

**FOR IMMEDIATE RELEASE**  
**August 26, 2009**

***Total Career Success with Ken & Sheryl Dawson —***  
**VOICEAMERICA INTERNET RADIO**

***August 31, 2009 Show Features Jan Vermeiren, Bestselling Author on***  
***“How to REALLY use LinkedIn”***

Houston, TX – Jan Vermeiren, founder of Networking Coach and international bestselling author of “Let’s Connect!” and “How to REALLY use LinkedIn”, will be featured on [Total Career Success](#), an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, August 31. The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement. Jan shares the essentials to effectively utilize LinkedIn to:

- Get new customers
- Find a new job
- Keep in touch with your network
- Expand your network
- Discover new suppliers and partnerships

The most valuable website giving you networking support on a professional level is LinkedIn. Over 45 million people have a LinkedIn profile with that number expanding daily. Understanding how to use LinkedIn to achieve your goals is extremely valuable. Jan provides a step-by-step plan to get immediate results. In addition to the basics, Jan provides advanced techniques to optimize your investment of time in using LinkedIn.

Show co-host Sheryl Dawson shared, “Jan makes the use of LinkedIn less intimidating – anyone can do it! He does not approach it from a technical perspective, but as a pragmatic networking imperative. When you use LinkedIn as he recommends, it is like opening your network contacts’ address books!”

Co-host Ken Dawson added, “Jan’s networking approach parallel’s our recommendations in [Job Search: The Total System](#), which is to be totally committed to the process and to the people in your network. What you value is what brings a return. If you value your relationships, you accelerate the power of networking whether face-to-face or through an online resource like LinkedIn. Listen to the wisdom of Jan and enhance your network, advance your career and build your business.”

The show will air live at 11 a.m. - noon Central on August 31, 2009. To listen, please visit <http://www.voiceamerica.com> and search for Total Career Success. The archived show will be available for replay or download at the Total Career Success website, or from iTunes <http://www.itunes.com/podcast?id=311541702>

**About Jan Vermeiren, Networking Coach & Bestselling Author**

Jan Vermeiren is the expert in Belgium and the rest of Europe when it comes to networking and referrals. He is the founder of Networking Coach and according to HR Tribune one of Belgians top 10 speakers.

Jan and his team provide key note presentations, training courses and personal coaching about networking and referrals, and also advise organisations on how to stimulate networking at events and how to integrate networking in their sales and recruitment strategies. Clients include large international companies like Alcatel, Deloitte, DuPont, IBM, ING, Mobistar, Nike, SAP and Sun Microsystems as well as small companies and freelancers.

Jan is the author of the networking book "Let's Connect!" the networking CD "Let's Connect at an event!" the "Everlasting Referrals Home Study Course" and the new book "How to REALLY use LinkedIn." The US version of "Let's Connect" reached the Amazon best seller list with a number 2 position in marketing books and number 9 in management books. Jan was the first Belgian author to reach this ranking. "How to REALLY use LinkedIn" broke this record with a number 1 position in the category "Sales & Selling" and number 2 in "Job Hunting & Careers".

Jan is also a guest lecturer in the international MBA programs of Vlerick Leuven Gent Management School (Belgium) and RSM Erasmus University Rotterdam (the Netherlands). He is regularly interviewed about networking and referrals by media including Belgian national television, newspapers, magazines such as Forbes, job sites and Chambers of Commerce publications.

For more information, visit <http://www.networking-coach.com/>

For a free light version of the book "How to REALLY use LinkedIn", visit: <http://www.how-to-really-use-linkedin.com>

### **About Total Career Success**

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on [World Talk Radio](#); the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are [Ken and Sheryl Dawson](#), principals of Total Career Success, Inc. and authors of [Job Search: The Total System](#), 3<sup>rd</sup> edition. They have served corporations in outplacement and career development as well as talent management for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations.

For more information, visit <http://betterjobbetterlife.com> and <http://www.dawsonconsultinggroup.com>

###



**2850 Horizon Ridge Parkway  
Henderson, NV 89052  
888-344-8278**

**Contact: Katie Keyser  
Public Relations  
PR@tcsworldwide.com**