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When it comes to finding a job, especially in an economic downturn, job seekers can use some creativity.

Christine Fader and Cathy Keates have written books to offer just that.

The two Queen's University career counsellors will hold a book launch today from 3:30 to 5:30 p. m. in the third-floor workshop room at Gordon Hall, 74 Union St.

Both books offer alternatives to the typical job-search guides.

Fader's book, *Career Cupid -- Your Guide to Landing and Loving Your Dream Job* is geared toward women 18 to 35 years of age who are either just starting their career or who are looking for a career change.

Although the information isn't all new, the way she presents her ideas is.

Her book draws parallels between dating and careers with chapters titled, *Why Can't I Meet Any Nice Jobs?*, *Career Speed Dating* and *Career One-Night Stands*.

"There is a lot of information about careers out there, but it is difficult to get people to read it," Fader said.

Keates' book, *Not for Sale! Why We Need a New Job Search Mindset* is built on the premise that people don't need to sell themselves to get a job.

"It doesn't have to be fake or forced," she says. "It is about opening up a new way of doing things that will make us feel authentic and sincere."

The idea for her book stemmed from dissatisfaction with the available advice on networking and the job search.

Keates has experienced the "insincere schmoozing" that goes on at events and says it can lead to awkward moments because people don't act like themselves.

"Only when I started to act myself, did amazing things begin to happen," she said.

In addition to the book launch, there will also be a question-and-answer session with the authors. The launch coincides with graduation and the need for students to start looking for jobs.

"These students are nervous about the way the economy is and they are worried about not finding a job. We will be there to provide information to help with that situation," Fader said.

Many people go after a job right away without thinking of the consequences and end up at job that doesn't give them satisfaction, Fader said. She suggests that people really need to know who they are and what they want before making a career decision to avoid those kinds of disappointments.

Fader, whose conversations with friends usually revolve around career and relationships, thought fusing the two ideas together would make her book fun for people to read and to be informative at the same time.

"It is like a girlfriend's guide to career management," she said.

Neither Fader nor Keates conducted any formal research for their books, but rather used their years of career-counsellor experience as a basis for them.

Keates says the job-hunting process is always going to be anxiety ridden, but the thought of having to be someone else makes it more stressful.

"More and more people say, "I don't want to be someone else when I am looking for a job," Keates said. "They breathe a sigh of relief when they realize that job searching doesn't need to be a big sales pitch."

Fader says that in a recession many people re-evaluate their careers either by choice or because they are forced to as a result of being laid off.

She says a lot of people who are unhappy with their careers end up staying because the alternative is overwhelming and uncertain, especially in a bad economy. Fader says one can still get their dream job by simply taking small steps, which she addresses in her book.

"It is about re-motivating yourself and keeping you inspired," she said.