



NO PURCHASE NECESSARY

Enter for a chance to WIN \$1,000 to help grant a friend's wish.

ENTER!

Happy New You! WEEK

IN PARTNERSHIP WITH Tropicana Trop50



WEEK OF JAN 3, 2011

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

New Years Resolution: Get A Job!

1. DON'T turn your Facebook profile into a tabloid:

Don't post pics of you beer-bonging at the 4th of July party, or even post a status update that infers anything negative about your personal 'brand'.

DO use your Facebook profile as an asset:

Use Facebook as a tool that supplements your resume for when any potential employers start researching the candidates. Create a 'brand' that you want to portray and even post status updates that support who you are. Employers are not only looking for incriminating information about you, but they are also looking to see if you would be a good fit with their team. Does this look like someone you would like to spend 40 hours a week with? You should be projecting the image of who you **really** are, not who you **rarely** are (Those New Year's party photos are more likely the rare you than the real you!).

2. DON'T skimp on your research:

Checking the company website doesn't tell you everything you need to know.

DO your P.I. work:

Don't just scour a company's website when going in for an interview. Make sure you have really done your homework by checking out what the media is saying about them, what industry publications say about them, or what press releases have recently been published. In addition, look at it from a different perspective — this is a two way street, and you don't want to get stuck in an environment out of desperation. If that happens, you could have turned down other job offers and/or won't have the time to interview or even LOOK for other opportunities.

3. DON'T send your resume from cutiepie69@hotmail.com:

It's time to upgrade!

DO create a professional email address:

You should have a professional email address that lists your full name, AND watch your email signature! You should also have a professional phone greeting as well for when you DO get that call back.

4. DON'T assume your references will know what to say.



Finding a Job
Expert Dr. Michael Woodward gives Kelly and Neil the "do's and don'ts" to finding a job...

Exercise Exam
Meaghan B. Murphy from SELF magazine quizzes Regis and Kelly on exercise!

Trop50 is granting 50 fabulous wishes to women who deserve to shine in the new year.

SUBMIT A WISH FOR A CHANCE TO WIN \$1,000

For every wish, we will donate \$10 to:

DRESS FOR SUCCESS*
(up to \$50,000)

Tropicana Trop50

Be 100% Fabulous with 50% Less Sugar & Calories



Trop50 is granting 50 FABULOUS WISHES

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DO interview your references:

Common sense dictates that your reference is an ally. Now that we have that out of the way, you need to make sure that your references have specific Actions and Results as an individual employee — and not just part of a team.

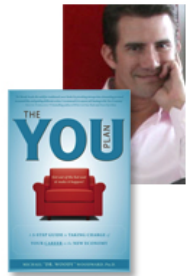
5. DON'T rely on the old rules:

There are over 30 million people out there trying to get back into the career game. Don't fall prey to the old ways and get caught-up in the herd! You simply can't rely on the traditional job board/search firm anymore — they just aren't gonna cut it!

DO learn the new rules:

Think like an entrepreneur. It's no longer about chasing opportunities, it's about creating opportunities! Open your mind to alternative ways of getting back into the career game. In addition don't focus solely on the traditional 9-5 jobs. There are some really great part-time and even volunteer jobs that could turn into great full-time opportunities. Once you get your foot in the door, do everything you can to show how you can benefit the company, even if it isn't in the job description! You could even supplement part-time and volunteer 'pay' by freelancing/gigging, direct sales, home-based businesses, etc.

Bio: Dr. Woody (AKA: Dr. Michael M. Woodward, PhD)



Mike "Dr. Woody" Woodward, PhD is a CEC certified professional coach trained in the field of organizational psychology. As a coach and consultant, Dr. Woody works with both private and corporate clients on career development and building management/leadership capacity.

As an author and speaker, Dr. Woody focuses on the psychology of communication, leadership, and career re-engagement. Dr. Woody's approach is to develop self-awareness and human interaction skills, so as to create a positive culture of open communication.

Dr. Woody is the founder and president of Miami-based consulting firm Human Capital Integrated (HCI). The firm focuses on management and leadership development. In conjunction with founding and running HCI, Dr. Woody is also the founder of DrWoody.com a dynamic media site dedicated to work-life issues and career entrepreneurialism in the new economy. Dr. Woody also serves on the Academic Advisory Board for the Florida International University Center for Leadership.

Prior to founding the consulting firm HCI in 2005, Dr. Woody served as a management and human resources consultant for PricewaterhouseCoopers Consulting (PwC) and as a project manager for IBM Business Consulting Services in Washington DC.

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