

NEWS RELEASE

FOR IMMEDIATE RELEASE: November 26, 2008

GET INTO THE HOLIDAY SPIRIT FOR A NEW JOB

With unemployment at 9% in Michigan, 8% in California and 6.5% throughout much of the country, with the stock market gyrating up and down day to day, and with serious concerns about additional bailouts and layoffs weighing on the nation, “job” shopping is a holiday priority for many. Even though a layoff or job change can put a real damper on one’s Holiday spirit, now is not the time to slow your networking and job search efforts.

Total Career Success, a career management firm specializing in helping individuals transition to better jobs for better pay and advance their careers, encourages job seekers to use the holiday spirit to their advantage. Sheryl Dawson, COO of Total Career Success and co-author of *Job Search: The Total System, 3rd edition 2008*, shared, “A common misconception about the Holiday season is that business ceases when the festivities begin. The holidays are a social time, with parties, association functions and increased travel. Smart job seekers use these holiday events to reconnect with old friends as well as develop their professional and personal contacts. Networking during the holidays more than any other activity will further their job hunt and position them to be ahead of their competition come January 2.” She recommends the following tips to ensure success in holiday job searches:

- Attend holiday parties and join the festivities. You can make excellent contacts, which may otherwise take weeks to uncover. Given that the number one reason people find new positions is a positive attitude, be sure your holiday spirits include being positive and upbeat about your future.
- Be open about your job search and share information not only about what you are seeking, but exchange information you have gained which can benefit others. Remember giving is better than receiving, and in this situation it will create better results for you!
- Use your holiday cards, hardcopy or electronic, to update your friends, associates and family on your current status. A note on a card is an upbeat way to get the word out. Then follow-up to personally exchange greetings and contacts.
- If you’re going to be traveling, plan ahead, notify potential employers, and let them know you’ll be in town and would like to drop by. The out-of-towner has the psychological advantage over someone locally.
- Don’t hesitate to network with potential employers during the holiday season. With many companies in the midst of budget planning, managers may have tips on positions opening after the first of the year. And with company activities slowing during the holiday, it can be an ideal time to call a manager who may be catching up in his or her office.
- Don’t fall into the temptation to wait the holidays out by surfing the internet. Online job leads are most productive when integrated with your networking. And be careful when posting your resume on the internet – many online resume services are not

secure. Be sure the internet sites on which you post your resume have a posted privacy policy.

- Use the holidays to organize your job search. Do your homework, research companies, and be prepared for increased activity after the first of the year.

Ken Dawson, CEO of Total Career Success and co-author of *Job Search: The Total System*, said, "Whether out of a job or anticipating the "axe", you shouldn't use the holidays as an excuse not to pursue new opportunities. Many job searchers make the false assumption that the holidays are a bad time to search. Rather than slowing down job search activity, step up the pace." Following the techniques of *Job Search: The Total System*, job seekers can use the holiday season to organize their job search campaign, target companies, formulate strategy, establish their goals and develop an action plan. Ken Dawson went on to share, "The holidays can actually be an ideal time to prepare your job strategy so you can enter the New Year confident of your ability to sell yourself. The goal is not to simply get a job, but to advance your career and get a better job for better pay!"

Sheryl Dawson added, "Of course the holidays are a perfect time to make contacts. Job seekers shouldn't think they'd spoil the fun by letting people know they're looking for work. With a cheerful attitude and a professional approach, a holiday job seeker has a definite edge over those who wait until after the New Year. Most of all, constructive activity helps eliminate the temptation for the job seeker to get down in the dumps during the holidays. No one likes a party pooper! Stay positive, flexible and proactive. Remember, you only need ONE job so do not focus on the unemployment statistics. Rather, focus on what you have to offer an employer – your skills, competencies and value. If your industry is down and you must consider alternative careers or industries, concentrate on your transferable skills. There is a job or opportunity that is right for you."

About Total Career Success, Inc.

Total Career Success, Inc. is a career management consulting firm offering a comprehensive range of online and consulting products and services for individuals seeking to advance their careers and obtain jobs. Ken and Sheryl Dawson are principals of Total Career Success and authors of *Job Search: The Total System*, 3rd edition 2008. They have served corporations in outplacement and career development as well as talent management for 30 years through their consulting firm Dawson Consulting Group headquartered in Houston, TX. They also host a VoiceAmerica internet radio show presenting a broad range of career and job search issues.

For more information, visit <http://www.tcsworldwide.com/mediahome.shtml> and <http://www.dawsonconsultinggroup.com> .

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