

## Jobsintherapy.com Debuts Quarterly Newsletter

**W**elcome to the first edition of the new Jobsintherapy.com quarterly newsletter.

The purpose of this newsletter is to offer a look at the therapy world, specifically the employment realm, from the prospective of both the employer and job seeker.

Job seekers will gain access to information on wide variety of subjects ranging from new developments in therapy treatments to resume writing and interviewing skills.

Employers and recruiters will have the opportunity to read about new developments in human resources and clinical treatment aspects of the therapy world and will also be given access to valuable coupons for discounted job postings and resume access only available through this newsletter.

If you have comments about the newsletter, please e-mail us at [administration@jobsintherapy.com](mailto:administration@jobsintherapy.com). Let us know what topics, issues and people you'd like to see covered in future issues.

In addition, we would like to feature your company or business in one of our future newsletters. Please contact me directly at 1-877-877-3992 to inquire about this feature.

Thank you and we look forward to a successful venture.

*Jeff Roth*

Jeff Roth, President  
Jobsintherapy.com

## Benefits of Online Job Postings

**W**hether you are looking for a job or looking to fill a position, the Internet has become a sprawling jungle for employment opportunities. Thousands of web sites compete for your attention - each with its own unique interface, URL and peculiarities. The objective of these web sites is to serve as a general meeting ground for job seekers and employers where recruiters find the right candidate to fulfill their client's needs.

Companies must determine internally what method they will use to fill their open positions. Some companies choose to search through online databases of resumes to actively find the candidate they need. Others may opt to place job openings in newspaper or online job boards and find candidates in this manner. With either choice, having the power of the Internet greatly reduces time spent on searching, bringing large savings for employers in terms of reduced time in the hiring process.

Online job portals such as Jobsintherapy.com allow employers to post job openings instantly, find resumes to match specifications, arrange interviews via direct contact and much more. Intranets within companies have also become standard. They provide employees and managers with a portal through which they can access information and perform central tasks which formerly would have normally required an HR professional's time.

Though company Web sites are an excellent in-house means of promoting current employment opportunities, marketing those openings to outside job seekers provides a tough task.

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A good case study is the insurance company Nationwide which posts on its Web site a variety of information on careers companywide, such as systems, sales and marketing.

Thirty-one percent of Nationwide's recent hires came to the organization through its corporate Web site. Thus, 69% of Nationwide's recent hires came from outside sources, presumably many from field-specific employment sites similar to that of Jobsintherapy.com. There is good reason for this.

When those looking for jobs in the insurance business begin their search, many start at the #1 search engine in the world, Google.com. When the search phrase 'insurance jobs' is entered, nine of the top 10 websites were insurance-specific job related. These field-specific sites are where employers must place their jobs in order to gain exposure and maximize funds spent on human resources issues.

Turning to therapy employment, results on Google.com for search phrases such as 'therapy jobs' or 'therapist jobs' show that JobsinTherapy.com is the #1 site for each of those terms. We work hard to maintain and are proud of our rankings and we certainly maximize exposure of all of our clients' jobs as well as the resumes of our job seekers. If you haven't tried us out, now is the time.

In the end, there are many benefits of online recruiting. Many of you deal with these issues on a daily basis and understand the logistics of the business and your main goal is to maximize profitability for your organization. JobsinTherapy.com offers maximum exposure at a fair value and we won't disappoint.

### DID YOU KNOW?

A SHRM study reported that the average cost per hire from an Internet recruiting strategy was \$377 in comparison to the average cost per hire of \$3,295 from a major metro newspaper. Even more good news for employers... according to a report released by the Pew Internet Project, **52 million Americans** have hit the Internet in search of a job. That's a 60-percent jump over the number of people who used the Internet in their online job searches in March 2000! (Source: RecruitersNetwork.com)

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**EXPIRES AUGUST 31, 2005**