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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

JAY CONRAD LEVINSON DAVID E. PERRY
Foreword by **DARREN HARDY**, Publisher, *SUCCESS* Magazine

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Praise for ***Guerrilla Marketing for Job Hunters 3.0***

“This book will teach you how to sell yourself. That knowledge will change your opportunities and can change your life.”

-Carl Albert, Chairman, Boise Inc. *of numerous books on writing as a business*

“As with all things in business, in a job search, only results matter. David Perry’s tactics deliver!!”

-Jim Rulseh (#1000) Chief Operating Officer, Tulip Corporation *of numerous books on writing as a business*

“Rarely do I read a business book that leaves me with actionable suggestions that are truly original. From the first pages, *Guerrilla Marketing for Job Hunters* does just that—it provides both a concrete plan and a wealth of tips for serious job seekers that are new but eminently logical and extremely effective. And having seen David Perry in action, I know he sets the bar in teaching that failure is not an option. He and Jay Levinson provide a game plan that is both powerful and practical.”

-Eric W. Golden, President & CEO, Equipois Inc. *of numerous books on writing as a business*

“A literary Trilogy ... they’re rare—due to the difficulty in delivering a sustainable message, or worthless—due to lackluster content. Now Perry/Levinson join the ranks of C.S. Lewis & J.R. Tolkien and deliver a masterpiece every job hunter must have in their Guerrilla arsenal. This edition, more than the others, defines commando concepts and tactics already proven to work by scores of

people who have mustered the courage to approach their search using the Force Multiplier Effect. The paradigm shift in the job market is forcing change. Get this book—you need to be battle ready.”

-Rudy Richman, Vice President of Sales, Protus IP

“The current state of the global job market is more challenging than it has been in over 25 years. The magnitude of job force reductions is unprecedented. *Guerrilla Marketing for Job Hunters 3.0* is the most important and critical tool to use as a competitive advantage. When you think about the quantity of people who are vying for the few job openings that might exist, the job hunter must be clever and think outside of the box. This book provides ample ways to stand out head and shoulders beyond all others in a very crowded job market.”

-Steven O’Hanlon, President & COO, NumeriX

“If you are a job seeker, an educator, career practitioner, this is the best resource anyone can have to find the work you love! It is all about branding the individual and giving you step-by-step strategies and tools that really truly work. BRAVO again!”

-Janet Uchacz-Hart, Executive Director, Saskatoon Industry-Education Council

“*Guerrilla Marketing for Job Hunters* is an excellent source of information for job seekers and for job developers. The combination of creativity, practicality, and action makes this the ‘must-have’ book for people who are seeking new ways to spark their job search. The ideas included in this text are imaginative and have relevance, even under the most adverse economic conditions. Use this book to stand out from the crowd, to make a difference, and to get moving in some new directions.”

-Norman E. Amundson, author of *Active Engagement*

“There’s never been a more important time than now for the unconventional, Guerrilla job search methods in this book. To cite just one example: You’ll learn how to build a compelling new network in days that gets you sit-down meetings with decision makers who can hire you for jobs that aren’t advertised or don’t even exist yet. You will literally have no competition if you use these proven methods for creating a Guerrilla Resume, picking your target employers, and convincing them to hire you. What Jimi Hendrix was to the blues, David Perry is to job hunting. I cannot recommend this book highly enough.”

-Kevin Donlin, Creator, *TheSimpleJob Search.com*, Co-Creator, *The Guerrilla Job Search Home Study Course*

“Most business books are b-o-r-i-n-g. However, you know from the minute you crack open *Guerrilla Marketing for Job Hunters 3.0* this book is different. David Perry has done it again. It’s everything you need to know to land the perfect job for YOU using the most creative and up-to-date methods. In fact, I challenge any reader to open this book to any page and try to *not* find something that helps them with their career (you can’t do it).”

-Lee Silber, author of *Career Management for the Creative Person* and 14 other popular books.

www.leesilber.com

“*Guerrilla Marketing for Job Hunters 3.0* is a comprehensive resource that works in today’s job market. The ideas shared are nontraditional, innovative, aggressive, and most importantly they provide results. The step-by-step process is easy to understand and implement. I would recommend this book to anyone serious about finding or changing their job!”

-Barbara J. Bruno, CPC, CTS, author, speaker, entrepreneur, Good as Gold Training, Inc.

“Full marks to author David Perry, the Peter Drucker of the executive search industry. *Guerrilla Marketing for Job Hunters* provides powerful and unique insights into how to take complete control over your next career move. After reading this book you will do just that, take control, using a road map that gives you the confidence to succeed.”

-John Reid, President, Canadian Advanced Technology Alliance (CATA) Alliance

“*Guerrilla Marketing for Job Hunters* is the first practical battle plan for a new, empowered workforce—one that is ready to go to war over talent—their own. Jay Levinson and David Perry take you to the front lines and tell you how to survive and prosper. Not for faint-hearted whiners looking for an easy road. These guys show you how to build underground tunnels, find back doors, and infiltrate the opposition.”

-Gerry Crispin, SPHR, Chief Navigator, CareerXroads

“The Relationship Edge. Are you on it, in it, or over it? In business and in personal relationships of all kinds, trust is the critical element. It’s the glue that bonds all the other elements together. Without it, the relationship will diminish or die. David Perry is a trusted advisor. His book openly discusses the approaches to making right decisions and building the relationship edge. I highly recommend this read.”

-Steve Gordon, CEO, The Regional Group of Companies Inc.

“Can you believe it? A book on job hunting that is a page turner! David manages to turn job hunting into an energizing activity. Follow the methods laid out in David’s book, and you will actually look forward to your job search! Even if you are not looking for a job, you will want to read this book. In today’s fast-moving

knowledge-worker economy, everyone needs to know how to brand and market themselves–this is exactly what David teaches you to do. One last thing: If you are an employer, you will want to try to keep this book out of your local bookstores–this is not a book you will want your employees to read–it will give them too many door-opening ideas.”

-Ron Wiens, Senior Partner, Totem Hill Management Consulting Group

“We’re all Guerrillas now.”

-Allan Hoving, Founder, TheFrequency.tv

“When you are looking for help in landing that position you dream about, *Guerrilla Marketing for Job Hunters 3.0* is the resource to turn to.”

-Doug Smith, International speaker and author of *Thriving in Transition*

“There are lots of ways to job hunt but not lots of smart ways. If you want to go smart, then go with David Perry and buy this book.”

-Penelope Trunk, author of *Brazen Careerist*

“We’re in a new world. Resumes alone won’t do it. Take it from someone who stood on a street corner wearing a sandwich board of his resume in the mid-1990s–the ideas in *Guerrilla Marketing for Job Hunters 3.0* are a heck of a lot easier to implement–and you won’t get laughed at anywhere near as much. Recommended reading.”

-Peter Shankman, Founder of *Help a Reporter Out* and author of *Can We Do That?! Outrageous PR Stunts That Work- and Why Your Company Needs Them*

“Job hunters don’t need to be told the ‘what’ of job hunting; they want and need to know the ‘hows.’ They are all in here and then some and, just as important,

conveyed with the energy and passion of someone who not only knows what he's talking about, but truly believes it. You will, too."

-Dave Opton, Founder and CEO, ExecuNet

"This new book lays out a straightforward and detailed plan of attack for every step of a job search from planning to negotiating the offer. The insights and insider knowledge of the recruitment industry that *Guerrilla Marketing for Job Hunters 3.0* offers establishes it as an indispensable tool for job seekers to land the interview and secure the job of their dreams. Going into a job search without this book would be like going into battle unarmed."

-Gautam Godhwani, CEO, SimplyHired .com

"This book is brilliant. Packed with stories, examples, and tactics to help you at any point in your job search-this book is all about landing a real job with intense competition in a minimal amount of time. An absolute must-read."

-Jason Alba, CEO, JibberJobber.com

"If you're a college student looking for an internship or a recent graduate looking for an entry-level job, then you'll understand from even a quick skim through *Guerrilla Marketing for Job Hunters 3.0* that it will be as indispensable to your job search as your textbooks were for your classes. In tight job markets, the competition for the best positions is especially fierce, and every candidate will be looking for an edge. If you want to get the edge over your competition, then you need to get this great new book."

-Steven Rothberg, Founder, College Recruiter.com job board

"Perry and Levinson truly understand how changes in information and communication technologies have

created new opportunities and pitfalls for the job seeker. Stand out from the crowd and truly shine by illuminating your most important talents to the broadest audience—in a cost-effective fashion. Stop wasting time and start with this book.”

-Sam Zales, President, Zoom Information, Inc.

“If you are ever tempted to think, ‘I know all that’ when it comes to the job search, read this book. As a former director of Career Services at a major university, this book is a humbling reminder that even ‘experts’ need refreshers and new insights to stay relevant. Thanks to technology, the tools and techniques to assist with self-marketing strategies are constantly changing (evolving). This book not only allows you to stay in the game, but it helps you get ahead of the game when it comes to marketing you.”

-Dawn Brown, author of That Perception Thing!

“David Perry calls his co-author, Jay Levinson, the ‘five-star general of Guerrilla Marketing.’ Perry is the drill sergeant. He kicks butt. In the army, his squad would lose the fewest men. In the job wars, his men and women beat the opposition and gain the position. If a career victory is what you’re after, follow Perry.”

-Tony Patterson, Editor and CEO, SCAN

“This book provides readers with valuable information that will enable them to stand above the crowd and secure the best suitable employment. A wealth of information extends into areas that I will be able to utilize in my business, because in a way, I am always applying for the ‘job’ of being a trusted advisor to potential clients.”

-Milan Topolovec, BA, TEP, CLU, RHU, President & CEO, TK Group, www.thetkgroup.com

“Guerrilla Marketing for Job Hunters 3.0 is a must-have manual for the serious career professional. David brings his strong sales perspective to the job hunt strategy. Follow his process. Don’t compromise. Leave your emotions in the bedroom and let his system do the work. David leaves out the fluff and academics, leaving us with fast-paced advice and lots of free go-to resources that he uses to execute the system himself. I’ll be providing a copy of *Guerrilla Marketing for Job Hunters 3.0* to all my sales clients. David’s approach applies to the deal hunter as much as it does the job hunter.”

-Terry Ledden, Sandler Training

“This much-needed sequel to *Guerrilla Marketing for Job Hunters 2.0* puts the tools of the Internet at the fingertips of the searcher! Advice on social networks, blogs, special web sites, and interactive promotion is laid out for all to use. In today’s troubled economy, it would pay every employee—not just those who are currently looking for a job—to become familiar with this book. One of the benefits of the process is that it will help you appreciate your own strengths and skills and your value as a person—not a bad side effect from an exercise that is, after all, devoted to your future!”

-Barry Gander, Senior Vice President, CATAAlliance

“When the first *Guerrilla Marketing for Job Hunters* was published, the content was original, game changing, and outrageous. In just four years, the recommended tactics have become absolutely, undeniably necessary for success. Candidates who don’t adopt this plan are handing over their new career opportunity to the competition.”

-Debra Feldman, Executive Talent Matchmaker: Part Sleuth, Part Networker, JobWhiz

“David has looked at the process of job hunting in a completely out-of-the-box approach, and why not? The automotive industry says this is no longer your father’s car, so your approach to looking for a job is no longer the way your father looked for one, either. It’s about the two-way street of value. Your future employer needs to value your skills just as you need to value their appreciation of them, and David’s book is about the whole process.”

-Allan Zander, CEO, Data Kinetics

“A must read. A useful and effective tool for all economic times. Once you start reading, it’s hard to put it down.”

-Rick M Sabatino, Financial Director, Camp Fortune/Mont SteMarie

“Dave never ceases to amaze me with his ability to adapt the latest marketing trends to the job-search procedure. Bravo, Dave! This book is even better than the last one.”

-Mark Hanley, Director of Operations, Kingston Economic Development Corporation

“The job-search paradigm has shifted, and you can either play by the new rules or go the way of the dinosaurs. The bold, cutting-edge search strategies found in *Guerrilla Marketing for Job Hunters 3.0* will position you to exploit the system and demolish the competition. I know, because it’s how I coach my clients to win!”

-Cindy Kraft, CPBS, CCMC, CCM, CPRW, JCTC, The CFO--Coach

“It doesn’t matter how brilliant you are or how exceptional you are at your job. If you are not getting yourself in front of the right people, the hiring decision makers, you will be overlooked. David Perry and his *Guerrilla Marketing for Job Hunters 3.0* will give you the ammunition to get noticed. Don’t get lost on the battlefield; win the war.”

-Donato Diorio, CEO, Broadlook Technologies

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 Tactics Today**

**JAY CONRAD LEVINSON
DAVID PERRY**



WILEY

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You know who you are, David Perry, and you know how much heavy lifting and fiery hoop diving you've had to do. I also owe acknowledgments to Frank and Ginger Adkins, who are currently walking the walk; to Jeremy Huffman, who has reached his destination already; to Christy Huffman, who has the journey ahead of her and will benefit from the words in these pages; and to Joshua Huffman, who searched for the perfect job and found it while looking in the mirror.

J.C.L.

To my darling wife Anita: Wow, our 30th year together. I love you. You are an inspiration as a wife; mother to Christa, Corey, Mandy, and Shannon; and business partner.

D.E.P.

Foreword

Do you know why Jay Conrad Levinson and David Perry use the word “Guerrilla” in the titles of all their books and talks? The answer is that Guerrillas pursue conventional goals in unconventional ways. Guerrillas, like the achievers who read *SUCCESS* magazine, have a better perspective on reality than their conventional opponents who tend to pursue their dreams by the book.

Never before have Guerrillas had such a competitive advantage. In the job market, doing things “by the book” is a fairly certain path to disaster and frustration—unless you operate according to the principles and insights in this book. This book ushers you into the land of conventional goals attained, to reality as it is, rather than as it was. It guides you to a new world that remains unknown to other job hunters—a world in which Guerrillas reign supreme. It has been said that in a dog-eat-dog economy, the Doberman is king. We're in that kind of economy right now—and the Guerrilla is king.

It takes a lot to be a true Guerrilla, and this book provides a lot to accomplish that goal. Wanting to be a Guerrilla is part of the job, but the heavy lifting of becoming a Guerrilla is in being a master of details. Where do you learn those details? The answer is in the pages ahead. It's not necessarily an easy answer, but it's a correct answer.

You absolutely must be aware of how the job market has changed dramatically just in the last decade. This is not your father's generation; it is yours. But it only belongs to you if you have the wisdom and awareness of the Guerrilla. You'll gain those invaluable attributes if you soak up that wisdom and become aware of today's realities. This book was written both to help you open doors to jobs others dream about and to show you how to get one.

To many, getting the job of their dreams is close to impossible. But Guerrillas are experts at learning the art of the impossible. Their knowledge of what is really happening in the job market transforms the impossible into the probable. Lightning has been captured in these pages. Minds will be changed. Lives will be changed. Light will illuminate the way.

Can all that really happen with just a book? It's a beginning. If you're not a Guerrilla job hunter, we wish you success, but if you are a Guerrilla job hunter, we predict success.

Are you ready to design your life on purpose and live the best years ever? Start right now!

To your SUCCESS.

Darren Hardy
Publisher
SUCCESS magazine
www.SUCCESS.com

Acknowledgments

Sage Schofield knows what she's done; Seth Pickett is our Official Man on the Streets; and Natalie Smith continues to lead by spirit.

Acknowledgments are also due to Steven, Michelle, Heide, Elexa, Hayley, Zachary, Austin, Blake, Ava, Alyssa, Leighton, and John Thomas for being so darned cute.

And, of course, my life and my search are more fruitful because of my new bride, Jeannie Levinson, and my constant daughter, Amy Levinson.

Jay Conrad Levinson

Writing a book truly makes you appreciate your friends and colleagues. It takes many people to bring a book to life, and it is my honor to recognize them now.

When I started Perry-Martel International Inc. with my wife and business partner Anita Martel, my marketing budget for the entire year was \$20. As luck would have it, I stumbled across an interesting book called *Guerrilla Marketing* by Jay Conrad Levinson (Boston: Houghton Mifflin, 1989) that promised to reveal hundreds of ways to stretch my marketing budget and get results. Indeed, I owe my early successes in marketing to Jay's ideas. Little did I know that 17 years later Jay would write the Foreword for my first book, *Career Guide for the High-Tech Professional* (Franklin Lakes, NJ: Career Press, 2004), and ask me to co-author *Guerrilla Marketing for Job Hunters*. To Guerrilla Marketers, Jay Conrad Levinson is a five-star general. He is also a true gentleman.

Kevin Donlin helped to expand the offering with the formation of Guerrilla Job Search International. A great business partner, he's a pleasure to work with—save for all the excess energy.

Mark J. Haluska, my friend, colleague, and business partner in recruiting, contributed his blood, sweat, and smarts to the first two editions of the book. Following a remarkable career in the military and in public service, Mark has become a first-class headhunter and life-long friend.

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