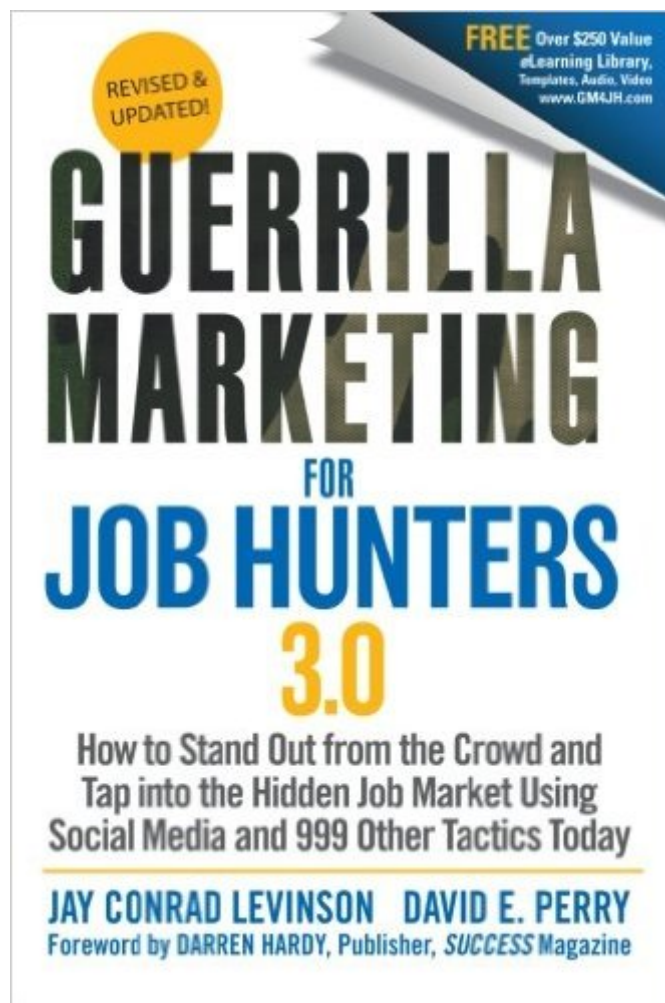


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# Guerrilla Marketing For Job Hunters 3.0: How To Stand Out From The Crowd And Tap Into The Hidden Job Market Using Social Media And 999 Other Tactics Today



## Synopsis

The latest strategies for job hunters revealed in this revised and updated edition This new Third Edition features the latest job-hunting strategies for the Information Age. You'll discover key techniques to reach hiring managers at the employers you want to work for most. New chapters integrate using social media and social networking tools like Facebook, Twitter, LinkedIn, and ZoomInfo in your job search, along with case studies from successful guerrilla job hunters that detail what works in today's hyper competitive job market with commentary from America's top recruiters. Present your skills in creative new ways that stand out in today's hyper-competitive job market Employ little-known search engine optimization tricks used by top headhunters Integrated web site updated bi-weekly to remain state-of-the-moment Part of the Guerrilla Marketing Series, the bestselling marketing book series The job search process has changed drastically in the past few years. Turn these changes to your advantage and make your search successful with Guerilla Marketing for Job Hunters 3.0.

## Book Information

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## Customer Reviews

Let me start off by saying, "This book changed my life!"Here's my story:On March 7, I lost my job as a National Sales Manager. My husband is a stay-at-home dad, so our stakes were greater than most. The following day I began applying for positions on career builders, linked in, Monster. I even paid to have my resume posted on The ladders. (which was a total waste of money) Every morning began the same, 7 a.m. I began applying, 7 p.m. I sent my last for the day. Not knowing any better, I

was working with an extremely long 4 page resume, even at 30 years of age. On June 9th I found out that I had been passed over for a regional Sales Management role, a role that I didn't want for any other reason except for the pay check. Devastated, I went to my local library to hide my shame and look for answers. Up until this point, I had been on 4 interviews in 3 months. The calls just weren't coming in like they had in the past. It was during that very trip to the library that I stumbled upon the 1st version of Job hunters. After reading the reviews online, I decided to spend the \$13.17 to buy the updated Guerrilla Marketing for Job hunters 3.0 e-book on .Determined not to waste any time, I began reading. By Sunday, 36 hours later, I had read the book and begun the process. I felt the urgency, the clock was ticking, day & night. I followed the book step by step, reading and re-reading, like a mad-woman on a mission. By Monday, June 13, 2011 I had written my Guerrilla resume, updated my extended resume, (For content purposes only) created my cover letter and posted my resume. I spent the following week networking and completing profile after profile. It wasn't until the week after, June 27-July 1st that the calls from potential employers started coming in. Let me tell you, I was ear-to-ear smiles, from the moment I woke up until the time I fell asleep. I was doing something that was making a difference, and it felt GREAT! I knew it wasn't "If" anymore, it was just a matter of "when". 19 days from the first time I laid eyes on the job hunters bible, I had 3-4 interviews a day scheduled for over a week out. On June 29th my #1 company, of my Top 10 (You'll learn what this is in the book) called me for an interview. They were so anxious and happy to have finally found me that they scheduled the 1st & 2nd interview at the same time, and they were both scheduled for that very same week!! Long Story short, I'm proud to report that on Tuesday, July 20th I concluded my job search with a bidding war in my favor. I happily accepted the position of Director, National Sales for an increase of \$30,000 a year and a starting date of August 1st. My success wouldn't have been possible without David Perry, Kevin Donlin and the Guerrilla Marketing team. My only regret is that I didn't find the book sooner. Their book gave me the tools to change my future. I hope you have the same success!

Although this book may benefit people in sales and advertising etc, the majority of advice supplied by the authors is NOT suitable for professional engineers, accountants, lawyers etc. There is something imbecile about sending coffee cups and boxes along with pamphlet-like resumes full of logos to potential employers. Maybe one has to be able to differentiate oneself from the crowd, but I certainly do not want to look like an idiot among sheep.

And only this book. Any time I see an overwhelming number of five star reviews I check out what

other material the reviewers have reviewed. In this case there are an awful lot of people who have only read this book. Guerrilla marketing, indeed.

First review: March 13, 2010 Now, September 12, 2011, 18 months later...If you are truly serious about finding a new career opportunity, this book is required reading. Don't do another thing at all in your job search until you have this book in your hands and read it. It is better that you do nothing at all than to do something without David Perry's guidance, coaching, wisdom and insight. Do you want a larger paycheck sooner rather than later? If so, invest in yourself. Buy this book. Not buying it will probably cost you thousands of dollars. Buying it will cost you what two Starbucks coffees would cost you. If you had the opportunity to buy David Perry a Starbucks, sit down with him for 3 hours and pick his brain, I bet you would do it. That is what you are doing here...having a "virtual cup of coffee" with the best in the business in job hunting. But it gets even better...with his book you have all of the notes from that meeting, in writing, to review and use over and over again. So why was I eagerly waiting for the release of "Guerrilla Marketing for Job Hunters 3.0?" I am a "headhunter." I do not call myself a recruiter. I do not call myself an "executive search" consultant. I PLACE PEOPLE into COMPANIES. I help companies "hire to win." I am 100% commissioned in what I do. If I do NOT place my candidate into an open position, I don't get paid. I don't eat! I am in the JOB HUNT BATTLE EVERY DAY OF MY LIFE! Thus, what I do MUST WORK! All too many job hunting books are written by HR professionals and career counselors who will get their salary or get their "career counseling consulting fee" regardless of whether you get hired or not. SO WHAT DOES THIS HAVE TO DO WITH GUERRILLA 3.0?? In one word, "EVERYTHING"! I started my "headhunting" business in 2003. I was very good at it. In 2005, I saw Guerrilla Marketing for Job Hunters in the book store. I read the bio and learned that David Perry is a "recruiter" so I figured I would buy a copy and peruse it. After just a few pages, I was highlighting, paper clipping, taking notes and devouring the book. The very next day I was in the office reshaping the way I did business.\*I learned how to write powerful cover letters and send them to my clients on my candidate's behalf\*I honed my voice mail scripts\*I started role playing mock interviews with the candidates I presented\*...and the list could go on...The main point is I learned how to truly differentiate myself as a recruiter. I learned how to be a "guerrilla" and that is when I can say I went from being a recruiter to being a "headhunter." More importantly, I learned how to powerfully differentiate the candidates I represented so THAT THEY WOULD GET HIRED!!! And they did. I was a top 200 recruiter in the MRI Network out of over 8000 recruiters for 3 years in a row. GUERRILLA WORKS for getting hired. In 2009, I started building my firm and started hiring people to work for me. The first book I went to buy for training my new people

was Guerrilla and to my dismay, it was "out of print." I panicked. But with a few clicks, I quickly discovered that, in just another few weeks, Guerrilla 2.0 was coming out. I pre-ordered 7 copies. When the book landed in my office, we all did a deep dive. That year our entire recruiting firm, with rookies, billed close to a million dollars by PLACING PEOPLE. So you can see why I couldn't wait to read 3.0. David teaches you HOW TO PLACE YOURSELF...HOW TO RISE ABOVE YOUR COMPETITION AND WIN THE JOB YOU WANT instead of letting it go to someone else. If you get 3.0 and don't get anything from it, I want to know why. (You can find it under my profile on LinkedIn.) Yes, his methods are different. Yes, they can be scary. Yes, you initially will be nervous using them. Guess what!? I have made money using them and you will too....HOW? You will get hired and get your paycheck!! And here is the best part...he tells you exactly what to do. You aren't left guessing. So unless you are retired or planning on retiring this year, you need this book. Whether you are an introvert, extrovert, salesperson, engineer, manager, accountant, lawyer or just graduating from college, this publication is required reading.

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