

The Dog Days of Job Hunting
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The Dog Days of Job Hunting

by JoAnn Hines Chief People Packager

Does a headline like this scare you?

<<... IP and other companies have shut plants, cut thousands of jobs, sold timberlands ... includes the potential spin-off or sale of its beverage packaging, >>

It should because the consolidation is not over yet.
Don't despair just because we are in the "dog days" of job hunting there are action items you can do now to keep yourself primed for.

FYI: Dog Days is the name for the sultriest period of summer, from about July 3 to Aug. 11. Named in early times by observers in countries bordering the Mediterranean, the period was reckoned as extending from 20 days before to 20 days after the conjunction of Sirius (the dog star) and the sun.

First and foremost is to learn to create your own opportunity you have to get your name out there. Just don't sit around waiting for the phone to ring.

Start with a vanity search and type your full name into GOOGLE. Get any results? If you have ever authored any articles hers is an insider's tip.

To see where your articles are posted go to GOOGLE and type "your name" + articles. Yes, use quotation marks around your name, then add the plus sign. You'll find articles you've written and articles written about you but not other references.

Disappointed??? Ready to get started with more visibility
Here are some self promotion ideas for consideration:

Write an article.

Make a speech.

Write a press release.

Enter a competition.

Get an interview.

Start an e-zine.

Get a personal website.

Pick up the phone and call old contacts.

Send out a clever "how are" you card.

Give a testimonial.

Attend a conference.

Does that give you enough ideas? Every day you should schedule at least one of the above activities. The summer is an ideal time to get started because work is a little less hectic.

For more self promotion tips order "The Packaging Yourself Workbook." Price \$29.95 (does not include shipping & handling which is calculated by cart)

<http://www.packaginguniversity.com/pkgustorefront.htm>

Regards,

JoAnn

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