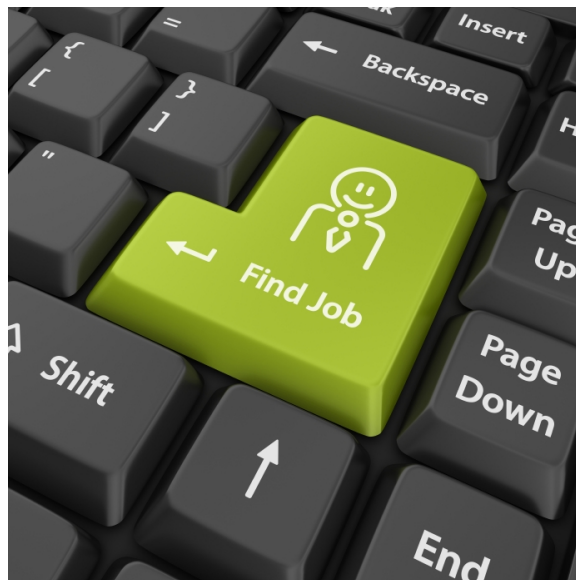


Jump Starting Your Job Search

- 1. Your Job Search is a Marketing Campaign.** Fine tune your marketing materials like your resume, cover letter, and social media profiles.
- 2. Business Cards Matter.** Since 80% of jobs are unadvertised, professional networking should be your number one job search priority. Professional business cards can leave a lasting impression.
- 3. Social Media Sets You Apart.** In 2010, 73% of recruiters said that they would use social media as part of their recruiting efforts. Update your social profiles as well as monitor your pictures & messages.
- 4. Blogging as a Professional Development & Marketing Tool.** Blogging is a great tool to demonstrate your knowledge in a subject, build a community, and market yourself for current and future opportunities. Your blog is a living resume.
- 5. Community is King.** Build relationships and always be marketing yourself for that rainy day when you need them. Your community, reputation, and relationships are all you have. Never stop marketing yourself because as professionals, we are always in the job market.



Jessica Miller-Merrell is an author, HR consultant and new media strategist who writes at [Blogging4Jobs](#). Her company, Xceptional HR offers social media strategies, human resources, and recruiting consulting with an eye on digital media. Jessica is the host of the [Job Search Secrets](#), an internet television show for job seekers on Sundays at 9 PM EST.