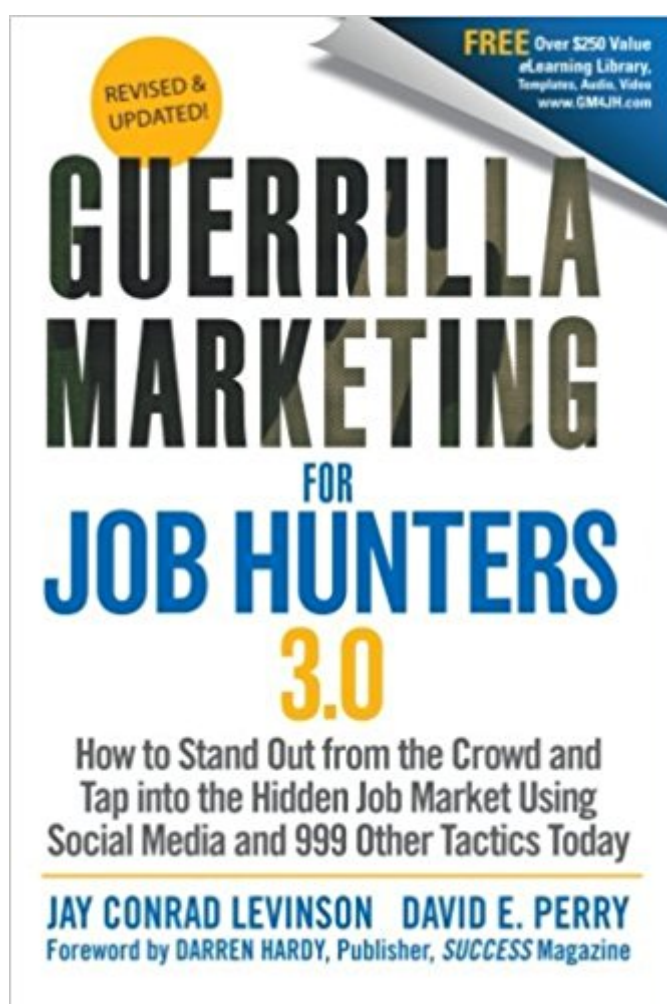


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# Guerrilla Marketing For Job Hunters 3.0: How To Stand Out From The Crowd And Tap Into The Hidden Job Market Using Social Media And 999 Other Tactics Today





## 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

In today's job jungle, the guerrilla is king Landing your dream job today requires that you be both the hunter and the hunted. Guerrilla Marketing for Job Hunters 3.0 explains in step-by-step detail how to use the newest social networking sites and digital tools to perform a precision-guided, all-out job-hunting assault. Get access to cheatsheets, case studies, before-and-after sample resumes and cover letters, and proven tactics that you can tailor to your situation to make it drop-dead simple to

find a job fast. "It's rare to find an expert whose advice is novel and tangible. So much career counseling tends to be one or the other or neither. Guerrilla Marketing for Job Hunters 3.0 manages both; it's loaded with original ideas for job seekers stuck in a rut." &#151;New York Post "Levinson and Perry avoid the airy-fairy, none of that 50,000-foot-view stuff you're used to reading in career books. This is down n' dirty, practical advice for today's hyper competitive job market." &#151;J. Donaldson, Job Hunter, Detroit "Anyone unfortunate enough to be seeking a job in this market knows that the traditional methods can be dead ends. Here, many of the latest techniques recommended by headhunters are punctuated with war stories and step-by-step advice." &#151;Kiplinger's Personal Finance "An e-mail chain letter combined with a targeted Facebook ad generated leads within hours." &#151;Christa MP, Student, Toronto "David is the most intelligent and tenacious recruiter I know, and he's put all of his energy and more into this book. If you're looking to effectively attack the job market with zeal and enthusiasm I've got only one piece of advice for you: read this book."&#151;Jim Donnelly, Editor-in-Chief, Ottawa Business Journal

Jay Conrad Levinson is Chairman of Guerrilla Marketing International as well as the author of the number one bestselling marketing series in history, Guerrilla Marketing. Along with his fifty-seven other books, he has collectively sold 22 million copies in over sixty-one languages worldwide. He taught this topic for ten years at the University of California in Berkeley. [www.gmarketing.com](http://www.gmarketing.com) David E. Perry is coauthor of Guerrilla Marketing for Job Hunters as well as the author of Career Guide for the High-Tech Professional. Nicknamed the "Rogue Recruiter" by the Wall Street Journal, he has personally negotiated more than \$184 million in compensation as Managing Director of Perry&œMartel International, one of North America's top recruiting and placement firms.

I purchased this book to help my daughter (recent college grad) launch a job search. It's fabulous! Not only does it provide a step-by-step process, it's actually enjoyable to read and remarkably encouraging. Job hunting is hard and depressing--but it doesn't have to be. It's turning out to be fun and uplifting. She's still in the early stages of the process, but she's already changed her tune about both the process and what she has to offer a prospective employer--and she's generated lots of leads. I'm semi-retired, but if I ever decide I want to pursue another dream job (been there, done that), I KNOW I'll land it--with ease. Thanks to the authors for all the great insights and advice.

I LOVE THIS BOOK! Whenever anyone mentions that they're looking for a job, I send them a link to this book. It will make you take a hard look at yourself and your talents so that you can rework your

resume and cover letter in such a way that you'll make potential employees quickly see how YOU can help their company succeed. I spent seven months looking for jobs just like every other job seeker, and very few companies even acknowledged my resumes, much less expressed any interest. In all that time, I had one brief phone interview. I was very discouraged. And then I bought this book. After I went through the exercises and re-evaluated how I was marketing myself and conducting my job hunt, I started sending out my new Guerrilla resume and cover letter to targeted companies (and targeted managers in those companies). I finally started getting some responses! That was way more than I had experienced previously, so the new positive reinforcement gave me the will to continue hunting. Less than three months after I sent out my first Guerrilla resume, I started my new job. This book is not a magic pill. You really do have to put in A LOT of work to figure out the best way to present yourself, then to find and contact decision-makers at your desired companies. It's arduous, but it's really worth the effort. I used this book in conjunction with Skip Freeman's "Headhunter Hiring Secrets: The Rules of the Hiring Game Have Changed ... Forever," which I found helpful especially for interview prep.

I love this book. It's really excelled me "into" social media branding, etc. The suggestions are spot-on. Definitely in the top 3 of books I've read on job hunting. I would like to see more about "career transitioning" as far as tactics and strategies when changing either your industry, occupation or both! Sadly, there's not a lot out there about this topic. However, I fully utilized David Perry's advice (as well as all of the contributors' suggestions and "war" stories in the book). It's vastly important to heed a lot of the branding advice as this area is growing by leaps and bounds AND it sets you apart from so many who do not take time to do this. It's a lot of work especially if you're looking while you're working but it's worth it for what it teaches you and once you're done you're just tweaking it as you go along. Learn as much as you can about LinkedIn and at least the other social media platforms like the fanpage suggestions on Facebook, Pinterest .. yep I said it Pinterest is ranked 4th in growth (as of 07/2013 .. Twitter .. StumbleUpon, Google+ I read through some of the reviews about the book and want to state a couple of things. I have read other job advice type of books and they have all had their place. books on resume writing, LinkedIn, headhunting secrets, etc. Who cares if maybe this book is the only one the people who left reviews here have read (from a review I read about someone saying that the reviews are only good because this is the only book read by some of the reviewers of this book) . if it worked for them so what? I haven't found a job yet because I am changing careers and creating my own streams of income but I am getting a lot more requests and attention based on the suggestions in this book from a lot of people in the position to

make decisions, from headhunters to decision makers and business owners! I had already read a book on LinkedIn but this book contains additional information about it . . more strategies. This is a book to definitely have in your arsenal. Brand yourself, brand yourself . . . Keep reading, keep learning, keep improving .. there is not ONE BOOK that is a one-size-fits all nor should there be. AND the book is not all about pretty logos on a resume .. geeez .. these are only suggestions folks .. take something from the book and try it at least .. you donto have to do everything .. just step by step . SOCIAL MEDIA IS THE WAY people . . projections for growth are astounding.. I love this book so there you have it.

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