

THE \$10,000 GREAT EXECUTIVE MAKEOVER CONTEST

Seniors4Hire.org invites out-of-work executives and professionals to enter The \$10,000 Great Executive Makeover Contest to help a deserving individual land a job using traditional job hunting tactics and contemporary personal marketing strategies.

West Hollywood, CA September 15, 2009-- In an effort to help and support deserving out-of-work professionals make the right impression and get in front of the right opportunities now to land a job, Seniors4Hire.org in association with RezBuzz.com, ECMG - Personal PR Productions, GetInterviews.com, Carole Martin, The Interview Coach and Manpower, Inc. launch --THE \$10,000 GREAT EXECUTIVE MAKEOVER CONTEST. This contest is to support an exceptional and well deserving executive or professional, 50 and older, who has been laid off due to corporate downsizing or closure to land a job using traditional methods, contemporary personal marketing strategies and business networking practices. Contestants are asked to submit a story as to why he/she needs support by October 15th, 2009. The winner with the most compelling story will be announced October 30th 2009.

Older workers face some of the most daunting challenges in landing a job," says Renee Ward, founder of Seniors4Hire.org, an online Career Center for those 50 and older and recruiters. "They face age discrimination, old age stereotypes, and from where I sit, may not be personally prepared to re-enter and compete in today's labor market. Having the opportunity to create a professional personal brand using the latest online media tools including video, will surely help the winner of this contest get noticed and get hired fast."

Contestants must be registered members of <http://Seniors4Hire.org> to participate. Membership is free of charge. Interested parties will then complete a free RezBuzz.com profile and submit their story by October 15th, 2009 to enter the contest. The winner of this contest will get a complete executive makeover valued at \$10,000 to include:

- A Professional Video Resume Production and complimentary profile on the RezBuzz.com social network (with one year video hosting). RezBuzz.com will also revise the video once the winner has found employment to create a business professional profile that will include mention of the new employer and the winner's role within that organization. Videography includes complimentary makeup and hair styling, scripting and lighting to achieve the best and most professional video possible.
- A Professional Brand and Personal Publicity Production, a Personal Executive Portfolio Website Portal, Social Media and Network Build Out/Campaign/Management, and a Direct Introduction Campaign provided by Laurie Pehar Borsch of ECMG - Personal PR Productions. These services include: professionally written collaterals (pitch bio, long bio, professional success stories, blog production/management, social network profile productions and/or revisions to include RezBuzz, LinkedIn, Plaxo, Facebook and more), personal domain and hosting/management of website portal for one year) to house the winner's newly written/produced professional collaterals, the RezBuzz.com professional video resume and other videos(s) which will be set up to play directly on the website, and links to professional social networks, social media and network build out/campaign and management to attract hiring parties on an aggressive as well as organic level (6 months), social networking/media coaching and training, winner will be featured guest on Laurie's Blog Talk Radio Program: Executive Profiles (www.blogtalkradio.com/executiveprofiles), a direct introduction campaign whereby winner is introduced directly to leaders within prospective companies within the winner's target market (up to 3 months of direct campaigning), includes interview and meeting arrangement, follow up and pitch of the winner's specific brand and professional story and up to 6 months of support, coaching/consulting and representation to arrange for interviews.
- A Powerfully Branded Written Resume and Cover Letter by a recognized top Certified Professional Resume Writer (CPRW) and Job and Career Transition Coach (JCTC) Tracy Bumpus from the country's #1 resume writing firm, GetInterviews.com and a highly commended e-book entitled "Getting to You're Hired!" written by career coach gurus Alesia Benedict, CEO of GetInterviews.com and Tracy Bumpus.
- The Complete Interview Coach Program which includes interview books by Carole Martin, America's #1 Interview Coach—"Interview Fitness Training", "Perfect Phrases for the Perfect Interview", and "Boost Your Interview IQ"; audio CDs—"Interview Secrets Revealed", and "How To Ace Your Interview"; and a complete Self-Study Guide. This five-step interview system will guide the winner through the preparation necessary to become a savvy interview candidate.

The winner will be chosen by Lee Fossey, Metro Regional Director, Manpower, Inc., a world leader in the employment services industry.

As more and more corporate recruiters and search professionals continue to add value to their sourcing and recruiting efforts by building their core competencies and organizational capabilities around online

sourcing and research, it is very important to produce and deliver responsible, professional quality personal professional branding and publicity.

“Senior level managers who are serious and committed to finding the right opportunity must now differentiate themselves and provide an intensive personal brand that can and will last through the course of one’s career”, says Mark Sadovnick, CEO RezBuzz.com, CEO Sadovnick Partners Executive Search and named one of the “Most Influential Headhunters in the World” by Business Week Magazine in November 2008. “This is an opportunity for a job seeker to change it up in order to become much more visible to recruiters.”

Professionals who invest in video branding as well as other personal publicity tactics that go beyond the norm to achieve consistent visibility and branding will receive a tremendous short and long term benefit. RezBuzz.com, ECMG - Personal PR Productions, GetInterviews.com, Carole Martin, The Interview Coach, Manpower, Inc. along with Seniors4Hire.org are committed to helping a deserving professional get to another dimension in the area of opportunity search and placement as well as remain proactive for future success.

[About RezBuzz.com](#)

Rezbuzz.com is a new on-line social network that seeks to put together professionals with and in front of new opportunities through the power of professional video branding. It offers hiring professionals and employers a new way to search for candidates and a better way for candidates to search for employers through the distinctive feature of connecting through video.

[About ECMG - Personal PR Productions](#)

As a Personal Publicist, Social Media Producer and Promoter, Laurie Pehar Borsh produces and manages “great personal brands” for executives, professionals and entrepreneurs alike via strong Web 2.0 placement and consistent social media campaigning, personal introductions or personal brand pitches, powerful direct promotional email campaigns (to her vast database of decision makers and influential business leaders) and or creative press/media story placement.

[About Seniors4Hire.org](#)

Published since 2001 by The Forward Group, a privately held company, Seniors4Hire.org is an online Career Center for those 50 and older and the companies that want to recruit experienced talent from all walks of life.

[About GetInterviews.com](#)

GetInterviews.com provides professionals with customized, branded resumes, cover letters, and career marketing documents. Established in 1994, staff credentials include being cited by JIST Publications as one of the “best resume writers in North America,” honored by the Professional Association of Resume Writers as the #1 Resume Writer, quoted as a Career Expert in The Wall Street Journal, and mention in a whopping 35+ career books.

[About Carole Martin, The Interview Coach](#)

Carole Martin, America's #1 Interview Coach, is a professional interviewer, coach, and an expert on the subject of interviewing. She has been an interview expert and writer for Monster.com for the past eight years. She is the author of several books on the subject of interviewing.

[About Manpower, Inc.](#)

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry. Founded in 1948, the \$22 billion company offers employers a range of services including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower has a worldwide network of 4,100 offices in 82 countries and territories.

For more information, visit **[The \\$10,000 Great Executive Makeover Contest](#)**

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