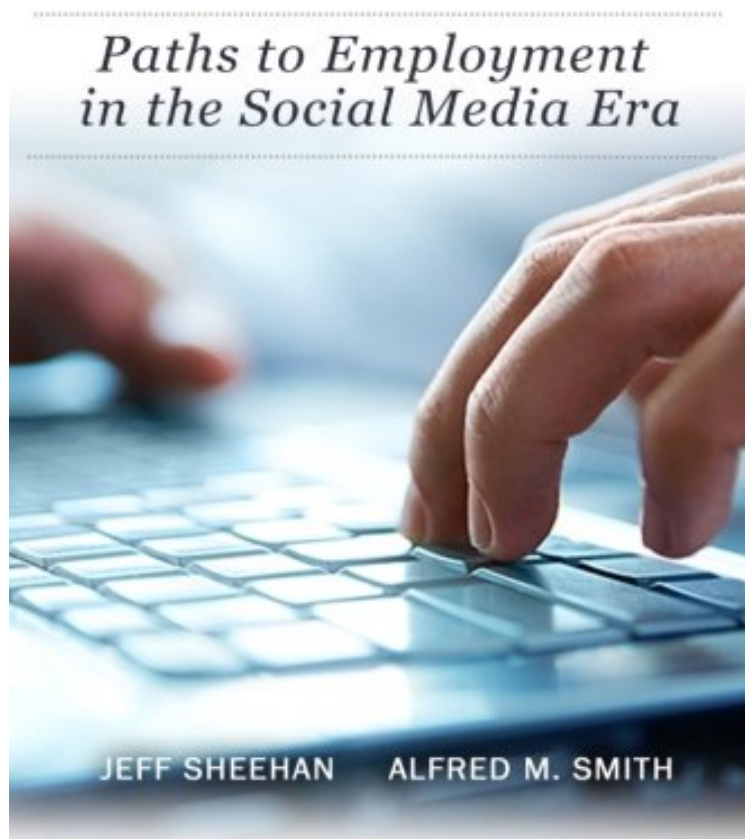


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HIRED! Paths to Employment in the Social Media Era is a 300 page plus look at the steps today's job seeker should take during their job search to secure employment in the social media era. Unlike so many published books claiming that there are only one or two effective ways to get a job, **HIRED!** presents a multi-faceted approach utilizing a myriad of tools. Each of these methods is discussed and explained so they can be implemented effectively, positioning you to secure a new position in the shortest period of time. The book covers a myriad of topics designed to accelerate the search. These include: use of personal assessments; keywords and Boolean searches; personal branding; use of job boards; targeting of positions and companies; resumes; Social Media including Google+, About.me, LinkedIn, Twitter, and Facebook; campaign maximization; interviews; alternatives to traditional jobs; and the future. There is also in-depth coverage of the enormous Hidden Job Market which is an area that is often overlooked, but where a majority of jobs actually exist. What's more, **HIRED!** gives real-life examples of successful methods and demonstrates how the candidate can incorporate them into a marketing campaign similar to the launch of any Branded product. Unlike other books in the job search and career area, **Hired** is an easy read and filled with real life examples and advice from leading experts. It is based on the experiences the two co-authors have encountered over the past 4 years speaking to and coaching thousands of job seekers. Readers Comments If candidates used **HIRED!** as a guideline, it would be much easier to place them appropriately. -Jay Boylan, Recruiter [**HIRED!**] is amazingly detailed if there is a category of the job search you haven't hit, I sure don't know what it is I think the most interesting component for a lot of people would be the methods of standing out in a process that is computerized and structured to reject most applicants without really looking at them. -Newspaper Reporter (Name withheld by request) Every person looking for a new job for any reason must read **HIRED!** -Jonathan Harris there is not one way of finding a job. It has to be a good fit for you. **Hired!** provides options to consider. Monica Vincent As a life-long recruiter, even I was amazed by all the common sense methods for getting noticed and getting found. **HIRED!** misses nothing. - Lisa Sisson, Recruiter

About the Author Jeff Sheehan Holds a BBA from the University of Massachusetts at Amherst, a M.S. in Finance from Bentley University, and a M.S. in Marketing from Georgia State University. With over 30 years of high-tech global sales, marketing, and advertising experience marketing to many Fortune 500 companies. Jeff is a marketing consultant, job search mentor, as well as Volunteer Director of the Holy Spirit Catholic Church Career Ministry in Atlanta. Jeff ranks in the top 1% of people on LinkedIn. With over 277,000 followers, he has been recognized among the top people in the world to follow for marketing, social media, and sales. He is a well known speaker in the Atlanta area on the use of LinkedIn, Personal Branding, Social Media, and Marketing. Jeff has helped several thousand people with their job searches during the past four years either through his career ministry efforts, webinars, or face to face meetings. Jeff is also a Toastmaster (CC), volunteers extensively for multiple charities. Al Smith Al has been an executive for seven companies and has in excess of 35 years of management, sales, marketing, training and coaching experience. He has been a hiring manager since his early twenties. Al's track record of success as a multiple award-

winner in five diverse industries, speaks to his innate ability to transfer skills to changing landscapes. This is evident with the adaptation of his sales training methods to help candidates with their most difficult sales experience: Job Transition. National trainer for three companies in two industries, Al has learned from the insightful techniques of Miller-Heiman, Xerox, American Management Association, Kimberly-Clark, Systema and others. He has morphed those taught and life tested experiences combined with with an innovative, proprietary methodology that is interspersed with self-deprecating humor to make many of his points hit home. Mr. Smith has been heard internationally via webinars, coaching classes, seminars and live speaking engagements. He has helped in excess of 1,000 people with their job search during the past four years. Al is widely recognized for his creative presentations and ability to communicate complex material in readily understandable terms. Al is Director of the Unity North Atlanta Career Ministry, volunteers extensively and is an engaging keynote speaker whose topics are numerous, entertaining and packed with insight.