

For immediate release

### **Job Search Advice: Are we selling people short?**

Your job search should be seen as a sales campaign, right? Check the bookstore for job search advice and you'll see the shelves sagging under the weight of books explaining how to sell yourself to find a job. While each new book has a catchy title and gimmick, the actual content is usually the same set of questionable strategies and lists of do's and don'ts about selling and marketing yourself.

A new book, **Not for Sale!** by career counsellor Cathy Keates, argues that for most people, this sales approach has got it wrong. "This sales mindset, rather than helping you to find a job, can actually lead to frustration, isolation, and a slow leak in confidence" says Keates. Instead, readers are encouraged to try on a new mindset for job searching based on integrity and authenticity. As Keates says "You can find a new job without selling yourself short."



### **The Author**

Cathy has worked with job seekers for the past decade, helping them to strategically create careers they will love. Currently leading her own consulting and training practice, she is also a career counsellor at Queen's University and was previously the Associate Director of the Career Centre at York University. A past executive of the Canadian Career Information Association, and a director on the board of Contact Point, a national website for career practitioners, she regularly presents at national career conferences about new approaches and philosophies. She shares her thoughts about finding work without losing yourself on her blog "Transform Your Job Search". Cathy lives in Kingston, Canada.

### **Ordering information**

Not for Sale! is available through the publisher's website at [www.careerconsiderations.ca](http://www.careerconsiderations.ca) for \$17.95 CDN + shipping and handling.

### **Contact the Author:**

Contact Cathy to arrange an interview: [cathy@careerconsiderations.ca](mailto:cathy@careerconsiderations.ca)

**Career Considerations**

Strategies for creating careers of hope, possibility, and success.