

Tips for Keeping Your Name Out There

Candidates always ask: "How did you find me?" Others want to know why some people seem to get more offers. One way to make sure you are noticed is to be visible. Ways to do that include:

The Brokers: Identify the Recruiters for your industry/discipline and send a resume. Send a brief cover letter stating what type of position you would consider and the, geographic areas open to you.

Stay Active: Professional associations are a great way to increase your network and visibility. Be accessible and, if you can, be a mentor, speaker, committee member.

Advertise: Announce your promotions, awards etc. Let people know what you are doing. Professional/alumni associations as well as trade publications are great places to list your promotions, speaking engagements and awards.

Write. Write and Write: Bylined articles, feature stories, blogs all go a long way in getting your name out.

Stay in Touch: Don't lose touch with former co-workers and contacts. A note twice a year can turn into new contacts/new job leads.

The Online World: Being on social media sites is a part of life now. It is important that you are careful what information is listed but it is equally important that you check the site on a regular basis and answer email that come from the site promptly.

Volunteer: Volunteering outside your professional area can get you noticed by a whole new group of people.

Help Others: And they will help spread the word about you.

As communicators we spend a good part of our day getting visibility for our clients or our companies and we forget that we need to do the same. Be visible!