



ENTRY LEVEL tweet Book02: Relevant Advice for Students and New Graduates in the Day of Social Media

Christine M. Ruff, Lori Ruff

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Like all bright, academically-talented young people, *Christine Ruff* expected to find her dream job right out of college. She graduated with honors and right away found a biology research lab that was a perfect fit. But when the lab's funding was slashed, and Christine got laid off, she realized that the downturn had come home.

Christine's natural inclination being to always land on her feet, she saw an opportunity that others may have missed--for learning life lessons from the rigorous, challenging and often frustrating job search that followed. With diligence and attention to detail, she assiduously gathered the wisdom she picked up along the way. And now, with her mother, *LinkedIn Diva Lori Ruff*, she brings it to you in **#ENTRY LEVEL tweet Book02**.

This book is a refreshing combination of Christine's fresh perspective and Lori's corporate and life experience. Written in the very readable tweet format, the authors bring you timely and effective tips to help you make a successful transition from university to the professional virtual world. Where else, for example, would you be cautioned, 'Don't get involved in every activity at once. Pace yourself so you learn well and do a good job with each opportunity.' Or, 'Take a little time to prepare for the next opportunity rather than being too comfortable with where you are.'

Christine and Lori bring you practical advice on highlighting your experience and education, engaging professionals in the online business community and finding and benefiting from peers and mentors. In addition to tips on building and maintaining a professional online presence, you will learn to build credibility as an adult and a professional in the social media world. With **#ENTRY LEVEL tweet Book02**, no matter what tomorrow's economic scenario may hold, you can step out with confidence into your chosen professional world.

'#ENTRYLEVELtweet Book02' is part of the THINKaha series whose 112-page books contain 140 well-thought-out quotes (tweets/ahas)

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