

Blogging for jobs- does it really work?  
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Blogging for jobs- does it really work?  
By JoAnn Hines The Chief People Packager

I just read an article about how job seekers are working to on their career searches by spending their time blogging. Isn't this an oxymoron? If they are spending their time blogging, it's no wonder they need a job.

The blogging craze is OK and I suppose it has its usefulness. In the few minutes I have to spare I have checked a couple of blogs out. Most are nothing more than news feeds on a certain hot topic. Yes, some are funny and exhibit clever dialogue but what's the point? I have my own stream of consciousness running through my head. I don't need two or three others in there competing with it. If I want to spill my guts out, I'll do it with family and friends not online for the whole world to see.

Don't forget once its "out there" it can come back to haunt you. I discuss the pros and cons of Internet job searching in my book "Be A Hunter and Capture the Perfect Packaging Job @ <http://www.packaginguniversity.com/pkgustorefront.htm#Books>

If you are seriously looking for a job you have to dedicate time and effort and utilize numerous resources and blogging may be just the ticket for you. But the bottom-line comes down to visibility. How you are getting your name out there? The secret lies in not waiting until you need a job and taking proactive steps in advance. We have jobs available that need candidates @ <http://www.packagingcareerhotline.com>

If your reply "no" to any of these 5 questions you need some "packaging yourself" help.

- 1) Have you written an article in your field of expertise this month?
- 2) In the last 6 months have you been contacted for and article interview our to become a speaker at an upcoming conference?
- 3) Has anyone contacted you for a job interview?
- 4) Have you updated your resume in the last two months?
- 5) Have you written a press release about what you are currently involved with?

If you answer no to any of these questions, you better get busy self promoting.  
Order our tried and true resources that can assist you in your professional visibility.  
Order "How to Become an Expert in Your Field at <http://www.packaginguniversity.com/pkgustorefront.htm> As a bonus we will send you "12 How To's that will simplify your life.