

Words from the Word*Smith

Welcome to Words from the Word*Smith

Dear Lois,

We're now at the end of the first half of 2010. Summer is here and our thoughts are about the beach or the mountains, golf, tennis, swimming, picnics. It's hard to think about a job search or networking. But now is not the time to slack off. Look at all the people you'll be meeting at those activities!!

"For most people, the opposite of talking is not listening; it's waiting."

Are you one of those people sitting and waiting for the phone to ring? Waiting for that e-mail? Get out from behind your desk - Get away from your computer - Stop texting AND GET OUT AND NETWORK...Talk to people, meet for coffee, and attend networking events.

SOCIAL MEDIA

LinkedIn - Three Degrees of Separation

Let's talk about social media, specifically LinkedIn. The most important item on your "TO DO" List for the second half of 2010 should be to learn how to use LinkedIn as it was meant to be used.

Yes, you've got a profile posted. Yes, you've got connections and recommendations. BUT... are you using LinkedIn to the fullest in order to get the most mileage in networking?

With this in mind, one of my LinkedIn contacts, a Social Media consultant, is facilitating a

LinkedIn Immersion Workshop

- a teleseminar starting July 7th. Learn all the ins and outs of LinkedIn and receive a CD of the presentation and worksheets to guide you.

Register at:

<http://www.marypetto.com/workshops.html>

Why is registering for this seminar so important? Look at the excerpt below from "LinkedIn or be Left Out".

* "Get LinkedIn or Be Left Out"

Your LinkedIn profile is, without question, your resume that every potential employer will see. In most cases employers will see your resume (some sort of online profile) even if you are not on LinkedIn.

"Just Google yourself or anyone you know and chances are you / they will show up on Google, in Facebook, or somewhere online. Even if you don't use LinkedIn, the people looking to hire you will find you online somehow - so it is best that YOU CONTROL what they find. And here's a lesson in Logic 101: *If they can't find you, you have virtually no chance of being found.*"

Three Degrees of Separation

Remember the theory of six degrees of separation? The idea that everyone is, at most, six steps away from reaching any other person anywhere on the planet.

Now Get This!

SUMMER 1



REGISTER NOW!!

Don't miss out on the opportunity to learn how to use LinkedIn

LinkedIn Workshop

July 7, 2010

www.marypetto.com/workshops

NEW TO OUR NEWSLETTER

Look for our next Newsletter. It will include a Q&A section.

Send your resume questions to:

thewordsmith@gmail.com

OK, suppose you have 178 trusted friends and colleagues in your network on LinkedIn. If you are only two degrees separated, your potential network of contacts is 34,300+ people. If you are three degrees separated, you have a potential network of 2,300,000+ people in your network! And if you increased your network to 553 (and most successful LinkedIn users have 500+ connections), and are only two degrees separated, your potential network increases to 143,500+ people. If you are three degrees separated, you now have a potential working network of 6 million-plus people! These are not just numbers and statistics.

*For those who master how to use these contacts, the statistics and numbers are simply staggering!**

* Reprinted with permission from J Block "LinkedIn or Get Left Out"

***IF YOU DO ONLY ONE THING TO HELP YOUR JOB SEARCH
THIS SUMMER REGISTER FOR THE LINKEDIN WORKSHOP
NOW!***

About Us

For those of you that asked, I did write the May edition of "Words from The Word-Smith".

It was devoted to the importance of Career Portfolios as part of the interview process. There was so much information that the newsletter became too long and I turned the information into a webinar and am currently working on a Career Portfolios Guide.

Spring was so very busy. Working with clients to create strong resumes and cover letters, networking and meeting incredible people, facilitating workshops and seminars and having an article published in the news-paper (you remember newspapers don't you?)

Here's the link if you want to take a look at the article:

<http://www.app.com/apps/pbcs.dll/article?AID=20105230309>

Wishing you a Happy July 4th and a summer filled with lots of wonderful adventures!

Sincerely,



Lois Gilbert
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