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At participating dealers only. Example based on survey. Each dealer sets its own price. Payments are for a 2010 Malibu LS with an MSRP of \$22,545. 39 monthly payments total \$7,752. Option to purchase at lease end for an amount to be determined at lease signing. GMAC must approve lease. Lessee pays for excess wear. Not available with other offers. Residency restrictions apply. Take delivery by 3/7/10.

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## ON THE ECONOMY

NEWS AND OBSERVATIONS ON THE BOOM, THE BUST, AND WHERE WE GO FROM HERE.

WEDNESDAY, APRIL 21, 2010

### Be sincere, beat the competition

It seems everyone has an idea about the best way to stand out in a crowded job market: Shuffling through job fairs. Schmoozing at networking events. Toting custom calling cards - even dumbing down a resume so as not to appear overqualified.

But Ari Kaplan, a New York lawyer and author of a book on creative networking, thinks candidates should be more intentional in their search. The gist of his approach: Do your homework on a potential employer and reach out in meaningful, memorable ways.

Kaplan, who wrote "The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development," spoke last week to students at the Charlotte School of Law about navigating the job market. Later, the former commercial litigator shared some tips with me on finding a career in the legal field and beyond.

Check out the Q&A below and join the discussion: Would you try Kaplan's tips? What's worked best - and worst - for you?

***Q: What are some of the strategies you recommend for finding a job?***

One of the messages I try to encourage people to think about is to find a way to be a resource, instead of searching for an opportunity to give someone your resume.

***Q: So what could I, particularly as a student, offer a potential employer?***

A lot of lawyers, for instance, are interested in teaching. So you could reach out to a network of lawyers and send them an e-mail: "I just



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ABOUT THIS BLOG

**Kirsten Valle** covers the economy for the Charlotte Observer. Over the last year, she's written about businesses' failures and successes, rising unemployment rates and the return of hope to the Charlotte region.

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