

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

09/29/2014 by [Joe "The Connector" Kennedy](#) [Leave a Comment](#)

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.com](#)

