

CONNECT and Get Hired:

A Six-Part Series for Job Seekers Traversing the Treacherous 2011 Economy

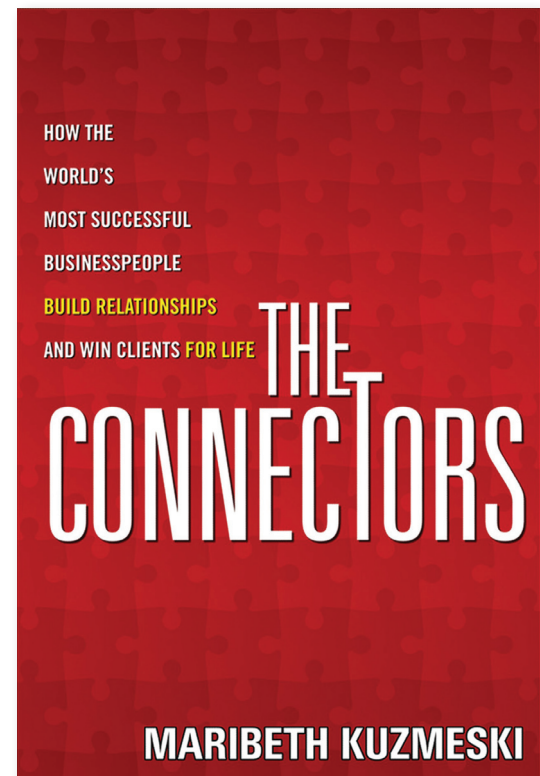
Unemployment hovers at 9 percent—and many experts agree the *actual* rate is much higher. For every (scarce) job that comes open, job seekers face a horde of (increasingly desperate) competitors. Plus, older job seekers also face “culture” shock as they struggle to navigate a marketplace that’s more and more virtual and less and less personal. (The typical résumé gets no response at all—and if it does, it’s a computer-generated “thanks for your submission.”)

The point? For most people, it’s tough to get noticed at all—much less land the job!

In the Brave New World of Job Searching, Being a Connector Will Get You Hired.

Maribeth Kuzmeski, author of *The Connectors*, says being able to find, engage, persuade, and make a lasting impression on decision makers is the *only* sure path to employment. This is the message America’s discouraged job seekers need to hear!

Her six-segment series *CONNECT and Get Hired* will help your viewers land the job of their dreams. Backed by research and packed with practical tips—from creating attention-grabbing résumés to leveraging social media the right way to de-railing the “overqualified” objection—it offers the kind of do-this-now advice your audience craves.



Why Maribeth?

Quite simply, there’s no other expert as skilled at the art of communicating and building relationships. She is the author of five books, including *The Connectors: How the World’s Most Successful Businesspeople Build Relationships and Win Clients for Life* (Wiley, 2009) and *...And the Clients Went Wild! How Savvy Professionals Win All the Business They Want* (Wiley, 2010).

An internationally recognized speaker, she shares the tactics that businesspeople use today to create more sustainable business relationships, sales, and marketing successes. Maribeth is also extremely media savvy. She has appeared in more than twenty TV interviews and on countless radio programs. She has also shared her advice and strategies for successfully networking, finding your next job, and powerfully communicating via bylined articles in many print publications. **(Note: To see a complete list of Maribeth’s media coverage, to learn more about her, and to see her in action via featured video clips, please visit www.RedZoneMarketing.com.)**

Now, Maribeth has taken the information and research she uses in her consulting practice and in her book *The Connectors* to create this information-packed series for job seekers.

If you’re interested in engaging Maribeth Kuzmeski to create *CONNECT and Get Hired*, please contact Dottie DeHart at (828) 325-4966 or Dottie@dehartandcompany.com.

A Quick Sneak Peek at the Six Segments:

SEGMENT

1

Creating a Résumé That Really Sells! Five Ways to Get Moved to the Top of the Stack

1. Make your relevant experience jump off the page.
2. Create “outside-the-box” cover letters. (Be more creative than your competition.)
3. Have at least three different versions of your résumé.
4. Create your own “highlight reel” using a video résumé.
5. Build your online résumé using LinkedIn.

SEGMENT

2

The Art of Networking: Seven Not-So-Dreadful Networking Strategies for Finding Your Next Job

1. Make the right connections—even if you’re not a “people person.”
2. Improve your social IQ.
3. Set yourself up for connecting success. (Be prepared to pitch yourself in fifteen seconds.)
4. Let them do the talking. (You ask the questions!)
5. Don’t just network. Work your network.
6. Connect at a higher level. (Don’t be afraid to spark emotions.)
7. Be referable. (And if you’re not, find out why.)

SEGMENT

3

Social Media Can Get You Hired...and Fired! Seven Tips You Need to Know!

1. Mine your social networking connections.
2. Use Facebook and LinkedIn to find your next job.
3. Be searchable. Use positive posting to stand out online (in a good way).
4. Build your online credibility.
5. Monitor your online reputation.
6. Always put your best Face(book) forward. (Clean up your online presence!)
7. Examine your connections—what do they say about you?

SEGMENT

4

Standing Out in the Interview: Seven Ways to Make the Right Impression and Get Hired!

1. Research the company and your interviewer before your big day.
2. Avoid these common interview faux pas.
3. Move with confidence. (What does your body language say to an interviewer?)
4. Dress for success—but don’t go overboard.
5. Keep it real. Present the “true” you.
6. Ask great questions and then truly listen.
7. Ring their proverbial bell by using unique follow-up tactics.

SEGMENT

5

Staying on Their Radar: Five Tips for Staying in Front of Potential Employers

1. Create your own “Harvard Network”—an elite group of individuals who always have your back!
2. Be creative! Don’t just follow up after an interview; truly stand out!
3. Connect by effectively using social media.
4. Follow important rules when calling and e-mailing.
5. Reach out with something they’ll value (e.g., a relevant news article, Web site link, new business contact, etc.).

SEGMENT

6

So You’re “Overqualified”...Six Ways to Convince an Interviewer That, Actually, You’re Just Right for the Job

1. Get rid of the elephant in the room. Be the first to bring up your experience, but do it tactfully.
2. Spell out the benefits of your experience.
3. Be honest about why you want the job.
4. Tell the interviewer what motivates you.
5. Ask about her concerns.
6. Wear your passion on your sleeve.