

● Ask America's Ultimate Experts

Q "Help me get a job!"

The job market may still be competitive—but there are openings waiting to be filled! According to the job site Indeed.com, postings are up 119% in the past year! Here, career coaches share tricks for finding great opportunities, crafting an attention-grabbing résumé and impressing any interviewer:

1 Uncover the hidden opportunities!

Popular job sites like Monster.com and Hot Jobs.com have loads of postings—trouble is, they also attract loads of applicants! Instead, career experts Hallie Crawford and Roy Cohen suggest:



Taking advantage of Twitter!

Most Americans now spend more time on social-networking sites than they do e-mailing, a recent survey found. That's why more employers are looking for job candidates using Twitter! And finding those opportunities is easy: Just head to one of the new Twitter job search engines, such as TweetMyJobs.com or TwitJobSearch.com. Enter the position you're after, and the sites scan postings for you. You'll find thousands of possibilities: A recent search for an executive assistant in San Francisco delivered more than 2,500 job postings!

Networking the new way!

By volunteering! The secret is choosing the right organization and taking on larger tasks that really show off your skills, says Hallie Crawford. For example, are you looking for a job in the healthcare industry? Offer to help with a hospital's fundraising event. That way, you'll be expanding your professional network. Do a great job, and they're likely to recommend you to their peers and colleagues!



Our expert panel



Certified career coach **Hallie Crawford** helps clients create a career path tailored to their passions. She's regularly featured on Fox, CNN, Yahoo Hot Jobs, *The Wall Street Journal* and *Forbes.com*.



Career expert **Roy Cohen** has worked with clients from Wall Street, retailing and fashion, publishing, law, consumer products and entertainment. He's also been quoted in *Business Week* and *Money Magazine*.



Ann Mehl is a certified career coach specializing in life and career transitions who assists individuals looking to jumpstart their careers. She's also been an expert on Martha Stewart's *Whole Living* program.

2 Secrets to a standout résumé!

Once you find a potential job, you'll need to make sure your résumé is eye-catching. And a few simple tricks are all it takes, say Crawford, Cohen and career coach Ann Mehl. They suggest:

Adding color!

Employers spend just 30 seconds reading a résumé, but you can trick them into lingering over yours by brightening it with a touch of red or blue! That's because the human eye is drawn to bright colors—especially when they appear in a sea of black and white! But don't go overboard—keep your text black, then underline your previous job titles in red or divide sections with a blue line.

Sneaking in key phrases!

Not sure how to word your résumé? Surprise! Employers actually tell you what to say! Just repeat some of the same phrases from the ad, such as "increased sales" or "improved productivity". Many companies use a computer program to search for submissions with key words—and only those with them are reviewed by human resources, says Cohen.

Saving it the right way!

A huge pet peeve of employers? Résumés that open in a jumble of words—which can happen when you e-mail a résumé in a format that's incompatible with the company's computer programs. The easy fix: Save it as a PDF! Your formatting will be preserved so you know exactly what the employer will see when they open your file. If your computer doesn't offer a PDF option when you click on print, simply visit FastPDF.com. The site converts small files!



Never forget this . . .
A thank-you e-mail that arrives right away—before a decision is made—and repeats your interest in the position!



3 Surefire moves to impress at an interview!

Got an interview scheduled? To put your best foot forward, our experts recommend:

Dabbing on a citrus perfume!

In a recent study, prospective employees spritzed with heavy floral, sweet or musky scents often did not get the job—but women sporting light citrus scents were almost always successful! Here's why: Experts believe a whiff of citrus helps you to feel more alert and optimistic—and it works on the interviewer, too, leaving her with a positive feeling! On the other hand, more overbearing scents are a distraction. Try: White Citrus Perfume, \$29.99 at Buy.com.

Wearing a red accessory!

Studies show that seeing the color red gives you an instant boost of confidence, strength and power! The key is not going overboard with a red suit or dress—too much of the color will make you appear intimidating and unapproachable. Instead, add a small accessory, such as a red bracelet, scarf or belt, to your outfit.

—Jennifer Leonard

