

# NEWSLETTER

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## CAREER DEVELOPMENT in ASIA

**CALL FOR PROGRAM PROPOSALS. Deadline is November 30, 2016.**

**ASIA PACIFIC CAREER DEVELOPMENT ASSOCIATION [APCDA]**

**2017 Annual Conference: May 22 - 25, 2017. PHILIPPINES**

**THEME: Customizing Career Services: Issues and Challenges**

**CONFERENCE WEB SITE: <http://AsiaPacificCDA.org>**

**Contact for further information: Marilyn Maze <[info@asiapacificcda.org](mailto:info@asiapacificcda.org)>**

## CONFERENCES OF INTEREST

**NORTH CAROLINA WORKS PARTNERSHIP CONFERENCE**

**October 5-6-7, 2016. Greensboro, NC USA**

**Contact: Robbin D. Broome <[rbroome@nccommerce.com](mailto:rbroome@nccommerce.com)>**

**(919) 306-1819. Web Site: [www.ncwtc.com](http://www.ncwtc.com)**

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**CAREERPRO 2016: November 7 – 11, 2016. Virtual Career Development Conference**

**Career Development Association of Alberta, Canada. [info@CDAA.org](mailto:info@CDAA.org)**

**Contact: Alice Funk <[admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca)>**

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**CANNEXUS 17 NATIONAL CAREER DEVELOPMENT CONFERENCE [Canada]**

**January 23-25, 2017. Ottawa, CANADA**

**Contact: CERIC, Foundation House, 2 St Clair Avenue East, Suite 300**

**Toronto, Ontario M4T 2T5 CANADA**

**416.929.2510. e-mail: [cannexus@ceric.ca](mailto:cannexus@ceric.ca)**

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**2017 CAREER THOUGHT LEADERS' CONFERENCE**

**April 18 to 20, 2017. Baltimore, MD USA**

**Contact: Marie Zimenoff. [marie@careerthoughtleaders.com](mailto:marie@careerthoughtleaders.com)**

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## TRAINING PROGRAMS

### **MBTI Certification:**

Live onsite MBTI Certification training for career counselors will be done by CPP. Contact them at [www.cpp.com](http://www.cpp.com) for more information.

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### **Strong Interest Inventory Certification:**

Live onsite Strong Interest Inventory Certification training is available from GS Consultants in groups of up to 30 individuals. In addition, GS Consultants offers Strong Certification training online. Contact: *Noreen Sandino, Client Services Coordinator, GS Consultants*  
*Post Office Box 225335, San Francisco, CA 94122. USA (415) 661-8227*  
*e-mail: <noreen@giconsultants.net> Web Site: [www.giconsultants.net](http://www.giconsultants.net)*

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### **2016-2017 PROFESSIONAL DEVELOPMENT SEMINARS CAREER COUNSELORS' CONSORTIUM NORTHEAST**

Contact: **Amy Mazur**, (617) 964-7048. e-mail: [PDS@careercounselorsne.org](mailto:PDS@careercounselorsne.org)

Training for New and Aspiring Career Counselors

Friday, **October 14, 2016**, 9:00 am - 4:00 pm

Facilitator: **Amy Mazur**, NCC ([linkedin.com/in/amymazur](https://www.linkedin.com/in/amymazur))

LinkedIn II: Building Your Reputation, Deeper Research & Advanced Tips

Friday, **November 4, 2016**, 9:00 am – 1:00 pm

Facilitator: **Sabrina Woods** ([sabrina-woods.com](http://sabrina-woods.com))

Transitioning Clients: Helping Them Transform Interests in to Jobs

Friday, **December 2, 2016**, 9:00 am – 1:00 pm

Facilitator: **Robin Roman Wright** ([youthleadershipcareers.com](http://youthleadershipcareers.com))

Difficult Conversations/Thanks for the Feedback

Friday, **January 6, 2017**, 9:00 am -1:00 pm

Facilitator: **Robert Wilkinson** ([triadconsultinggroup.com/our-team#robert-wilkinson](http://triadconsultinggroup.com/our-team#robert-wilkinson))

Training for New and Aspiring Career Counselors

Friday, **February 3, 2017**, 9:00 am - 4:00 pm

Facilitator: **Amy Mazur**, NCC ([linkedin.com/in/amymazur](https://www.linkedin.com/in/amymazur))

Career Counseling Techniques 2.0

Friday, **March 3, 2017**, 9:00 am - 1:00 pm

Facilitator: **Sue Motulsky** ([lesley.edu/faculty/sue-motulsky](http://lesley.edu/faculty/sue-motulsky))

No One is Unemployable: Creative Solutions for Overcoming Barriers to Employment

Friday, **May 5, 2017**, 9:00 am - 4:00 pm

Facilitators: **Elisabeth Sanders-Park** ([worknetsolutions.com](http://worknetsolutions.com))

Advanced Resume Writing

Friday, **June 2, 2017**, 9:00 am - 4:00 pm

Facilitator: **Louise Kursmark** ([yourbestimpression.com](http://yourbestimpression.com))

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## TRAINING AND CERTIFICATION PROGRAMS

CERTIFICATION PROGRAMS SPONSORED BY THE CAREER DEVELOPMENT NETWORK

### JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOP

Three-Day Workshop. 21 Continuing Education Hours.

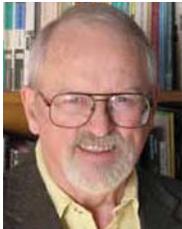


Washington, DC: September 12-13-14, 2016 [Rich Feller]  
Singapore: September 26-27-28, 2016 [Dick Knowdell]  
Los Angeles, California: December 5-6-7, 2016 [Rich Feller]

### BUSINESS DEVELOPMENT & MARKETING CERTIFICATION WORKSHOP.

One-Day Workshop. 7 Continuing Education Hours.

Workshops led by **Dick Knowdell**



Singapore: September 30, 2016  
Los Angeles, California: December 8, 2016

To register for the above programs or for information, contact: *Dick Knowdell, Career Development Network. Post Office Box 611930, San Jose, CA 95161-1930 USA 408-828-3858; e-mail: rknowdell@mac.com.*

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### INNER HEROES CERTIFICATION TRAINING



Are you interested in a program that ensures you are meeting your SSSP goals by helping students choose the right major and career pathway? If so, I invite you to join me for my Inner Heroes Certification Training. Inner Heroes Program helps students find careers that match their personality strengths and natural talents while also overcoming obstacles that block success. It includes cards and an assessment based on the Keirsey Temperament Theory.

Contact: *Carolyn Kalil, MA 310 993-2164. [www.InnerHeroes.com](http://www.InnerHeroes.com)*

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### ONLINE JOB SEARCH PRACTITIONER CERTIFICATION



Earn an Online Job Search Practitioner Certificate. Fifteen-hour online, self-paced course for career practitioners, plus five teleconferencing sessions. Instructor is Sally Gelardin, EdD. To register, view the web site: [www.jobjuggler.net/career-professionals.html](http://www.jobjuggler.net/career-professionals.html), then link to Online Certificate Program.

For more information, contact the instructor, *Sally Gelardin at 415.924.6369 (Office). 415.312.4294 (Mobile).*

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## NEWSLETTER COLUMNISTS



### ABOUT YOUR PRIVATE PRACTICE, by Jack Chapman

**Jack Chapman** owns a Chicago-area career consulting private practice, Lucrative Careers. He is author of *Negotiating Your Salary: How to Make \$1000 a Minute*. He is the executive director of the Private Practice Alliance: [www.PrivatePracticeAlliance.com](http://www.PrivatePracticeAlliance.com). Contact him at: **Jack Chapman, 511 Maple Avenue, Wilmette, IL 60091. 847-251-4727. e-mail: <jkchapman@aol.com.**

#### Teach Yourself to Fish for Private Practice Fish

The adage goes: Give a man a fish and he will eat for a day; teach a man to fish and he will never be hungry again.

Want to build or grow your private practice? Does the thought “*Where will I find clients?*” frighten you and keep you from choosing a private practice? Does “*I can’t give up my steady paycheck*” stop you in your tracks?

Think about it for a moment. Which is more secure: giving enough value to get your wages from an employer on the 15th and 30th of the month, *or* knowing how to give enough value that people are clamoring at your door to pay you for your help? I.e.: Do you want to be given a fish by your employer, or would you rather know how to catch fish on your own?

Maybe you’re worried there aren’t enough people to hire you as a career coach? Think about it. Here are 20 categories of people. These 20 categories comprise, I would guess, about 95 per cent or more of the population. That’s a pretty substantial market! Does the product/service that your company offers have a market that big? Do 95 per cent of the people within 30 miles of your business need your service – and need it not as a luxury, but as a necessity?

Where do I get my 95 per cent figure? I’ll give some explanation and some examples so you can see just how big your market is.

**1.Unemployed.** It costs them almost 10 per cent of their annual earnings every month they’re out of work. Even if they have severance, it still costs them 8.3 per cent of their annual earnings to be unemployed. Let’s say for the average wage earner, that’s \$4,000. Can you produce enough value – just the way you are, with what you know today – to get paid well? They’re not only a market, but you’re selling them a necessity, not a luxury.

**2.Chronically unemployed.** Sometimes they’re hard; but sometimes it’s ridiculously simple to help people. A couple real-life stories how one simple idea made a sea change for the client. Joe came in after an unsuccessful 14 months looking for work in corporate strategic planning. I asked: “*How many companies in this metropolitan area have the type of positions you’re looking for?*” “12.” Ruh Roh Ralph! You have to have a minimum of 50 possible targets to do a job search! Bingo, he expanded his search and started getting interviews right away. Jill was out for a year. Answered 300 ads, got 4 interviews, no offers. I asked: “*What’s your networking activity and strategy?*” Her reply, “*I ask everyone I know if there are any job openings where they work.*” Ruh Roh Ralph! Fix that limited networking method, and she’s back to work in 8 weeks.

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3. **“DKWIWTBWIGU’s” Don’t know what I want to be when I grow up people.** Mary was an administrative assistant, always tirelessly working to help her boss reach his/her goals. “I don’t know what I want to do,” she complained. A brief interview found she has been in Overeaters Anonymous for 15 years. She’s sponsored a dozen people. It took 3 minutes to get her to admit that she’d love to be a weight-loss coach. “Impossible, though” she thought. Her problem? She isn’t trained, and doesn’t know how to market herself. Okay... we found training and a business partner who knows how to market.

4. **Women returning to the workplace.** Absolutely every housewife gets to the point where the children are grown and gone. Whether they then make life-work out of volunteering or out of paid employment – either way a career coach can help them.

5. **Underemployed.** I’d say this is about 15% of the workforce. You can help them reach their goals.

6. **Poor communicators: arrogant.** Can you recognize this and work to change it?

7. **Poor communicators: blamers.** Can you recognize this and work to change it?

8. **Poor communicators: mousey.** Can you recognize this and work to change it?

9. **R.I.F.’d talented people.** Sometimes people aren’t fired, they’re “RIF’d.” The company had a reduction in force and even good people get let go. They need help.

10. **Lifers.** There’s very few single-company lifers any more, but when they retire or when they get RIF’d, they need career coaching – they’ve never job hunted before.

11. **Behind the 8-ball.** Keeping ahead financially is not easy. You can help people get 10% - 20% more in a job change or a promotion. Your (potential) clients are suffering right now.

12. **NOT Eagles, Swans, NOT Turkeys – Ducks, Geese, and Chickens.** Whaa? Let me explain. I put job hunters into 6 categories, three classes.

I – TOP: Eagles and Swans. Not our market. Recruiters and companies hire them quickly because they are in demand: their reputation, E.Q., and communication are so good.

III – Bottom: Turkeys. They are beyond our kind of help – they need ex-offender programs, or therapy, or re-training.

II – Middle: Ducks, Geese, and Chickens. Our market. The hard working execs, middle management, and line personnel that don’t stand out enough on their own. There are plenty of those around.

13. **Wrong path.** A client of mine wanted, as a young girl, to be an interior decorator. Her parents told her “You can’t make any money at that. Go into real estate.” 10 years into her real estate career, she attended my workshop, recalled the parental admonition, had an “ah hah” and retooled and launched her career in interior decorating – and she now had plenty of real-estate sales people who would refer her business.

14. **Good times opportunists.** Recession gets us plenty of unemployed. Good times get us lots of opportunists. And while unemployed people may cry “poor,” these opportunists have wallets sized big enough to finance the job search.

15. **Young ambitious.** So many of my clients come to me after 10+ years of meandering in their careers. Some bright achievers get to me sooner and it’s easy to produce value to these wet-behind-the-ears people.

16. **Broke about-to-retirees.** Boomers are largely asleep at the wheel about having a retirement big enough to live on. Helping them beat age discrimination and make money to save for retirement makes a big difference.

17. **Meaningful paychecks.** Sometimes it’s not dollars, but the purpose, meaning, mission to

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make a difference that needs to be infused.

**18.Road warriors.** Some people are worn out traveling and need another job.

**19.Life-work balance.** Others have jobs so demanding they are in danger of losing their husband/wife/family.

**20.Start their own business “entrepreneurs.”** We can help these people pick the right career path.

Every one of these people needs your help. No one has taught them, yet, how to...

**A.Articulate their skills,**

**B.Balance communication: Listening, speaking, questioning, and building rapport.**

**C.Reach inside and find their passion/focus,**

**D.Create compelling marketing materials (Résumé, portfolio, letters, reports.)**

**E.Build a lifelong network (Networld),**

**F.Knock 'em dead in a job interview,**

**G.Ace their salary negotiations,**

**H.Succeed on the job.**

And how good do you have to be to help these people? You don't need to be a world-renowned coach. You just need to be 15 per cent better than they are, and you can make a significant difference. **Warning:** I am *not* suggesting that's *all* you need to be!

I'm saying that's the minimum you need to be, and that's enough to earn a living. You'll, of course want to aspire to become that world-renowned coach [e-mail me at [jkchapman@aol.com](mailto:jkchapman@aol.com) and ask for a copy of my “Sharpen the Saw, It's Money in the Bank” article to get a perspective on how lucrative it is to be outstanding in this field.]

Hmmm. So we have a lot of people in career distress. Now what?

So, if you learn a few ways to generate visibility in your neighborhood, you can fill a private practice with many clients. How many? Let's say that within 30 miles of you there are, say, modestly, 300,000 people. In any given month...

--only half of them have any career issues (it's more like 90 per cent actually, but we'll be conservative.)

--Let's say 25 per cent are people who just never ask for help about anything and won't ever call you. Then let's say...

--only one in a hundred of those knows about you and

--only one in a hundred of those actually takes action and calls you, and

--only half of those who call actually choose to work with you.

--and on average you only see them for a total of 10 hours each, (very conservative)

--and you charge less than an accountant, lawyer, doctor, etc., at \$125/hour.

Do you know what that equals as an annual income? \$168,000 and you'd make that on only 12 billable hours a week.

I'd say that's very doable, no? [If you'd like my article on “Taking the Plunge; How do you know when you're ready?” e-mail me at [jkchapman@aol.com](mailto:jkchapman@aol.com).]

Go for it!



## **SMART JOB SEARCH, by Susan P. Joyce**

Susan P. Joyce has been observing the online job search world and teaching online job search skills since 1995. A veteran of the United States Marine Corps and a Visiting Scholar at the MIT Sloan School of Management from 2013 to 2016, she is a two-time layoff graduate who has worked in human resources at Harvard University and in a compensation consulting firm. Since 1998, she has been editor and publisher of Job-Hunt.org and chief blogger on WorkCoachCafe.com since 2011. Follow her on Twitter at @jobhuntorg and on Facebook, LinkedIn, and Google+. She is the author of *How to Find a Job Using Craigslist*. She is co-editor of *New Year, New Job!* Contact her as follows: *e-mail: [sjoyce@netability.com](mailto:sjoyce@netability.com)*

### **LinkedIn Basics for Successful Job Search (and Career)**

LinkedIn has become essential and unavoidable for job search in most professions and industries simply because it is so popular with recruiters and employers. Why is it so popular? Because it allows them to easily search for qualified candidates, rather than sifting through hundreds of resumes and applications from people who are, unfortunately, seldom qualified for the jobs they apply for.

As a result, recruiters are – by far – LinkedIn's major source of revenue. Recruiters who are always in a hurry (to make the commission or have a short time-to-hire report) typically find it to be a more effective method of identifying – and contacting – qualified candidates than sifting through the hundreds of job applications accumulated from a job posting.

LinkedIn is not a set-it-and-forget-it magic carpet ride to a new job. For an effective LinkedIn experience, job seekers need to spend time developing their Profile, building their Connections, and actively participating on LinkedIn at least 15 to 30 minutes a day, more if they are unemployed.

### **Elements of an Effective LinkedIn Presence**

Regardless of job search or career goals, these LinkedIn components are essential to success on LinkedIn.

#### **1. A Complete / “All-Star” LinkedIn Profile**

A solid LinkedIn Profile provides a great foundation for any job search or career. Think of it as a personal marketing brochure, larger and more complete than a resume.

Done well, LinkedIn effectively demonstrates the quality of the job seeker’s work and their communications skills much more clearly than simply stating that they are a “go-to” “*problem solver*” with “*excellent communications skills*.”

A good LinkedIn Profile is more than a chronological list of employers, job titles, and dates. Providing more details also ensures that the appropriate keywords to attract recruiters to their Profile for the right jobs are included, too.

Highlight important keywords in the Professional Headline. Too often this very valuable space is waste on terms like “*seeking new opportunities*” or “*experienced marketing professional*” which provide very little good information on anyone viewing the Profile or the person’s activities on LinkedIn (where the name, photo, and Professional Headline accompany most participation).

Include a good headshot photo. Too many job seekers skip including a photo for fear someone

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will discriminate against them because of their age, sex, race, etc. Unfortunately, a photo is not optional in LinkedIn today. The photo-less Profile also looks less *human* which means it is less appealing and less likely to be clicked on by a recruiter or other networking contact.

Brag about current and former employers. When possible, highlight positive facts about the current and former employers (e.g., second largest computer company in the world or winner of the 2016 *best gadget for the office* award). Avoid being negative about a former employer.

Focus the Profile on accomplishments rather than *duties* or *responsible for* statements. These statements demonstrate skills plus the ability to communicate well, and they will attract recruiters and potential employers because the right keywords will be visible (profits, sales, growth, expense reduction, project completion, etc.).

Chooses the best *Skills* for endorsements. Skills appropriate for the job seeker and the job seeker's goals can be chosen and highlighted in the "*Skills and Endorsements*" section where the job seeker's LinkedIn connections can endorse them for their skills. This section provides another very valuable source of keywords.

Complete Profiles have greater visibility in LinkedIn search results. A Profile which is not *All-Star* by LinkedIn's criteria (<https://blog.linkedin.com/2012/02/14/profile-completeness>) is not as visible in LinkedIn search results as complete profiles because it doesn't contain as many essential keywords as a complete profile.

Of course, the opposite is also true. Done poorly, a LinkedIn Profile hurts their chances at a job for several reasons:

They don't seem to be a good worker. Most employers have many qualified job seekers to choose from, and they want to hire the best worker. If a LinkedIn Profile is sloppy, the job seeker is demonstrating that he or she is not a good worker.

They don't grasp the importance of the Internet for business today. If the Profile is incomplete or complete but skimpy, perhaps the job seeker doesn't understand effective use of social media, which is essential today for most organizations,

So, copying and pasting a resume into the LinkedIn Profile form and stopping there won't impress anyone.

## **2. A Robust Network**

The more connections someone has, the more visible they are in LinkedIn because search results are tied to connections and levels of connections (1st, 2nd, and 3rd level). Someone also has more credibility with 300 connections than with 50 (50 is the minimum for an *All-Star* Profile), and the majority of LinkedIn members are in the 500+ category.

Job seekers can start by connecting with colleagues, friends, even family. Don't forget clients / customers, suppliers, and other *allies* in your work. Also, reaching out to former colleagues, former classmates, former professors and instructors, former clients / customers (and/or suppliers), and others from the past is a great way to get back in touch as well as to become more visible in LinkedIn.

Then, they should consider connecting with people they don't actually know – categories of people who are relevant to their job search or career, like recruiters, thought leaders and others in their industry or profession, people they *meet* in a LinkedIn Group, etc.

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### 3. Daily Activity in LinkedIn Groups

LinkedIn members can belong to up to 100 LinkedIn Groups, but seven is the average number of Groups that members have joined. Groups are also an excellent venue for sending free private messages to people you are not (yet) connected to – one of the big advantages of Group membership, but limited to 15 messages a month

Groups are typically very easy to join and even easier to leave. While job hunting, job seekers should aim for at least 50 Groups (and up to 50 more are possible for a total of 100). The reason? Because they will be visible and reachable for a greater number of people who are not connections, and often recruiters are members of Groups associated with their location and specialty/industry. The job seekers can always leave a Group after they have their new job. Encourage them to check out these Groups to join:

Groups for their profession.

Groups for their industry.

Groups for their location.

Groups for their college or university alumni.

Groups for *alumni* of former employers.

Groups for their hobbies.

Groups for job search. (Don't make these Groups visible on the job seeker's Profile if employed.)

Groups that are a combination of any of the above (local industry or local job search, etc.).

I've met very nice, very helpful people in Groups and also learned a great deal about different topics in the Group postings.

When they have joined a Group, they should observe what is happening in the Group. Are the Discussions interesting and useful with good interactions with other members. Or, are the Discussions simply *spam* posts from people selling their products or services? Leave Groups that are not helpful, but contribute to Groups that are, even by simply clicking the "Like" button for a Discussion or a comment. Commenting and clicking "Like" are "Updates" for the individual's LinkedIn Profile.

Job seekers should *very carefully* contribute to Group Discussions, keeping in mind that recruiters and hiring managers may be watching, reading the Discussions that are shared and the comments that are made.

### 4. Daily or Weekly "Updates"

Many actions qualify as *Updates* on LinkedIn, from activities in Groups as mentioned above to writing and publishing a *post* on LinkedIn Pulse. Doing daily Updates is easy and a good idea, if only to demonstrate that the job seeker is active on LinkedIn – so reachable if a recruiter tries to contact them.

### Bottom Line

LinkedIn is essential for job search today for the vast majority of jobs. Be careful and thorough in their approach, spending at least 15 minutes a day on LinkedIn, learning, connecting, and updating will pay off for job seekers and the rest of us, too!



## **SOCIAL MEDIA and YOUR CAREER**

**by Melissa Venable**

**Melissa A. Venable**, PhD, guest edited our Fall 2013 journal special issue on the topic of Social Media and Career Development. She is an Education Writer/Editor for OnlineColleges.net, and Online Instructor for the University of South Florida and Saint Leo University.

Contact her as follows: **Melissa A. Venable, PhD**

**e-mail:** <[melissa.a.venable@gmail.com](mailto:melissa.a.venable@gmail.com)>

**Twitter:** @Melessa\_Venable, @CenterOnlineEd  
and @TechnologyTwins

### **How Do You Monitor Your Online Presence?**

All of us – counselors, coaches, students, new graduates, and working professionals – are developing an online presence, whether we know it or not. Have you Googled yourself lately [1]?

The results of an Internet search for your name probably include things you've created (e.g., LinkedIn profile, reports) and been a part of (e.g., community events, graduation ceremonies), as well as materials others have posted, which include your name in some way (e.g., company/school websites, work press releases). These results are also seen by anyone else who might be searching for information about you, including employers. According to Jobvite, 92 per cent of recruiters use social media to "*evaluate and engage talent*" [2].

So, how can we monitor, and potentially manage, what's out there on the Internet? I fielded a similar question on Twitter recently. After a quick social media search I also made the question the focus of a Twitter chat with online students and instructors [3]. In the process I found a few helpful tools and great advice related to strategy and habits, which I thought might make a good topic for this column.

### **Software and Application Options**

There are several systems available to help you not only analyze your social media use, but also monitor the Web and send you notifications about new content.

- **Rep'n Up: Sign up with a Facebook account**, and run a report of your last three years of posts, comments, likes, etc. with emphasis on those that might be damaging or negative in some way. A basic report is free, with a paid option for a more detailed version [4].
- **BrandYourself:** Create a free account to access monitoring tools designed to improve the results that appear when you Google your name. The system's features scan for negative posts and provide suggestions to help you build a positive online presence [5].
- **Google Alerts:** These are free and easy to set up from your existing Google account (i.e., Gmail, G+). Create multiple alerts based on your name, your organization's name, and any topic you want an update about. You'll receive email notifications when these items are mentioned online [6].

### **Access and Automation Strategies**

Beyond specialized social media and reputation management tools, there are a few steps you can take to maintain a constant and consistent effort as you create a professional online presence.

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- **Go mobile:** Download apps for the accounts you use the most. Having quick access to your accounts, and email notifications, can help you "be there" more often. But it's important to find a balance between being connected and being too connected. Management is good, but obsessive checking is bad.

- **Hootsuite:** This is just one of several social media management tools that allow you to log into multiple accounts (e.g., Twitter, Facebook, LinkedIn, Instagram) from one dashboard. It's a timesaver that also features the ability to schedule posts, so you don't have to be online all day or at a specific time of day to do so [7].

- **Be selective:** Social Media Strategist, Brand Manager, and Online Publicist are real job titles for full-time positions in today's world of work. While you need to perform aspects of these roles related to your own online presence, chances are that you have a full-time job, too. Prioritize when, where, and what you will post, beginning with just one account. It's okay to take a break, too.

Taking initiative is critical here, to being the one who determines what others will learn about you online. And it's not too late to start being proactive about it. Whether you have an online presence that needs an update, want to "*clean up*" your presence so it's more professional, or are just setting up your first online profiles – get started today!

## References

- [1] **The Google Yourself Challenge**, Backgroundcheck.org  
<https://www.backgroundcheck.org/the-google-yourself-challenge/>
- [2] **Welcome to the 2015 Recruiter Nation**, Jobvite  
<http://bit.ly/1nGWASv>
- [3] **#IOLchat – Monitor Your Online Presence**, Storify  
<http://bit.ly/2awcV8R>
- [4] **Rep'n Up**  
<https://www.repnup.com/>
- [5] **BrandYourself**  
<https://brandyourself.com/>
- [6] **Google Alerts**  
<https://www.google.com/alerts>
- [7] **Hootsuite**  
<https://hootsuite.com/>



## **THE LINKEDINSIDER, by Paula Brand**

**Paula Brand** is a Career Consultant and LinkedIn Trainer for Brand Career Management (BCM). BCM offers training to groups and individuals to help them maximize their use of LinkedIn. In 2014, she received the Maryland Career Development Association (MCDA) Outstanding Career Practitioner Award and the Middle Atlantic Career Counseling Association (MACCA) Professional Contributions Award. She is author of *The Essential Guide to Career Certifications* (<http://paulabrand.com/the-guide>). Contact her as follows: **443-254-8173** e-mail: ***paula@paulabrand.com***.

### **Take five minutes to improve your LinkedIn profile: Personalize your URL**

I love to share this tip because it is so easy to do. It offers immediate gratification that you have done something good for your LinkedIn profile and your online presence. Though it is a quick task, it can have a positive, long-term impact for your online presence.

#### **What is a Vanity URL?**

It is a fast and easy way to customize your social media presence with LinkedIn. Personalizing your LinkedIn URL is similar to the idea of getting a vanity license plate; it makes your name and brand much more memorable. Aren't you more likely to notice and remember driving by a car with the plate "DAY-DRMR" or "IMGR8" versus a randomly assigned plate like J3R9S6?

#### **Why Should I Care?**

Two big reasons: clarity and branding. First, LinkedIn assigns everyone a messy URL initially, which is why you should change it. Additionally, a vanity URL helps in your branding and marketing efforts, shows you are somewhat savvy in using LinkedIn and improves your SEO rankings on Google and LinkedIn. Once it's in place, share your customized URL so people can easily find you. Place it on your résumé, business cards and electronic signatures. This is important for people concerned with managing their careers effectively no matter what their current status is: employed, unemployed or underemployed.

#### **How to Get a Vanity URL:**

Once logged into your LinkedIn account, click on the Profile tab located at the top left of the page. Then slide your cursor to the drop down choice of Edit Profile. Next, click on the gear icon, just to the right of your currently assigned URL (see picture below). After clicking on that icon, you should see somewhere in the upper right-hand side of your screen the words Enhance your personal brand by creating a custom URL for your LinkedIn public profile. In that area, click on the blue pencil icon next to your current URL. Then, a pop up box will appear with the URL started as <http://www.linkedin.com/in/> plus a blank box at the end that will allow you to type in the customized URL you would like. Please note that LinkedIn often changes things up and various people can see different views, so I can't promise that these will look exactly the same when you try this.



## Paula Battalia Brand

Career Counselor | Career Coach | LinkedIn Trainer |  
Resume Writer | Your link to career SUCCESS!

Annapolis, Maryland | Professional Training & Coaching

Current Brand Career Management

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Workforce Development Corp., Maryland Career  
Development Association

Education University of Baltimore

View profile as

500+  
connections

<https://www.linkedin.com/in/paulabrandcareers>

Contact Info

Start by typing in your full name and see if it's available (no spaces are allowed and it will all show in lowercase no matter how you type it). The system will let you know if it is not available, otherwise you can assume it is and click on Save. Keep trying until you get one you like that is available. If your name is taken, look to add other letters that have meaning for you or your profession. So, if the extension of joesmith is taken and he is in the field of sales, he could try joesmithsalesexpert. You could also include a middle name, middle initial or a maiden name.

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## INDEPENDENT CONTRACTOR OPPORTUNITY

### INTERNATIONAL FRENCH SPEAKING CAREER COACH

#### PART-TIME INDEPENDENT CONTRACTOR POSITION in Houston, Texas

REA, [www.r-e-a.com](http://www.r-e-a.com), is an industry leader in providing global career transition and acclimation assistance for the spouses/partners of relocating employees worldwide. We're looking for a Part-Time International French-Speaking Career Coach local to the Houston area.

#### **Our Services/Requirements Include:**

- Customized Career Transition Coaching
- Acclimation and Relocation Support
- Professional Resume/CV Writing
- Career Assessments
- Support and Resources for the Job Search

#### **Coach Requirements/Experience Include:**

- Flexible schedule to deliver services across multiple time zones
- International coaching and/or related intercultural/expat experience
- Available to provide occasional face-to-face coaching as needed
- Language requirement: Fluent in French
- Familiarity with the local job market and resources for the job seeker
- Not be working full-time
- Able to work with a diverse population of clients across varied career levels and industries pursuing career related, volunteer, entrepreneurial or other meaningful pursuits

For consideration, resumes and letters of interest can be sent to:

***Marci Ritter***

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Visit the Network web site at: [www.careernetwork.org](http://www.careernetwork.org)

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### MEMBERSHIP APPLICATION/RENEWAL FORM

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country \_\_\_\_\_

Phone: \_\_\_\_\_

e-mail address: \_\_\_\_\_

[September 2016]

Send form, payment and label if available to:

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