

Beauty is in The Eye of The Employer: BeautifulJobSeekers.com is Where Beauty Pays Off

LOS ANGELES, APRIL 27 2010 – At any night club, you'll notice the people serving the drinks are among the hottest in the club. You might not realize it yourself, but the club's owner surely does: "Put some hot people behind the bar and they'll work like magnets; attracting people to the bar. And the more people are lured to the bar, the more drinks will be sold."

Any smart business owner knows it: More beauty means more business and beauty is most certainly in the eye of the employer; especially fields where employees meet customers face-to-face. Which is why it's no surprise that numerous researchers – involving the job market and beauty – draw similar conclusions: Beauty tends to get priority over such qualities as skills and talent.

For more information, please visit: BeautifulJobSeekers.com

The Ugly Truth

As current unemployment rates spike 'through the roof', the competition in the job market has also increased. 'Standing out from the crowd' has become even more important for job seekers than ever before. In turn, employers may put a greater emphasis on beauty, attractiveness and good looks. Gone are the days, where 'having skills and talent' alone was sufficient.

A Beautiful Solution

BeautifulJobSeekers.com is an employment website which helps beautiful, skilled and talented job seekers, to stand out from the competition in the job market. At the same time it helps employers, looking to hire beautiful, skilled and talented people, to speed up their recruitment process. BeautifulJobSeekers.com does this by providing an online platform, which caters exclusively to the afore-mentioned parties.

Ralph van Troost, Founder of BeautifulJobSeekers.com, says: "I figured if no-one else is going to close this ugly gap between beautiful job seekers and employers looking to hire

them, I'm going to do it myself. So, I founded BeautifulJobSeekers.com to find the right match. It's very straightforward actually; we bring together the beauty, the employer and the job!"

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