

The Bullet Train to Job Search Success: Best in Class Online Identity Model

Susan Guarneri, Master Branding Strategist & Online Identity Mgmt. Strategist – AssessmentGoddess.com and Laura DeCarlo, creator of the Certified Professional in Online Job Search & Reputation Mgmt. course – CDI

@ResumeStrategy - #cdi11 Simple model for online identity management: Diagnose the calibre of existing identity, boost it, ditch the dirt

@LisaRangel - Anyone doing a #jobsearch needs to be following #cdi11 now to learn 15 Ways To Boost Your Volume & Relevance Online with @susanguarneri

@InscribeExpress - Take action to become #digitally distinct #cdi11 for maximum social media marketing and your #job search. #jobseekers #jobs

@ResumeStrategy - #cdi11 Tools for diagnosing online identity: <http://addictomatic.com> and <http://howsociable.com>

@InscribeExpress - #CDI11 Google loves photos, video, audio, or dynamic content. Raise your results #online. Not all content is equal!

@LisaRangel - From @susanguarneri use your about.me profile as a landing page to guide people to all the websites where you are online. #befound #cdi11

@kristinsjohnson - Modify profiles so that all of your sites are different. Don't just cut and paste. Otherwise Google might think ur spamming #cdi11

@ResumeStrategy - #cdi11 Tumblr - up and coming cross between twitter and blog #LatestHotestThing

@kristinsjohnson - Cool-->use <http://goldmail.com> to put voice in #LI profile #cdi11 boost #onlineidentity

@JobSearchCoach - Dynamic content will receive better search results than static content #CDI11

@Keppie_Careers: Check out Vizibility.com to improve your Google ranking. v @susanguarneri #CDI11

@ResumeStrategy - #cdi11 validation boost - testimonials on LinkedIn , BranchOut, Honestly, 360 Reach

@ResumeStrategy - #cdi11 - ditch the dirt by burying it: squeeze out negative results by filling up the first three pages with other stuff - volume, relevance

@Keppie_Careers - Remember: Co. called Social Intelligence is running background checks of your online history! #CDI11

Scary New World: Employment Puzzles and Challenges

Dr. David E. Altig – Senior Vice President & Director of Research, Federal Reserve Bank of Atlanta

@Keppie_Careers: David Altig, Sr. VP and Director of Research, Federal Reserve Bank of Atlanta to speak now at #CDI11

@LisaRangel - The new economy means you must create your own oppty and don't wait for #jobs to find to you. ATL Fed Res Bank says econ here to stay #cdi11

@JobSearchCoach: Adding 96,000 jobs per month will increase joblessness to 10% #CDI11

@CamilleRoberts - In every skill level category, the unemployment rate has doubled and has stayed doubled, not just college graduates. #cdi11

@ResumeStrategy: #cdi11 If we grow at 3.5%, it will take until 2016. 2 recover. If we grow at 3%, it will take until 2020.

@CamilleRoberts - Labor markets are like marriage markets. The first date might not be the one you want to marry! It's all about matching. @ David Altig #cdi11

@JobSearchCoach - If we continue to create 110,000 jobs per month then the unemployment rate stays at 9%. #CDI11

@ResumeStrategy: 44.6% of currently unemployed have been out of work for more than six months. Holy hannah batman. #cdi11

@ResumeStrategy - #cdi11 everybody that moves out the gov't bubble needs to move to another bubble, how fast can you do that? Shedding 20k gov't jobs a month

@tinanicolai - 44% college grads have skills for 85% of available jobs according to ACT skills gap assessment. @davidaltig #cdi11

Networking Hours of Power 1: The Rapid-Fire Strategy That Will Change Your Networking Outcomes Forever

Pat Schuler – The Gemini Resources Group, Home of Kick Butt Sales Training™

@dawnrasmussen - Put your networking targets in sight by focusing on most profitable and most fun clients; seek out same. #cdi11

@ResumeStrategy - #cdi11 Perfect fit exercise - where your most fun clients and your most profitable clients intersect, that's your business sweet spot

@kristinsjohnson - LOVING the great value proposition questions being discussed in @kickbuttsales session - Nice job, Pat Schuler! #cdi11

@ResumeStrategy - #cdi11 Asking questions is key to find the sweet spot. If u can't answer "what problem can I solve for this client" you won't close.

@kristinsjohnson - #cdi11 If you are closing 100%, you aren't charging enough. Raise your rates 10% at a time until you get to 80% <- that's your sweet spot

@ResumeStrategy - #cdi11 In networking or prospecting, every question should be designed to start a dialogue.

@dawnrasmussen - Amen. Emotional decisions engage people with you. #cdi11