

---

---

## INDEX

---

---

30-second commercial, 55

### **A**

Acceptance letter, sample, 168  
Accomplishment stories, 57±60,  
  140, 142, 143, 144, 145, 149,  
  173, 174  
Action verbs, 106  
Actions necessary for success, 3  
Activities, favorite, 33±34  
Adaptability, 20, 54  
Anger, feelings of, 2±3  
Anxiety in new job, 172  
Appearance, 22  
Apprenticeship, 20  
Approval interviews, 136±137  
Assertiveness, 20  
Associations, joining, 174  
Attitude, positive, 22±23

### **B**

Bankruptcies, 1  
Blogger, 96  
Blogging, 96±97, 99  
Boundaries with work, 179  
Brand development, 19  
Bridge jobs, 25±28  
Budget, 21±22

### **C**

Career, compared to job, 6±7  
Career articles on the Web, 187  
Career blog, 96±97

Career management, 7±8, 11±12,  
  16±17

Career opportunities, web  
  resources, 186

Career options, 45±46

Career portfolio, 20

Career Potential process, 5±6,  
  28±29

Career strategies  
  dream job, 37±38  
  dream job description, 49±52  
  employer wish list, 46±49  
  ideal workday, 38±42  
  for paying bills, 25±28  
  stepping stones, 42±44

Career support, web resources,  
  186±187

Career transition, 8

Career web sites, 96±101

Careers, changing, 7

Celebrate new job, 172

Chronological resumes, 102±103,  
  107±110

Clarity, 10

Cold approach letters, 122

Commitment, 10

Communication, 178

Compensation negotiation, 152,  
  155±166

first round, 158±160

formula for success, 157

as a game, 13

practicing, 21, 175

- Compensation negotiation  
*(Continued)*  
 responsibility for, 135  
 second round, 160±161
- Compensation offers  
 evaluating, 161±162  
 value of, 163±164
- Competition between potential employers, 170
- Competitors, knowledge of, 13±14, 174
- Complacency, 9, 173±175
- Confidence, 10
- Consulting, 20, 27
- Contact list, 56, 72, 99
- Contacts, tracking system, 56±57, 90±92
- Contingency fee recruiters, 133
- Contract assignments, 27
- Cover letters, 121±131, 135
- Credentials  
 building, 12±13  
 maintaining, 174
- D**
- Denial, 3
- Departure statement, 55, 61±62, 64±65
- Depression, feelings of, 2±3
- Determination, 20
- Directory of Executive & Professional Recruiters, 134
- Disorientation, feelings of, 2±3
- Dissatisfaction, 8
- Domain registration, 98±99
- Dream job, 37±38, 49±52
- E**
- Economy, shrinking of, 1±2
- Education, 12±13, 19, 174
- E-mail, 19
- Employers  
 behavior in down employment market, 17±18  
 ideal, 46±49
- Employers' issues, addressing, 4, 21, 120±121, 150
- Employment agencies, 132±136
- Employment market  
 employers' behavior and, 17±18  
 weakness of, 1±2
- Evaluating Offers Worksheet, 167
- Exclusivity agreements, 135
- Executive search firms, 132±136
- Expectations, importance of, 6
- F**
- Facebook, 19, 98±99
- Family members, working for, 27
- Fear, feelings of, 2±3, 9
- Fit of job, 165±166
- Flexibility, 20
- Focus, 10
- Follow-up activities, 92±94, 150
- Foreclosures, 1
- Friends, working for, 27
- Frustration, feelings of, 2±3
- Functional resumes, 103, 111±112
- G**
- GoDaddy, 98±99
- Gratitude, 22
- Group interviews, 137
- H**
- Headhunters, 133±136
- Health questions, 141
- Help  
 sources of, 23±24  
 types of, 19
- Helplessness, feelings of, 2±3, 180
- Help-wanted ads, 115, 117±118

Hiring manager interviews, 85, 87, 136  
Home-based work, 28  
Hypothetical problems, 143±144

## I

Individual Development Plan, 178±179

Inertia, 9

Informational interviews, 136

Interest assessment, 32±33

Internship, 20

Interviewing, 136±151, 175

Interviews

commonly asked questions, 138±146

elements of, 137±138

follow-up steps, 148±151

health questions, 141

hypothetical problems, 143±144

negative statements in, 139

practicing, 21

preparation for, 138, 148

questions for interviewer, 146±147, 188±190

trap questions, 139±140, 143±145

types of, 136±137

## J

Job, compared to career, 6±7

Job boards, 117±118

Job choices, 45±46

Job description, 178±179

Job market, weakness of, 1±2

Job offers, evaluating, 166±168

Job postings, 115, 117±118

Job search binder, 118±120

Job Search Survival Toolkit, xiv,

28, 31±34, 37, 44, 49, 52±53, 57, 60±61, 64±65, 69, 71, 79,

84, 86, 89, 91, 92, 96, 120, 122, 161, 164, 167, 184±185

contact list, 56, 72

letters of recommendation, 56

networking script, 56

professional biography, 55, 65±70

professional references, 56, 73±79

resume, 53±54, 57, 101±115

target company list, 55±56, 66, 70±72

tracking system, 56±57

verbal presentations, 55, 61±65

written accomplishments, 55, 57±60

## K

Kennedy Information, 134

Kindness, towards self, 22

Knowledge, upgrading, 12±13

## L

Leadership roles, taking, 174

Lessons learned, 175±176

Letters of recommendation, 56, 73±77, 150, 174

LinkedIn, 98±99

Listening, 82±83

## M

Meeting agenda, 83±86

Meritocracy, 10±11

Mindset, importance of, 5±6

Mini-newsletter, 92±94

MySpace, 19, 99

## N

Need / want chart, 161

Negative statements, 139

Negotiation, 152, 155±166  
 first round, 158±160  
 formula for success, 157  
 as a game, 13  
 practicing, 21, 175  
 responsibility for, 135  
 second round, 160±161

Network Solutions, 96

Networking, 81±94, 174±175  
 contact list, 56, 72, 99  
 continuous, 174  
 with executive search firms, 133±136  
 follow up, 92±94  
 importance of, 15±16, 18±19  
 online, 99±100  
 process, 83  
 thank-you letters, 172  
 Web sites, 19

Networking script, 56, 88±89

Networking tips, 87

New job, 171±180  
 anxiety in, 172  
 assimilation into company culture, 176±177  
 avoiding complacency, 173±175  
 celebrating, 172  
 demonstrating value, 175±176  
 first ninety days, 176±177

Individual Development Plan, 178±179  
 job description, 178±179  
 professional goals and, 178±179  
 relationships with colleagues, 177

Newsletter, 92±94

No-sell selling, 88, 90

**O**

Odd jobs, 28  
 Offer interviews, 137

Online identity, 96±101  
 Online Identity Optimization, 98±101  
 Online job boards, 117±118  
 Online networking, 99±100

**P**

Panic, 3  
 Part-time work, 25±28  
 Passions and gifts, 34±37  
 Patience, 21  
 Paying bills, 25±28  
 Perfect match letter, 125±129  
 Perpetual Career Management, 11±12, 171, 173±175  
 Persistence, 21  
 Personal image, 22  
 Personal life, 179  
 Personal referrals, 135  
 Planning, importance of, 28±29  
 Positioning statement, 55, 61±64  
 Presenting to demonstrate skills and expertise, 174  
 Pro bono work, 20  
 Professional biography, 55, 65±70, 88  
 Professional development, 12±13, 19±20  
 Professional goals, 178±179  
 Professional references, 56, 73±79, 174  
 Proposal of service letter, 94±95  
 Punctuality, 150  
 Pushing harder, 8±9

**Q**

Qualifications  
 insufficiency of, 10±11  
 upgrading, 12±13  
 Questions for interviewer, 188±190

**R**

- Recognition, 19  
Recruiters, 132±136  
References. *see* professional references  
Referral letters, 122, 135  
Register, 98±99  
Rejection, 150±151  
Relationships with colleagues, 177  
Reminders, list of, 181±183  
Reputation, 19  
Research, 174  
    competitors, 13±14  
    emerging opportunities, 20±21  
    target companies, 66, 70±72  
Responsiveness, 20  
Resumes, 53±54, 57, 101±115  
    action verbs, 106  
    addendums to, 115±116  
    building blocks of, 103±105  
    chronological, 102±103,  
        107±110  
    chronological/functional  
        combination, 103, 113±114  
    examples, 107±114  
    functional, 103, 111±112  
    online, 99  
    recruiters and, 135  
    updating, 174  
Role-playing, 21  
Routines, 20

**S**

- Salary history, 157±159,  
    164±165  
Screening interviews, 136  
Self knowledge, 29±30  
Self marketing, necessity of, 11  
Self-care, 20  
Senior executive opportunities,  
    183, 186

**Skills**

- importance of, 5±6  
    upgrading, 12±13  
Social networking web sites, 19  
Stepping stone jobs, 42±44  
Strategies, list of, 181±183  
Success  
    actions necessary for, 3  
    formula for compensation  
        negotiation, 157  
Success file, 177

**T**

- Tangible results, 175±177  
Target company list, 55±56, 66,  
    70±72, 88  
Teaching, 19, 27  
Technology  
    and contract work, 27  
    leveraging, 19, 96±101  
Telephone meeting agenda, 83±86  
Telephone references, 73, 76,  
    78±79  
Temporary work, 25±28  
Testimonial statements, 151±154  
Thank-you letters, 150, 151, 172  
Tips, list of, 181±183  
Tracking system, 56±57, 90±92  
Trade organizations, joining, 174  
Trap questions, 139±140, 143±145  
Turn-down letter, sample, 169  
Twitter, 19  
TypePad, 96

**U**

- Underemployment, 8  
Unemployment, expansion of, 1±2

**V**

- Value, demonstrating, 175±176  
Values clarification, 31

- Verbal presentations, 55, 61±65  
Vertical match letter, 130±131  
Victimization, feelings of, 2±3  
VisualCV, 19, 96, 99  
Volunteer work, 20
- W**  
Web log, 96±97  
Web portfolios, 99  
Web sites, 19, 96±101, 117±118  
Web-based resources, 183,  
186±187
- Weekly Productivity Tracking  
Chart, 183, 184±185  
Words to work by, 190±191  
Workday, ideal, 38±42  
Writing to demonstrate skills and  
expertise, 174  
Written accomplishments, 55,  
57±60
- Z**  
Zoominfo, 99

http://www.pbookshop.com

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>