



TAKE CHARGE OF YOUR CAREER

FOR IMMEDIATE RELEASE!

CONTACT: Ilyse Shapiro
(610) 649-1778
ilyse.shapiro@verizon.net

CREATE YOUR ONLINE IDENTITY IN SIX EASY STEPS

Career Coach, Speaker and Author Ford R. Myers Says That Job Seekers Who Make the Most of the Web are Those Who Land the Best Jobs.

Haverford, PA (October 4, 2016) – With the advent of electronic resumes and the ability to search the Internet, employers and recruiters have become more proactive in searching out top candidates, rather than waiting for good candidates to contact them.

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/>) says, “Having a strong Web presence is a great way to differentiate yourself. You’ll stand out as a tech savvy, smart self-marketer.”

Myers suggests implementing the following six strategies to optimize your online identity.

1. **Own your name.** Register a domain in your own name – www.yourname.com. From here, you can build a Web site, establish an online career portfolio or create a Blog, all of which will be easily searchable by your name.
2. **Write your way to the top.** Develop a professional career Web site that includes your Professional Biography, Accomplishment Stories, Resume, Testimonials and other credentials. A job search Blog can act as an online journal where you share your professional activities, expertise, opinions and resources.
3. **Upgrade your resume to the online world.** Internet technology enables your career management strategy to include a visual and engaging portfolio about your career. Include links to companies for which you’ve worked, significant career achievements, your articles, presentations, case studies, recommendations, references and awards.
4. **Move your contact list online.** Use Facebook, Twitter or LinkedIn to establish a visible and searchable professional profile. Once this is done, leverage these social media web sites to expand your network, build more connections, and increase your visibility.
5. **Keep your online identity clean.** Remain constantly vigilant about what you do and say that could end up on the Internet. In today’s world, people are always listening and cameras are always on, so beware.
6. **Track your online identity.** Set up a “Google Alert” to notify you each time your name is featured on the Internet. Monitor what is being said or written about you, and track any changes in your online identity.

“Your online identity is a form of capital, much like your intellectual capital and financial capital. To that end, it can be grown slowly and steadily over time, which will eventually produce the positive results you want,” says Myers.

For more information and other useful tips for achieving career success, visit

<http://www.getthejobbook.com>.

#####

Copyright © 2016, Career Potential, LLC. All Rights Reserved. Permission to Reprint: This article may be reprinted, provided it includes the following attribution: Reprinted by permission of Ford R. Myers, a nationally-known Career Coach and author of “Get The Job You Want, Even When No One’s Hiring.” Download your free bonuses now at <http://www.careerbookbonuses.com>.

#####

CONTACT: Ilyse Shapiro, ilyse.shapiro@verizon.net, (610) 642-7427 (PA); or Ford R. Myers, contact@careerpotential.com; (610) 649-1778 (PA), or <http://www.careerpotential.com>.

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.