



Job Search 2.0

Coaching Services...

Whiting Consulting is offering coaching services to its candidates. This includes how to search for a job in today's market. With the invention of Web 2.0, there are many vehicles and tools a candidate can utilize to find a new opportunity; the way a person looks for a job in today's climate has changed.

First, the market is very competitive. You have to be proactive and think outside of the box to be seen and heard. You can no longer wait for a person to contact you, or just apply to random job postings that you see online or in the mediums. You have to immerse yourself in the marketplace and be heard. Our coaching services mentor you on how to utilize Web 2.0 technologies to run an effective job search.

Our coaching services cover:

- **Resume Review:** Your resume is one of the most critical pieces of marketing materials to leverage in your search. It needs to be Flawless, highlighting your successes to the prospective employer. We will give you recommendations on how to set your resume apart from the competition.
- **Networking:** How to go about it, how to leverage your existing network and how to approach a prospective employer.
- **How to utilize LinkedIn, Facebook, and Twitter:** These are great tools to utilize within the marketplace, however it is critical utilize these social media sites correctly. We will show you how to leverage these tools to your success as well as giving recommendations on how your profiles should look, what groups you should join, and who you should be networking with.
- **Blogging:** Blogging is a great way to be heard within in your area of expertise and share your knowledge within your area of expertise. We will give you recommendations on how to leverage blogging within your job search.
- **General advice:** On how to prepare for an interview, follow-ups, and tracking your prospects.

Why utilize Coaching Services?

We have been helping people find new careers for the past 15 years. We have leveraged these tools to find to find you, and we can teach you how to find your next employer. These tools allow people to see who you are, understand what you do, and see how you will help their company meet their business objectives and succeed.