

Career coach pens new book on back-to-basics job searches

March 10, 2015

By David Hayes

In more than 20 years, Lisa Quast has learned a few things while working her way up the corporate ladder from entry level all the way to general manager for a Fortune 500 business.



Lisa Quast

In 2009, the Issaquah resident decided to work for herself as a business consultant and career coach, forming Career Woman Inc. Quast parlayed that experience into an award-winning book, "Your Career, Your Way: Personal Strategies to Achieve Your Career Aspirations," geared toward arming women with the tools to succeed in a male-dominated business world.

Now, with many sectors of the economy picking back up, Quast has watched people re-entering the workforce. Again, through her years in the corporate world and career coach, she recognized many of these people seeking her help were going about the process all wrong and in need of a refresher course of the basics.

"So many of my clients were so long out of the job-hunting process that I was teaching them the basics of business all over again," Quast said. "I found I could help even more people if I put this information in a book."

The result is her second book, "Secrets of a Hiring Manager Turned Career Coach."

Again geared more toward women, her guide contains enough basics that are appropriate for anyone — new or new again to the job search.

"I tried to write it for a variety of clients, whether they're high school or college grads and just starting their job search, or they're someone who took time off to raise the kids and chose to go back to work," she said.



She added the best part of the book is that her suggestions are all the result of real people sharing their real experiences. Quast noticed a trend of job seekers trying too hard to sell themselves with overly flashy methods, like airplanes flying banners reading, "Hire me."

Based upon her time as a hiring manager, she recommends sticking with the basics and her book guides job seekers through the tried-and-true methods that will actually get them noticed by other hire managers.

"I loved writing it," Quast said of her book. "In my time in marketing, I found in the job-search process you're essentially marketing yourself. I love talking the basics."

As she wrote "Secrets of a Hiring Manager Turned Career Coach," Quast would seek input from her current clients, getting feedback. The finished product hit store shelves in September and is up for several awards in career categories, such as the Axiom Book awards and

Forward IndieFab awards.

"Secrets of a Hiring Manager Turned Career Coach" can be found online at Amazon.com and Barnesandnoble.com her website careerwomaninc.com.

SHARE 

Other Stories of Interest: [Axiom Book awards](#), [career coaching](#), [Career Woman Inc.](#), [Forward IndieFab awards](#), [Fortune 500](#), [job hiring](#), [job searching](#), [Lisa Quast](#), "Secrets of a Hiring Manager Turned Career Coach", "Your Career Your Way: Personal Strategies to Achieve Your Career Aspirations"

Written by David Hayes · Filed Under [Community](#)

