

GET THE JOB *(you want!)*



FROM THE EDITORS OF

WORKS

BY NICOLE WILLIAMS

&

fncimag.com

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Fox iMag & WORKS by Nicole Williams



You spend **70%** of your waking life at the office...
you should love what you do!

Everywhere you look, the news is saying that the economy is bad, jobs are lost every hour of every day and there are worse times coming. Turn off the news and forget about it. As a WORKSgirl, you already know that you are not like everyone else. You are intelligent, diligent and poised...the rules do not apply to you! You deserve the job you want, and if you are not in it right now, read on. WORKS has partnered with FOX News iMag to bring you *Get the Job (You Want)*!

iMag is FOX News' online lifestyle magazine. You can click on their site fncimag.com to watch original videos and read articles that help you out in every area of your life. Whether it's improving your resume, getting out of your gym rut, or finding out where to get hottest trends on a budget, they've got it all. Plus this month WORKS and iMag teamed up to produce a new reality series called The Job Journal. Log on to watch one lucky viewer find her dream job.

Get all of our tips and tricks for leaving a job that is not right for you behind (even in hard times), finding a job you love and excelling at your new position.

...and that's what WORKS

ready to leave your job?

sick of your job? looking for a change? take these steps to make sure you are doing the right thing!

Can You Afford a Career Change?

Admit it. You've fantasized about turning in your letter of resignation no less than 100 times—and that's just this month. You spend each lunch hour staring longingly out the window of your mind-numbingly sterile office at whatever footloose and fancy-free dog walker, landscape designer, or espresso-cart owner happens to be within view. And you often wonder if you'll ever love your job as much as they seem to.

The good news is that a career you're passionate about is always within reach. You just have to iron out a few of the logistics first, and one of the biggest is figuring out how you will afford to live while you pursue your dream. Here are a few tips to get you started.

Gather research. First, you need to determine how much you realistically stand to make in the first few years of your fantasy career. The Web is teeming with sites that can help—Salary.com, PayScale.com, and the U.S. Bureau of Labor Statistics, to name a few. But don't stop there. Talk to honest-to-goodness people who already have your dream job. Ply them with lattes and ask what salary range a newbie like you can expect. Also contact the industry associations in your neck of the woods. Many of them regularly conduct salary surveys of their members.

Do the math. Your next step is to take a long, hard look at your monthly spending. If you don't know how much you're shelling out for groceries, pedicures, and Mai Tais, it's high time you learned. Save four weeks of receipts or track every cent you spend in a notebook stashed in your purse. Then use a program like Quicken to record the damage.

Tighten your belt. If your current monthly spending eclipses the starting salary in your shiny new career, it's time to put the kibosh on shopping and trim the fat from your budget. See where you can slash costs—whether it's by brewing your own java, nixing that nasty taxi habit, or doing without 800 of the 900 cable channels you're paying for. (Remember, priorities, people!) Now is not the time to buy a new living-room set, Prada handbag, or iPhone. Now is the time to wean yourself off your credit cards and pay down your debt. Die-hard bootstrappers can also stockpile cash by working overtime, taking a second job, or nabbing some freelance gigs. Getting an extra roommate or moving to a less spendy city can help too, as can selling your car and learning to love the bus. Hey, extreme times call for extreme measures.

Put it in writing. Commit this entire financial plan to paper. It's much harder to ignore the cold, hard facts of a cash shortage and spending diet when they're staring you in the face. And if you're looking to start your own company, you have to factor in start-up costs, ongoing expenses, and your health-care and retirement benefits. A business plan is a must. For help working the numbers, visit your local chapter of SCORE, which specializes in small-business counseling, or talk to an accountant.

It'll be hard, yes, but when you're the one who's doing what you love, the sacrifices will be worth it. Rather than splurging on a new wardrobe you don't need as an "I hate my job" pick-me-up, you'll be investing your hard-earned green in something even better: your day-to-day happiness.

Finding the Guts to Quit Your Job

After working a dead-end job in an industry I didn't really want to be in—and doing so for an impossibly difficult boss—I decided to call it quits. It was the hardest decision I had ever made, but I knew it was best for my health and sanity. I dreaded the commute and worried myself sick on Sunday nights knowing Monday morning was just around the corner.

It was definitely time to go—but I didn't have another job to go to. Finally, too many tears and sleepless nights later, I handed in my notice. If you're in the situation I was in, you probably fantasize about quitting your job too. I say go ahead, but keep these things in mind before you do.

Notes:

- ✓ Know it is going to be hard!
- ✓ Assess the situation.
- ✓ Get behind your decision!
- ✓ Keep your eye on the prize!

Really assess your situation. We've all had the dream where we win the lottery and go into work the next morning just for the pure enjoyment of shouting "I quit!" Since your chances of winning the lottery are slim, you need a Plan B. Look at your finances and figure out a deadline. If you can support yourself for two months without a steady income, then make two months your deadline for finding another job or at least something temporary to help you get by. (And really use that time to figure out what your next move is, rather than sleeping in and catching up on your favorite TV shows.) It may seem like you'll replace

the stress of staying in a job you hate with the stress of trying to find a different job, but it's a good stress—one that'll motivate you rather than make you sick to your stomach on Sunday evening.

Own your decision. Finding the courage is half the battle. Talk to your closest friend or significant other about it. Contact people in your field, or in the industry you'd like to get into, and ask their advice on career moves. This is a great way to network and an even better way to motivate yourself to make the change. Once you decide when and how you'll leave your job, own it. Be confident in your choice even if you're not sure how it will turn out. This is your life, and only you can decide what will make it better. After telling others about your decision to leave, you'll get a lot of worried expressions and dissenting opinions. Thank them, and then disregard what they say. It's very easy for other people to tell you what you should do when they haven't experienced it for themselves.

Keep your eye on the prize. You've done the hard part—now what? Sometimes the scariest decisions in life turn out to be the most rewarding. Don't let all your anxiety and unhappiness be for nothing. Focus on finding a job you love rather than just getting out of a job you hate. Don't just apply to every job you think you could do. Instead, apply to the jobs you think you would like to do. Don't forget that making a living is very different to making a life. You deserve the chance to do both.

Giving Your Two Weeks Notice

When it comes to awkward conversations about your career, telling your boss you're leaving tops the list. Giving notice is tricky—do it correctly and you leave with a reference you can count on; mess it up and you've burned a bridge that can trip you up months, even years, down the road. Follow these tips for a smooth (as possible) boss breakup.

Have something else lined up. No matter how badly you're tempted to walk out, it's never a good idea to resign without a written agreement from a new employer. Make sure it includes a clear description of your position so you can be sure that you're making the right decision.

Don't cut and run. You're not obligated to give more than two weeks notice unless you're under a contract that states otherwise. However, if you're worried about leaving your team during crunch time you may want to give three or four. Or, consider arranging a temporary part-time schedule until the project is completed if your future employer has asked you to start as soon as possible. Help to find a replacement and make the transition as seamless and positive as possible for her (even if you'd like to warn her to run the other way).

Do it in person. Your boss should be the first one in the company to know you're leaving, and he should be told face-to-face. Leave an official letter with him after you've said your piece. The letter should be brief—simply state that you're resigning without listing any reasons why and include your end date. Finish with a positive statement about the company or your experience there.

Keep your grievances to yourself. If you're not leaving on good terms or you're going to a company that could be considered a competitor, a vague explanation (only if asked!) will suffice. Resist the urge to let 'em have it, and don't cave if they counteroffer. There's a reason why you built up the courage to quit. A \$10,000 salary increase won't magically turn your boss into an angel, or your 12-hour workday into 8. In so many words say thanks, but no thanks. Also, be sure to inquire about health insurance, 401K, and unused vacation days.

End on a positive note. Inform colleagues as it comes up or let them find out on their own, but don't automatically go strutting "Sayonara!" around the cubicles. Though you may be excited about your new opportunity, wait to update Facebook, LinkedIn, and other accounts until you've started your new job. Remain dedicated and professional to the end, and be willing to work overtime to fulfill obligations. How you handle yourself in the last few weeks will have a lasting impression. Painful as it may be, grin and bear any resentful behavior in order to preserve your reputation.

The Exit Interview

Exit interviews are a tricky business. As you're counting down the hours until you collect your final paycheck and meet your friends to celebrate a new chapter in your career, the HR person in front of you may be asking about your reasons for leaving, your take on your boss' management style, and your suggestions for retaining other employees. While you'd love to tell them about the time your boss strolled into work at two in the afternoon after a night of heavy partying (and kept her sunglasses on indoors), how honest should you really be with HR? After all, your exit interview is one of the last items you'll complete at your current job, so it could leave a lasting impression about your time at the company and your level of professionalism. Here are some tips for navigating the exit interview so you can leave on the right note.

Prep like you would for a job interview.

Tricks:

- ✓ Be prepared.
- ✓ Keep it professional.
- ✓ Do your homework!
- ✓ On the record?

I didn't give much thought to what I'd say in my first exit interview. I knew it probably wouldn't be smart to complain about disagreements I'd had with my co-workers or company policies that seemed totally out of sync with reality, but I didn't think about what I would say instead. So, when the time came, I just blurted it all out. To my surprise, the HR person agreed with me and even shared some of her own frustrations. I was lucky, but I should have been more prepared. Remember, this is a business discussion, not a therapy session, so if you're afraid you might stray off topic like I did, write down a few things to say so you don't feel stumped. Things like "While I've enjoyed my time here, I'm ready for a new

opportunity" or "I just really need a change of pace." Your interviewer can read between the lines without you having to tell them you're sick of waiting for that promotion you were promised three years ago.

Keep it professional. If you're leaving because of clashes with your co-workers or other on-the-job issues, then you might be tempted to vent to your interviewer (trust me, it happens to the best of us). But if you bring up these issues without getting emotional, it's possible that human resources can help you fix things before you make your exit. "It's an expensive loss to a company when a valuable employee resigns because recruitment and training costs are in the thousands," says Sharon Anne Waldrop, an HR veteran who has worked as director of human resources for the Marriott Hotels chain. "There's always a chance that during an exit interview the problem can be resolved and the employee ends up staying with the company." Even if you still decide to leave, helping human resources understand breakdowns in communication or management could improve things for your co-workers.

Find out if your comments will be kept confidential. "It's the employer's choice whether or not the results of an exit interview will be kept confidential," says Waldrop. "And even though the employees being interviewed are leaving, some may still be apprehensive about being totally honest if they know that their name will be revealed." Whether you're negotiating your new salary or planning your exit, it's always a good idea to ask for the terms in writing. And if you still don't feel comfortable speaking your mind, then don't. You're under no obligation to do so.

find a job...today!

dust off your resume, pull your favorite power suit out of the back of your closet and get started.

7 Ways to Reinvent Your Resume

If you've been in the workforce for a few years, chances are you've got an old résumé saved on your computer that you've been more than happy to ignore. That's understandable; résumé writing is no one's favorite Saturday-night activity. But smart women know that a killer résumé can be an incredibly powerful career tool. It's worth a few hours of revising and reenergizing the big R if you want a promotion or a new job.

To help, here are some of my favorite résumé reinvention tips:

Include a profile or summary statement. A two to three sentence sales-y statement at the top of a résumé gives your reader an overview of the skills and experience you've listed beneath it. Think of it as a more sophisticated version of an objective. Since most people don't spend a lot of time reading a résumé (and you can never assume that anyone will read your perfectly crafted cover letter), you're focusing their attention. This is especially important if you are making a career change. A summary statement can briefly connect your past experience to the new path you want to pursue.

Use keywords. Not only will online job sites search for keywords on your résumé, but potential employers will also. Employers' eyes are naturally drawn to the words they're looking for—the brand names, skills, and experience they need. The best way to find the right keywords is to look at online job listings for the kinds of positions you're interested in. Then, include some of the prominent words and phrases in those job listings on your résumé.

Quantify everything. Make sure your résumé is as specific as possible. Employers love to see phrases such as "Managed a team of three salespeople," "Improved event attendance by 50% in 12 months," or "Raised \$11,000 through solicitation of alumni donations."

Prioritize. When you list bullet points under each job, be sure to list the most important task, accomplishment, or responsibility first. It's highly unlikely that a potential employer is going to read every bullet point under every item on your résumé, but most people will read the first or second. You don't have to list accomplishments chronologically; list the most impressive first.

Customize. Employers can tell when they are seeing a generic résumé. Customize yours with a different profile statement and different keywords that fit with the individual companies to which you're applying. For instance, if you're applying for engineering jobs at corporations and government agencies, one résumé may highlight your experience in public service, while the other might refer to your desire to increase a corporation's bottom line.

Take it for a test drive. In addition to customizing, make sure your résumé will shine in the specific industry you want to join. What's impressive on a banking résumé is different from what's required on a journalist's resume, or a social worker's curriculum vitae. If you haven't already, show your résumé to people you know in your desired field and get their opinions.

7 Ways to Reinvent Your Resume

Don't lie, exaggerate, or stretch the truth. This happens way too often, and it's never a good idea. By all means, cast your skills and experience in the most positive light, but never, ever lie. Remember, too, that your résumé needs care, feeding, and daylight to stay alive. Add updates whenever you gain new experience or skills, and keep your eyes open for additional tips to make your résumé the best it can be. Your résumé may never achieve Saturday-night-entertainment status, but it does have the power to make your Monday through Friday a whole lot more fun.

The Best Job Search Sites

If you're on the hunt for a new job, then you're probably intimately familiar with job search sites like Monster.com, CareerBuilder.com, and Yahoo! HotJobs. But, unfortunately, so is your competition. In fact, Monster.com estimates that they average about 40,000 new résumés posted every day. To help you diversify your search and uncover under-the-radar opportunities, WORKS compiled a list of other job search sites worth a visit.

Site name: RealMatch.com

What It Is: Rather than searching by keyword and pulling up lots of job postings that aren't applicable, Realmatch pairs you with potential employers according to specific criteria like your skill set and years of experience. It feels a little like online dating.

Sites to try:

- ✓ RealMatch.com
- ✓ Idealits.org
- ✓ Indeed.com
- ✓ SimplyHired.com
- ✓ NotchUp.com

Why You'll Love It: Realmatch offers anonymity for job seekers, which is nice if you don't want your current employer to know you're job hunting. It also has some other interesting features, like calculating the distance from your home to your potential new office.

Why You Won't: This tester found the site a little buggy at times.

Site name: Idealist.org

What It Is: Idealist caters to the nonprofit community with job postings and volunteer opportunities in over

100 countries. It also includes resources for nonprofit professionals at all levels and hosts career fairs in major U.S. cities.

Why You'll Love It: From animal rights to arts education, Idealist lists thousands of cause-oriented jobs, many that aren't listed other places. If you'd like to do some volunteer work as you chart the next steps in your career, it could be a good resource for that, too. Like most other sites, you can sign up for e-mail alerts or RSS feeds so you'll get updates when new jobs that meet your search criteria get posted.

Why You Won't: Since Idealist's focus is very specific, it's not for everyone. The site is simple to navigate, but it doesn't have many of the bells and whistles that fancier job sites have.

Site name: Indeed.com

What It Is: This job-posting aggregator pulls job descriptions from company websites and other job search sites so that you can easily view them in one place.

Why You'll Love It: Indeed's comprehensive search engine ensures that you'll know about any jobs that fit your desired title and geographic location. Just sign up for e-mail alerts or RSS feeds. Once you've pinpointed a place where you might like to work, the site will also help you tap into your network via LinkedIn or Facebook.

The Best Job Search Sites

Why You Won't: Indeed lacks the more sophisticated search features that some of the other job search sites have, so you'll probably have to wade through a lot of job descriptions that aren't appealing. And, if you're diligently searching other sites, you'll also find duplication.

Site name: SimplyHired.com

What It Is: Like Indeed, SimplyHired gathers job listings from all over the Web, but it has a more colorful and sassy approach compared to the simple, streamlined Indeed. SimplyHired also has mobile capabilities and a number of social networking apps.

Why You'll Love It: From researching salaries to mapping jobs and comparing commutes, SimplyHired has some fun and highly addictive features. You can also rate jobs, write notes attached to job postings (visible only to you), and block jobs or companies you're not interested in.

Why You Won't: Some of the drawbacks that applied to Indeed also apply to SimplyHired. Plus, if you're prone to procrastinating on Facebook or Yelp, you could have the same problem here!

Site name: NotchUp.com

What It Is: NotchUp caters to passive job seekers. That is, people who aren't actively looking for a new job but might be willing to consider it. Job seekers set a price for interviews, and companies offer to pay the candidate for an interview if they believe there is a fit!

Why You'll Love It: Who doesn't like the idea of getting paid to go on a job interview? And like Realmatch, NotchUp can shield you from your current employer if you prefer.

Why You Won't: Most of the employers on NotchUp are looking for highly qualified managers or executives, so it's probably not the right site for a recent grad or someone who wants to make a dramatic career change.

Job Search 2.0

We all know the Internet is an invaluable tool. It allows you to do incredible, fast, and detailed research on your job targets, be they industries, specific companies, not-for-profit organizations or consulting firms.

Speaking of targets, a key tip from the Five O’Clock Club is to develop specific targets. This means having the name of your target. Too many people say, “Well I am targeting financial services or health care.” And we reply, “Gee, that’s only 30,000 companies!” Also it is very difficult for people to help you network when you give them an industry target. But when you say, I am targeting United HealthCare, their mind can easily focus on “who do I know who works there?”

It is important, but please be aware, depending on whose survey you believe, that less than 10% of the jobs out there are filled by online job boards. The single most significant source of jobs is still, and has been for years, networking. Networking accounts for anywhere from 60% to 90% of all job placements. So a simple time management strategy is to make sure you are spending the majority of your time networking, not web surfing.

You Have Decided to Do an Online Search

Everyone wants to know “the best” job boards. This is very difficult to answer because there are thousands to choose from. The good news is there are lots of sites that can give you great criteria to evaluate them. One of the quickest ways is to use Google (or your favorite search engine) and just type in things like “largest job boards” or “best job boards” and you find the latest up to date information.

Other ways to narrow your search is to Google the geographic areas you are interested in and your functional specialty. For example if you are in IT, you can just type in “IT jobs in Boston or Minneapolis” or “IT job boards in Minneapolis.” The power of Google is your search criteria can be conversational — so you can ask, “Who are the best (or largest) employers in Boston?”

There are also some good aggregator job sites like Indeed.com. An aggregator site actually goes out and sweeps all the major boards and newspapers so it gives you a one-stop shopping experience.

The other and very important boards you want to visit are the actual Web sites of the companies or organizations you are targeting. The vast majority all post their current openings and some even have an e-mail feature where they will notify you when there is an appropriate opening.

The online posting technology, like all electronic technology, is constantly changing so one of the most important things you can do is to spend an hour online and literally ask Google some of the following questions:

- Best way to post my resume online
- Largest job posting sites
- Specialty job boards
- Award-winning job boards

Job Search 2.0

There are also some fee-based sites like Resume Rabbit that have been around for years that will guarantee your resume is posted on all the major boards and you can choose whether you want it to be a confidential posting.

Evaluating a Job Board

There are three things I look for. First, do they walk you through the process and give you lots of great tips. All the top boards, like Monster and CareerBuilder, do this. Second, do they allow me to post confidentially. And last, what is the quality of their corporate clients? Are they household names that you respect?



Find a Job on Facebook

When Facebook first launched in 2004, its main users were college students who procrastinated by posting photos and “poking” each other (almost five years later, I’m still not sure what that means). Now that Facebook is open to everyone, and its original users have joined the working world, it’s become an avenue for networking, too. You can reconnect with former co-workers and classmates, join special-interest groups, and showcase your accomplishments. Some companies are even recruiting new employers via social networking sites like Facebook. Here are a few guidelines to ensure that you put your best foot, er face, forward.

Tricks:

- ✓ Facebook is public!
- ✓ Skip the drunk photos.
- ✓ Show your personality!
- ✓ Go offline too!

Assume that anything you post can be viewed by

all. One of Facebook’s best features is that you can customize your privacy settings to control how much (or how little) your contacts see. You can choose to hide your profile from people outside your geographic or alumni network, or to prevent other people from tagging you in photos. Still, you never know who might be swapping information with whom or who else might be in your network (for instance, I used my alumni status to look up students from my alma mater who applied for internships at my last company). So it’s best to assume that a 3 a.m. wall message to your college roommate could be seen by your boss, co-workers, or people you don’t even know.

Let your personality shine through. Though drunken Facebooking is a don’t (see above), you don’t have to delete all your fun photos and quirky status updates just because you’re vying for a promotion or applying for a new job. In fact, some hiring managers say that when they see a job applicant whose Facebook profile is completely professional and devoid of personality, it makes them worry that the person won’t be any fun to work with. A boring profile reeks of insincerity, because those fun little details like favorite movies or photos from your last trip make you seem approachable and personable. Feel free to express your silly or sarcastic or serious side, but keep it clean.

Don’t confine your communication to Facebook. Sure, it’s easy to dash off a quick Facebook message asking your friend from summer camp if she can hook you up with an interview at her company, but not everyone checks their account on a regular basis, and some might see this as a tad too forward. Frankly, Facebook doesn’t lend itself to meaningful or in-depth conversations. Perhaps send your friend a message saying you’re super-impressed that she’s now an acquisitions editor (or a marketing exec or a film producer) and ask if she’s willing to catch up over coffee or the phone. That gives you a chance to feel her out before you make the big ask and to connect in a more personal way. Because even in the post-Facebook world, people matter more than pixels on a screen.

Decoding Job Descriptions

Like online dating profiles, job descriptions are often written in a cryptic, euphemistic language that takes an experienced eye to decode. Just as “free-spirited” in a dating profile hints at a lack of full-time employment, words like “self-starter” or “multitasker” may give subtle clues about the type of work and the work environment you’ll find at the company. For your amusement (and edification), here’s a list of commonly used job-listing jive and how to decode it.

“Lots of growth opportunity.” This phrase is a favorite among start-up companies with big dreams and small budgets. What they often don’t tell you is that they expect you to work for minimal pay in exchange for the “opportunity” to toil away on weekends and maybe exercise

Beware of:

- ✓ “Lots of growth opportunity.”
- ✓ “Flexibility on work hours.”
- ✓ “Ability to identify and resolve problems.”
- ✓ “Willingness to work independently.”

your stock options if the company finally goes public (most don’t). Before you get sucked in by a phrase like this, make sure that the company is actually one where you can see yourself working for a long time (i.e., you’re passionate about the idea and there are a few deep-pocketed investors who are equally in love with the concept). After all, long-term growth opportunities don’t do you much good if you decide to leave after a few months or the company goes bust.

“Flexibility on work hours.” This is another favorite among start-ups (and non profits, too). In my first job, this meant that I spent Saturday nights lugging heavy metal objects to company events. Other times this will mean you’ll be expected to pull an all-nighter to finish a PowerPoint deck or maybe you’ll have to come in half an hour early a few times a month to prep for a meeting. It varies, but usually when this is outlined as a requirement in the job description, they don’t mean they’ll be flexible with your schedule. Instead, you’re expected to be flexible on their terms.

“Ability to identify and resolve problems.” Translation: “This company is dysfunctional and we are expecting you to turn things around.” Some people get a thrill out of really sinking their teeth into a challenge and coming up with solutions. Other people will convince an interviewer that they can solve problems, but they’d rather call in sick with a raging case of the Ebola virus than face a conference room full of bickering employees. If you’re the first type of person, then you might consider working as a consultant. That way you’ll be constantly exposed to new challenges but won’t get bogged down by day-to-day minutiae.

“Willingness to work independently.” Obviously, most people like to have a little autonomy to get their work done without someone constantly looking over their shoulder. But sometimes this phrase means there is a lack of cohesive leadership, so the person in this position needs to be able to work without much direction. Some people see that as a blessing, others find it a bit frustrating. If you’re interviewing with your prospective boss, try to see if he has a sense of the day-to-day responsibilities of this position (beyond the big-picture stuff like “support sales goals” or “generate media coverage”). If he doesn’t, then that’s a good indication that you’ll have to fend for yourself.

Landing a Hot Job in a Cool Economy

Feeling stressed about finding a job or keeping your current one? You're far from alone. Economic turmoil around the globe is making life tough for young professionals regardless of where they're at in their careers—just starting out, looking for that next promotion, or hoping to make a change to something new.

The good news is that a number of fields are still expanding, according to the Bureau of Labor Statistics, which currently offers projections through 2016. This ray of hope is reflected by career counseling like Eleta Jones, Ph.D., LPC, Associate Director at the Center for Professional Development at the University of Hartford in Hartford, Conn. According to Jones, with the right preparation, it is still possible for women to find great jobs that match their skills, interests, and values.

Once you've identified a field with growth potential that matches your interests, there are a number of other things you can do to improve your odds of being hired. Some industries tend to cluster around a few geographic areas (the San Francisco Bay area is hot for biotech, for example), so researching where to look can be as important as knowing what to look for.

Below are some strong fields to consider.

- 1) Medicine.** “The best fields/industries for job searchers at this point in time are related to health careers—nursing, allied health professions, and such. Also, any field that serves baby boomers, such as audiology or optometry, will be areas of continuing growth,” says Jones.
- 2) Energy innovation.** Independence from foreign oil is a top national priority, and many companies are also looking for greener and more sustainable ways to do business. Two places to start your green job search are energyjobs.com and greenjobs.com. Environment-related listings are also growing in numbers on high-end job sites like TheLadders.com.
- 3) Accounting and financial services.** Businesses and individuals need these services regardless of the state of the economy. In fact, the current turbulence may create even greater need as investors look for reliable assistance in weathering the financial storm. Worried about job stability at the big financial firms? Now might be an ideal time to consider breaking out as an independent consultant.
- 4) Sales.** Ditto for sales—a rough economy can make skilled salespeople even more critical than usual to the success of a business. Companies will also always need someone local to work with customers even if other parts of the business have been outsourced.
- 5) IT, including security and software development.** Most industries are becoming increasingly dependent on technology, and security in particular is seen by many

Landing a Hot Job in a Cool Economy

companies as a sound investment to protect assets. Professionals who can bridge the gap between developers and nontechnical businesspeople are also increasingly in demand. Examples include business analysts, who help gather requirements for what new software needs to do, or those with expertise in foreign outsourcing.

6) Education. Adult education is booming as job seekers look for ways to expand their marketability. A new focus on programs such as all-day kindergarten and universal preschool is also creating opportunities. Jones stresses that math and science in particular are strong growth areas for women.

7) Food industries. While high-end restaurants may be taking a hit as consumers tighten their belts, fast-food places and other quick and inexpensive options continue to do great business. Although many jobs in this sector are obviously low-paying, opportunities also exist for restaurant managers, franchise owners, and independent small-business owners.

pounding the pavement

get out there...interview and get the job you deserve!

Juggling Your Job Search

It's hard enough to keep up with a demanding boss and your never-ending to-do list, but finding a new job on top of everything else is enough to make even the most organized and on-top-of-it gal feel a little crazed. If you're as guilt-prone as I am, then you may feel a little like you're cheating on your company by sneaking around behind your co-workers' backs. The long lunches, the extra lipstick stashed in your purse, the secret phone calls behind closed doors... you get the idea. Here are a few tips to keeping your search on the DL.

Nix the guilt. Gone are the days when people would work for the same company for 30 years and get a gold watch at their retirement dinner. Job hunting is a fact of life. Your boss or co-workers may be doing the same thing, so don't feel like you're being disloyal. Remind yourself that a new job will give you a better quality of life and help advance your career.

Tricks:

- ✓ Schedule accordingly.
- ✓ Give yourself time to breathe.
- ✓ Get personal business cards.
- ✓ Excel at your current job!

Schedule accordingly. Many interviewers understand that you're currently employed and are willing to accommodate a request for an early-morning or late-afternoon interview to minimize interference with your current job responsibilities. If someone insists that you must meet with them from 1 p.m. to 4 p.m. on a Monday afternoon and that is wildly inconvenient

for you, consider whether you really want to work for someone who is so inflexible!

Give yourself time to breathe. In an ideal world, you'd take the day off to go to several interviews scheduled a few hours apart and allow yourself plenty of time to prepare mentally and physically (plus, you'd avoid giving lame excuses to your co-workers). In reality, you're probably sneaking out during lunch and praying your boss doesn't notice that you've already had two "dentist appointments" in the past month. I normally take the subway to work, but if I'm unsure of where an interview is or I'm concerned I might be late, I'll splurge on a cab so I can arrive unruffled and on time. Time permitting, you could scope out the address a few days in advance so you'll know where you're going.

Get personal business cards printed. Some companies are totally chill about you fielding calls from recruiters, but my past employers were not. I used VistaPrint to order custom business cards with my cell phone and gmail address printed on them. That way, I could give potential contacts my digits without scrawling them on a napkin. Personally, I think my cards are a lot better-looking and better reflect my professional brand than my company's logo.

Excel at your current job. If you're kicking butt at the office, who can fault you for taking an hour off here and there? Delegate when you need to, but keep plugging along so you'll earn a solid reference from your boss. Though she'll be sad to see you go, she'll be happy that you're off to bigger and better things.

How to Act Qualified for a Job (Even if You Aren't)

There was quite a bit of buzz these past three months about unqualified people (Sarah Palin, are you listening?) But as you probably know from your own office, there are plenty of bozos in big jobs. The reason? They know how to fake it until they make it. It's a proven strategy. Here's how to make it work for you.

Be realistic. If you read a job posting with a list of superhuman qualifications, keep in mind that the employer is likely making a list of their dream employee's attributes: PR savvy, marketing whiz, fluent in Chinese, and with graphic design experience. Unless your personal skill set falls very short, you should consider applying for jobs that you are almost the perfect candidate for.

Tricks:

- ✓ Be realistic.
- ✓ Look great on paper.
- ✓ Call in the reinforcements.
- ✓ Brag a little!

Then bust your butt and prove you can get up to speed.

Look great on paper. If you're applying for a new job that would be a definite step up, make your cover letter and résumé shine. This may be your only chance to get in the door, so don't forget to submit a portfolio that strongly outlines your experience, qualifications, and successes.

Call in the reinforcements. You know that you don't quite have all the qualifications the company is

looking for, but you still want to go for it. Assemble a team that can help you meet your goal. This can include résumé and cover-letter proofreaders, a friend who can help you with your interview skills, and friends or acquaintances in the business who can give you the insider's scoop about the company or the industry. Also make sure that your list of references is aware that you are applying for a new job and is ready and willing to talk up your strong points.

Brag a little. Without appearing too aggressive or over-the-top in an interview, verbally discuss your successes, past accomplishments, and strengths. If you can prove that you are a go-getter who is curious and eager to excel, it will be easier for a potential employer to overlook the fact that you're still in the process of mastering Chinese.

Have a piece of humble pie. Admit that you still have more to learn and stress that part of the reason you're interested in the job is because it provides such a great opportunity for personal growth. Be likable, friendly, and honest. Prove to your potential employer that you are someone who is worthy of investing in. Vocalize your willingness to overcome your potential weaknesses by taking classes, doing more on-the-job training, or working with a mentor.

Study up and soon you'll be the fabulous new hire, not the new girl in the cubicle down the hall who doesn't know what she's doing. Which is exactly the position you want to be in to take on the world.

The Informational Interview

If Anne Hathaway's *Devil Wears Prada* character had gone on a few informational interviews before starting at Runway magazine, things might have turned out differently. Informational interviews can help you understand the pros and cons of charting a new career path or give you advice on the next steps in your current industry. It's less formal than a job interview and more in-depth than having a quick chat with someone at a networking event. Here's what you need to know to make informational interviews work for you.

Respect the person's time. Not only should you make yourself available when and where it's convenient for the other person (I once went on a three-mile walk with someone so I could pick her brains about publishing), but you should keep it within the time allotted. If your e-mail asks for 20 minutes over coffee, don't drag it out by asking loads of follow-up questions and playing show and tell with your portfolio.

Tricks:

- ✓ Respect the person's time.
- ✓ Practice your listening skills.
- ✓ Don't expect a job offer.
- ✓ Dress to impress!

If things are going well 18 minutes into the conversation and you'd like to chat a little longer, tell her, "I'm finding this really helpful, but I don't want to keep you from your next appointment. Should I follow up with you another time or do you have a few more minutes to chat?" Then do exactly what she says.

Practice your listening skills. In a job interview, it's your goal to prove that you're confident and capable. In an informational interview, it's your job to soak up as much information as possible. Prepare a loose framework of questions ("What trade journals should I be reading?" or "How is the job outlook for people trying to enter your field?"), then button up and let the other person talk. Resist interjecting anecdotes from your college internship or that article you read in the Wall Street Journal. A few well-chosen questions will show that you're interested without showing off.

Don't expect a job offer. Every once in a while, you'll discover during an informational interview that the person's company is looking for a new marketing manager or someone's friend just fired her assistant. But this won't happen every time, and that doesn't mean the interview was a failure. Rather than setting your sights on gathering job leads, strive to build professional relationships and gain a better understanding of the industry. Over time, those relationships and insights could help you land a job, but it's best to set realistic expectations.

When in doubt, dress to impress. If you're meeting with someone informally after hours, it can be hard to know how to dress. After all, it's not a job interview, so a suit might be a little over the top for a latte at Starbucks. I once fell into this trap when I met another writer for coffee on a Sunday morning. She told me she'd be coming from the gym, so I dressed down to mirror her. But then her plans changed last minute, and I wished I'd chosen something a little more professional than

The Informational Interview

sneakers and sweats! A nice sweater and pants would be much more appropriate.

Send a thank-you. It's not enough to buy the person a chai latte and thank them for their time. If you hope to ask for this person's advice in the future, then a heartfelt thank-you card (or at the very least an e-mail) is a must. Personalize it by mentioning a book the other person recommended or a professional organization you plan to join based on her suggestion. Add that you appreciate her time and admire her work. A little (sincere) validation goes a long way.

Standout in Interviews

BEFORE THE INTERVIEW

To be successful in an interview three things need to happen a few days before the interview: Research, Practice, Prepare.

Research

Find out about the company you are interviewing with. One of the first questions an employer may ask is, "What do you know about us?" At the least, know what products/services the company provides, how long it has been in business and something about its reputation. Your knowledge of the company demonstrates your interest in working there.

Tricks:

- ✓ Research
- ✓ Practice
- ✓ Prepare
- ✓ Evaluate!

Conduct salary research. You should find out what the market rate is for the job you are interviewing for in advance of the meeting. Take into account your experience and the location. If the salary question comes up, you will be prepared to make an educated response. You can find salary information by calling the company's human resources department, looking at job postings for similar jobs or looking at salary surveys on the Internet. (www.salary.com)

Research the interviewer. If you know the person you will be meeting, try to find out something about him/

her. Perhaps the interviewer is an alumni from your school, was recently promoted or won a citizenship award. Slipping this information into a conversation will be impressive, if you do it judiciously.

Practice

Develop a 30-second commercial about yourself and practice saying it out loud. This is your response to "Tell me about yourself." Your commercial should include your education, experience and relevant skills and abilities for this particular position.

Write out 8-10 accomplishments from previous jobs, participation in clubs, volunteering or school activities. These "stories" should demonstrate your ability to get along with others, take initiative, solve problems and handle conflict. Practice telling your stories by briefly giving the background, focusing on the actions you took and ending with positive results. Employers will ask you questions that require giving examples. If you have prepared enough stories ahead of time, one of them will be appropriate for almost any question the employer asks.

You can find lists of the most commonly asked questions on the Internet or in books about interviewing. Pick the questions you think are the most difficult and practice how you will respond. Make sure you can talk about your weaknesses and mistakes in an honest way, without jeopardizing your chances of getting hired. Talk about what you have learned from your mistakes or the steps you are taking to turn a weakness around.

Standout in Interviews

Prepare

Get directions to the interview site in advance. Know what route you will use and how long it will take to get there. Leave yourself plenty of time. The ideal arrival time is 10-15 minutes early.

Determine what you will wear well in advance so you can mend a missing button or wash out a forgotten stain. Good grooming is important so don't wait to schedule a much needed hair cut. Dress a step up from what you would wear on the job, but don't over dress. Avoid flashy jewelry and colognes. You want the interviewer to focus on what you are saying, not what you are wearing. If in doubt, call the human resources department and ask about the company's dress code.

Organize your paperwork in a file. You should take extra resumes, identification, licenses, certifications and work samples if appropriate. Make sure you have the information you need to fill out a job application if you haven't done so already. You should have two pens (black or blue ink) and a dictionary for good measure.

Prepare on a note pad 6-12 questions you want to ask the employer. Although most of the information will come out during the interview, you want to have a few thoughtful questions to ask during or at the end. The interviewer will be impressed that you have taken the time to prepare and shown sincere interest in the job. Avoid questions about salary and benefits. Stick with questions about the company and job responsibilities and expectations.

DURING THE INTERVIEW

If you have taken the time to research, practice and prepare, your confidence level will soar. Here is a checklist of things to remember during the interview:

- Smile and be enthusiastic.
- Offer a firm handshake.
- Don't chew gum and turn off your cell phone.
- If you are offered a beverage only drink water.
- Use good eye contact and be mindful of your body language.
- State your commercial or key benefits even if it isn't asked for directly.
- Be an active listener.
- Avoid "uhms, like, and ya know." When collecting your thoughts silence is best.
- Ask thoughtful questions and take a few notes if appropriate.
- Put a positive spin on a negative or "loaded" question.
- Avoid discussing salary. If you must respond to the salary question, give a range based on your research.
- At the end of the interview, make it clear you would like the job and ask for next steps.
- Ask for a business card and permission to contact the interviewer with additional questions.

AFTER THE INTERVIEW

Immediately after the interview, evaluate your performance. What did you do well? What do you

Standout in Interviews

need to work on? Were there any questions you need to rethink? Write down your thoughts so you can review them for your next interview.

Write a thank you note within 24-hours of the interview. Many job candidates don't do this, so it will set you apart. Your note may be in the form of an e-mail, typed letter or handwritten note. Thank the interviewer for the meeting, but also include a variation of your commercial or key selling points. Think of the thank you note as another opportunity to influence the employer to hire you. It is also a chance to respond to any issues that came up during the interview or mistakes you would like to correct.

Remember, many interviewers are inexperienced and not particularly fond of interviewing job candidates. They are hoping you will be the right person for the job so they can move on to other things. If you have researched, practiced and prepared you will have the confidence you need to make a good impression and enjoy the process. Happy interviewing!



The Best Salary Sites

“It’s not polite to talk about money.” That old chestnut may still be true at a dinner party, but at some point a girl’s gotta know her industry’s standards to make sure she’s getting a fair deal. If you can’t bring yourself to ask around, don’t sweat it. Instead, log on and check out one of the many salary sites that help spread the truth about average compensation. Below, our top five picks for a little salary sleuthing.

Salary.com

Salary.com logs over 4 million visitors per month, and it’s no wonder since this site includes software that allows users to investigate salaries by job and location, to calculate benefits, and to research cost of living in different areas. For \$29.95, a “Personal Pay Report” can be generated in which all of your education, experience, and current responsibilities are taken into account and your compensation, including base pay and bonuses, is ranked according to the overall market. If you’re thinking of setting up your own small business, you can also investigate pay data from similar companies to find out what you’ll need to pay potential employees. All salary data is employer-reported.

Sites to try:

- ✓ Salary.com
- ✓ SalaryScout.com
- ✓ PayScale.com
- ✓ Vault.com
- ✓ GlassDoor.com

SalaryScout.com

SalaryScout.com brings together salary data as entered by individuals. Registration is required, and to register you’ll need to enter your own work and honesty is required for the site to work well.

pay details to make a profile. Once logged in you can search by job title and geographic location, and if you find a suspicious entry you can report it as being bogus. An RSS feed is available if you’d like to be notified of new information based on specific search terms, and you can open your profile to comments to allow others to rate and leave messages about your compensation package. The interactive salary map is also fun and informative, as the site supports members from across the world.

PayScale.com

PayScale.com offers the largest database of employee compensation profiles in the world. Basic membership is free, and premium membership costs \$19.95 with a money-back guarantee. The basic membership allows users to compare up to three profiles of individuals in similar positions and access job listings and educational opportunities that match their profile. The premium membership also includes a pay-related negotiation guide and information on benefits packages similar to your position, among other information. All salary information comes from surveys including the U.S. Department of Labor and Statistics as well as the U.S. Census Department.

Vault.com

Vault.com offers members two levels of benefits. Basic membership is free and includes the

The Best Salary Sites

ability to browse salary and benefits information, a selection of Vault guides, job alerts, and newsletters. Gold Membership begins at \$6 per month and offers members a selection of salary, employee, and education surveys as well as access to message-board archives and newsletter archives. U.S. residents also receive a free subscription to New York magazine with a Gold Membership. Compensation information is based on thousands of leading salary surveys and employee information is generated by the site's own Employer Survey.

GlassDoor.com

GlassDoor.com is a new online community in which members share their ratings, reviews, and salaries based on their current positions. Membership is required, so users must contribute the same information that they will browse on other profiles, but there is no fee for membership. Posts are anonymous, and personal information that could identify a user is protected. All information is generated from users, so honesty is required for the site to work well.

you got the job...now what?

congratulations! you landed the job you wanted...what's next?

The Corporate Prenup

If you're interviewing for a new job, your first goal might be simply getting hired, given the economy. Your second goal is probably to land a decent salary. Your third goal is...wait, what else do really need besides goals one and two?

The answer may be "a clearly defined severance package." Haven't thought of asking for this up front? You aren't alone. It can seem like asking your boyfriend for a marital prenup while he's proposing—a major romance-killer.

But before you let the awkwardness of the subject deter you, consider a few realities. Layoffs

are up and companies are struggling. In a variable marketplace, mitigating your risks is important. And you have a lot more leverage when an employer is trying to attract you than when she's showing you the door.

However, bumbling into this sensitive topic can be as bad as ignoring it. Here's what you should know before attempting to negotiate an exit package.

Tricks:

- ✓ Follow the code.
- ✓ Stand out.
- ✓ Watch your timing.
- ✓ Change the shape of the \$.

What You Need to Know

There is no law that requires companies to pay

severance. Offering it is standard because it is in a company's best interest for an exiting employee to go away quietly. In exchange, the employee is usually expected to sign a release of any claims she could bring against the company and/or a non-compete agreement.

Companies sometimes require a minimum period of employment before severance is offered—one year is common—and two to four weeks of severance pay is the usual starting point. Some companies will then add a week or two of pay for every year of service you put in. However, these norms can vary by industry and company size, so keep your ears open to identify what realistically constitutes a good deal in your own situation.

Beyond money, a severance package may include payment for unused vacation time (mandatory in some states), continuation of benefits, or career counseling to help with job replacement. Also specified may be what happens to any bonuses, commissions, or stock options you would normally have been eligible for. Occasionally included is an exit statement—an agreed-upon characterization of why you're leaving so you can use the company as a reference.

Successfully Negotiating Severance

Mary B. Simon, an executive coach and author of *Negotiate Your Job Offer: A Step-by-Step Guide to a Win-Win Situation*, offers these tips.

- 1) Follow the code.** There is a code to savvy negotiation. Rather than asking about

The Corporate Prenup

severance directly, you're looking to ask how you and this employer can create the best situation for both of you if things don't go well. One way to gently introduce this is to ask questions like, How have new hires in the past progressed or exited the company?

2) Stand out. Leverage in an interview is driven by supply and demand. Candidates with rare skills, talent, or brand cachet will be able to get more of what they want during the interview process. Articulate how your specific skills will address key issues that the employer faces.

3) Watch your timing. Timing can often make or break the success of negotiations. Wait until you've had two face-to-face meetings before bringing up sensitive topics like severance.

4) Change the shape of the money. Encountering resistance? Perhaps the company offers a hiring bonus that could be deferred. Or in place of additional cash in a severance package, an employer may be willing to extend benefits or pay fees for a professional association membership.

5) Stay soft on the relationship, hard on the numbers. While it is important to get a firm commitment from your employer on all aspects of your job offer, never forget that diplomacy is key.

The New Girl

Getting ready for the first day of a new job can feel eerily similar to preparing for the first day of school. You plan your outfit, double-check that your bag is packed, wonder whom you'll eat lunch with...But unlike high school, there's a lot more to worry about than getting the cute guy in your homeroom to notice you. There are forms to fill out, office space to navigate, and, oh yeah, lots of work to get done. Here's how to make the most of your first weeks on the job.

Sign up for employee benefits. Don't wait to enroll in your company's health plan or 401K, because it's easy to forget once other projects start to pile up. And if you're making more bank at your new job, it's a good idea to up the percentage you contribute to your retirement plan. You won't miss that money now, but you definitely will when you're forced to spend your retirement living in a trailer park.

Tricks:

- ✓ Sign up for employee benefits.
- ✓ Ask lots of questions.
- ✓ Get a good read on your boss.
- ✓ Don't stand out - yet!

Ask lots of questions. Few of us want to admit when we don't understand something, but "fake it till you make it" doesn't work in the office. Get clarification when something doesn't make sense. Your boss would rather answer your question now than have to fix your mistake later.

Get a good read on your boss' communication style.

Ask your boss how—and how often—they want to hear from you. Some like to have weekly status meetings, but others want you to check in whenever questions come up. (Just because your last boss welcomed calls on the weekend, your new one may not want to know you until Monday morning.) Also, take note of how your co-workers interact with your boss. Then follow suit.

Survey the scene. If you work in a large office, people may not know you're new, so be friendly and introduce yourself. The last thing you want to do is snub the secretary only to discover she's the VP's daughter on summer break from college. On the flip side, you should also be careful of getting caught up in office cliques. You don't know the history between your co-workers, so try to remain impartial until you get the whole story.

Don't stand out—yet. Every office is different, so be aware of how your colleagues come to work. (If they aren't observing casual Fridays, you shouldn't either.) Also, look to see if they spend lunches in the staff room, at their desks, or doing yoga at the studio down the street. And pay attention to whether your co-workers prefer face-to-face conversations or would rather just e-mail. These nuances probably won't come up in your orientation or in the employee handbook, but they tell you a lot about how to adapt to your new office culture. Remember, your comfort level at the office will definitely affect how well you do your job. Whether or not the cute guy in IT will notice you is another story.

How to Handle a New Boss

With downsizing and “restructuring” becoming the buzzwords of 2008, there’s a very good possibility that, like the peeps in Washington, D.C., you’ll also be reporting to someone new. Transition isn’t always easy, especially when you were BFF with your old boss and the new one is the poster child for bitchiness. Here, a few tips to dealing with the new head honcho (even if you are smarter than they are).

Assess the situation. What you expect from your workday is based on how you, your boss, and your co-workers usually interact. If you throw a new personality into the mix it can take some getting used to. Try to approach your new work environment as a blank slate. After all, since you have a new boss, it’s kind of like you have a brand-new job. Tread lightly for a bit, and try to get used to the change.

Tricks:

- ✓ Assess the situation.
- ✓ Follow her lead.
- ✓ Put yourself in her shoes!

used to the change.

Don’t judge. Be careful not to pit the new boss against the old. Sure, the old boss would never have responded to your minor altercation with the accounting department the way your new boss did. But that’s okay. It’s time to grin and bear it, try not to take it too personally, and be energized by the change, not bogged down by it.

Be observant. Watch the way that the new boss interacts with your co-workers. Notice how she stares everyone else down with the same direct glare. Now do you feel less picked on by her stern manner? We thought so.

Follow her lead. Notice if your boss is a morning person or a night owl. Does she return e-mail right away or prefer to follow up verbally? Does she give criticism that is followed by praise or do you have to work hard to feel the love? Being aware of your new boss’ style will help you know when to approach her and how to behave when you do. It will also help you to be less surprised and defensive by how she responds to you.

Put yourself in her shoes. Do the empathetic thing and consider how hard it is to be the new boss. She wants to come across as a great leader who is firmly in control. But inside she’s probably shaking in her boots. Give her a few weeks to catch her breath and loosen up. After all, how likely is it that she really hates you? We bet time will improve the situation and that soon enough you’ll be singing each other’s praises.

bonus : videos

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