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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

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.

“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

“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.

“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 Guerilla 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**

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MARKETING
FOR
JOB HUNTERS
3.0**

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**



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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.

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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.

Wayne Eells dogged me daily to ensure I focused on the end-user needs of the reader to make certain that the book would make an immediate impact.

All the people at John Wiley & Sons were a pleasure to work with, including Shannon Vargo, my editor, Elana Schulman, and Linda Indig. I want to single out Shannon for stewarding it through the editorial process. What a breath of fresh air she has been.

I have Christa Martel-Perry to thank for providing the drill-instructor-themed original art work.

Many thanks to Megan Quinn at Google for steering me through the permissions process so we could use all the Google screen shots, which make the book easier to follow. Google is a trademark of Google Inc.

To my father, Fred Perry, who patiently read and reviewed all my first drafts in spite of having a life of his own . . . thanks!

The recruiting industry, by its very nature, attracts mavericks, evangelists, and pioneers. It has been my good fortune to work alongside and share ideas with some of the finest in the business, including many who contributed to this book. Thank you, Wayne Eells, Chris Perry, Gerard le Roux, Steve Duncan, Grant Turck, Rob Mendez, Skip Freeman, Adam Swift, Barbara Ling, Animal, Martin Buckland, Gail Neal, Tom McAlister, Bill McCausland, Steve Cobain, Mary Berman, Kenrick Chatman, Cindy Beresh-Bryant, Chad Lemke, Erica C. Jade, Jeff Donaldson, Jeff Kruzich, Lauryn Franzoni, Bill Humbert, Beth H. Kniss, Ross Macpherson, Shari Miller, Jim Moens, Dave Opton, Sally Poole, Paul Rector, Jill Tanenbaum, Deanna J. Williams, John Sumser, David Braun, Anita Martel, Dennis Smith, Dave Howlette, Gary Smith, Daniel Houle, Patrick McConnell, Allan Place, Allison Doyle, Mark Haluska, Jim Stroud, Jim Reil, James Durbin, Penelope Trunk, Kevin Watson, Willy Franzen, Peter Clayton, Glenn Gutmacher, Donato Diorio, Jason Alba, Matt Massey, Harry Joiner, Steve Panyko, Joseph Nour, Dave Mendoza, Steven Rothberg, Simon Stapleton, Cindy Craft, Stephen Forsyth, Rayanne Thorne, Jason Davis, Michael Kelemen, Tom Weishaar, Darryl Prail, and Allan Zander.

And finally, to the tens of thousands of job hunters and hundreds of clients I have worked with over the years—thank you. Without you, my life would not have been nearly as interesting.

DAVID PERRY
DAVID@GM4JH.COM

Disclaimer

■ JOB HUNTERS

If you really want to get a new job and you are willing to do the work necessary to stand out from the crowd—buy this book! Grab a highlighter and mark it up. Devour it. Dog-ear the pages that are of most interest. Try everything that doesn't completely knock you out of your comfort zone and then try those ideas that do. By studying our book and applying the ideas, you will always be able to get a job no matter what the economic conditions. You will never again be dependent on anyone but yourself.

■ SMART PHONE USERS

Adoption of mobile technology is growing at a faster pace than the Internet. Because Guerrillas recognize new opportunities to differentiate themselves, portions of this book leverage Quick Response technology from Microsoft to deliver exclusive content. To encourage you to embrace and use this technology, watch for “Tags” like the one below for extra bonus content. Go get the free application for your smart phone.



Get the free mobile app at
<http://gettag.mobi>

■ HEADHUNTERS

Please don't buy this book! I haven't responded to any of the hate mail from the recruiters who have accused me of trying to put them out of business, and I won't respond to yours.

BTW: Smart recruiters have adopted the tactics in this book to help them close more deals.

■ LAZY PEOPLE

Do not buy this book if you're unemployed and happy to stay that way. You won't do what's necessary to get "unstuck" and no one can do it for you. Save your money.

■ PAID PROMOTIONAL CONSIDERATION

Zero. The people and products/companies profiled in *Guerrilla Marketing for Job Hunters 3.0* are here based solely on merit, just as those featured in the first two editions were.

Introduction

The Winner's Edge

Through my illness I learned rejection. I was written off. That was the moment I thought, Okay, game on. No prisoners. Everybody's going down.

—LANCE ARMSTRONG

I was waiting in line at the airport, minding my own business when suddenly my BlackBerry started to vibrate—vigorously. It was my oldest daughter Christa Martel-Perry (she's in university studying advertising and design) who just wanted to say “hi!” Right! I'm the proud father of four, high energy, impatient, just get it done, future leaders of the new world. But I digress . . .

Texting is a great communication tool. It avoids long-winded conversations and the need to make excuses for not calling. Most important is its brevity. What follows is my entire texted communication.

Time: 1501 hrs.

Location: Detroit

Christa: Dad, I need help with a homework assignment for my advertising class. Need to design a new media campaign to find a job. I have to present it in two days—Friday. Ideas?

Me: Launch a chain letter e-mail and a Facebook ad campaign targeting your top 10 companies.

Time: 1647 hrs.

Location: Philadelphia

Christa: Dad—have top 10. Need your credit card number for Facebook ad.

Me: K here's # ***** PIN follows in next txt.

Me: PIN ***** spend \$10 max w .25 per click.

[Action: I agreed to a \$10 maximum spend for the Facebook ads with a suggested cost per clickthrough of \$0.25, giving Christa a potential test group of 40 people. E-mailed credit card number with PIN—I know what you're thinking, but hey! In for a penny . . .]

Time: 2215 hrs.

Location: Ottawa

Christa: It worked!

Me: What worked?

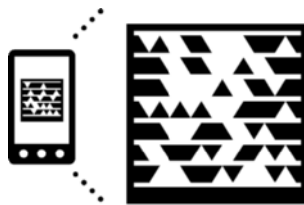
Christa: E-mail chain letter. Got two replies already.

Me: Already! From who?

Christa: Friend's father knows the executive director at X. She's sending me details and passing on my message.

Christa presented her campaign to her class Friday. A day later she received an e-mail invitation to interview with one of her targeted organizations and shortly thereafter (days) she agreed to head overseas.

■ EVER HAD ONE OF THOSE DA... MOMENTS?



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Think about what just happened. I interacted with Christa for mere minutes between flights:

- By the time I landed in Philly, Christa was ready to execute.
- She used free software on her laptop to create an ad and upload it to Facebook.

- By the time I cleared customs in Ottawa, Christa was seeing results.
- Her message went viral.
- Christa closed an offer days later.

... never having read a newspaper, surfed a job board, gone to a networking event, or spent a penny (of her own money)!

Can job hunting be this easy? Yes. For most people, starting the conversation is the hardest part, but once they're talking, they can get the offer. This book will help you start more conversations with people who can hire you.

■ JOB HUNTING HAS CHANGED

Let me contrast Christa's experience with those of the audience we presented to earlier in the day, at the SAE World Congress (Society of Automotive and Aeronautical Engineers). Kevin Donlin (my business partner in Guerrilla Job Search International) and I were in Detroit to present "Guerrilla Job Search Secrets Revealed." The audience: engineers between opportunities (job hunters).

As background, let me just say that when Kevin and I present it's a lively interactive event—best described by one attendee as a "good old-fashioned revival meeting!" We know holding an audience's attention for 90 minutes requires that we grab attendees by the throat and shake them to their very core—figuratively speaking, of course.

We begin every talk by playing "Stump the Recruiter." This is a fully interactive game that allows me to whip the audience into a frenzy by telling them that they can win a copy of *Guerrilla Marketing for Job Hunters 2.0* or a *Commando Tactics* DVD . . . (wait for it!), further informing them that "no one ever wins." "So I brought just one copy of each because a box of books is heavy, and I know I'm just going to have to lug them home—again." But that day I went just a little farther saying, "but maybe, because I'm in a room filled with engineers, and I'm just a "simple BA, it might be the first time."

Got their attention? You bet.

So up goes Slide #1, which is blank save for these two sets of numbers standing 16 feet tall: 24,297,000 and 2.6. I ask the audience, "Can you tell me what those numbers stand for?" A flurry of answers is shouted out, running the gamut from: the number of unemployed people in America to the daily consumption of Starbucks coffees.

Sadly, none are correct. “Looks like I’ll be lugging the book home again,” I say.

■ WANT TO TRY?

What do you think these numbers stand for?

24,297,000

2.6

Give up? Come on, try!

Okay, let me tell you. The 24,297,000 number comes from the U.S. Bureau of Labor Statistics and represents the “Hires levels and rates by industry and region, seasonally adjusted” for the 6 months from September 2009 to February 2010. The 2.6 stands for the number of jobs that went unfilled—2.6 million in January of 2010. By November 1, 2010, that number had grown to 25.5 million people hired. Do you remember seeing 24 million job postings? Me neither.

■ INTUITIVELY THAT MAKES NO SENSE

We’ve been bombarded with news to the contrary for nearly four years. But it’s a fact. How can that be?

One of the great underreported/unreported stories about the recession is that American employers have jobs they can’t fill. What statistics reveal in the midst of the weakest economy in several decades, and a national unemployment rate hovering around 9.7%, is that employers have jobs that can’t be filled. How many last month? Just go to this U.S. Bureau of Labor Statistics link to see: <http://tinyurl.com/nku3d9>. These numbers indicate that the problem is more than a simple supply/demand mismatch.

Here’s the real problem. More than 95% of jobs are not advertised anymore because employers are ill equipped to deal with the avalanche of resumes, each one of which has to be filed, tracked, and replied to for Equal Opportunity Employer reasons. This consumes hundreds of hours of time that few can afford. The vast majority of jobs remain unadvertised—they are invisible to ordinary job seekers. However, millions of people are being hired, and if you want to know how many, just load this URL into your web browser:

www.bls.gov/news.release/jolts.t02.htm.

Are you surprised? Think I’m fibbing?