



CAREER BOUND SUCCESS, INC.

Job Search Strategies

Discover your competitive advantage by collaborating with Arlene Newman, President of Career Bound Success, and her team. We work with professionals, alumni, and college students providing them with skills to successfully land jobs!

With more than 20 years of Human Resources experience, we coach clients on resumes, interviewing, networking, personal branding, and negotiating competitive salaries.

Top 4 Personal Branding Tips

What is personal branding? Why in today's challenging job market is it important to leave a lasting impression?

Personal Branding is marketing yourself by knowing your strengths and conveying what differentiates you from others as part of your job search campaign.

To brand yourself successfully:

1. Identify and understand your:
 - Unique traits
 - Areas of expertise
 - Needs of your target audience

Jump Start Your Job Search

- [Career Exploration](#)
- [Resume Preparation](#)
- [Networking Skills](#)
- [Interview Training](#)
- [Salary Negotiation Skills](#)
- [On-Boarding Skills](#)

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www.CareerBoundSuccess.com

info@careerboundsuccess.com

Tel: 212-288-7566

Career Bound Success, Inc.
845 Third Ave., Sixth Floor

2. Prepare your concise elevator pitch - a 30 second to 2 minute speech summarizing your:

- Background
- Experience
- Career objectives

3. Create your contact networking list - identify individuals from:

- Friends and family
- Work and professional organizations
- Colleagues and alumni groups

4. Maintain your brand by:

- Keeping in touch with your contacts
- Updating your personal information
- Engaging in value adding activities

Remember, building and maintaining your personal brand is a continuous process!

To learn more about other job search skills...[more](#)

