



TAKE CHARGE OF YOUR CAREER

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FIVE TIPS TO REV UP YOUR CAREER THIS FALL

Summer is coming to a close. Career coach and author Ford R. Myers offers the following tips to get your career back on track this fall.

Haverford, PA (September 7, 2016) – September is right around the corner. That means it's time to hang-up the beach bag, dry out the swim trunks, and focus on career advancement.

Ford R. Myers, Career Coach, Speaker and Author of "Get The Job You Want, Even When No One's Hiring," (John Wiley & Sons, <http://www.getthejobbook.com>) offers the following five tips to help job seekers get out of their summer "career coma" and focus on fall career success:

1. **Create and Control Your Internet Image.** Whether it's LinkedIn, YouTube or Facebook, every professional should have an online presence. Most employers research job candidates on the Internet before making hiring decisions. Therefore, it is vitally important that you take control of your online identity, and carefully monitor the "personal brand" you're building on the Internet.
2. **Invest in Career Coaching.** It might seem that career coaching would be a luxury in this difficult economic climate, but actually, this might be the best time to get some career coaching. A qualified Career Coach can help you get totally clear on your objective, differentiate yourself from the competition, market yourself effectively, get the offer, and negotiate the best compensation.
3. **Tune into the Network.** Early fall is one of the best times of the year to make new connections and find new opportunities. With folks returning from vacation and refocusing on work, there are many fall networking functions, planning meetings and group events. These are ideal environments in which to build your network.
4. **Perform an Internal Career Audit.** September is a perfect time to take an honest look at your career – where you've been, where you are today, and where you'd like to go. Identify new goals based on your own definition of career success, take action, and then follow through.
5. **Update Your Career "Tool Kit."** Most job seekers use only their résumé as the cornerstone of their search because their other "tools" are weak or nonexistent. But there are many other documents you should have in your "career tool kit" – accomplishment stories, positioning statement, one-page biography, target company list, contact list, professional references, letters of recommendation, and more. These items are important not just to land the next job – but also to maximize your long-term career success.

"There really couldn't be a better time than September to launch a professional job search. Hiring managers are back in their offices making employment decisions for the fall and early 2017," says Myers.

For more information and other useful tips for achieving career success, visit
<http://www.getthejobbook.com>.

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PHOTO LINKS: A headshot of Ford R. Myers and an image of the GET THE JOB book cover can be downloaded at the bottom of: <http://www.getthejobbook.com/ford-myers-media/>.

FORD MYERS’S YOUTUBE CHANNEL: <https://www.youtube.com/user/careerpotential>

ABOUT: Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation’s largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of **Get The Job You Want, Even When No One’s Hiring**. More information is available at: <http://www.getthejobbook.com> and <http://www.careerpotential.com>.

AVAILABILITY: Greater Philadelphia Area; nationwide by arrangement via telephone. Available for interviews in print, television and radio.