

Job Search Secrets Unlocked!

*How to Find and Win
Your Dream Job
Like a Pro!*

**Joseph S. Turner
Swenson Turner, Inc.**

Job Search Secrets Unlocked!

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A Real Life Overview

"To me, joblessness means that some of our smartest and most talented people are sitting at home watching soap operas. I know talented project managers who are now selling real estate. My neighbor used to build sophisticated head-end servers—and he is now selling custom doors at Home Depot.

"There are all kinds of highly educated, talented people who are selling custom doors at Home Depot. It's not what they want to do; it's not what they should be doing. So why are so many talented people having such a hard time? Here's why: What you can do and how good you are does not matter. What matters are how well you COMMUNICATE what you do and how good you are. That is the difference."

- Perry Marshall, Perry Marshall & Associates

Perry Marshall is not a recruiter, career coach or psychologist. He is, however, an expert *marketer*. He has coached hundreds of businesspeople on how to take their product or service to market and outsell the competition in a world that's already full of great products and services. Perry could have been a recruiter because he understands the one basic premise that so many in the job search game today miss entirely. For any of us to get the job we want, we need to understand marketing and we need to know how to **position ourselves apart in a world that seems to have too few jobs being**

chased by too many job seekers. Most of them will end up unhappy and unsuccessful.

You don't have to be one of them.

Imagine, on the other hand, how it feels to walk away from the Human Resources department of some company having just signed the acceptance letter for the job of your dreams at top dollar salary. You've worked for weeks to find this opportunity and you've met and talked with all members of the team over a period of several meetings. You've even met the president. The chemistry is right. It's a right fit and the challenge is exciting. All your questions are answered and you're ready to go to work—maybe you start tomorrow morning on this brand new experience. It seems that this is it, that one day when your whole life changes for the better.

That's the main reason this book was created—for you to have *that day* arrive in *your* future. I, too, have read all the usual books from Amazon and Barnes & Noble that supposedly offer practical advice on how you go about getting a job. I think you know what I mean . . .

- **the ones that make it look like your next job search will be a "walk in the park" once you do the right cover letter**
- **or you do the "correct" résumé**
- **or you memorize pages and pages of "correct" answers to all the typical interview questions and their supposed "hidden" meaning you have to watch out for**

Well, allow me to let you in on a little secret. After 15 years as a successful recruiter, plus five previous years as a job seeker using all the *wrong* ways to look for a job, I can tell you that it's not about your cover letter. It's not about your résumé, either, and it's most certainly not about your memorizing a lot of correct answers. The truth is that none of these books offers updated information on how to actually thrive and prevail on the seemingly slim pickings of today's leaner and more competitive job market.

As a job seeker, you need updated tools and techniques that you can use *today* for *today's* Job Market. Every job seeker knows that the real

knowledge base of the job-hunting and career-changing world resides with the pros who do this for a living every day of the week. I'm talking, of course, about recruiters and "headhunters." So who better than top recruiters to answer pointed questions about what's *really* happening, what tools *they* use, what techniques *they* have found to be tried and true in this competitive job search market?

Here's what I did. I compiled insider information from my own years of training and hard won experience as a successful recruiter, plus I called on top recruiters of today to find out what *they* know that you as a job seeker *should* know.

I will show you everything you need to know, from:

- **How to register online**
- **How to win a phone screen**
- **How to widen your search list**
- **How to develop a conversation when you're on the phone**
- **How to get past the gatekeepers**
- **How to locate the right companies to research**
- **How to find the right people in these companies**
- **How to write a truly effective résumé**
- **How to find hidden jobs**

. . . and much, much more.

As you go through this book, you will begin to put into place some of the best secrets of today's top headhunters. Done correctly, these secrets practically *guarantee you more callbacks and winning interviews*, even if you are a first time job seeker.

When you consciously do the work in this book you can catapult from just another frustrated job hunter to a seasoned negotiator choosing among several job offers. It is my fervent desire that the few dollars that you spent on this book will be greatly rewarded by giving

you the information and tools you need today to win the job you really want!

Job-hunting has changed!

Since 9/11 and the stock market "correction" of 2001, those "in the know" have said the "good times" are over. Even before this watershed year, the statistics were not boding well for the American worker. Consider that the average person goes job hunting between 8-10 times in his/her life, possibly changing jobs every three or four years. This means that you probably have at least three, and possibly as many as five individual *careers*, not jobs, during the span of your life. When you consider this, one of your mini-careers will be "job changer". By learning and applying today's job search techniques, you will benefit many times over during your employment years.

So what do we mean by change?

Over the past three years American companies have made tremendous leaps in productivity. That's great for them, but not always great for employees. Words like "automation", "outsourcing" and "rightsizing" come to mind. Companies are leaner now and have learned to do more with less. This won't be changing any time soon. You will be expected to wear many hats now and to multitask with these added roles.

If you are new to the job market or if you have been absent from it for a few years, you will have to get up to speed quickly. If not, you are already aware of these added changes. You need to show from your present and past performances that you are able to do just that. Those who get the better jobs and promotions understand the new goals of business today.

All companies think and act in terms of ROI—Return on Investment. The same applies to hiring. They want to see that the value you bring as a potential hire will be greater than the cost of employing you.

There is no airtight, one-size-fits-all technique when it comes to successful job hunting. Markets vary, needs vary and timing is, as always, everything. You need to do whatever it takes to put yourself in the right place at the right time. That said, there *are* certain techniques that are historically going to produce better results. By employing a comprehensive approach to your search, you will find that there are, indeed, good jobs to be had, and you will be getting offers on one or more of them. The approach to take is to develop as many parallel job search strategies as possible. Realize that you will be doing this several times over the course of your work life, so why not learn to do it well?

You should first understand how the corporate hiring game works today. You need to understand how the pieces of the corporate hiring bureaucracy work—or sometimes don't work—together. It's hard to think of most large corporations today as an “employer.” Each company is more like a committee composed of:

- a. Human Resources Department**
- b. Corporate recruiter**
- c. Office of the CFO or the finance department (to allocate funding for the job requirement)**
- d. Manager, Director or even VP of the particular division or department with the opening, and lastly**
- e. Hiring manager with the actual opening to be filled**

Directly, or indirectly, you will encounter each one, or a representative, of these departments. Each of these entities needs to sign-off on each hire before any offer letter will be delivered. Most positions that are advertised have been funded and approved by the higher management so there will only be a need to pass muster with the hiring manager, the HR department, and at least pass the prescreen by the in-house recruiter. We'll spend a good deal of time talking about updated ways of dealing with these people. But first, let's step back and develop a, perhaps new, mindset.

How an employer fills an opening

If *you* were an employer, how would *you* most likely fill an opening? Think "easy" and think "cost-free." How *you* might answer that question is probably exactly how employers do it today. In ascending order here is the way most employers act to fill a position:

1. ***Contact someone they already know or worked with (internal promotion).*** This is the cheapest and quickest. It's also good for morale. By the way, since almost a third of all openings are filled this way, it makes sense to become connected to your profession or industry. Get your name and your face out in front of your peers. Are there any professional organizations or focused networking groups that you can join?
2. ***Accept internal referrals from colleague or employee referral program.*** This is the "expanding circle" theory. When the first level doesn't produce, go to the next least expensive, quickest level. In this case, staying internal, employers will ask, "Whom do we know?" They might also dredge up any résumés of people they have recently interviewed or considered for this type of opening. Once again, you might want to think about ways you can become better connected to your profession or industry.
3. ***From the Internet, preferably from an Ad on their website.*** Since it's cheap, almost 2/3 of all Internet hires are from this source. Most corporate websites are in fact *loaded* with open requirements on an ongoing basis, but many of them are bogus. They collect résumés and store them for when they need to draw from a pool of talent when an opening occurs, especially in hard to find technical areas.
4. ***From a posting on a job board such as Monster[®], HotJobs[®] or Careerbuilder[®].*** Same as above, many openings posted are ongoing and used to draw in a pool of résumés that can be searched on later.

5. ***From a Recruiter/Headhunter.*** In today's leaner and meaner world, outside recruiters are being used less and less because of cost containment policies, however, top recruiters are always in demand for the really tough assignments for which companies can pay a premium of 25% to 30% fees.
6. ***Job Fairs*** are a cheap way to luck out and pick up talented and available people who just happen to have the time to attend these dog and pony shows.
7. ***College Recruitment*** is usually reserved for interns and starting positions, and companies will be looking for those with specialized technical or business degrees.

Generally, it breaks down into thirds—about 1/3 from internal sources like referrals, personal and professional networks, 1/3 from the Internet and 1/3 from the remainder.

You will need to organize a job-hunting strategy that will be comprehensive and give you maximum penetration in all the companies that are in your target area. We will develop a plan to target each of the three groups above.

Most career search books advise the job seeker to contact employers. The real world works like this now: voice-mail, chain of command, compartmentalization, "not my area of responsibility", and finally: "talk with HR". You will need ways to circumvent these daily annoyances and roadblocks. You need to first locate the right companies to target and then hunt down the most appropriate decision-makers within each company. Once that's done you need a compelling story about *you*; in, other words, ***you'll need to develop a marketing plan for yourself.***

Throughout this book you will be learning and using some of the more advanced *recruiter-style* technologies that will help you to effectively hunt down and land the right job at the right company. You'll learn to use what a lot of today's top headhunters know to find the best positions and prime their candidates to win the best jobs.

So let's begin to arm you with the techniques from the top recruiters themselves, *so that you'll be on your way to finding job openings others*

can't find, winning far more interviews than you had before and successfully negotiating an offer for the job you want at the salary you are worth.

A baker's dozen of practical tips to consider

Read and re-read these points several times throughout your search. Act on them. Make them a part of your daily process.

- 1. It may take longer than you think.** Start with this frame of mind. The old saw of one month of job search for every \$10,000 salary that you make is a rule of thumb to use as a start. The worst part of any job search is the beginning. As you begin to develop the techniques and tools this book offers, you will soon develop momentum to win multiple interviews and several job offers by the end of your search.
- 2. Follow up.** “Plan your work and work your plan”. Part of that plan is follow up. When you send a letter of introduction or a résumé, always, always *follow up* with that person.
- 3. Be persistent.** One of every three job hunters gives up over the long haul. Make your mind up *right now* NOT to be one of them.
- 4. Be excited about your goal.** Your end result, a job or a career where you are doing what you truly enjoy, should be a motivating force for you to get up each morning and do what you need to do. Don't try to become the square peg in the round hole. Break out of the pack; hold out for the job you really want.
- 5. Tell your friends and relatives exactly what you are looking for.** Now is not the time to be bashful. One of the highest sources for hires is referrals. Let this work in your favor. Get the word out.
- 6. Join a job search support group, and especially talk to others in your field of job hunting; people who were successful at finding a job.** Find out what worked for them, what didn't work. This market is always changing, and you should at least know what they found out. Don't let yourself

be caught up, however, in negative "water cooler" talk. You are on a mission, and remember that part of your mission is to go where others don't go to win the job that's right for you.

7. **Keep searching until you actually start to work on a new job.** Keep many irons in the fire. Even if one looks promising, don't take a time out. Keep on with your plan.
8. **Don't limit your search to known job opportunities.** For one thing, that's a moving target. For another, it's far too limiting for your search to rely on. Also, think "square pegs in round holes." Go where when no one else has gone before. They will remember you, possibly create a position for you.
9. **Raise your contact quotas.** Contact face-to-face at least four potential employers a day. If calling, contact 40 per day. Remember, very few people actually do this. This makes you all the more unique and memorable. More importantly, *this can greatly decrease your job search time.* Remember, I said that this was your new job, however, you don't want it to feel like your *permanent* job.
10. **Try smaller companies with fewer than 100 employees.** If fewer than 20 employees, they have even less bureaucracy. One decision-maker can hire you. The decision-making process is much cleaner and faster. It's the smaller companies that are creating the majority of new jobs.
11. **Learn to use the telephone.** You will need it. *Write and use a script.* Include a name of whom to ask for.
12. **Learn to deal with rejection.** Typical sales people quit after hearing the third "no." The really super sales people persist until the tenth "no," when they finally make the sale. If this can be said for professional sales people, think what it might mean for job seekers. The bottom line for both is that for every "no" you get, you are that much closer to a "yes."
13. **Buy a box of "Thank You" notes.** Get into the habit of formally writing a "thank you" to people who help you. Especially the administrative assistants and secretaries.

Buyer's market versus seller's market

Would you rather be in a buyer's or a seller's market?

Let's start with some basics:

Buyer's Market Approach to a Job search (i.e., the *Worst Ways to Job search*), consists of relying on the following activities:

- 1. Flooding your résumé over the Internet**
- 2. Randomly mailing résumés without first contacting the recipient (Think SPAM)**
- 3. Answering want ads of any kind (Square pegs in round holes)**
- 4. Randomly contacting search firms (what do you know about them? Do you really understand how they work and whether they actually have first-rate contacts in your industry?)**

The Seller's Market Approach to Job search on the other hand will rely on any and all of the following activities:

- 5. Referrals from family, friends, etc.**
- 6. Networking**
- 7. Cold calls to companies or organizations *that interest you***
- 8. Researching on your own using specific research tools to ID fields of interest to you, then cold calling employers in that field**

Job Search Secret:

Cold calling, in person or on the phone, has a much higher rate of success because fewer people do it. This initiative

action demonstrates that you've done all of your homework and are sincere and determined. It separates you from the pack, which is what you should strive to accomplish throughout your job search. Remember, it doesn't matter what you can do or how good you are at what you do. WHAT MATTERS IS HOW WELL YOU COMMUNICATE. Cold calling separates you from the masses, making you more noticeable. Cold Calling also gives you an opportunity to COMMUNICATE WHAT YOU DO AND HOW GOOD YOU ARE.

Cold calling is not necessarily a fun thing to do, but later on we will be talking about a number of ways to make it more palatable *and effective*.

The buyer's market puts you in a one-down position. You cater to someone else's process, which can be dysfunctional to start with. You dance to their tune and you have little leeway. After all, it's their money that was paid—supposedly to find *you*. The seller's market, on the other hand, puts *you* in control. This requires that you have put forth much more effort, research and self-packaging. This is what the first-class recruiters know and it is what they act on for both themselves as well as their top candidates.

Ideally, you will create your own position. Or you will time it so that you are on their doorstep solving their problem before that problem becomes a crisis to which they spring into action with a job requirement, an ad, with HR and the whole bureaucracy involved, which would then put you into a buyer's market.

Learn and use the techniques in this book and you will always be in a Buyer's Market.

Now, let's get started...