

# FINDING AND CREATING LINKS

## Web-based Links

1. Employers
2. Educational Institutions
3. Details of Educational Programs
  - a. Degree programs
  - b. Certificate/Skill Development Training
4. Any other web-based resources
  - a. Publicity – news articles
  - b. Events / Conferences Attended

### Method

Find appropriate link. If link is short, import it as is. If it is long, then go to bit.ly and create a shorter link. Place them on the “top line” if possible. If resume allows for it, include “to read more about this click here:”

## Creating Links

1. Certificates/Licenses
2. Letters of Commendation / Awards
3. Performance Reviews (if internal resume).
4. PowerPoint presentations or MS Excel spreadsheets
5. STAR Achievements
6. “Repurposing” existing writing

### Method

Get the content in the format you want (pdf, .ppt, .xls).

Put it into the “cloud”. Create a link to it. Shorten the link with bit.ly.

# Sending Us the Content

Organize the links on an MS Word file (blue “linkable” urls) – and identify what each of them is. It will look like this:

Where We Live – John Dankosky Show- WNPR Radio – “Looking for Work” – March 26, 2009

<http://bit.ly/1sM60N3>

Co-author, NASD Arbitration Solution: Five Black Belt Principles to Protect and Grow Your Financial Services Practice, with Thomas J. Hine, published by John Wiley & Sons, Inc. (June, 2007). <http://amzn.to/1mVk0Nb>

Co-author, The AIDS Epidemic, How You Can Protect Yourself & Your Family, Why You Must, with Dr. James I. Slaff, M.D., research physician at the National Institutes of Health. Book was endorsed by American Red Cross and The New York Times. (300,000 books in print in five languages.) <http://bit.ly/1yKXdsY>

Star Achievement 1

The AIDS Epidemic Book: From Concept to National Book Release in Six Months

<http://bit.ly/1rGow5i>

Star Achievement 2

National Media Tour – Simplifying the Message

<http://bit.ly/1t0reES>