**ON THE JOB**

**Brenda:** “I have worked very hard to get to my level but feel that I’ve hit a ceiling, I want to learn about how to get paid what i'm worth"

*- editorial content. example: "How to negotiate a better salary."*

*- salary calculator*

**Emma:** "My current boss/job is not recognizing my talents, i can's seem to connect with her. We're very different people."

*- editorial content. example: "How to manage a tough boss"*

*- job listings sorted by highly rated management*

**CONSIDERING A CHANGE**

**Brad:** With the economy crashing and recent cutbacks im starting to think I need a job in a more stable career.

*- economic forecasts about stability/growth of industries*

*- content about fast growing companies. example "Fastest growing industries"*

**Rich:** "With another child on the way my current paycheck is not going to cut it. Considering moving to a cheaper city.

*- cost of living data by geography*

*- career exploration by geography*

**SEEKING A NEW JOB**

**Megan:** “I've decided I need a new job. But my resume is ancient. How do I get it into shape?"

*- resume builder*

*- listings*

**Robin:** "My family's health needs are not covered by my current company. I've tried to remedy this but it's hopeless. I need to start looking for another job."

*- editorial content. example: "Decoding health insurance"*

*- job listings featuring companies with great health plans*

**LANDING A JOB**

**Todd:** “I’m sure how much I should be fighting for, how much am I worth?  How much are others?.”

*- salary data by industry/position*

*- salary comparison tool*

**Kevin:** “I’ve zeroed in on a job in a big city. How long is the commute?  WIll I save any money?”

*- lifestyle data by industry/geography*

*- cost of living data by geography*