



TAKE CHARGE OF YOUR CAREER

**FOR IMMEDIATE RELEASE!**

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**‘TIS THE SEASON FOR CAREER GROWTH**

*November/December Found to be a Fertile Period for Effective Job Searches*

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**Haverford, PA** (November 20, 2014) – Contrary to popular belief, the holiday months of November and December are actually ideal times to develop and leverage new contacts for a job search. It’s a huge mistake to NOT pursue your search campaign during the holidays.

Ford R. Myers, Career Coach, Speaker and Author of “Get The Job You Want, Even When No One’s Hiring,” (John Wiley & Sons, [www.getthejobbook.com](http://www.getthejobbook.com)) says, “Many job seekers don’t realize how important it is to perform a search during these months. There is little to no competition. Companies are completing their budget planning for the next fiscal year, so it’s a great time to get in front of hiring managers. And, many executives have to fill openings by the end of the year or they may lose the budgets for those positions.”

Myers offers the following four tips to help job seekers make the most of this all-important time for career transition.

**1. NETWORK**

There are many social and community networking events in November and December, including charity fundraisers and holiday events. Most professional associations have a party for their December meetings, with a different spirit than the more formal presentations offered throughout the rest of the year. The corporate Christmas party also presents an exceptional opportunity to connect with colleagues and network!

Myers cautions, “Do not bring a resume to these events. Rather, create a simple, tasteful business card with your name, phone number, e-mail address and LinkedIn link. A business card will leave a better impression than a resume at these events, which are more social in nature at this time of year.”

**2. VOLUNTEER**

There are many volunteer opportunities around the holidays. This is a good way to help other people, to feel good when you need a boost, to have a renewed sense of purpose during your search, and to meet other professionals.

**3. CALL PEOPLE**

Myers notes, “I have a colleague who was starting a business who used the day after Thanksgiving to make both follow-up calls and cold calls. She found that whoever was at work that day was not only available for a conversation, but was grateful to speak to someone.” Even if many people are away for the holidays, those who are at work may have more time to speak with you.

#### 4. SEND HOLIDAY CARDS

This is the time to send cards to everyone on your list, including search firms, human resource executives, industry colleagues and hiring managers with whom you have spoken or met over the past year. Whether you choose to send paper cards or electronic cards, don't let these people forget you.

“When choosing a holiday card, pick a seasonal, nondenominational theme that works well with people of all religions. If you're using paper cards, put a return address on the card so the person can reach you. Don't write about your job search in the card. And, mail the cards early in December so yours will be received in time for people to invite you to their holiday get-togethers,” adds Myers.

“There really couldn't be a better time than November or December for a job search. Those in the position to hire are ‘out of their normal environment’ and more willing to talk about work in a more relaxed setting,” said 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/>.

**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.