

## Career Coach Lisa Quast Turns Job Searching Upside Down with New Book

“ She tells job seekers success comes from mastering the basics, not flashy stunts.

SEATTLE, WA, September 18, 2014 /24-7PressRelease/ -- Women's career coach and expert [Lisa Quast](#) has seen and heard it all when it comes to the crazy things people do to get jobs - from auctioning themselves off on eBay to purchasing ads boasting their work skills to sending a YouTube video featuring a musical resume. Launching today, Quast's new book *Secrets of a Hiring Manager Turned Career Coach* tells job seekers that these flashy tactics don't work, and that it's time for them to get to work mastering the job searching basics.

In the book, Quast shares the secrets she's been divulging to her coaching clients, which have had a 100% success rate in getting them a job they want - every time. Seeing this success, she wanted to share these tactics on a broader scale, helping women everywhere achieve their career aspirations.

What makes her process so successful? Climbing the corporate ladder from entry-level to executive and acting as a hiring manager herself, Quast has experienced every aspect of this process and understands everything a person needs to do to find and get a job. She knows what works, and just as importantly, what doesn't.

"We see these over-the-top job search tactics getting covered in the news and attention in social media, which gives job seekers the false impression that they always work," said Quast. "In reality, the success of job seekers who use these techniques is rare, and what always works is having a sound strategy for getting a job that includes practicing and mastering the basics like interview skills, writing cover letters and acquiring stand out recommendations."

In *Secrets of a Hiring Manager...* Quast starts at the very beginning of the job searching process, helping the reader understand if they even need a new job, and if yes, why. From then on, she carefully walks them through every step needed to successfully find a job, apply for it, ace the interview, negotiate a starting salary, gracefully quit their previous job and more.

"This book features everything I'd share with one of my career coaching clients for her to succeed in getting a job she loves," said Quast. "It's like having your own personal career coach at your fingertips 24/7."

*Secrets of a Hiring Manager Turned Career Coach* is available in paperback and e-book formats at [Amazon](#) and [Barnes and Noble](#).

Download a sample chapter of the book [here](#).

### 5 things readers will learn from this book

1. *Whether or not they need a new job at all.* Quast starts out asking, "Why do you want to change jobs?" making the point that when facing unhappiness or difficulties in your career, a new job isn't always the answer.
2. *Tactics to effectively brand themselves.* A former marketing executive, Quast has poignant advice for utilizing personal branding to position oneself as an expert. She details in the book how she helped one client transform her career in one year using these tactics.
3. *How to evaluate themselves objectively against job postings.* Quast details how this is a key step for standing out amongst other job applicants, yet so few do it. She walks readers through conducting this analysis and how it can improve their resume, cover letters and interview preparation.
4. *Strategies for answering the really tough interview questions.* Instead of providing canned answers to the hard-hitting questions like "what's your biggest weakness"; "how much money do you make" or "why is there a year-long gap on your resume," Quast gives advice for creating a thoughtful, personal response to these questions so job seekers don't freeze up mid-interview.
5. *What to do after the job interview.* Many job seekers wrongly think the work is done after the interview is over. Quast disagrees. She shares her strategies for closing an interview, finding out whether or not you got the job and what you can do right after an interview to immensely improve your job seeking skills.

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#### About Lisa Quast

Lisa Quast is a former Fortune 500 executive and hiring manager and is now a career coach and certified executive coach. Lisa shares her expertise in all areas of job searching, hiring and navigating the workplace in regular columns for Forbes.com and The Seattle Times, and she is a frequent contributor to nationally published articles. Lisa is also an award-winning author. Her female-focused career blog won the 2012 and 2010 Stevie Award for "Blog of the Year," and her first book "Your Career, Your Way!" has received several accolades. She is the founder of Career Woman, Inc., an international consulting company dedicated to the growth and development of women. She regularly works with women who are striving to achieve career success and with companies who are interested in better utilizing and growing the potential of its female workforce. For more information about Quast or Career Woman, Inc., please visit [www.careerwomaninc.com](http://www.careerwomaninc.com).

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