

[Get free] Job Search Career Building Workbook: 2016 Edition - Mastering the Art of Personal Branding Online via Blogging, LinkedIn, Facebook, Twitter More

## **Job Search Career Building Workbook: 2016 Edition - Mastering the Art of Personal Branding Online via Blogging, LinkedIn, Facebook, Twitter More**

*Jason McDonald*

*audiobook / \*ebooks / Download PDF / ePub / DOC*



DOWNLOAD



READ ONLINE

#1210542 in Books 2016-05-12Original language:English 11.00 x .68 x 8.50l, 1.54 #File Name: 1533265143300 pages | File size: 66.Mb

**Jason McDonald : Job Search Career Building Workbook: 2016 Edition - Mastering the Art of Personal Branding Online via Blogging, LinkedIn, Facebook, Twitter More** before purchasing it in order to gage whether or not it would be worth my time, and all praised Job Search Career Building Workbook: 2016 Edition - Mastering the Art of Personal Branding Online via Blogging, LinkedIn, Facebook, Twitter More:

1 of 1 people found the following review helpful. So Grateful that Jason McDonald Shares His Vast Knowledge and Experience! 300 VALUABLE WORTHWHILE PAGES!By Kindle CustomerI always look forward to new publications from the SEO mastermind, Jason McDonald. He presents complex technical information in an easy to

understand manner that is punctuated with his special brand of humor. I have been on his webinar list for many years and find his live presentations to be equally as informative and entertaining as his books and workbooks. Jobs are still difficult to find in 2016, and likely will remain elusive for some years to come. Jason's **JOB SEARCH CAREER BUILDING WORKBOOK** provides job seekers a plethora of options, tips, tricks, and solid suggestions that will greatly increase the likelihood of the reader getting hired into a lucrative position. Three Hundred Pages (right, not the 7 or 12 page garbage often titled **THE ULTIMATE JOB SEEKER GUIDE TO THIS AND THAT** or some such crap!) chock full of real plans and strategies that incorporate your web presence and social media savvy. OR, if you have neither, Jason will guide you into building both a compelling web presence and social media platform that will get the attention of potential employers. Unless you are four years old and still pitching temper tantrums for a living, this workbook is for you! If you follow my reviews on , you know I am very harsh on the garbage producers. This workbook is flawlessly written and formatted. The material is professionally presented without fluff or filler. That is because Jason is not some **GET RICH EBOOK AUTHOR**.....he lives this stuff on a daily basis. He teaches classes online and offline, conducts routine webinars, and has provided a gracious **OPEN DOOR** to his **HUGE, BULGING BRAIN** and all the information within. Jason has the Heart of a Teacher and the Spirit of a Helper. You can get the answers you seek, and turn them into a lucrative career. 2 of 2 people found the following review helpful. Everyone can use this! By KaiCie First off, let me brag about shipping. Some orders take months to get here, some take a couple weeks, but this took days. The reason I feel the need to mention this is because the quicker you order something and it ships, the quicker you can get down to it, right? With this, chances are you'll received it and be able to make life-changing altercations in the shortest amount of time possible. Great, huh! The content is just as to-the-point as the outside is. However, though the content doesn't waste time adding unnecessary side stories and irrelevant information, it's far from boring! I find it very entertaining to read, and it's all broken down into blocks, sections, subsections, and tutorials. It's a very step-by-step guide with literally anything you will need. To my surprise, McDonald even included snapchat and pinterest which aren't considered legitimate platforms as widely as that of or youtube. Within these, he even mentioned programs you could use to boost the effects of using the applications. As you can see, he left no details out! He guides you step-by-step, showing you exactly how to either boost your presence for potential job recruiters, or shows you how to build your own brand into a legitimate, functional essence. All in all, the genius behind this book (as well as quite a few others- check them out, seriously!) is not one to doubt. He covers every single point, prepares you for any possible outcome, and is ready for any question you may have- with a very thorough answer! If you need help creating an "Internet you", making yourself known through the usage of social platforms, or touching up the dynamics you already go by, this is for you! It's well worth the buy. 2 of 2 people found the following review helpful. The all in one Book... The only book you need if you are a job seeker By Mayur Pahuja This book has everything you need for finding job as things gone digital, so your social life is also necessary This books gives you info on ...How to utilize social media What employer and employees think how do they search for new seekers and How job seeker should search it How to use SEO for your job seeking This is only book you need This Book is cleanly written, plain English easy to understand This book covers all the aspects of job finding from A to ZA real 5star book

**Job Search and Career-building made EASY: Step-by-step Directions to a Better Job and a Better Career** Learn how to hunt for a job or build your career using **PERSONAL BLOGGING** or a **PERSONAL WEBSITE** in combination with **LINKEDIN, FACEBOOK, TWITTER** and **SOCIAL MEDIA MARKETING**. It's a new **INTERNET AGE** and time for a new way to job hunt that leverages the power of the **INTERNET** for **PERSONAL BRANDING** Enter the **JOB SEARCH and CAREER BUILDING Workbook** Blog your way to powerful personal branding. LinkedIn your way to hiring managers, employers, and key decision-makers. Facebook your way to motivate friends and family to find you a better job, and Twitter your way to journalists, bloggers, and key decision-makers who know where the jobs are before they are ever announced. Never has a job hunting guide made this process easier to follow! **WHAT YOU GET** Personal Branding - learn how to define your online personal brand image. SEO - master the art and science of a personal website and blog using search engine optimization techniques to propel it to the top of search engines like Google, Yahoo, and Bing. LinkedIn - do more on LinkedIn than just have a strong profile; use LinkedIn as your 24 hour networking system to propel your message in front of hiring managers, employers, and other key decision-makers who can get you a great job or a cool career promotion. Facebook - think Facebook is just for friends, family, and fun? Think again, as the Job Search and Career-Hunting Workbook will show you how to leverage Facebook to network your way to your next great promotion. Twitter - understand how to use #hashtags and @handles to attract the attention of journalists, bloggers, hiring manager, employers and anyone else active on the Twitterdom. 2016 Updated Edition - up-to-date coverage of SEO (Search Engine Optimization) and Social Media Marketing for job hunting and career building. **FREE Job Search Tools** - includes access to Jason's Job Search and Career-hunting Resource Book - a \$29.99 value! **Step by Step Worksheets** - more than just a book, the Job Search and Career-building Workbook includes worksheets to guide you step-by-step in how to use the Internet to get a better job. **TABLE OF CONTENTS** Quo Vadis? The Internet You You Are a Brand Be Found. Look Cool. Party On: Creating a Content Marketing Machine Your Website: Using Your Website, Blog, and SEO for Personal Branding LinkedIn: the No. 1

Online Job Career Site Facebook: Your Friend (or Your Enemy) Twitter: Tweet Your Way to Career Success The Other Parties: YouTube, Instagram, Pinterest More Your Plan: Making a Personal Job Search and Career-building Plan Appendix: The Job Search and Career-building Resource Book The author, Jason McDonald, has instructed thousands of people in his classes in the San Francisco Bay Area, including Stanford Continuing Studies, as well as online. Jason speaks in simple English making it EASY to leverage the Internet to build your personal brand and get your next perfect job. Got questions? Google Jason McDonald and send an email. Peruse the other Job Search Books - Job Hunting for Dummies, What Color is Your Parachute, The 4-Hour Workweek, Cracking the Coding Interview, So Good They Can't Ignore You etc., - they're great, they're good, but they don't include powerful step-by-step worksheets, links to tools, and the free Resource Book.

About the Author Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When hes not surfing the Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area. Learn more about Jason at <https://www.jasonmcdonald.org/>.