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## BERNHART ASSOCIATES LAUNCHES JOB SEARCH COACHING UNIT

**January 9, 2007** — Direct marketers who are looking for a job now have a new place to turn for help. Jerry Bernhart, one of the direct marketing community's leading executive recruiters, has launched Bernhart Associates Job Search Coaching for Direct Marketers.

Jerry Bernhart, president of Bernhart Associates Executive Search, Owatonna, MN, called it the "only comprehensive program of its kind exclusively for direct marketers at all levels and available to anyone, not just the small percentage of those fortunate enough to be represented by a recruiter."

According to Bernhart, many people think of coaching as a high-cost perk for senior executives only. Bernhart said that in the hyper-competitive direct marketing community, candidates at all levels, and not just senior executives, need every advantage they can get when it comes to getting the job they want.

"You spend about one-third of your life at work, and yet some people spend more time planning vacations than they spend learning and honing key skills required to get ahead in their careers," said Bernhart, a nationally known recruiter who has placed hundreds of direct marketers at all levels. "I'll spend several hours taking an individual through a proven multi-step process developed over 17 years of recruiting that will help maximize their potential."

Bernhart said career mobility is the new model, with the average job tenure for direct marketers now less than 3 years. "To land the best opportunities you must have a winning resume, you must know how to get yourself noticed, you must win over your interviewers, you must know what is important to direct marketing employers, and you must have excellent negotiation skills, and that applies to any one at any level," said Bernhart. "How you prepare will determine the extent to which you find a marketplace full of opportunities or full of disappointment."

Direct marketers can find additional information on the new service at [www.bernhart.com](http://www.bernhart.com).

#### About Bernhart Associates:

Bernhart Associates Executive Search, LLC is owned and managed by Jerry Bernhart, a leading and nationally recognized direct marketing search consultant. The Bernhart Associates Direct Marketing Employment Survey, published quarterly, has become the most widely followed and quoted employment report in the direct marketing community, and is published annually in the Direct Marketing Association's *Statistical Fact Book*, the most comprehensive publication of facts and trends in the direct marketing community.

Bernhart is often quoted by the direct marketing news media and has written dozens of articles for leading direct marketing publications. He is a frequent speaker at national direct marketing conferences, including DMA 05 where he moderated a first of its kind two-day pre-conference workshop on Professional Development.

Bernhart was also a member of the Program Advisory Committee for the DM Days New York Conference & Exposition, 2005. He is director of Executive Search for the Database Marketing Institute, which is run by Arthur Hughes, a leading database marketing author and speaker. Jerry Bernhart is also CEO of [directmarketingcareers.com](http://directmarketingcareers.com), was a contributor to the critically acclaimed *Data Mining Cookbook* by Olivia Parr Rud, has been a guest speaker at SAS User Groups, and is a charter Advisory Board member of Data University.

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