



100 Conversations for Career Success: Learn to Network, Cold Call, and Tweet Your Way to Your Dream Job

By Laura M. Labovich, Miriam Salpeter

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This book helps job seekers manage their day-to-day job search and professional networking, both in-person and online. Job seekers who need this book know they should be reaching out to employers, following up, cold calling employers to ask for meetings, and connecting on social media, but are stuck on the how! Authors and career experts Miriam Salpeter and Laura Labovich will provide communication protocols (scripts, templates, and outlines) to teach what to say and write when contacting people and companies during job searches. Perhaps more importantly, it showcase various approaches, right and wrong (based on real-life scenarios), and include details about how to connect in person, over the phone, via email, and via social media sites, including LinkedIn, Twitter, and Facebook.

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- Sales Rank: #97325 in Books
- Published on: 2012-09-16
- Original language: English
- Number of items: 1
- Dimensions: 9.01" h x .52" w x 5.98" l, .61 pounds
- Binding: Paperback
- 288 pages

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Editorial Review

From the Inside Flap

Praise for 100 Conversations for Career Success

"Are you looking for work? Meet your two new best friends: Miriam and Laura. Passing over vague, useless advice, these two zero in on the specifics of how to make the right connections and what to say once you do. If you want to have a successful job search, begin with this book."

-- Anita Bruzzese, USA Today columnist and author of *45 Things You Do That Drive Your Boss Crazy*

"It's all about how you communicate when it comes to landing your dream job, and if you've got even the slightest trouble in this area get *100 Conversations for Career Success*. From cold calling to leaving voice mail messages to nailing phone interviews, Laura Labovich and Miriam Salpeter have figured it out and offer their smart insights and advice. This book will seriously help you diminish those sweaty palm moments during your job hunt."

--Eve Tahmincioglu, career writer for Today.com and MSNBC.com, and CareerDiva.net blogger

"In today's world of multiple communication methods and ever-changing digital etiquette, *100 Conversations for Career Success* is a fantastic resource. I recommend it to any job seeker seeking expert tips, detailed scripts, and honest advice."

--Lindsey Pollak, author, *Getting from College to Career: Your Essential Guide to Succeeding in the Real World*, lindseypollak.com

"*100 Conversations for Career Success* is a must-have for any job seeker. In the book, Miriam and Laura walk you through the most challenging part of the job search process--starting conversations with people you know (and don't know) who can help you find a job. I was particularly impressed with the level of detail they provide in scripts you can use to effectively communicate your message. Don't wait until you need this book to start reading it!"

--Sharlyn Lauby, SPHR, CPLP - president of ITM Group, Inc. and author of the blog *HR Bartender*

"With *100 Conversations*, Miriam and Laura have given job seekers what they've never had before--the ultimate resource for reaching out to contacts and potential new connections. With detailed examples and scripts, this invaluable guide will help jumpstart a new job search or revitalize an ongoing one. I highly recommend it."

--Liz Lynch, author, *Smart Networking: Attract a Following In Person & Online*

"There's no single path to securing a job anymore. This book will help you learn how to present yourself better to employers so that you can get your dream job instead of settling."

--Dan Schawbel, Managing Partner, Millennial Branding and Author of the international bestseller, *Me 2.0*

"While you've been networking since the first day you asked a new classmate for a toy in pre-K, knowing what to say and how to say it can get complicated--especially when you're exploring opportunities and trying to sell yourself for a new job at the same time. This quick start 'where you need it' guide, provides you with strategies and openers that will enable to you to go from tongue-tied to a master of effortless conversations--from cold calls and LinkedIn introductions to how to gently say no and recommend someone else when

you're not the right person for the job. Read it. Study up. And go out and land your dream job."

--Chandlee Bryan, Co-Author, The Twitter Job Search Guide and Career Coach at BestFitForward.com

"Far too many job-seekers are flummoxed by the questions, 'But what do I say?' and 'How do I say it?' when it comes to the conversations they need to be having to propel their job searches. They are often stymied to the point of stalling or derailing their searches. Now, here comes *100 Conversations for Career Success: Learn to Tweet, Cold Call, and Network Your Way to a Dream Job* as their salvation. Job-hunters no longer need fumble for words as they learn to communicate effectively in situations ranging from networking, cold-calling, informational interviewing, and through social media. This book will rescue many a job search."

--Katharine Hansen, associate publisher/creative director, Quintessential Careers, quintcareers.com

"This engaging, practical book gives job seekers exactly the tips they need to handle every challenging job search situation--and there are many! From the crucial 20-second pitch to politely leveraging your network for job referrals, from cold calling to mentoring others, this book has it all, in a very accessible format. Highly recommended.

--Heather Krasna, author, *Jobs That Matter: Find a Stable, Fulfilling Career in Public Service* and Director of Personal & Professional Development, Gabelli School, Fordham University

"What great advice! Laura and Miriam have given us a gift. Even the most inept networker, job seeker, and career novice will come out looking and acting like a pro if they follow even 10% of the suggestions in the book. I will be recommending this book to all my Career Development Facilitator certification students, and will pay close attention to these tips to move my own career forward."

--Janet E. Wall, EdD, CDFI, MCDP, President and Founder, Sage Solutions, and CEUonestop.com

Users Review

From reader reviews:

Joyce Morton:

The book *100 Conversations for Career Success: Learn to Network, Cold Call, and Tweet Your Way to Your Dream Job* can give more knowledge and information about everything you want. So why must we leave the great thing like a book *100 Conversations for Career Success: Learn to Network, Cold Call, and Tweet Your Way to Your Dream Job*? Wide variety you have a different opinion about publication. But one aim that book can give many details for us. It is absolutely correct. Right now, try to closer together with your book. Knowledge or information that you take for that, you may give for each other; you are able to share all of these. Book *100 Conversations for Career Success: Learn to Network, Cold Call, and Tweet Your Way to Your Dream Job* has simple shape but you know: it has great and massive function for you. You can seem the enormous world by open and read a reserve. So it is very wonderful.

Michael Dennison:

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Matthew Hansen:

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