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Highly Anticipated Book Shows How to Harness the Power of Twitter for Job Search Success

INDIANAPOLIS—If you think Twitter is about sharing what you had for lunch or a waste of time, think again. Breaking news and celebrity stunts aside, Twitter is the new face of virtual business networking and is fast becoming an essential career management tool. Employers, recruiters, knowledgeable networkers and top talent have embraced Twitter. Now you can too with the help of the highly anticipated book, *The Twitter Job Search Guide: Find a Job and Advance Your Career in Just 15 Minutes a Day*.

Written by Susan Britton Whitcomb, Deb Dib and Chandlee Bryan, three of the career industry's most reputable leaders, this groundbreaking guide reveals how Twitter can energize your job search and advance your career—in just 15 minutes a day.

"Twitter has opened the door to a whole new level of networking by lowering the barriers and enabling dialogue between people who would previously have been separated by gatekeepers, distance, anonymity, shyness or even fear of rejection," explains Bryan.

Throughout *The Twitter Job Search Guide*, Bryan, her co-authors and more than 100 contributors blend their extensive career and personal branding expertise to demonstrate how to harness the power of Twitter to

1. *Locate job leads. One twitter service, tweetmyjobs.com, represented 5989 companies in the last 30 days (with 1,444,204 job tweets)*
2. *Tap into a wealth of free job search information.*
3. *Connect to the hidden job market and insider contacts.*
4. *Expand your network—fast.*
5. *Broadcast your brand and drown digital dirt.*
6. *Get real-time responses that will expand your thinking.*
7. *Cultivate serendipity.*
8. *Research breaking news or corporate culture.*
9. *Find connection, support and strength.*
10. *Foster a forum for sharing, learning and laughter.*

The Twitter Job Search Guide published this month and is available at Amazon.com, in all major bookstores and from the publisher (www.jist.com or 1.800.648.JIST). To request a copy of the book or to schedule an interview with the authors, please contact Selena Dehne.

About the Authors

Susan Britton Whitcomb (@SusanWhitcomb), "America's Career and Life Coach," has helped thousands of job seekers find the clarity and confidence to claim career success and significance. She has trained hundreds of certified career coaches and authored many best-selling books, including *Résumé Magic*, *Interview Magic*, *Job Search Magic* and *30-Day Job Promotion*.

Chandlee Bryan (@chandlee), president of career management firm Best Fit Forward, is a job search expert and social media evangelist. She has worked as a recruiter, Ivy League career counselor and consultant to Microsoft.

Deb Dib (@CEOCOach) is a careers industry trend leader, career communications expert, and one of the world's first Reach Certified Personal Branding Strategists. Known for infusing ROI value into executive branding, she is the trusted, go-to coach for leaders and rising stars who want to land faster, earn more, have fun and change the world.

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