for the things being discussed so you have background knowledge when you walk through a door.
- **Career Builder** will shuffle your resume to the top of the pile if you go in and change something in it every two weeks or so. Minor changes, it is the interaction that does it.
- **Indeed** has become more popular with some people.
- **Networking**: Look around for women in the field you admire. See if they would meet with you for 30 minutes to tell you about their career and choices they made. Don't go over time. Be prepared with your questions. Send a thank you note. (plus you just added one more person who may reach out to you when they hear of an opening)