

GUERRILLA JOB SEARCH SECRETS REVEALED!

by Kevin Donlin

Why Listen to This Guy?

The New York Times

THE WALL STREET JOURNAL

CBS RADIO

Chicago Tribune

careerbuilder.com

FORTUNE

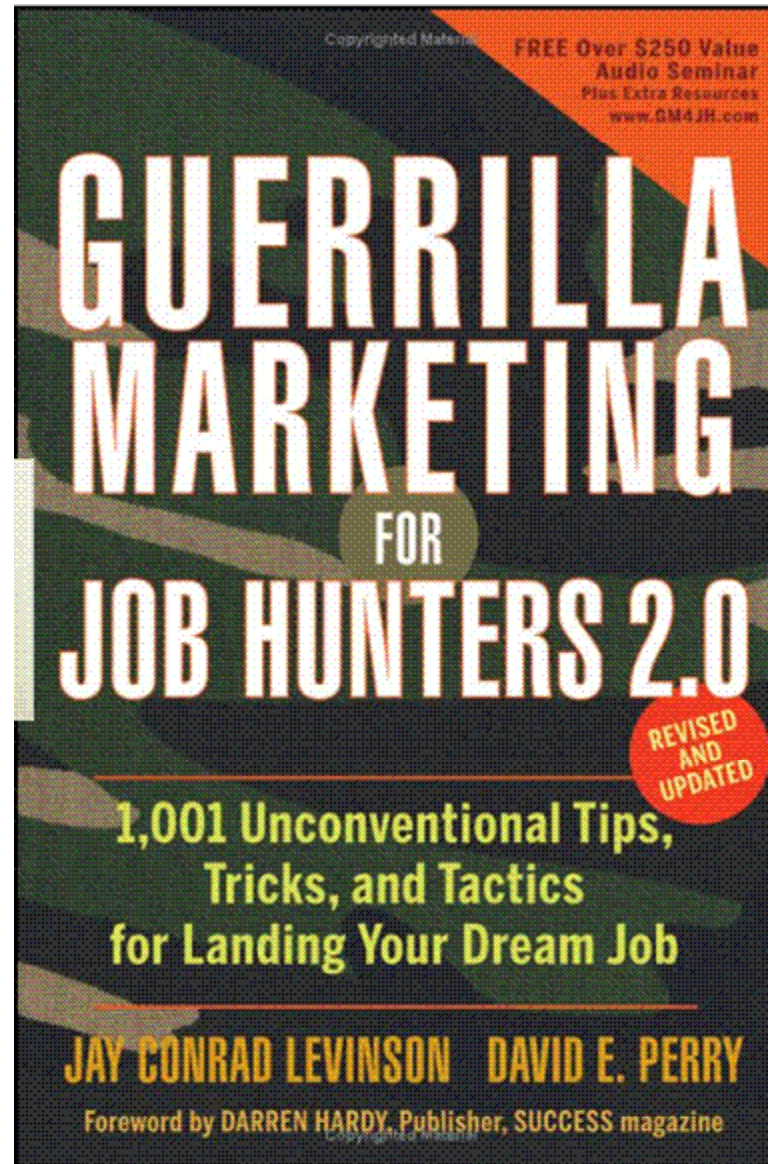
StarTribune.com
Minneapolis - St. Paul, Minnesota

Forbes.com

amazon.com

- More than **10,000** people helped in all 50 states since 1996.
- *Minneapolis Star Tribune* jobs column since 2000.
- 22 Seminars at *Star Tribune* Career Expos since 2001

Why Listen to This Guy?



**What is
Guerrilla Marketing
for Job Hunters?**

Guerrilla = **Unconventional**

- In doubt? Try the opposite

Marketing = **Finding and selling**

- Marketing 101 is Job Search **401!**



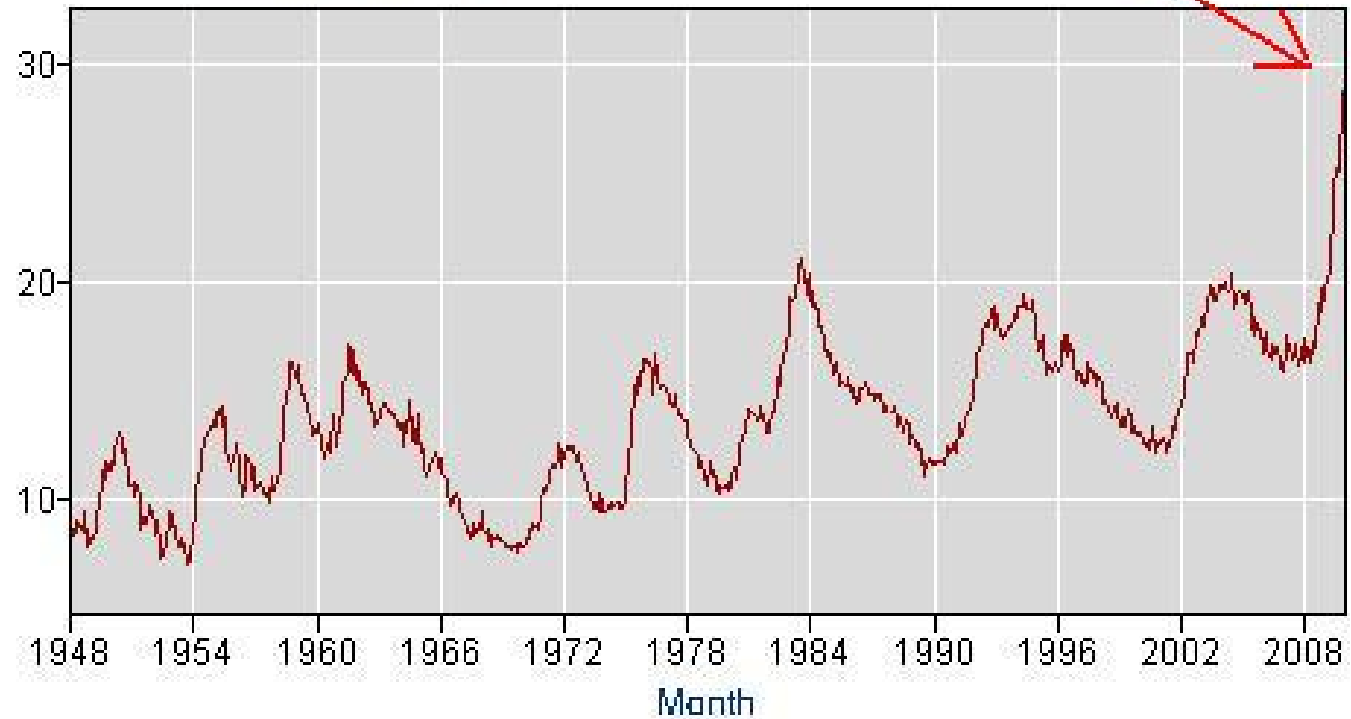
***A conventional* job search lasts
30.2 weeks – 7.5 months**

Data extracted on: February 19, 2010 (12:18:37 PM)

Labor Force Statistics from the Current Population Survey

Series Id: LNS13008275
Seasonally Adjusted
Series title: (Seas) Average Weeks Unemployed
Labor force status: Unemployed
Type of data: Number of weeks
Age: 16 years and over

30.2 Weeks!





**A Guerrilla Job Search lasts
7-12 weeks = 60-75% Faster**

Get Ready For
7 Powerful
Guerrilla Job Search
Secrets ...

7 Ways to Get Hired Fast

- 1) Start with clarity**
- 2) Stop “networking”**
- 3) Let other people “sell” you**
- 4) Send a Guerrilla Resume**
- 5) Send a Guerrilla Cover Letter**
- 6) Try the “Coffee Cup Caper”**
- 7) Start work *before* you’re hired**

7 Ways to Get Hired Fast

“If you don’t know where you’re going,
you might wind up someplace else”
- Yogi Berra

#1 Start with clarity

Start With Clarity

2 ways to start with clarity ...

1) Job Title (or 3 skills)

2) 10 Employers



New jobs are like new cars ...

Stop “Networking”

#2 Stop “networking” and ...

Start being useful
to other people

Stop “Networking”

How to be useful to other people ...

- 1) Research to find their needs**
- 2) Offer your help!**

Stop “Networking”

Tactic: Choose now ...

- 1) The 5 most-connected people
- 2) Something *specific* to help them:
... your **knowledge, skills, an introduction to someone, industry news, your time**

Stop “Networking”



Let Other People “Sell” You

Not comfortable selling yourself?

No problem ...

**#3 Let *other* people
“sell” you!**

Let Other People “Sell” You

How can other people “sell” you?

Testimonials!



BEFORE



AFTER

Let Other People “Sell” You

From a **student’s** profile on **LinkedIn**

- “Bob impressed me as articulate, intelligent, and self-motivated. More than that, I’ve seen ample evidence that Bob gets things done.” February 20, 2009

Let Other People “Sell” You

... re-used on your **résumé** ...

- **Reviewer said:** “Bob impressed me as articulate, intelligent, and self-motivated. More than that, I’ve seen ample evidence that Bob gets things done.” (2009)

Let Other People “Sell” You

... and in your **cover letter!**

P.S. – Call me today to learn why one reviewer said: “Bob impressed me as articulate, intelligent, and self-motivated. More than that, I’ve seen ample evidence that Bob gets things done.” (2009)

Let Other People “Sell” You

Tactic: Get 1 testimonial!

- 1) Got LinkedIn?
- 2) Got letters? Emails? Awards?
- 3) Call someone to ask

Send a Guerrilla Resume

Don't send a resume ...

**#4 Send a
Guerrilla Resume!**

KEN SMITH

1240 XXX • Lumberton, Texas 77657 • 409-123-4567 • Cell 409-123-4567

OBJECTIVE

Obtain a position in the finance field to further my knowledge and experience

EDUCATION

- | | |
|--|-----------------------------|
| 1) Navarro College, Corsicana, Texas | [August 2002-December 2004] |
| 2) Abilene Christian University, Abilene, Texas | [January 2005-May 2005] |
| 3) Texas A&M Corpus Christi, Corpus Christi, Texas | [August 2005-December 2005] |
| 4) Lamar University, Beaumont, Texas | [January 2006-May 2007] |

Major: Business Finance

Obtained BBA from Lamar University on August of 2007

GPA: 3.7

ACTIVITIES AND ACHIEVEMENTS

- Member of phi theta kappa. (Honor society that is active in communities)
- Full scholarship to play football at Navarro college and Abilene Christian. (Captain at Navarro)
- Scholarship for top male student athlete at Navarro college
- Invited to join Phi Kappa Phi (top 10 percent of all upperclassmen on campus)
- Member of financial management association
- Managed my own stock portfolio for 5 years with an average return of 20% a year

EMPLOYMENT

Trap Technician Years Employed (summer 2000)
1 in 100 Gun Club Lumberton, Texas
Threw clay pigeons for customers and performed maintenance to machines. I also taught gun safety seminars.

Maintenance Worker Years Employed (summer 2001-present)
Lumberton Independent School District Lumberton, Texas
Performed maintenance on the schools as well as volunteer 7 on 7 football coach for Lumberton High School.

COMPUTER SKILLS

Experienced in Microsoft Excel, PowerPoint, Word, Windows, E-mail, and the Internet
Familiar with Microsoft FrontPage and Access

REFERENCES

Mark Jones phone
Jim Stevens phone

**KEN
SMITH**
B.A. FINANCE



PHI THETA KAPPA



"A Navarro College athlete who represents outstanding accomplishments both on the field and in the classroom."

Tommy Stringer
Dean of Arts, Sciences, and
Humanities Navarro College

"He's a guy that holds a 3.8
GPA and distinguished All-
American. Absolutely one of
the best I've ever seen."

Chuck Lawrence
Navarro College Head Coach

"Ken's work ethic will make
him successful in any avenue
he pursues."

Clint Rosta
Former Navarro College Coach

123 Main
City, TX 77550
(409) 777-2222
ks@ill.com

OBJECTIVE

A position in **financial analysis** where my financial training, leadership experience and competitive nature will add value.

SELECTED ACHIEVEMENTS

- Managed my own stock portfolio for 5 years with average annual return of 20%.
- Winner of full scholarship to play football at Navarro College and Abilene Christian.
- Winner of scholarship for top male student athlete at Navarro College; also served as team captain for varsity football.
- Superior work ethic. Accustomed to long hours in pursuit of goals.
- Invited to join Phi Kappa Phi (top 10 percent of all upperclassmen on campus).

EDUCATION

Major: **Business Finance**
Bachelor of **Business Administration**: Lamar University in August 2007
GPA: **3.7**

Lamar University, Beaumont, Texas
Abilene Christian University, Abilene, Texas
Navarro College, Corsicana, Texas

Relevant courses included the following: **Investments, Strategic Analysis, Financial Management, Financial Markets and Institutions, Business Analysis, and various accounting courses**

EXPERIENCE

Maintenance/Management (Summer 2001-present)
Lumberton Independent School District
Lumberton, Texas
Performed maintenance on facilities and equipment, managed inventory, and served as sports team manager.

Volunteer football coach for Lumberton ISD (Summers 2002-2004)

COMPUTER SKILLS

Experienced in Microsoft Excel, PowerPoint, Word, Windows, E-mail, and online research. Familiar with Microsoft FrontPage and Access. Quick to master new skills.

ADDITIONAL INFORMATION

- Distinguished Academic All-American collegiate athlete at Navarro College.
- Member of Phi Theta Kappa honor society, engaged in campus service.
- Member of Financial Management Association.
- Budgeted time to compete as varsity football player while full-time student.
- Gain tremendous satisfaction from working and achieving as part of a team.

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Send a Guerrilla Resume

Two Essential Parts:

1. Logos or Graphics

- employers, schools, organizations

2. Quotes

- managers, vendors, clients

Send a Guerrilla Cover Letter

Don't send a cover letter ...

**#5 Send a
Guerrilla Cover Letter!**

Send a Guerrilla Cover Letter

**How? Start reading your
JUNK MAIL for ideas**

Send a Guerrilla Cover Letter

#1 Focus on the Reader

Change all *I, me, my*, to
You, You, YOU!

Send a Guerrilla Cover Letter

Wrong:

“I am applying for a job where **my** 10 years’ experience will be rewarded with...”

Right:

“**You** will benefit from my 10 years’ experience, which can grow profits for **your** team...”

Send a Guerrilla Cover Letter

#2 Include a P.S.

Examples:

- P.S. – Please call me today to learn how I saved \$97,455 for my employer in 2008.
- P.S. – Call me today to learn why one reviewer said: “I’ve seen ample evidence that Bob gets things done, a quality lacking in most people.” (2009)

Try the “Coffee Cup Caper”

What’s the #1 marketing sin?

Being boring.

Don’t be. Instead ...



“Try the Coffee Cup Caper”

Try the “Coffee Cup Caper”

“Coffee Cup Caper” Results:

- **Jann FritzHuspen, St. Paul, MN**
- **3 boxes mailed = 3 phone interviews**
- **HIRED** as a Director in 34 days
- **Other successes: Chicago, Detroit, Los Angeles, Toronto, Pittsburgh, Washington DC ...**

Try the “Coffee Cup Caper”

Tactic: Coffee Cup Caper

1) Choose 1 target company.

- Find the name of the **job** and the **hiring manager**.

Try the “Coffee Cup Caper”

2) On Monday, send the following in a FedEx 2Day box:

- Coffee cup (Starbucks, Caribou, etc.)
- Customized cover letter
- Resume (Guerrilla Resume is best!)

Try the “Coffee Cup Caper”

3) Wednesday: Call and say, “Hi, I’m the person who sent you the coffee cup. I think you just got it.”

- Write, practice and use a script, in case you get voicemail
- Ask to meet for coffee, in person or by phone (they HAVE a cup 😊)

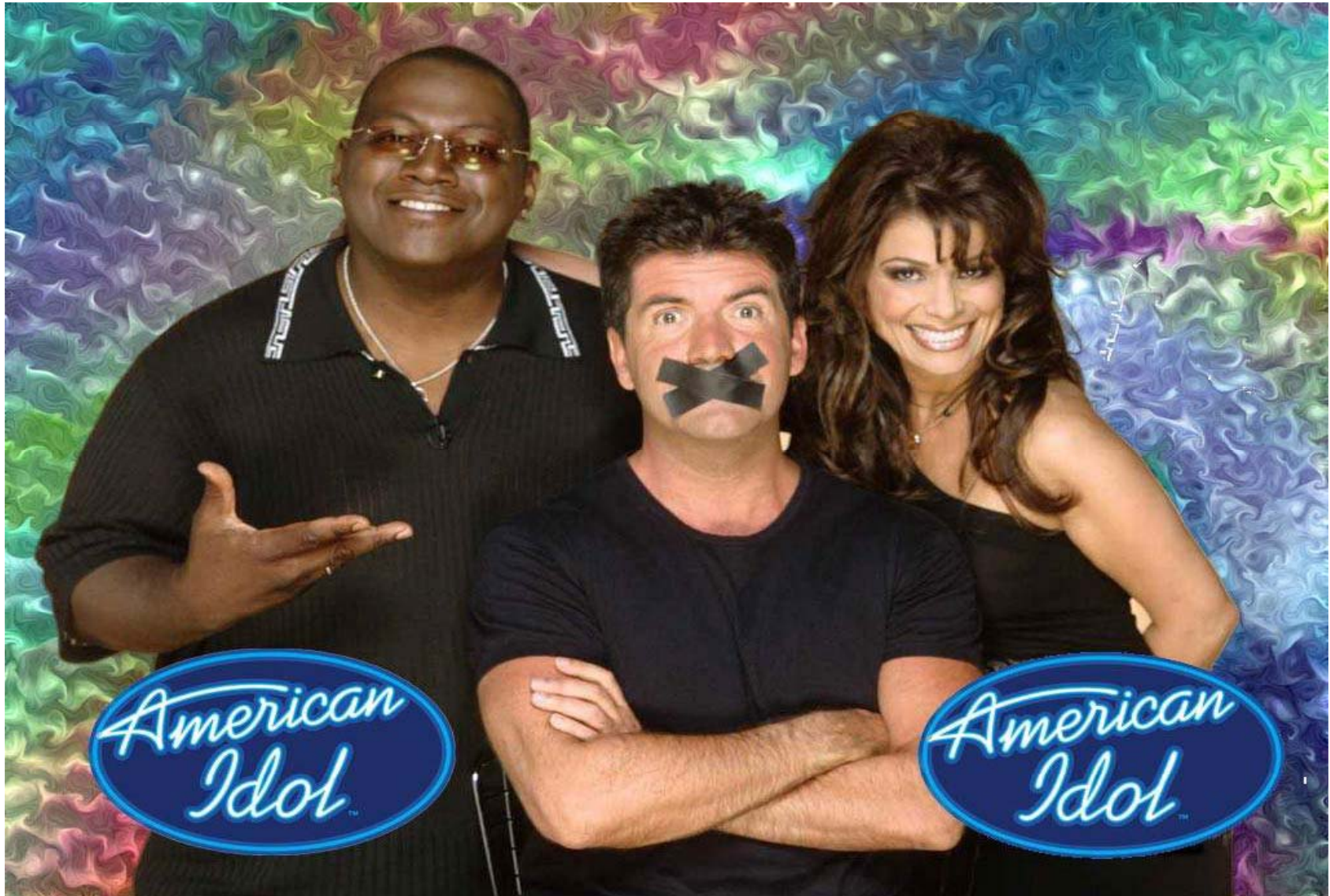
Try the “Coffee Cup Caper”

Now, an answer to the question ...

“What if everyone in Minnesota mails a damn coffee cup?!”

- Paper weight + call
- Aspirin taped to cover letter + call
- Thank-you note + call (ALWAYS CALL)

In doubt? Test it out.



How do you ace *this* job interview?

Start Work Before You're Hired

The same way a Guerrilla
aces any job interview ...

**#7 Start work
*before you're hired!***

Start Work Before You're Hired

1. **Research the company** -- find out needs, problems, and opportunities ...
2. **Research the job** -- find out about the work you would do ...
3. **Start work *before* you're hired:**
Perform or Prove it!

Start Work Before You're Hired

Examples:

- Sales rep -- got sales leads (**Perform**)
- Marketing manager -- quotes (**Prove**)

Start Work Before You're Hired

Final Tactic: What can **YOU** do before you're hired to prove your skills?

- 1) What's your **most valuable skill**?
- 2) How can you **perform** or **prove** it?
- 3) What will you do next?

How to Get Hired Faster ...

- **Basic Help = DVD**
(save \$19.95)
- **Complete Help = Coaching**
(save 13-18+ paychecks)