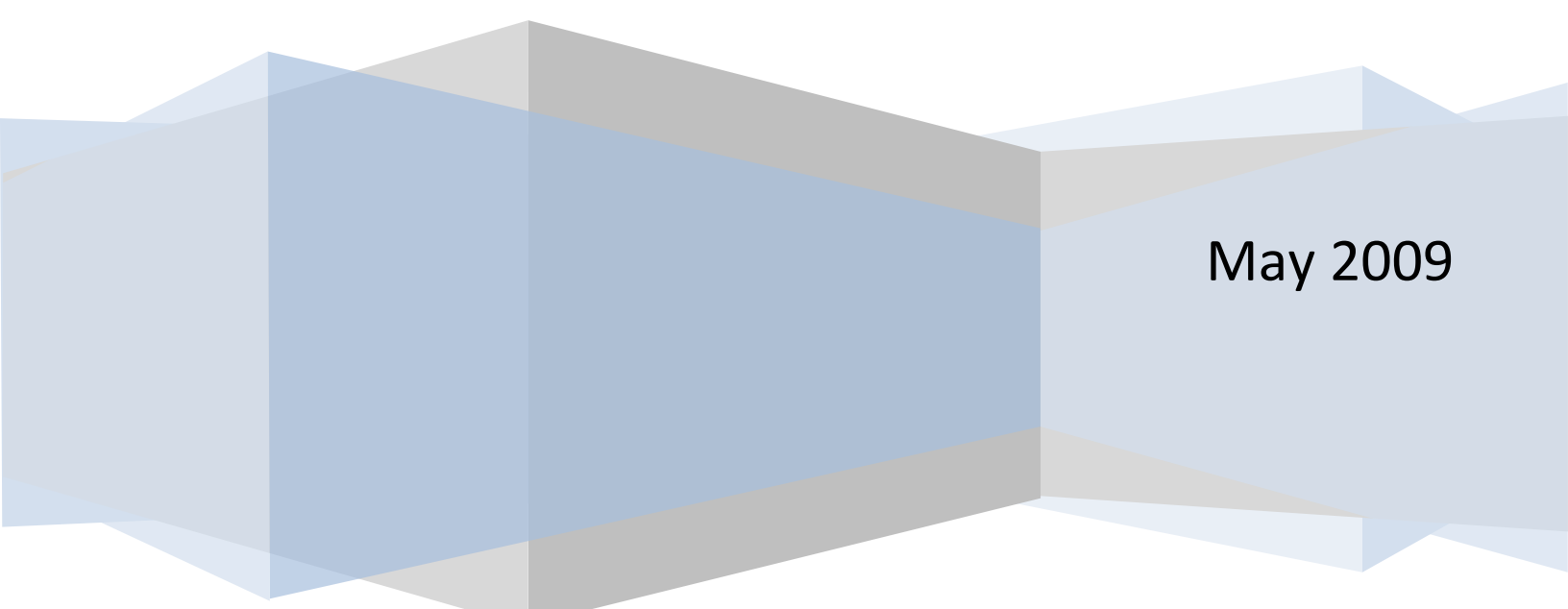


Service Solutions RM Ltd.

Internet Image Management

How to use online tools to improve your career
growth



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1 Technology Advancement

Rocket science? No, not really. But just like the early invention of the light bulb, the internet's, and subsequent internet technologies of the 21st century, have drastically changed our lives forever. In the past 20 years there has been a vast array of technological advances such as internet expansion, communications, media, and the music industry, just to name a few. These progressions have driven lower labor requirements, higher productivity, as well as elevated customer and supplier interactions. There are exciting changes everywhere! And with all of these breakthroughs, recruiters and human resource professionals have been forced to adapt their own methods and procedures to efficiently utilize these powerful technologies.

In today's progressive society it is crucial to market and protect a professional image. This text will provide both the insight as well as the understanding of approaching career growth within a technologically escalating environment. This is not expensive. It is simply adapting current advanced processes to what is already available in today's environment. This paper will demonstrate the tools used by recruiters and hiring professionals during the hiring process. This instrument of knowledge will prove to be invaluable in the individual quest to find the best job.

2 The Role of the Internet

Searching desperately through resume after resume in pursuit of that perfect candidate has become a daunting duty of the past. Hiring professionals are now taking on the roles of negotiators and advisors, utilizing the tools provided to them by high speed broadband internet. Software applications have become the most effective and productive avenues available in evaluating the most compatible candidate. Employers are now venturing beyond the resume and maximizing the internet's extraordinary capability to evaluate an applicant's character on a much more personal level. Background checks are a perfect example, allowing private information to become public in an instant.

While internet opportunities often promote the employer's perspective, these resources are readily available and offered to anyone interested and eager enough to take the time to learn how to navigate through this complex system. Job seekers today appear to be deficient in the most fundamental realization of self promotion. Marketing themselves in the existing workforce is essential in attracting today's recruitment professionals to their qualifications above all others.

3 New Workforce

In the past decade, there has been a shift in employment models. What was once job security is now deemed career instability? Cyclical work processes and cost reduction requirements offer more credence to a variety of full time, contingent, and intern workers to ensure companies are as efficient as possible. There are different kinds of workers in today's labor force. Skilled job seekers are fortunate to choose their own direction. The advantages and disadvantages of each option can be weighed based on lifestyle preferences.

3.1 Regular Benefit Employee

Regular Benefit Employee (RBE) - This person works at a set location, performing the same job, and subordinate to the same boss and company for several years. With this employment model comes regular paychecks, benefits, little travel, and an 80% comfort level that their job will be there tomorrow. Notice that job security was not on the list. As a product of the 20th century, job security was diminished by many large companies, due to the onset of the Gen-X crowd, ready and willing to move from company to company to achieve the right pay and desired work hours. Many companies began to cater to this new type of employee. They had to adjust their styles by which they governed the business.

3.2 Contingent or Contract Workers

This type of worker is an independent worker comfortable with short or long term assignments, and a less structured work environment. This person works for wage only and is not compensated with benefits, vacation, or job security. Without the overhead of employment tax, social security or benefits, companies will pay a higher wage to this individual. This worker tends to be more individually motivated, adapts to change and new situations easily, and has the ability to travel with more flexibility, allowing for a smooth transition from project to project.

3.3 CO-OP and Intern Workers

This type of worker is traditionally a full time college student that is interested in preparing for an industry specific career between school schedules. This person often works for the value of the experience and very little pay. Recognizing the significance of this knowledge, they will be armed with improved opportunities and an enhanced skill set necessary after graduation. This could be a photography student working part time with a very knowledgeable and successful photographer, learning the tricks of the trade. This is a valuable experience for future career markets.

Each type of worker has a place in today's companies, large and small. Corporations define their workforce with a balance of *RBT*, *Contingent* and *Intern* to ensure the most optimal business plan. This balance allows companies to manage the business with a streamlined workforce, increasing the workforce with increased business requirements, and keeping the workforce fresh with new employees. *Contingent* workers are more expensive to employ, but can be

removed quickly without any financial or public strain when required. For example, a company can hire hundreds of *Contingent* workers to help them get through a three month rise in business, and then settle back into their regular workforce when that project is completed.

If not properly balanced, this workforce element causes two very important issues, overall cost, and talent access. In today's element, companies are trying to get by with a workforce that is leaner than their business requires, and they become more dependent on contingent workers, which drives up cost. Secondly, access to the contingent workforce is difficult, most often requiring the use of a third party contract company to recruit manage and sustain these workers. This is done with as much as 20%-30% markup of the worth of the worker.

4 Recruiting Candidate Qualifying Practices

Employment shifts discussed above, coupled with new technology and internet accesses to personal information, provides quite a dilemma for recruiting professionals, as well as workers who wish to develop their career. One must first be aware of the tactics used today by the recruiting industry to review and qualify each candidate to be deemed acceptable for hiring in their company, as well as for their clients. There are several different company specific tools, but the one thing they all have in common is using the internet to capture information about a candidate that is not presented in a resume. This gives the employer the ability to see all aspects of the candidate, including what they do when not working, friends, habits and hobbies. Recruiters will use internet crawlers to scan public web sites for information that may point to habitual or personality traits. They will review social networking sites to see if they can find information about a candidate in unsuspecting circumstances that will help them understand all aspects about the candidate. Unbelievably quick and reasonably priced, they will use internet web based tools to review background history such as credit reports, criminal and traffic violations, educational and work history. Recruiters have all of the resources at their fingertips to qualify an impression of the candidate, both public and private. Individuals need to be prepared to know what will be uncovered that could lead to a negative impression.

4.1 Job Posting Practices

Companies are constantly looking for new personnel. Even companies that are downsizing are looking to bring in new talent and skills. Human Resource professionals utilize many different mediums to help in a candidate search using their own corporate and web based (i.e. Monster and CareerBuilder) job posting web sites. Recruiting professionals will post open and anticipated job opportunities to see what type of candidate pool is available at that time. Recruiters will search for candidates based on key words used in their industry and identifying those most likely to be qualified for the position. These professionals are careful about the use of keywords in resumes as some candidates will put in every keyword even if they aren't applicable so their resume will be reviewed. Over usage of key words are also a red flag for recruiting professionals. It is not always logical to have all of the keywords with a single skill set. Be careful with using acronyms and keywords.

4.2 Online Social Networking

Recruiting professionals often use all resources available to validate and certify that a candidate is a right choice; this includes every aspect of their life. There are legal reasons why an employer can't ask personal information during an interview, but nothing tells them that they cannot use references when reaching their decisions. The internet provides unique insight into an individual's personal life, beginning with social networking web sites. The recruiter will search social networking sites to see if the candidate has their own web space in MySpace, Facebook, LinkedIn and others, matching their online personality to their resume. Like it or not, this is a viable practice, and is used often. Recruiters will shy away from those candidates that are showing pictures of wild parties or if crude language is used on their page. However, by

showing a more professional or serious side to “after hours” life, a recruiter would be more likely to comfortably make a positive recommendation. It is also important in social networking to be selective about contacts. Great care must be taken to ensure all contacts made in the social networking site reflect a positive image.

4.3 Personal Networking

Recruiters will use the references provided to them, but also look for other references their tools can provide. This means that recruiters will look to their own network of professionals in the industry, talk to companies on the resume, known neighbors or friends, as well as people they find when researching on the internet. This includes personal and social network sites of friends and family. A recruiter’s main focus is to ensure that the people they recommend to the hiring manager for interviews pass stringent reviews, so they aggressively utilize every tool they have to make this determination.

4.4 Recruiting use of Internet Crawlers

An internet crawler is a term used to describe tools that browse from web site to web site, looking for keywords defined by the user, reporting back referencing web sites. All search engines (Google, Yahoo, Cuil etc.) use crawlers to research each website to consistently improve their keyword search indexing for the global network. Hiring professionals often use these software applications to research a person or company to get a better understanding from information stored on the web. This again provides an insight into the person or company from a more personal angle. This is information they wouldn’t know without the use of these resources.

4.5 Background Checks

Background checks on potential candidates are an important step in the recruitment process. This is often the last thing that a hiring company does before signing with the employee. However, any negative indications could result in expressed interest in the runner-up candidate. Recruiters often have contractual agreements with background companies to complete checks focusing on criminal, credit, educational, and work history. These inspections may also extend to drug testing when necessary. It can even extend to drug testing. Personal history and background may seem unrelated to a job, but to a recruiter it is further insight into the individual. In today’s competitive market, full disclosure could speak to the overall character of the candidate, easily making a difference between applicants. And in a very competitive market, it could easily make a difference between candidates. An Individual’s background will speak to their overall character. Again, the internet provides a wide variety of options for executing background checks. It is a very inexpensive tool that produces valuable information. During background checks, potential employers will find out everything about a candidate, up to and including traffic tickets, DUI, credit scores, arrest record, and marital status.

While background checks may seem invasive and irrelevant, they are a matter of public record. Employers may look at these items as indicators to an individual’s overall character. For

instance, a DUI may be an automatic disqualifier for a Financial Planners License, but other occupations this may not make a difference. What about applying for a position that will require a large amount of driving, or require the candidate to be able to rent a car? The number of traffic violations or drivers license status will be of interest to the potential employer.

There are many other things that can be discovered during a background check but most can be overcome by knowing what a background check will uncover. It is important to be prepared to answer any and all questions that may be discovered during this process. Under the right circumstances an individual may choose to disclose items from their background that the employer does not bring up, which shows integrity and promotes trust. It is recommended that all persons preparing to look for a new position have a full background check completed to see what it will uncover.

5 Job Hunting Preparation

This paper has discussed the types of tools and processes used by a recruiter when qualifying candidates. A job seeker should be prepared to make a positive impression regardless what the recruiter uses to qualify a candidate. Now let's look at the preparation a job seeker must follow to make the best overall impression. Job seekers should take advantage of all tools necessary to build and maintain a positive professional image.

5.1 Building Personal Network

Studies have shown about 70% of all positions are filled from recommendations made by social contacts. People build their social networks from birth, from lifelong friends, colleagues, family, and neighbors; all the way to the Golf Pro or Checkout Clerk. Conversations with immediate or extended network will often lead to new career opportunities. Individuals should let their social network know they are on the job market and what type of positions is of interest. The social network can expand the job search and bring new opportunities that would have gone unexamined.

Think about where neighbors work, what they do, what is their title, and what are they currently working on for their company. An individual should know these things when preparing for an interview. If looking to join their company, or another company of similar characteristics, this information will be helpful during an interview. Make sure this information is close at hand in great detail.

It is important to know what influence the network contacts have. For Instance, a Vice President of Sales may not have direct influence on an Operations position; however they may know someone in that area that with a good word, may be a valuable supporter. Job seekers will have to decide how and when to use the network.

When searching for a career change, the social network is a valuable tool, ensure to leverage it.

5.1.1 Essential Contact Information

If a personal network contact is used to connect to a hiring manager, the job seeker should know as much as possible about their personal and professional life. It is important to have this information about personal networking references at all times. Knowing the name of a person doesn't constitute knowledge of that person, and when using reference names it is important to be able to show that this reference trusted the job seeker with personal information. This often gains the trust of the hiring manager. Keep this information at all times, available to look up information at a moment's notice. Carrying a black book has gone out of style with the disco ball. Purchase a PDA, or better yet a mobile device that can be used to instantly pull up private information about a reference, like their home phone number, spouse, children's names etc. It is also excellent to keep information known about this person such as hobbies, sporting events, professional wins/losses that will aid in discussions.

Suggested data that should be available:

Professional Data	Personal Data
Contact Information	Children's Names
Home Office and Mobile Telephone Numbers	Spouse Name
Home and Office Address	Spouse Occupation
Important Accomplishments	Hobby Details
Years in Industry	Social Club's
Company History	

5.2 Professionally written Resume

One misspelling, grammatical error, or punctuation being used incorrectly, could mean the difference between landing a new position and being just one of the many who did not. A professional written resume will ensure format, spelling, punctuation and overall presentation of your abilities. Many people have the talent to compose their own resume, given the proper formats and suggested outline. If striving to achieve that extra edge, think about using a professional resume writer.

5.3 Background Checks

Every detail about people's lives is available on the internet. It is very easy for companies to research and uncover the things about candidates' past that may have been forgotten, or are hidden. Removing an employee is very difficult, costly and painful; therefore when employers find interest in a candidate, they will run background checks to see if there are any lingering issues that they will inherit an individual is hired. Employers will look at criminal, drug, educational, work history, credit history and others depending on the position they are filling. Once a mistake happens, it's there and won't go away; there isn't anything that can be done about it. The next step is to be prepared, to be forthright and honest, and talk about what they might find. Try to turn negative information into a positive learning experience and portray the issue as resolved. Getting caught unprepared in an interview can result in a negative outcome. Preparing for all possible scenarios is important. For a relatively inexpensive fee (\$60 US average from verificationbureau.com) a background check can be obtained by a job seeker just as easily as by an employer. This will eliminate the element of surprise. Once armed with this information a job seeker can determine a positive spin on whatever this future employer asks during negotiations. There may also be inaccuracies to what is reported, which should be resolved with the appropriate agency, and explained in the interview.

5.4 Social Networking

Social Networking web sites have taken on a different appeal to both consumers and employers alike. Often, these sites are used by recruiters to look at personal lifestyles, so the recruiter can better understand the person they are considering for an important position. If neglected, it can provide negative information to an employer. Social networking can be used to the job seekers benefit by ensuring that these sites present a positive professional image. Most of these sites are public and allow little control over who can review profiles. At this time only PZhone.com is by invitation only.

It is important to use these social networking web sites to present a positive image in your personal, family, and professional environment. . When making a hiring decision, a recruiter will want as much information about a candidate as possible. If this recruiter feels they know a candidate better because they have more information, this candidate will have a competitive advantage. It's not mandatory, however it provides an impression this candidate is current and using the tools and technology available to them.

Many of these sites are public and allow little control over who can review profiles, making all profiles available to anyone searching by name. At this time PZhone.com provides an invitation only web site securing your privacy.

5.4.1 LinkedIn

www.linkedin.com provides a professional networking environment that touches most all industries and companies. At this site a job seeker can provide the reader a profile of their professional career, educational, and work histories. As with all social networking sites, this information is public and is used for networking with others. Job seekers can join professional, alumni, and networking groups, extending their network and contacts to further career contacts. This is a very valuable professional web social site.

5.4.2 Facebook

www.Facebook.com is an individual personal social networking site focusing on personal contacts, family, and friends. This is more family oriented and provides a real perspective into what is important and valuable in an individual's private life. It is important to maintain a positive message from this site, as old college antics are often found, but do not have a positive position in the business world.

5.4.3 MySpace

www.Myspace.com is focused for personal and business use. Like the others, myspace.com is a public forum where one can design a site from a personal perspective, or create a business front page.

5.4.4 PZhone

www.PZhone.com puts a different spin on social networking sites, and rounds all relevant information into one single place. PZhone.com is a secure web site that keeps information

private as an invitation only web site. It allows job seekers to invite others to their presentation page. PZhone provides the ability to pull all relevant professional data together and present it in a non-commercialized format that is perfect for representation to customers and prospective employers. With PZhone.com, a job seeker will present major skills and accomplishments, references, resume's, video resume, action blogs, online social networks, and several other features. Also included: an e-mail address that is more associated to a professional environment than hotmail, yahoo , and others. This is the place to present a complete professional image to potential employers.

5.4.5 Put presentation URL's in all social networking sites

When designing social networking sites, job seekers will want to find a way to embed the links to these sites on each network to make it easier for the reader to link information together. This single action will go a long way when projecting a professional image and helping the hiring professionals see all relevant information...

5.5 Using e-mail to communicate with prospective employers

Job seekers should use all communication mediums available to connect with potential employers, including email. It could be a good way for initial contact, as well as getting a resume to a potential employer.

Emails used in the course of normal business are more informal in nature, but when communicating with a potential employer, one should take great care to ensure a professional email format is used (12pt Arial, black color is standard). Be brief and to the point. Remember that the hiring manager will be reviewing many different resumes and will most likely not read a long email. Remember to customize every e-mail to each employer. As one resume will not work for all jobs, one email will not work as well.

5.6 Use of Blogs

One of the most used networking tools today is blogging. A blog is a chronological event bulletin board that notifies readers of different topics as defined. In the context of presenting a professional image, it is suggested to start a blog that chronicles experience about the job seekers' industry and technology of the target areas. For example, a photographer can use a blog to tell the readers about their equipment, and a weekly update about their experiences. This will allow readers to see further into the job seekers thinking process and shows their dedication to this style of networking and sharing. The more shared, the more they will be noticed and more people will begin to provide leads into new career paths. This method can grow into the most valuable tool available.

5.7 Interview Notebook

In an interview with a prospective employer; a historical view of accomplishments stored in a tidy workbook is a valuable tool. This would include school and training certificates, award certificates, letters of recommendation or achievements, resume's, and anything else that will

help show hiring companies the candidates' skills, experiences, and expertise. This will go a long way to impress a future employer.

5.8 Showcasing Benefits

Studies show that setting up a personal web site that can highlight talents and skills improve interview possibilities. Preparing a work profile, publish a professional picture, highlight strengths, and even setting up a video resume allows a job seeker to speak directly to potential hiring managers.

With a professionally developed web site one will be able to send potential employers directly to a web address providing much more insight than any resume could ever deliver. A web URL should be included in all social networking sites, blogs, profiles, resume, and business cards inviting potential employers to review your portfolio.

5.8.1 What to Showcase

A web site should contain a personal profile such as name, email address, phone contact information, general title such as Operations Executive, what types of projects worked on in the past, major accomplishments, and links to the resume, references, and social networking sites. It should also include a professional portrait. In short, a brief look at the job seekers career. This site should include everything an employer would want to know about a candidate. This will separate the job seeker from the other candidates.

5.8.2 What to say in a video resume

A video resume should be more than a read out of a career profile or resume. This is a perfect time to tell a potential employer more about career goals, as well as elaborate on accomplishments. Charts may also be included to get the major points across. Some may choose to say a few things about family and personal, such as introducing the spouse and children, and/or talking about involvement in church or community.

Be careful to keep it completely professional at all times. Be aware of the backdrop and surroundings while making a video. As much as a video resume can help land a job, it can also eliminate people from the running quickly. Revealing items about one's life that may not be very professional could remove the job seeker from consideration immediately.

6 Resume Preparation and Usage

One of the most important factors in job hunting is a resume. It is important that the resume is clean, easy to read, send the right message, and uses the correct key words, and acronyms.

6.1 Post Resume

The first step in a job search will be to develop a resume. All resumes should include strengths, purpose, and highlight career accomplishments. Make certain to accurately reflect all items in the most positive light possible. Once the resume is prepared, it should be posted to job search web sites such as Monster.com or Career Builder.com.

6.1.1 Resume Design

The resume is the most important factor when looking for a new job. This is the first impression with a potential employer. The resume is an introduction to skills and abilities; it must be as readable and informative as possible. The resume should directly reflect the format that traditionally reflects the job level and occupation. A well written resume and negotiation can make the difference of several thousand dollars in salary, so it is preferential to have a professionally written superior resume that will set the right impression. There are several affordable professional resume writers, such as resumeprowriters.com, which provides several resume alternatives to fit every budget. If a professional resume is not an option, several books and software applications in the market can provide formats for all occasions. Be sure to use a dictionary and thesaurus to ensure the correct spelling, grammar and word usage.

6.1.2 Multiple Resume Formats, Data

Remembering that the same resume does not always fit all situations, can be instrumental in securing a desired position. Each position applied for should reflect the format best showcasing the candidate's accomplishments, skills, knowledge, and experience for that particular vacancy. For example, when applying for a position outside the applicant's direct experience or comfort zone, highlighting those skills that focus on that industry's needs will have a greater impact. One size does not necessarily fit all!

6.1.3 Have Available ASCII and Word 2003 Formatted documents

When a resume is customized for a new job opportunity, keep the resume filed and stored separately in both ASCII and Microsoft Word 2003 formats. Many companies will put resumes into their information system, and they do not always purge and store the information in the same way, creating risk that the job seeker might not be positioned correctly. This can be resolved by providing a standard ASCII version of the resume that can be easily uploaded and stored. Also provide your recruiter a formatted version in Microsoft Word 2003 so recruiters can view the resume as intended. Use Microsoft Office 2003 specifically, because most companies have Microsoft Office 2003 compatible software. Don't allow a resume to be eliminated because it cannot be retrieve.

6.1.4 Cover Letter and Interview Thank You Letter

Always use a cover letter stating desire to work for their company, highlighting skills and accomplishments relevant to their company. In addition, always have a follow-up thank you letter prepared to send after the interview. This demonstrates respect and thoughtfulness, as well as a generous display of value in relation to their vacancy. Viewing this action as an insight to the character of the applicant, many hiring professionals will disregard perfectly qualified candidates that do not practice this simple gesture.

6.2 Paid and Unpaid Web Sites

The internet provides several options for posting resume's electronically. Many sites are free to post a resume, and some will even allow people to search job postings for free, such as Monster or Career Builder. There are also many sites that require funding. Pay sites are usually specialty sites focused on industry or professional levels which provide special access to higher paying jobs.

Complimentary sites allow free opportunities to upload a resume and search for job postings. More often overcrowded, these sites can be difficult to navigate. Supporting all salary levels, these free sites can be utilized to introduce more resumes to a vast majority of inquiring employers. However, free access to these web site services often bury most resumes so far down that they are rarely reviewed by the employer. While this complimentary web site posting should always be explored, it should never be relied upon as an absolute link to a potential employer. Some examples of free sites are www.Moster.com, www.Jobs.com or www.careerbuilder.com.

Pay sites sometimes allow resume uploading, but do not accommodate a job listings search without a subscription to their services. These sites also initiate superior credibility by promoting more selective procedures, such as scrutinizing job seekers wishing to upload their resumes, as well as employers posting jobs and searching the resume database. These web sites are often theme managed by industry, salary, or professional levels. Some examples of free sites are www.executiveregistry.com and www.ladders.com.

It is extremely important to update a resume or profile every few weeks to ensure that it remains tagged for review by as many potential employers as possible. Hiring companies monitor these resume repositories looking for recent modifications and/or additional resumes, in search of new possible candidates matching their desired qualifications.

6.3 Corporation Supported Job Boards

Individuals may also post directly to the company web sites of their choice. These job boards are often linked from company web sites. Traditionally a company will post recent open positions and let people send resumes to the company's human resource organization. Most companies will let anyone search for their publicly posted jobs and also allow uploading of a

resume for a specific job posting. To find these job boards, find the company web site and search for careers.

Most positions posted on company boards seem to be open and available to the general public. In reality, many of these positions have already been filled and the company is satisfying a general requirement to look outside the company for fresh employees. When interested in a position, it is well worth the time and effort, to contact the hiring manager. Call the published number from their web site and ask to speak with a hiring manager or recruiter to discuss the position. This not only provides insight into this position, but also provides an opportunity to present a positive impression. Often when another position becomes available, the recruiter or the hiring manager may specifically consider those people who contacted them directly. Protocol suggests subsequently contacting the recruiter or hiring manager reaffirming interest and desire to be interviewed for this position.

6.4 Networking within the Target Company or Industry

When applying for a new position, make inquiries into any personal and/or social networking sites you may have at your disposal, specifically looking for anyone currently associated with that company. Providing a brief description of the available position should successfully result in the origin of the employer posting the vacancy. They could also provide a valuable recommendation to the hiring manager.

As previously mentioned, studies have shown about 70% of all positions filled are from recommendations made by social contacts. Since most positions today are filled by personal/professional recommendations directed to the hiring manager, networking is more important than ever.

7 Closing

In today's eternally progressive society, "Keeping up with the Jones's" takes on a whole new level of anxiety. But it doesn't have to. As an infinite informational highway, the World Wide Web is a staggering triumph to what has become one of the only avenues worth taking when in pursuit of a new profession. Our daily routines must undeniably change along with the extraordinary advances made in what is now a world of consistently revolutionized technology. Recruiting and the Human Resource Industry's recognize this and have adapted some of these innovative tools to their already stringent hiring practices, discovering new methods of improvement in hiring the most qualified candidate.

This paper has illustrated the means to which the aggressive job seeker can utilize this information, manage their professional image, and increase their likelihood of career growth. No single "tactic" may work on its own, but when combined with all, or even some of these practices, the odds of finding that perfect job will increase significantly. Always review and resolve issues that the hiring manager may refer to before it is too late. This is crucial to the success of the job hunting process. Knowledge is POWER!

As discussed in this paper, changing times call for changing measures; and this includes the search for professional satisfaction. Begin by building a secure online professional portfolio that generates interest, as well as a positive professional image. Creating profiles, blogs, and video resumes, are just a few technological advancements recommended if the job seeker wishes to be competitive in today's demanding job market. PZhone.com is great place to pull all of this information together and present it in a secure, invitation only environment.

Rocket Science? No, Not really. But, unlike the light bulb, after implementing the exciting and inventive tools in this paper, you **will** be discovered in the 21st century.