

Use Job Seeker Tools to Find Search Assignments

If you are a job seeker, the Jobs area of LinkedIn has some interesting features. The best is the fact that you can access SimplyHired (www.simplyhired.com) through LinkedIn and then view who in your network is connected to those



Powered by SimplyHired, the web function in job searching is powerful!

companies.

For instance, if I go to LinkedIn.com and click on Jobs, I can enter keywords to see what jobs have been posted on LinkedIn that fit my criteria. At the top of the results is a tab that says, “The Web”. Clicking here allows me to access SimplyHired and view thousands of jobs that meet my criteria.

Here’s the best part—if I click on a posting that looks interesting, at the top of the posting it tells me how I

am linked to that company. I can then click on the number of connections to view the people in my network that are connected to that company! Instant warmer call!

Once you click on the connections, you also have the option to save the search so if the group itself is interesting, you can keep that as an ongoing search.

This is another great way to leverage LinkedIn to find searches!

Creating Your Research Strategy

IF YOU COME ACROSS THAT PERFECT CANDIDATE, CALL NOW. DON’T WAIT UNTIL YOU HAVE THE LIST!

quire more effort on your part.

To take advantage of the millions of people on Twitter, start with the Twitter yellow pages at

www.twellow.com. You can find people by area, interest and, if they added

it, position.

To find people on other social media, hit a search engine like www.wink.com and see who you can find.

Once you reach about 250 people, start contacting them. Some of the sources will provide email addresses and sending email is a great first step. On a daily basis, only send as many emails as calls you can make the next day as you want to target each candidate with contacts in both phone and email so they can respond in the man-

ner they are most comfortable.

While you are sourcing, if you come across that amazing candidate that is everything you wanted, call them NOW. There is no point in waiting until you have the whole list if the person is on target. But be sure you are ready with your pitch, etc. If you would rather test it once, do that first.

Really mapping out your research strategy can help you make sure you are successful and timely in all your searches.

SUCCESSFUL Networking

I know—I said THAT N word. You know how, right? Sure—we all do. But people don’t. So let’s just cover the basics.

If you attend a trade show, meeting or seminar, try to get the attendee list in advance. Look for people you want to meet and create a “hot sheet” for yourself. Find those people and you had a successful event. If you can’t

get the attendee list, be sure to start conversations. Sitting next to someone at a session? Ask them what they do. Sitting at the table for lunch? Be the first to introduce yourself (TIP: Just introduce by first name and company. It is too hard to catch first and last AND company and remember it all). Start conversations everywhere you can and be interested in what the other person is saying. Be sure to get

their business card before you walk away.

If your networking is over the phone, schedule a time to talk and call it a Networking meeting. Kick it off saying you want to know more about what they do so that when business opportunities present themselves, you can share THEIR expertise (and mean it). And then listen. Treat it like an

The New Virus and Malware Threats (and how to stop them)

The most recent virus and malware threats are even worse than their predecessors. Appearing to be legitimate warnings of security problems and viruses detected on your computer, a popup appears alerting you to the problem. That is your first clue you have a problem.

There is a great tool to help detect these problems and fix them. Download Malwarebytes at <http://www.malwarebytes.org/mbam/program/mbam-setup.exe> and run it periodically on your computer. It

can detect these new threats and remove them.

There are several reasons these malware programs are bad. First, when you click on the message you are taken to a website where you pay \$25 for a piece of software to “remove the threat”. The malware creators then have your credit card and use it until they can’t anymore.

The other problem with this malware is if you don’t clean it off, it deletes the files on your computer

that actually runs programs (called executables). Over time you will lose access to everything although your data is secure. If you let it go, it generally means having a professional clean it and that means big money. Get Malwarebytes today!



Thanks to the Geek Police for the link and more information on malware.

SUCCESSFUL Networking



interview and feel free to take notes. Most of the time the person will ask you next and because you listened and cared, they will do the same. You will also have more information for how to tailor your answers to fit their needs. If at the end of the meeting they realize THEY need you, bravo!

Regardless of the method of communication, be sure to follow up with them as soon as possible afterward. Since you have their email address on their business card, send an invitation to connect via LinkedIn or other social media. If you offered to send them information or to provide something, be sure to do that as quickly as possible. If you meet with someone and they have an email within 24 hours thanking them for their time, they know they made an impression on you, you DO follow up and you are on top of things.

When networking in person, I carry a flat metal business card holder, a thin

Sharpie marker and always have pockets. The business card holder acts as a table to write on anywhere I need to be, the sharpie can write on any type of business card without smudging, and I can put my cards in one pocket and the other people’s in the other. I write anything about the person, what I committed to do, or notes I want to remember right on the business card itself. Then when I follow up, it is all on the card and easy to manage.

Be sure your follow up is personal and expresses your personality. I recently got a meeting with someone because we were both new to the organization. My follow up note said, “Us newbies need to stick together”. That small change in the standard “nice to meet you..” message was just a little different than the other follow ups he received and I got the next meeting (and two referrals so far).

And finally, don’t stop once the connection has been made. Be sure to send little notes, hints, tips and tricks to the person based on things you know. Recently I connected with a

recruiter locally through LinkedIn. I saw she had a position and recommended a candidate. The recruiter actually sent me a note AFTER the interview to thank me for the referral. The candidate DIDN’T GET THE JOB. Now that was classy.

Networking is a really powerful part of your strategy to get clients. Putting the effort into it will pay off greatly in the long run.

NETWORKING

- ◇ **Bring business cards**
- ◇ **Put yours in one pocket and the ones you collect in the other**
- ◇ **Have a small, thin Sharpie marker so you can write on anything**
- ◇ **Put notes on the cards themselves so they don’t get separated**
- ◇ **Follow up immediately**

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The Pedestal Group

Putting our clients where they belong.

The Pedestal Group was founded to answer a need we saw in small businesses to have a source for help. That could be how to find and integrate the right technology, how to better hire and manage people, how to set goals and create a strategic plan, or really attack and own your marketplace.

Our team has worked in a variety of industries including staffing, recruiting and executive search, retail, technology, healthcare software / IT, higher education and franchising and the consistent theme we have found it is very hard to see the forest for the trees. In small business, that is compounded by the number of resources available.

Our approach is unique in that we don't just say it is all about the customer, it really is. The Pedestal Group puts our customers on a pedestal – right where they belong. That isn't to say the customer is always right because that is an adversarial relationship – in our case, we always come to agreement. We are always in a partnership with our clients but also remember who's the most important – YOU.

The Pedestal Group - Putting our clients where they belong.

The Pedestal Group Gains Inbound Marketing Certification

The term “Inbound Marketing” has appeared on the scene as the “new” way to market a business. In the past, people made cold calls and interrupted what others were doing to get a chance to pitch their business. While



**Congratulations
to Kathy!**

no one loves doing that, it worked. Today, it is much easier for people to block, filter or ignore those kinds of messages. And the concept of Inbound Marketing was born.

Inbound marketing deals with putting your information in the right places with the right messages so that when a person has a need, either they or someone they know will recommend you.

The benefits to inbound marketing are huge—customers come to you rather than you go to them, they come with their need for your services in hand, and they have more realistic expectations because they found you thorough your information. The challenges are the time it takes to create the material, being in the right places, and giving the programs the time they take to get up and running.

Kathy Breitenbucher of The Pedestal Group recently received her certification in Inbound Marketing from Hubspot Marketing. 5,000 people participated in the class but only 500 passed the exam.

TPG is fully prepared and able to help you jump into this new area of marketing and advise on what tools will work best for you. Feel free to call 330-952-1121 for more information!

(NOTE: Two other people who passed are Ginni Garner of Sanford Rose Associates—Cleveland East and Jon Breitenbucher of The College of Wooster.)