

# THE BREAKTHROUGH JOB SEARCH CURE

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# INTRODUCTION

What you're about to read, and learn, and do may have more of a lasting effect on your career and your quality of life than anything else you have ever done.

That's a pretty powerful proclamation isn't it? You bet it is. It's also true. I don't mean to minimize your education or your experience or your network of peers. All those career assets are extremely valuable.

But think about it for a minute. How many people have a similar education or comparable experience or just as many names in their Rolodex? And how many of them are in the top 10% or even 20% of the workforce in terms of satisfaction, fulfillment, compensation, security, and work/life balance? How many of them have been downsized or fired? How many are searching for a new job right now...without much success?

That's why these self-marketing job search strategies that you are about to discover are so valuable. Because the best jobs, with the highest compensation packages, working with the cream of the crop companies, don't go to the most qualified person. They go to the individual who best knows how to market and sell his product. And the product is you. (More about that in a minute.)

## Job Search Process

The job search process (self-marketing campaign) has several stages and you may be at any one of them. If you're employed, but not very happy, you may be thinking about the possibility of finding a new opportunity or you've haphazardly begun a search. You've sent a few resumes and contacted some headhunters.

Others are more serious about their search and maybe you have some potential interviews coming up. Some of you have been laid off or fired or downsized or

furloughed. (We're among friends here. We don't care what they call it. You need a new job...and sooner rather than later.) If that's your category, you may be at the beginning of your hunt or maybe you've been at it for a bit. Others of you have been looking for quite awhile. A few bites, maybe, but nothing concrete. Nothing that really excited you. Or maybe something that did excite you, but somebody else won the prize.

Some of you are actually enthused about your job search. You've met a lot of new people and you're confident the "right" thing will come along. Others are at the opposite end of that stick. You're frustrated, discouraged, stressed out and trying hard to muster some confidence and a smile. Lots of others are somewhere in between. Good days and bad days. Highlights and lowlights.

## Job Search Anxiety

For the most part, particularly in a less than robust economy, the majority of people hate to look for a job. The reason is simple. The "job searching" process is filled with negativity. It comes complete with rejection, intimidation, discouragement belittlement, frustration, and unreturned calls, unread resumes, broken promises, and draining bank accounts. What fun! Wonder why people don't do this more often?

I'm sad to say that these feelings, often produced by a job search, affect every aspect of your life including your self-esteem, business and personal relationships, your health and even your earning power. In a University of California at San Francisco study, researchers found that people out of work were twice as likely to experience bad health and four times as likely to report the onset of a disability as those who were fully employed. Talk about stress!

Another major effect of the job search process is the disenchantment experienced by approximately 80% of the workforce. Because most people do a poor job of searching and evaluating potential opportunities, many workers are overwhelmingly dissatisfied with their jobs, pay and amount of free time.

Problems with work, money, and leisure time are evident in all class levels. Every day, too many people are doing what they don't like to do, with little or no sense of accomplishment, and for less money than they are worth. The result is a tremendous amount of anxiety throughout the workforce.

So even when you find your next job, is dissatisfaction and a lack of fulfillment and less money than you're worth what you have to look forward to? There's got to be a better way.

## A Better Way

That's exactly what I thought back in the '70s. There's got to be a better way. At the time, the economy was in the dumps. Workers, from executives on down, were struggling with trying to find new jobs. They were running into all the roadblocks we've discussed. I saw signs of severe stress, alcoholism, drugs and depression. That was when I decided to research, study, experiment and come up with a better way.

My undergraduate degree is in psychology and my MBA is in marketing. I combined those two disciplines to develop a whole different approach to finding a new job. Executives were the first to try the theories. Success! Better jobs, more money, faster and easier.

Over the years, professionals of all types have benefited from the techniques. I have continued to study in the areas of success and achievement, marketing, and advertising. I have helped corporate America hire its leaders. I have consulted with top executives. I know what works, what doesn't work, what wastes time and causes frustration and what can save you months cutting your job search time up to 75%.

That is what you are about to learn. Pay close attention. Read and re-read. Take notes. Absorb and follow the ideas and I guarantee you a faster, easier, more lucrative search that is actually fun.

No matter what stage of your job search you're in, you can reap the rewards. If you've been downsized, I will guide you to finding a new and better opportunity faster than you ever imagined. If you're underpaid, overworked, or bored, you will learn strategies that can save you months of unproductive searching in the wrong places using the wrong methods.

## Solution

What's the solution? It begins with the realization that choosing the right opportunity and finding the best job for you doesn't have to be complicated. You don't

have to spend weeks or months reading large volumes of research material. You do need to change the methods you've used for job searching in the past.

In fact, there's no better time than right now to cast off the term job searcher. You are not a job searcher. You are a marketer.

**Yes, this job finding process is all about marketing and sales. You are marketing the product called YOU. You are the product. Your product is made up of your education, experience, personality, skills, traits, values, interests and everything else that makes you who you are. And I will teach you how to successfully market your product.**

You will become familiar with proven marketing techniques that get results. You will do things differently than the "job searcher" and you will stand head and heels above the "job-searching crowd".

If you have ever been provided with outplacement service and think you may already know the right strategies to find an outstanding opportunity, get ready to be surprised. Too many "job searchers" have a false sense of security. They have been guided by an outplacement firm or career counselor and believe they are doing all they should be doing to find the best job. Unfortunately, many of those outplacement firms and career counselors teach "job searching", not marketing.

### **Faster...Easier...Better**

You need to dig out the 70% of jobs that are never advertised. You want to be able to overcome any job finding issue. Frustration should be on the way out and excitement on the way in. Your desire should be to save time, money and humiliation. Your objectives are simple: faster, easier, better job, more money. That's it. Your answer is a marketing campaign, not a job search.

## What You'll Learn

What this guide is all about is marketing and selling a product you know better than anyone else in the world. It's all about you.

You'll learn personal marketing techniques that will lift you miles above the crowd. How to design the letters that get employers to call you, letters that all but guarantee success. You'll use proven direct mail marketing strategies that can drive your response rate 100% to 300% higher. Job searchers don't use these techniques. While they are missing out, you can stand out.

You'll discover the real purpose of a resume and the format you should be using. You'll learn ideas that will get your resume read from top to bottom rather than glanced at and thrown in the rejection letter pile.

As you read the Personal Marketing Campaign chapter, you'll be making notes like there was no tomorrow. Ideas will be popping into your head one after another as you learn how to find the best leads in any industry, how to get offers where no "official" opening exists, the smartest way to work with executive recruiters, how to find companies that would love to talk with you, how to take advantage of ads most "job searchers" never investigate, getting gatekeepers to cooperate with you, who to talk to and what to say.

## Interview Success

When you get to the interview, your selling skills need to shine. You'll learn exactly how to do that and I'll make it simple and easy...and you'll triple your chances of an offer. You'll know how to ace the all-important likeability factor. You'll discover the importance of rapport, the way to answer questions, the critical questions to ask including the one question you must ask which can immediately open the door to an offer. You'll also come to realize what hiring execs are really looking for. Once you understand the "whys" behind the interview strategies, you will have a level of confidence you never dreamed of. You will know exactly what you need to do and what you must avoid to get an offer.

You'll learn how to negotiate the best compensation package possible and how to evaluate an offer to assure it's what you want.

## The Best Job with the Most \$

Once you understand the ease of these strategies and the incredible benefit to you, nothing will stop you from quickly finding the best opportunity you've ever had making more money than you ever thought possible.

Anyone can make this "job finding marketing" work for them. I have seen every level, from CEO on down, every personality from extrovert to introvert, no matter the industry, no matter the age, make these techniques work.

You can do it too. As with any successful endeavor, goals, action, learning from miscues, hard work and dedication are the keys to putting these techniques to work. You do that and I guarantee, you will make it happen.

As you embark on your marketing campaign, remember I am here to help you. Contact me anytime with questions or concerns. And don't forget to tell me about your victories. I love a good success story.

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