

Finding Your Dream Job

It's out there waiting for you. But finding it has never been more risky. New search technology helps you find it without the risk.



■ Here's a test: ask someone to describe his or her dream vacation. You'll hear things like sunny beaches, quiet mountain retreats, and quality time with the family. It's virtually impossible to get a non-response. No one says "I'm not sure" or "I'll wait for a telemarketer to make suggestions." The key word is not *vacation* – it's the word *dream*. When it comes to dreams, we know what we want. We all have dream vacations, cars, relationships, and jobs, and we can describe them in great detail. This is the easy part.

Now, here's a second part of the test: ask the same person what their response would have been if a stranger called them at suppertime and asked the same question. This time, the answer will be completely different: "I'd hang up on them" or "Take me off your bloody list." Our dreams are very clear and well defined, but we only want to share them with people that we trust. This is the tricky part because trust is hard to find these days.

This is especially true when it comes to finding a job. A *Computerworld* article titled *The Security Hall of Shame* described a Monster.com data breach of 1.6 million resumes which was terrible news for job seekers. Monster has since beefed up its security measures but its terms of use still warns that the site will not "operate error-free" and that Monster will not be "liable for any damages whatsoever."

But it gets worse as identity thieves are now posing as employers and request

personal information for background checks. Current job sites are dangerous places to search for your dream job.

Everyone has a dream job. You might already have a good job and are not interested in the risks of posting your resume. But fellow co-workers in your company are perhaps being laid off. Or your stock options may not be performing as promised. Or your boss might be really getting on your nerves. Or your commute to work is taking longer than you would like. Your dream job would not have these issues.

Trust no one but yourself. In today's job market, nothing is worth risking your current job. What is needed is a way to describe your dream job in a way that is 100% private and secure. Security problems are not new - during World War II the Allies had posters that warned that "Loose lips sink ships." You would never want a loose resume to sink your job. A brilliant, yet simple solution was promoted by Winston Churchill who said "It's wonderful how well men keep secrets they have never been told." What is needed is a way to privately describe your dream job so the inevitable data breach cannot hurt you.



Never give up control. Craigslist charges \$25/month/search and gives you zero protection. And the moment you disclose personal information on any site, you lose control. The last things that you need are more

messages and phone calls. This is in addition to the fact that some companies automatically fire employees if they find them listed on a job site. You need full control over your personal information.

Introducing YourCommand.com

YourCommand is a new, free job search that protects your privacy. You describe your dream job *without* personal information and it's made available to companies and recruiters in a way where you never lose control. It's "persistent" and keeps looking day and night, and is even location sensitive so you can be notified when there's a good match close to where you're driving.

What would a personalized *Consumer Reports* result look like if it rated the best jobs found so far? Something like YourCommand's update on your phone:



You're in complete control because – and this is key – there is no place to enter your personal information. If YourCommand is hacked, your identity is still unknown. If someone wants to contact you, they must use our private messaging system that's unique because the *receiver* controls the relationship. You eliminate parties of no interest by simply not responding.

With all of these free features, how does YourCommand make money?

Career mentoring. No job search can guarantee results but there is a way to improve your chances. YourCommand is pioneering the concept of a Close Hit™ so that you can learn from what *almost* happened, such as employers who *almost* contacted you. You'll be able to compare what they want with what you offer so that you can make changes to improve your search results. You can even privately contact them.

You can also communicate with and learn from similar job seekers who are having more success. All of this career mentoring costs just \$30/month.

Start YourCommand today. With no risk, respect for your privacy, and much better control, there has never been a better way to search for your dream job.