

The Best of Job Hunter Tips and Secrets Volume 1

Table of Contents

Introduction.....	02
Three Guerrilla Job Search Tactics.....	03
Three Ways to Prove You're The One to Hire	06
The Future of Job Hunting	10
Creating A webResume	13
The Importance of Keywords	17
X-Raying To Your Next Job	20
A Picture Is Worth A Thousand Words	23
An Amazing Cover Letter Secret	25
The Value of Networking with Alumni	27
JobSeekers! Look for Smoke, not Fire	30
How To Find A Job When The Economy Sucks	34
Three Ways To Prove You're The One To Hire	36
Job Hunting Resources	39

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The Best of Job Hunter Tips and Secrets Volume 1

Hello Job Seeker,

My name is Otis Collier and I am the author of "**You Don't Know SQUAT About Job Hunting**". I have been involved in the recruiting industry for over twelve years. Recently, I spent three years traveling across the country training Fortune 500 recruiters advanced Internet recruitment strategies. These days, I am teaching job seekers those same closely guarded recruitment secrets.

I know what you may be asking yourself, "Are there really guarded secrets to finding a job?" The answer is yes. In today's job hunting market, qualified candidates outnumber the total count of job opportunities that are available. The competition is becoming increasingly stiff and those who understand the newest recruitment techniques will have the competitive edge.

There are many job seekers who assume they know all there is to know about finding a job. After all, they have found several jobs in the past. What is so different about job hunting today?

A lot. Recently, a law was passed to extend the 26 week unemployment benefits by an additional 13 weeks. All over the country there are thousands of laid off workers who after 26 weeks, still have not found employment.

With statistics like this, one might assume that companies are not hiring. But companies **ARE** hiring, just not in the numbers as they have in the past. This means tough competition for the few jobs that are available. Those who are landing jobs in this economy, are using the techniques that give them the competitive edge over other job seekers.

Recently, I contacted several employment experts to assist me with compiling together a series of Job Hunter articles that reveal some of the best job hunter tips and secrets known to man. The articles found in this e-book will give you a glimpse of the type of information you need to gain a competitive edge.

The Best of Job Hunter Tips and Secrets Volume 1

Three Guerrilla Job Search Tactics

If you're like most job hunters, you probably spend most of your time doing two things: reading the Sunday help-wanted ads and uploading your resume on the Internet.

And you're probably wondering why it takes so long to get hired in this job market.

Why not try something different?

I'm always urging job seekers to go against the grain, and zig when others zag. So here are 3 ways you can do just that, with "guerrilla job search tactics" that almost nobody else is using.

1. Look To Past Employers For Job Leads

Eric, a design engineer from Ohio, came to me with a sad-looking resume. He had been sending it out for 6 months with no luck.

Before working with him to write a new resume, I suggested he contact prior employers to ask for letters of recommendation, since those are valuable documents to bring to a job interview.

Four days later, he sent me a shocking email...

2. Hit Them From All Directions

One client, Cindy S. from Minnesota, just got hired at a huge Fortune 500 corporation. She persisted creatively in her search after others would have given up.

You can, too.

"I had applied to this company many times through a big Internet job site, but got no response," said Cindy.

The Best of Job Hunter Tips and Secrets Volume 1

Three Guerrilla Job Search Tactics

"Late one night, I saw a job posted on the company's own Web site that was perfect. I applied online and the next day got a call from them! I don't think I had the experience for the job I applied for, but the recruiter was very nice in helping me find a position that would be a good fit.

"Coincidentally, I got a temp job at the same company, as an administrative assistant for a VP in the HR department. I wrote a thank-you letter to the recruiter and mentioned I was working on the 9th floor for 2 weeks, and that maybe we should meet. It turned out she worked on the same floor!

"Because I was already working there, I was able to interview with 3 different people on my lunch hours. And I got hired full-time!"

Lesson: When using the Internet, apply directly to your target company through their Web site. Send a thank-you letter to every person you speak with. Then, make your own luck by working hard to get an interview with decision makers. Even a temp job can lead to a permanent one, as it did in this case, if you make smart use of your contacts and network within that firm.

3. Speed Thrills

You may think it's nearly impossible to stand out at one of those "cattle call" job fairs typically held at hotels. But you can make a great first impression -- and get hired -- if you take the initiative.

That's what Patrick C. from Texas did.

"I interviewed with an insurance firm and I thought they liked me. As I was leaving the interview, I thought, 'I want this job. I'm going to try something different,'" says Patrick.

The Best of Job Hunter Tips and Secrets Volume 1

Three Guerrilla Job Search Tactics

"So I went to the front desk and asked to use their word processor. The hotel secretary let me type up a thank-you letter that re-emphasized all the reasons I thought I was a perfect fit for the job. Then, I paid a bellhop \$5.00 to take it up to Mark Jones in suite #101 – he was the guy I interviewed with."

The result?

"I got the job. When the hiring manager called me the next day, he remembered me from the 'instant thank-you letter' I had sent."

Lesson: Every employer wants go-getters on the payroll. If you follow up quickly and creatively after every interview, you'll prove that you have what it takes, no matter what the job.

Now, go out and make your own luck!

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About the Author

Kevin Donlin owns and operates [Guaranteed Résumés](#). Kevin has over 11 years of writing and hiring experience, including as a marketing copywriter for such clients as Federal Express, Pillsbury and Northern States Power.

Since 1995, he has provided resumes, cover letters and online job-search assistance to clients on five continents. Kevin believes that successful résumé is a marketing document — it sells your skills to an employer. It makes that employer want to call you. A fine-looking résumé is important, but content is king. Your résumé must pique an employer's curiosity. Or it goes in the trash. Kevin provides personal, one-on-one resume writing and job-search assistance and he has also authored *Résumé Secrets Revealed*, a do-it-yourself manual that makes writing your own [Guaranteed Résumé](#) a breeze ... even for someone who's never written a résumé before!

The Best of Job Hunter Tips and Secrets Volume 1

3 Ways to Prove You're The One to Hire

What's the best way to get hired, even in this economy?

Prove you're the best one for the position.

And a great way to do that is to start working ... even before you're hired.

Let me explain with three mini-case studies that won jobs.

1. Start work **BEFORE** the interview

"Six candidates were interviewing for a sales position in Atlanta with an exclusive company that had just received about \$83 million in funding," says Ron McManmon, a former recruiter and Executive VP of Careeradex.com.

"Five candidates were "top gun" sales people who all came from industry leaders ... and then there was Tony. He was young, with about five years of experience. But Tony was highly motivated and willing to go the extra mile."

"In his job interview, Tony not only mapped his accomplishments out on a PowerPoint presentation, he also demonstrated that he had already started working for the company. He did this by researching, assembling, and bringing with him a list of sales leads and contacts. His presentation consisted of past, present AND future. The other candidates did nothing like this."

Did it work?

"Tony was hired over five more-experienced candidates," says McManmon.

2. Start work **BEFORE** the interview – Part 2

This example is near and dear to my heart – it's how I landed a job with a marketing communications firm back in the 1990s, when I worked for other people.

The Best of Job Hunter Tips and Secrets Volume 1

3 Ways to Prove You're The One to Hire

After mailing in my resume, I was called by a receptionist to schedule an interview. During our conversation, I asked if she could send me back issues of their corporate publications. I explained that I wanted to research the writing styles of the magazines and newsletters I would be editing if I got the job.

She immediately agreed, and had a nice package of materials couriered over to me the same day.

It turned out to be a gold mine.

I found three typos in one back issue of a magazine I would be proofreading in the position I was interviewing for. Here was proof I could do the job.

Two days later at the interview, the subject of proofreading skills came up. I pulled out the magazine (with post-it notes marking the typos) and said: "I've been researching your publications and found these three errors. I can improve your image by preventing this kind of thing from happening again."

They hired me.

3. Start work **AFTER** the interview

This lesson in perseverance is a variation on the first story, about the candidate who brought a list of sales leads to his job interview.

"Robin, a woman from Los Angeles, had been interviewing with the same company for three months. She felt she was a perfect fit for the position, but the hiring manager was not responsive -- he wouldn't tell her yes or no about a decision to hire her," says Ron McManmon.

So Robin called McManmon to discuss her dilemma. His advice?

The Best of Job Hunter Tips and Secrets Volume 1

3 Ways to Prove You're The One to Hire

"I suggested that she REALLY demonstrate her skills to the hiring manager. I encouraged her to call 100 potential customers and ask them, 'Would you be interested in looking at a technology that would solve your problem with X and save you XX amount of dollars?'" says McManmon.

The next day, Robin walked into the manager's office, put her contact list on his desk and said, "I've already started working for you. In fact, I have 100 customers who are interested in your technology."

What happened next?

"Robin was hired on the spot," says McManmon.

Your lesson: these three examples illustrate a common point.

Do whatever you can to research your target company and "start working" for them before you're hired. It's one thing to claim you can do the job. It's quite another -- and much more powerful -- to prove it.

Now, go out and make your own luck!

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Since 1995, he has provided resumes, cover letters and online job-search assistance to clients on five continents. Kevin believes that successful résumé is a marketing document — it sells your skills to an employer. It makes that employer want to call you.

The Best of Job Hunter Tips and Secrets Volume 1

3 Ways to Prove You're The One to Hire

A fine-looking résumé is important, but content is king. Your résumé must pique an employer's curiosity. Or it goes in the trash.

Kevin provides personal, one-on-one resume writing and job-search assistance and he has also authored *Résumé Secrets Revealed*, a do-it-yourself manual that makes writing your own [Guaranteed Résumé](#) a breeze ... even for someone who's never written a résumé before!

Kevin can be reached through his [web site](#).

The Best of Job Hunter Tips and Secrets Volume 1

The Future of Job Hunting

Over half of employers today use the Internet for recruiting. Everyday, millions of job seekers submit their resumes and view job postings on hundreds of popular job boards. This new phenomena, called the Internet, has given people the ability to view and apply for job openings all across the globe.

Job boards have replaced classified job postings and automated the process of resume management. Companies have implemented applicant-tracking systems that pre-screen and rank candidates on job-specific qualifications as they apply. This automation process has given recruiters the ability to quickly sort through hundreds of resumes and only look at the top candidates versus reading each and every resume.

As technology advances, companies are discovering new and improved ways to meet their employment needs. Companies are no longer simply posting job openings and waiting for resumes to flow in via fax. They are actively searching for the candidates that posse the desired skill set.

Companies have discovered a new recruiting technique called advanced Internet recruiting search. Recruiters learn how to use search engine algorithms to find and uncover prized candidates. Boolean operators and field commands have become the new jargon in the recruitment industry.

What does this new technique have to do with the future of job hunting? Today, more and more people are Internet and computer savvy. Most are experienced in email, instant message, applications, and utilizing search engines to find information.

All of these experiences will be needed for the future in job hunting. In fact, the future is already beginning to evolve. Job seekers are beginning to create documents referred to as webResumes or professional portfolios. These documents allow a person to constantly market himself to anyone interested in his skills.

The Best of Job Hunter Tips and Secrets Volume 1

The Future of Job Hunting

The Boolean logic that recruiters are using is what helps them find these candidates with specialized skills. With this search, a recruiter can not only find a candidate with the skill set, but also pinpoint them to a specific geographical region.

Let's say for example, a recruiter was looking for a candidate that had skills in enterprise java beans (ejb). This candidate must reside in the local Atlanta market. The recruiter would take the following steps:

1. Go to www.altavista.com
2. Type: title:resume AND (ejb OR "enterprise java beans") AND ((ga OR georgia) NEAR (770 OR 404 OR 678))
3. Click Find [Click here](#) to see the results.

If you did the search above you would find approximately six candidates who all reside in the Atlanta metro area with the word ejb or enterprise java beans on their resume.

Recruiters like this technique because it allows them to create a narrow search that provides them back exactly what they are looking for. On top of that, this search was **FREE!** Job boards are not free for recruiters to use. In fact, there are several companies that pay Monster.com millions of dollars a year just to post and view resumes on their database.

The bad news in this situation is that there were only approximately six candidates found. It would be my guess that there are at least a thousand candidates in the Atlanta area that would meet this description. Yet, only six showed up. Guess what six candidates are probably employed?

What do these six candidates know that the rest of the world doesn't? They understand the value of marketing themselves through their own webResume. They have the gift to have foreseen the future of job hunting and have applied it to the job search strategy of today.

The Best of Job Hunter Tips and Secrets Volume 1

The Future of Job Hunting

How do you learn about these strategies? Download a copy of "**You Don't Know SQUAT About Job Hunting**". This ebook will provide you with all the technology development that every job hunter should have in place to ensure their success in finding a job on the Internet.

It gives you a step by step guideline to what techniques **REALLY** make a difference. All of the examples come with easy to follow screen shots. Jumpstart your career and job search with the book that will save you hours of job searching effort and have recruiters begging to hire you **NOW!**

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Otis Collier is a certified Internet recruitment specialist. During his twelve-year recruiting career he has trained over 5,000 Fortune 500 corporate recruiters and 3,000 job seekers. He is the author of the book, "[You Don't Know SQUAT About Job Hunting](#)". To read more about Otis Collier, visit www.otiscollier.com

The Best of Job Hunter Tips and Secrets Volume 1

Creating A webResume

Welcome back to the Best of Job Hunter Tips and Secrets. In Lesson 1, I shared with you a technique that recruiters use to uncover qualified candidates using a search engine. Those candidates that were found, created what is known as a webResume. This is simply a resume that is hosted on a homepage.

Lesson 2 does not go deep into how to design a web page but what I will talk about is some very important tools that are available for free that allow you to create your own webResume. I will also discuss fields that you should pay particular attention to in the design of your webResume.

If you are not familiar with web design, you should order, "**You Don't Know SQUAT About Job Hunting**". In the book there are step-by-step screen shots that explain everything you need in order to create a successful webResume. Also, in the Bonus room, there is a **FREE** ebook titled, "Discover How You Can Create Your Own Web Site in 5 Days". It has a retail value of \$9.95 and comes with video enhanced tutorials included. Visit www.otiscollier.com to get your copy!

Find A Virtual Community

Some savvy job seekers will actually go out and purchase their own domain name and host their webResume under that domain name, which is not a bad idea. They market themselves by directing people to their personalized web site. For example my web site is www.otiscollier.com

However, if you do not have much money to spend on a personalized site, you can still create a very nice webResume that attracts recruiters for **FREE**. Virtual communities are web portals that bring people together under a common theme. It is a place where people can chat and share ideas online.

The Best of Job Hunter Tips and Secrets Volume 1

Creating A webResume

One of the nicest things about virtual communities is they often give you the tools to create your own personal homepage and will host it for **FREE**. Some of the most well known virtual communities are: [Geocities](#) (owned by Yahoo), [Tripod](#) (owned by Lycos), and [AngelFire](#) (also owned by Lycos). Many ISP's like [AOL](#) and [Earthlink](#) also provide free hosting to their subscribers.

webResume Design

Once you have selected the company you are going to use to host your site, you should first consider some design features before getting started in creating your webResume. The one thing that makes it easy for recruiters to find candidates via search engines is proper web design. I am going to introduce you to a few HTML fields that every webResume must have.

Title Field

If you noticed in Lesson 1, the first command that was typed title:resume. This command simply tells the search engine to look for the word resume in the title of the webpage document. If the document has the word resume in the title of the page, there stands a strong chance that the document is a resume. I usually include the words resume, cv, and vitae in the title of my webResume.

Hyperlink Field

Recruiters often like to look for candidates who have a relationship with a particular company, school, or organization. One way they find candidates with this relationship is by looking for resumes that have links to one of these three areas.

Example: A recruiter is looking for someone who is a member of IEEE (Institute of Electrical and Electronics Engineers). The recruiter may try to find a candidate's resume that has a link to IEEE. This will usually bring up someone who is affiliated with this organization and who is probably an electrical engineer.

The Best of Job Hunter Tips and Secrets Volume 1

Creating A webResume

Step 1: Go to www.altavista.com

Step 2: Type the following: title:resume AND link:ieee.org

Step 3. Click Search [Click here](#) to see the results.

You will find over 500 resumes that have links back to IEEE. Recruiters also like to use this command to find resumes with links to their competitors. Make sure when you design your resume, that you include hyperlinks to all the companies you have worked for, the school you attended, as well as any organizations you belong to.

Keywords

Today's recruiters are using tools known as applicant tracking software programs(ATS). These tools allow a recruiter to search through thousands of resumes in a matter of seconds. When resumes come in, they are all dumped into the ATS. The rescruiter then performs a keyword search and those resumes that match the particular keywords searched on are returned.

This time efficiency is great for the recruiter but can be detrimental for a job seeker. Essentially a qualified job seeker could be overlooked simply because he or she did not use the same keyword as what the recruiter searches on. This means the ATS never returns your resume for the recruiter to review even though you may be the best qualified match for the position.

We will give several examples of how to overcome the keyword misfortune. We will describe the location design in this lesson, and finish talking about other keyword issues in Lesson 3.

Location, Location, Location

Often I ask job seekers if they are willing to relocate for a job opportunity. Many times a few people will raise their hands and say yes. I ask them if I was looking at their resume how would I know they were interested in relocating? Many tell me that they have the phrase, "Willing to relocate" on their resume.

The Best of Job Hunter Tips and Secrets Volume 1

Creating A webResume

I then ask them what keywords would a recruiter search on, who is looking for filling a job in Chicago, Illinois. Almost instantly they say Chicago or Illinois. I then remind them that they used the phrase "willing to relocate". This means their resume does not come up in the search.

This is why I suggest on your resume that you include a section that simply covers what areas you would be interested in relocating to. This can be simply done by including a heading titled, "Relocation" and beneath that list the full state name, state abbreviation, and area codes.

Why list this information? Well, remember in Lesson 1 when we searched on ((ga OR georgia) NEAR (770 OR 404 OR 678))? We basically programmed the search engine to look for a document that contained the word Georgia near the three Atlanta area codes. This almost guaranteed finding candidates who may not live in Atlanta but in one of the many suburbs of the metro Atlanta area.

Example: Try locating resumes from the Chicago, Illinois metro area.

Step 1: Go to www.altavista.com

Step 2: Type: title:resume AND ((il OR illinois) NEAR (312 OR 630 OR 708 OR 773 OR 847)) [Click here](#) to see search results.

You should find over 1900 resumes from the Chicago area.

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About the author

Otis Collier is a certified Internet recruitment specialist. During his twelve-year recruiting career he has trained over 5,000 Fortune 500 corporate recruiters and 3,000 job seekers. He is the author of the book, "[You Don't Know SQUAT About Job Hunting](#)". To read more about Otis Collier, visit www.otiscollier.com

The Best of Job Hunter Tips and Secrets Volume 1

The Importance of Keywords

In Lesson 2, we talked about the importance of keywords. I want to take a little bit of time here and really stress why keywords are so important today. Technology has advanced to a point where computers can scan documents and perform character recognition. That is just a simple way of saying that the computer can now read your resume.

Recruiters are no longer going through piles of resumes sitting on their desk. They are simply entering in keywords from a job requisition and letting the computer match the keywords with the resumes sitting in the database. For the most part this is great, because of the time it saves the recruiter, but some candidates are getting the short end of the stick.

At the end of Lesson 2 we talked about the importance of location keywords. There are actually four other areas of keywords that are extremely important. Those areas are job title, skills, credentials and affiliations.

Job Title

Job titles between companies can vary like the wind. In Company A you are called a programmer, in Company B a person in a similar position is called a developer. The problem comes into play when you write the word programmer on your resume and the recruiter searches on the word developer. As you can see, in this case your resume will not match the keyword search, yet you may be more than qualified.

In the world of advancing technology, there are pros and cons to advancement. This is an apparent con for a job seeker. One way of side stepping this pothole is by creating a small section on your resume titled, "Job Titles". In this particular area, you would list 3 to 5 different job titles that your qualifications might fall under.

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The Importance of Keywords

Skills

Oftentimes, technical candidates will have numerous types of software or hardware that they have worked with in the past. It is extremely important to create a "Skills" category that simply lists the different software, applications, tools, and professional talents you possess.

Credentials

Your credentials are very important on your resume. The credentials category includes your education (bachelors, ba, masters, phd), it can also include any special training classes as well as other languages (bilingual, Spanish, French, etc.) that you may speak go in this category.

You are probably sitting back thinking that these categories are going to turn your resume into a novel. In the book, "You Don't Know SQUAT About Job Hunting", I show a really nice and clean example of how you can make this work on your resume without it looking too overcrowded.

Affiliations

Listing your professional affiliations are extremely important. Many times recruiters will search on certain organizations to look for candidates who are affiliated. Your membership to professional organizations shows your dedication to keeping current in your field. It also shows your interest in networking with others in your industry.

Recruiters look highly favorable upon candidates who are involved in industry related organizations. If you do not belong to some professional organizations in your field, you should strongly consider finding one to join. Don't forget to include a link to the organization on your resume.

The Best of Job Hunter Tips and Secrets Volume 1

The Importance of Keywords

That's all for today, I hope you are enjoying these tips and tidbits of advice. Remember, to get the full understanding of all the powerful tools available, you should purchase your copy of, "**You Don't Know SQUAT About Job Hunting**". This book shares with you techniques that literally put you so far ahead of any potential competing job seeker.

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About the Author

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The Best of Job Hunter Tips and Secrets Volume 1

X-Raying To Your Next Job

In this lesson, we are going to switch gears and talk about applying some aggressive job-hunting tactics. You are going to learn about the subject of networking and use this special technique to build an internal network contact for the company you are interested in working for.

In today's market, networking is an extremely important part of job-hunting. Many experts will tell you that it is still the most popular way that 65% of job seekers get hired. It is through someone they knew who influenced the hiring decision.

The Internet is an extremely valuable tool for job hunters who are searching for employment opportunities. So what does the Internet have to do with networking? There is a huge potential for networking on the Internet; even those who are shy, can network like a pro.

Think about this for a moment... most companies have internal referral programs that pay money to their employees for referring friends and acquaintances that are hired by the company. Often, these referral bonuses are worth hundreds if not thousands of dollars.

There is a technique commonly referred to as X-Ray. With this technique, you can target several companies that you are interested in. Then, instead of submitting your resume directly to the personnel department like everyone else, you X-Ray those companies and find an employee who currently works for each company.

It is recommended that you contact this person via email and generate small talk by simply asking the person what the company culture is like. In your email, you will explain your interest in the company. Also stress your desire to get an opinion about the company atmosphere from someone who currently works there.

The Best of Job Hunter Tips and Secrets Volume 1

X-Raying To Your Next Job

Once the employee replies back, the door to exchange small talk has been opened. After about a week of a few short dialogues, you inform the employee of your interest in applying for a position. You ask the employee if the company has a referral program. If the employee says yes, you thank the employee for being so kind and helpful and offer to send your resume directly to them so that they can submit your resume to personnel.

The employee simply forwards your resume to personnel. Once your resume has been forwarded, you follow up with personnel. This is a very important step. First, by contacting personnel, you are verifying that they indeed do have your resume. Secondly, you are reminding them of your inside contact who you now have built a relationship with.

Send an email to your inside contact and thank them for submitting your resume. Inform them that you will keep them abreast of all communications with personnel and ask them to do the same for you. Your chances of getting an interview greatly increase because your new inside contact is now motivated to see you at least get an opportunity to interview.

If you are hired, this creates a win-win. You get a job and the employee gets a fat referral bonus. The key to the success of this technique is the referral program. Companies implement these programs because they believe internal referrals are a great way to hire.

If you care to learn more about the X-Ray technique, simply visit my website at: www.otiscollier.com and download the e-book titled, "**You Don't Know SQUAT About Job Hunting**".

The Best of Job Hunter Tips and Secrets Volume 1

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The Best of Job Hunter Tips and Secrets Volume 1

A Picture is Worth A Thousand Words

I debated back and forth on what I should give you on your last and final lesson. I thought back to what trick did recruiters like most out of the many advanced search techniques I teach. After some thought on this, I decided to give you one of my personal favorites as well as the favorite of many other recruiters across the globe.

Many years ago when I worked for Xerox Connect, I was searching for someone who had their Microsoft Certified Systems Engineer (MCSE) certification. I felt that this was going to be an extremely easy search for me, so without any thought I went out to Alta Vista and typed this command:
title:resume AND mcse

To my surprise thousands of documents came back. I could not believe my fortune. As I began to look at the resumes, I quickly realized that I was not as fortunate as I had first thought. All of the resumes that I looked at had the word MCSE but many of those resumes indicated that the individual was working towards earning his or her MCSE and did not actually have it at the time.

I needed someone WITH their MCSE and not working towards it. With these thousands of resumes being returned, I asked myself how could I narrow my search so that I only return resumes of candidates who had already earned their MCSE certification. After a couple of searches, I actually tripped up on the solution to my problem.

I noticed that there were a few resumes of candidates who had earned their certification and had included the picture of their certification on their resume. Microsoft only awards those logos to individuals who have actually **EARNED** the certification. I then decided to only look for resumes who had a picture of the certification on the resume.

The Best of Job Hunter Tips and Secrets Volume 1

A Picture is Worth A Thousand Words

This proved to be extremely beneficial. This search allowed me to narrow down the results and each link I clicked on was a resume of someone who had already earned their certification. I learned that day, that when someone is certified in a particular technology, they earn the right to download a certification image and place it on their resume.

If you have earned a certification and there are images available, you should post that image on your resume. This is the only time that I suggest putting pictures on your resume. Recruiters often look for certification logos on resumes to find certified candidates.

To see an example of this technique in action, please follow the steps below:

Step 1: Go to www.altavista.com

Step 2: Type the following: title:resume AND image:mcse*

Step 3: Click Search [Click here](#) to see results.

In this example you will find thousands of resumes with the logo attached to their resume.

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The Best of Job Hunter Tips and Secrets Volume 1

An Amazing "Cover Letter Secret" You Can Use To Get Any Job!

Do you know the one critical mistake 99 out of 100 job seekers make in their job search?

They attach a basic "cookie cutter" type of cover letter to their resume. Next, they wait and hope their phone will ring for the job interview... *it rarely does.*

Here's the BIG SECRET 99% of all job seekers don't know and you will...

Step 1 - First, you attach a personally written, attention-grabbing cover letter to your resume ASKING for the interview. Instantly giving you a big advantage to getting noticed and interviewed.

Step 2 - Second, if the phone doesn't ring within two weeks send a FOLLOW-UP cover letter to the same person. This gives you a *second chance* to get noticed and interviewed! This is simple, powerful, and gives you a true advantage over the competition.

Step 3 - Finally, *after* you've completed the job interview you **automatically** send this person another FOLLOW-UP or *THANK YOU* cover letter!

You've just given yourself a **big advantage** to getting any job! Your **THREE winning cover letters** *versus* your competitor's **ONE "cookie cutter" cover letter!**

Do you think a person will take notice of you now? Will the hiring manager remember your name easier? Will he or she notice your "go get 'em attitude" by the simple fact you've taken these **extra steps** to send a FOLLOW UP and THANK YOU cover letter as well?

You better believe it. This 3-step cover letter formula works like magic.

Bonus tip: Pick up the phone and make a follow up or thank you phone call as well to "seal the deal." This is a powerful, completely overlooked technique you can use to your advantage.

The Best of Job Hunter Tips and Secrets Volume 1

An Amazing "Cover Letter Secret" You Can Use To Get Any Job!

In just a few minutes you can quickly and easily create an amazing cover letter for any job or career situation by visiting [Amazing Cover Letters](#).

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About the Author

Jimmy Sweeney is the author of several career books and job search articles. He is also the creator of a brand new career tool called the "[Amazing Cover Letter Creator](#)."

To find out more about Jimmy's amazing tool [click here](#).

The Best of Job Hunter Tips and Secrets Volume 1

The Value of Networking with Alumni

Experienced job hunters know, and now you will too, that the single most important technique for finding a new job is networking. By networking, you communicate with people that you know, such as friends, relatives, business acquaintances and alumni of your school. You have two primary goals: let them know that you are looking for a new job and ask them to help you in that search by letting you know if they hear of any opportunities or can refer to others who might be of help. The more people with which you network, the more leads you're likely to generate.

Networking, unfortunately, is often overlooked by college students and graduates. These job seekers often believe that networking is something reserved to executives or those with years of experience. Nothing could be further from the truth. While many formal networking groups are reserved to such high level job seekers, the vast majority of networking groups, both formal and informal, are open to job hunters at any level.

Informal Networking

Students and graduates who want to network can do so formally or informally. Formally often involves joining or organizing a networking group, which can take a lot of time but often pay handsome dividends. Informal networking can be done more quickly, especially if your school's career service office is willing and able to help.

Students and graduates with good career service offices are often able to contact those offices and explain to them that they are looking for a new job in a certain occupational field and city and ask them for the names and phone numbers of alumni who are employed in that field and city. If you're able to obtain such a list, pick up the phone and call the alumni. Briefly explain who you are and that you were referred to them by your career service office. Tell them that you're not asking them for a job but that you would like to take them for coffee or lunch so you can find out from them if they have any leads for you. Offer to send a copy of your resume to them in advance.

The Best of Job Hunter Tips and Secrets Volume 1

The Value of Networking with Alumni

Treat the meeting as an interview, but do not try to land a job. Your goal, remember, is not to get hired, but to find out who may be interested in hiring you. Pay for the coffee or lunch and promise to keep them updated on your job search. One reason to do so is simply that it is polite. They have helped you and it is only proper that you acknowledge their help by thanking them and by showing them that you valued their assistance enough to actually act on it.

Formal Networking

Formal networking is often done through networking meetings. At the beginning of the meeting, each person introduces themselves and talks about what they are looking for. If someone in the group thinks they can be of help with a contact, they volunteer a name or two. After everyone has had a turn, there is usually time for informal communication, perhaps over coffee.

Churches, community centers, trade associations and schools are good sources if you're looking for a networking group. The key, however, isn't finding one. It is making one work for you.

The first step in making a networking group work for you is to come prepared with a one or two minute summation that answers the question, "Tell us a little about yourself." Where did you go to school? What type of job are you looking for? What is your work experience? What are your skills? In which companies and industries do you have an interest?

Equally important is to come to the meeting prepared to join in and help others. Think about people who you know, including your parents and relatives. Which companies do they work for? Where did they go to school? The more you help others, the more they'll want to help you.

The Best of Job Hunter Tips and Secrets Volume 1

The Value of Networking with Alumni

Make it easy for people at the meeting to contact you afterwards. Have business cards and resumes available. Have personal business cards printed up with your name and phone number. You can get them at office supply stores for as little as \$10 for 500 cards. Hand them out along with your resume to connections you make at these meetings.

Don't be shy about mixing with the participants. Introduce yourself to the group leader and stay around after the meeting to have coffee and talk to other participants. Group leaders are often experts in the job hunting profession and are generally quite willing to offer suggestions.

Dress in a casual but professional manner. Remember, these people are recommending you to someone they may know, so look as though you merit their trust. Networking groups are informal sessions but you should still put your best foot forward.

It is estimated that over eighty percent of jobs are found through personal networking rather than help wanted ads. Your use of networking groups will not only broaden your contacts, but will also enable you to strengthen your verbal communication skills for those all important job interviews.

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About the Author

Steven Rothberg is the President and Founder of CollegeRecruiter.com, the highest traffic, non-password protected career site used by job hunting students and recent graduates and the employers who want to hire them. Visit CollegeRecruiter.com to review and apply to any of the tens of thousands of job openings or read any of the hundreds of employment-related articles and Ask the Experts questions and answers.

To find out more about Steven's series of The Last Guides, [click here](#).

The Best of Job Hunter Tips and Secrets Volume 1

Jobseekers! Look for smoke, not fire...

"If you always do what you've always done, you will always get what you've always received," said some wise person. This is certainly true when it comes to job-hunting, especially during a "sucky" economy. How many times have you applied to a job on Monster.com? Now ask yourself, "How many other people have applied for the same position?" The numbers are discouraging I assure you. Should this keep you from applying to jobs online? By no means, job boards are a necessary part of the process. However, if you limit your jobsearch to seeking only those jobs that you are qualified for then you are making a mistake. Am I suggesting that you do a "shotgun" effect with your resume and apply to as many jobs as you can hoping that by some miraculous twist of fate you catch a recruiter's eye? No... and yes, in a way.

Let's put on our imagination cap for a minute and think of a horrific fire in a subdivision at the peak of rush-hour traffic. What is your immediate focus? The fire blazing bright? Sure... Are you concerned for the people in the subdivision? I hope so... "Now breathe deeply and concentrate," I say in my Yoda voice. "See more, you will, young Jedi." Could it be that you see smoke? Could it be that you hear a fire engine? Perhaps a helicopter with a reporter giving the TV viewers a scoop on what is happening? Perhaps there is another chopper for radio listeners? Perhaps in the distance are people who don't know about the fire yet and are honking their horns and cursing the 5 o'clock commute? Perhaps all of this and more and why are they all there? Well, duh... they are all there because of a fire.

Now, I know what you're thinking, "What does all that have to do with my getting a job?" "Everything," I say smugly.

Let's say that you are looking for a job as a network engineer. So what do you do? You look for Network Engineer jobs, which is a good start but not the finish. Consider the events and surroundings concerning your job and imagine what surrounds that job. Let's see... to network computers, there must be a group of unconnected computers somewhere.

The Best of Job Hunter Tips and Secrets Volume 1

Jobseekers! Look for smoke, not fire...

For a group of unconnected computers to be sitting somewhere, that would mean that some salesperson had to sell them to somebody else. So, who sells the computers that I am qualified to connect? Why "Computer Company A" sells the kind of computers I am qualified to connect. Why don't I call Computer Company A and ask for a friendly sales person? Perhaps with my powers of persuasion (and a little bribery of lunch), I can get him to tell me who his best customers are. I bet his best customers could use a network engineer to hook up all the machines they just bought.

You like that? Let's go deeper...

New computers being connected suggest new office space. If I was going to buy new office space, who would I go to? Maybe I can call the leasing office of some business complexes and ask who handles their leasing. Maybe they can refer me to someone? Maybe they lease their own space and will give me a tip on companies looking to move into their space. A possibility... Better yet, I could pick up a copy of "The Atlanta Business Chronicle" (assuming you are in Atlanta) and review their real estate announcements to see who bought what. Whoever is buying lots of office space is someone I would want to talk to.

Do I have your wheels rotating yet? The trick is not to look only for the fire (in this case, a network engineering job), but the smoke (those people who operate on the periphery of that job). Let me go a step even further. What happens after a fire has been put out? There is water damage, smoke damage, medical issues on occasion and so on. There has to be someone or some group of some ones to clean up the mess left behind.

All that to say, as soon as one person gets hired somewhere, there is a possibility of an opening behind them. So, when you read in the paper about Company X has just signed on a new CIO formerly of Company Z, my advice is to call Company Z for a job. This is an especially good technique if you are an Executive, because many senior management types foster a "cult following" and bring other execs with them. (Happens all the time...)

The Best of Job Hunter Tips and Secrets Volume 1

Jobseekers! Look for smoke, not fire...

Does this go for executives only? No, this would be a good heads up for techies and marketing types as well. Why? New leadership means new processes and new processes often demand people to adapt or stand aside for new personnel who can.

"Now let's go deeper into the force," I say in a bad Darth Vader accent. And imagine that you cannot imagine other positions that are connected to the job you are qualified for. Imagine that you are just clueless on how to think along these lines. (Anybody can draw a blank...) For these folks I say, look for the recruiter jobs. If you see a company looking to hire Recruiters, Staffing Consultants, Internet Researchers (people who support recruiters by finding resumes online) or Online Sourcers (same thing as Internet Researcher), then that should sound like a cowbell at dinner time.

If you are thinking to yourself, "Why should I care about HR jobs? That's not my background." I suggest that you slap yourself. Why would a company hire recruiters? They hire recruiters because they are about to load up on new employees! What kind of employees? Well, look at the kind of recruiter they want! Are they hiring technical recruiters? Sales recruiters? Executive recruiters? Ahh... I see the light bulb has just flashed over your head, you're with me now. (Glad to meet you-wink).

There is an old joke by a comedian named Robin Harris that says, "If you cannot get to the man, get next to the man that is next to the man. And if you can't get him. Get next to the man that is next to the man that is next to the man and so on..." If you are feeling frustrated in your job-search, look beyond finding jobs that fit you, but rather seek out people connected to what you do. If you cannot connect with them, then connect with the person next to them and so on and so on and so on...

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Jobseekers! Look for smoke, not fire...

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About the Author

Jim Stroud is a Recruitment Specialist and the author of "**How Do I Find A Job When The Economy Sucks?**" a collection of jobsearch strategies for people who need to work NOW! His book can be read from his website:
<http://jimstroud.com>.

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How Do I Find A Job When The Economy Sucks?!!

ANSWER: Put people to work for you!

Okay, so you are out of work and without a budget to command a staff. So what? You have the potential of running a sizeable organization without overhead; an organization that does not require your having a degree or spectacular credentials of any kind.

Start off with a simple question? How many people do you know that are out of work? 2? 3? I dare say that today you can probably name 10 people who are without a job. However, for the purposes of this example, I will go with the number 5.

STEP 1: Pick 5 people that you know to be out of work. It does NOT matter what kind of work they do, only that they are looking for a job and do not do the same thing you do.

STEP 2: Create a factsheet detailing what each person does in general and in detail.

STEP 3: Take the factsheet with you to each interview and at the conclusion of your interview, ask the recruiter if you can take a few seconds to inquire about other positions. This is when you ask the recruiter if they have specific needs that meet the skillsets of those in your job-finding network.

STEP 4: If recruiter has a specific need for someone in your network, then advise the recruiters of that person's name and that said person will be in contact with them shortly.

STEP 5: Via email, phone, message board, etc touch base with your network of jobseekers and advise them on where you have been. The more useful information you can relay is:

The Best of Job Hunter Tips and Secrets Volume 1

How Do I Find A Job When The Economy Sucks?!!

- Which companies you have visited.
- What departments within the company are hiring
- Who you spoke to and their contact information
- When that company expects to hire, if that time is not now
- Dress code & culture of the company

So what does this exercise do for you? I would hope that it is obvious; by creating and remaining active in a job-finders network you have multiplied your presence 5 times (at least with this example), cut down on wasted time pursuing companies that are not currently hiring and you have gained valuable information that you can use to attract more people into your job-finders network.

Pretty cool idea huh? Believe me it works in generating business as well, but that's another book altogether.

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About the Author

Jim Stroud is a Recruitment Specialist and the author of "**How Do I Find A Job When The Economy Sucks?**" a collection of jobsearch strategies for people who need to work NOW! His book can be read from his website:

<http://jimstroud.com>

The Best of Job Hunter Tips and Secrets Volume 1

Four Weird Ways to Find a Job

It was gonzo journalist Hunter S. Thompson who said: "When the going gets tough, the weird turn pro."

When it comes to your job search in this sluggish, war-time economy, you might try this advice: When the going gets tough, the tough get weird.

In other words, be daring. Different. Zig when other job seekers are zagging.

Here are four ways to get "weird" — and more importantly, get hired — by being unconventional in your job search ...

Seek The Path Less Followed

Everyone advises you to post your resume on leading sites like Monster.com and HotJobs.com. And there's nothing wrong with that — my clients have been hired using both.

But don't forget the growing number of job postings found on niche Web sites that cater to specific industries, associations and other affinity groups.

This tactic worked for one of my clients Carla S., from Marshall, Minnesota.

"I interviewed for and got offered a great job this week after applying to openings on sites from my industry, like www.jobsinlogistics.com and www.careersinfood.com," says Carla.

If you follow Carla's lead and focus your search on sites that appeal to a narrow audience, you'll likely find you have less competition for jobs that are closely matched to your qualifications. That's a win-win scenario, don't you think?

Find niche job boards at sites like www.nicheboards.com and by doing searches for keywords ("YOUR INDUSTRY + jobs") at search engines like www.google.com, www.yahoo.com, www.teoma.com and www.kartoo.com.

The Best of Job Hunter Tips and Secrets Volume 1

Four Weird Ways to Find a Job

Network Backwards

One client, Jeff R. from Prior Lake, Minnesota, hit pay dirt in February by networking among contacts most people would never consider calling — potential employers from his LAST job search.

“I emailed a manager I had interviewed with two years ago, before my latest job. He had moved to a different part of the company, but he referred me to the right decision maker. That new person interviewed me and offered me a job,” says Jeff.

So don't forget to look both ways when you network - forward and back, all the way back to your college career office and internships, no matter how long ago you graduated.

Reject Rejection

Your response to a letter of rejection may, incredibly, get you the job, according to California-based James Adams, a career expert and former job-search consultant to the U.S. government.

“I was consulted by a woman who interviewed very well for a position, but still got a letter of rejection after applying. Most people would have torn up the letter and gone on to other things,” says Adams.

Instead, Adams told her to write a gracious reply, thanking the company for their time and reaffirming her strong desire to work for them.

Did it work?

“The top contender for the position had to relocate on short notice. The hiring panel remembered the letter they got from the really eager and pleasant woman who replied to their rejection letter. She got the job,” says Adams.

The Best of Job Hunter Tips and Secrets Volume 1

Four Weird Ways to Find a Job

Networking Begins At Home

When networking and sending out resumes, most folks tend to search far and wide for job leads. But don't overlook your own family as a potential gold mine of employment information.

One client of mine, Paul W. from Columbia Heights, Minnesota, found a job this way in accounting and financial management: "I emailed over 100 resumes to employers and was networking seriously, eventually getting 8-10 good interviews. But it was my wife who helped me find my new job," says Paul.

His wife told her friend, who told her boss about Paul's qualifications. That wife's friend's boss offered Paul an interview, and eventually, a job. It's proof that you should leave no stone unturned in your networking efforts, even under your own roof!

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About the Author

Kevin Donlin owns and operates [Guaranteed Résumés](#). Kevin has over 11 years of writing and hiring experience, including as a marketing copywriter for such clients as Federal Express, Pillsbury and Northern States Power.

Since 1995, he has provided resumes, cover letters and online job-search assistance to clients on five continents. Kevin believes that successful résumé is a marketing document — it sells your skills to an employer. It makes that employer want to call you. A fine-looking résumé is important, but content is king. Your résumé must pique an employer's curiosity. Or it goes in the trash. Kevin provides personal, one-on-one resume writing and job-search assistance and he has also authored *Résumé Secrets Revealed*, a do-it-yourself manual that makes writing your own [Guaranteed Résumé](#) a breeze ... even for someone who's never written a résumé before!

Kevin can be reached through his [web site](#).

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Job Hunting Resources

[You Don't Know SQUAT About Job Hunting](#) – The employment marketplace has changed dramatically in the last few years. Do you know what new tools and techniques are used to find great jobs today? Most don't! Learn advanced job hunting techniques that not only save you time but help you become gainfully employed and stay employed.

[Your Job Searcher](#) – This is the job seekers secret weapon. Your Personal Job Search Program is your very own personal search engine that will find jobs ahead of your competition. It is only a tool to help you save time, no registering, and you will be able to access all of the job board sites all in one place. It is truly a great time saver, and allows you to cast a broader net in your search.

[Amazing Cover Letter Creator](#) – Here's Your Secret Weapon to Writing Brilliant Cover Letters that Attract Job Interviews Like A Giant Magnet. Instantly write the most amazing cover letters that will get you and your resume noticed. Guaranteed!

[Sample Resumes](#) – If you are struggling to write a powerful resume that can grab your reader's attention, then download their proven resume templates and cover letter samples. Stop by resume writing services hundreds of dollars when you can do it yourself. Two extra bonus books are included.

[How To Find A Job When The Economy Sucks](#) - With so many layoffs, downsizings, corporate restructuring, scandals (i.e. Enron), rising unemployment figures and skeptical outlook on the economy; it would seem that landing a good job is impossible. If this is your viewpoint, then this book was written for you. 100,000 readers and counting.

[Interview Questions and Answers](#) – You've worked so hard to get interviewed, don't blow it with bad answers. Master interview questions in under two hours. Includes mock interviews and IQ tests.

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Job Hunting Resources

[How to Find Your Perfect Job in 30 Days or Less Guaranteed](#) – Learn how to get other people to do the job searching for you – FREE! Over 125 websites, including the top ten, to search for that perfect job. Learn how to increase your salary by \$2000 in less than 5 minutes.

[Resume and Cover Letter Secrets Revealed](#) – Get instant access to the most effective job search, resume and cover letter writing techniques, and job interview tips ever developed. Guaranteed to help you find a job in 30 days or your money back.

[The Last Guides - The Last Job Search Guide You'll Ever Need](#) - Written by 149 career experts specifically for the students and recent graduates with zero to three years of experience.

[Resume Rabbit](#) - Instantly promote your resume to over 75 career sites.

[WANTED: \\$100K Professionals](#) - Professionals who want to earn 100k or more.

[Post Your Resume FREE](#) to Job.com and receive a free resume evaluation and career consultation.

[ResumeXposure.com](#) - the efficient, PROACTIVE way to send your resume.

[HotJobs](#) - Looking for a new job? Want to see what's out there? Take a look and post your resume.

[Hot Resumes](#) - Post your resume for free on this new and exciting job board.