

TOP SECRETS REVEALED

*Get a great job now and
a better job later...*

GET A GREAT JOB FAST!

Secrets Revealed by
PATRICK A. TAYLOR
Internet Entrepreneur and Author

Get A Great Job Fast!

You *Can* Get A Great Job Even In Today's Terrible Economy

by Patrick A. Taylor
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WARNING: You will not get the most out of this book if you do not get the free e-mail series associated with it. In addition to the templates, you will get additional ideas, strategies, and information.

HELP OTHERS PULL THEMSELVES UP BY THEIR BOOTSTRAPS!

Once you are on your feet and have extra money, consider purchasing this e-book for others who are struggling.

In addition to the obvious immediate benefit, ten percent of all of my profits go to charity so you will also be helping others in another very meaningful way.

Thanks and best wishes in your job hunting! I know you will be successful if you follow the strategies in this e-book!

Sincerely,

Pat
pat@GetaGreatJobFast.com

P.S. In your fress subscription, I also provide recommendations for services such as job-getting resumes, copy writing for ads, cover letters, and other administrative services visit our resource center for one-stop shopping for all of your employment service needs at <http://www.GetaGreatJobFast.com>.

Introduction

If you've become unemployed recently, especially if you've been at your previous job for over fifteen years, you know that the job market has changed. In fact, after a few hours of pounding the pavement trying to apply for a new job you understand that the entire *process*, of job hunting has changed.

No one wants to talk to you.

No one wants to accept your resume.

All of today's employers want you to apply through their online employment system.

The attitude is, "Don't call us, we'll call you." And you quickly realize that no one is going to call you.

When you apply for an advertised position, you're competing with dozens, or maybe hundreds, or even thousands of other candidates for the same position.

I know because I was in the same situation.

This book is not based upon some useless theory. It's based on tried and true methods that I've used myself to land some of the best jobs I've had in my whole life. And, admittedly, some of the worst.

The point is that I've landed jobs that provided an income to keep me financially afloat during the worst economic times that I have ever seen.

I know these methods work if you actually put them to use.

Finding a job is not rocket science, but it *is* a science. There is both an art *and* a science to landing a job, and the better the job you want, the better you need to be at employing them.

In the following pages, I'm going to provide you with a strategy to get you working quickly, to at least slow your financial hemorrhaging. I'm also going to give you a plan to get your ideal job, whatever that may be.

You're going to have to open your mind a little bit.

You're going to have to take some direction and get outside the box a little.

These methods work. You may not like all of them, but they work.

If you stick with me, you may find in a few months, as you look back, that you're making more money in this terrible economy than you have ever made in your life at a job that you love.

Accept Reality

If you're out of work, the first thing you need to do is come to grips with the raw reality you're facing. You need to accept the fact that you may need to change. You may need to accept a job you don't like, or that seems beneath you, or provides less in compensation than you've been accustomed to receiving.

I know folks who are very capable at what they do who have been out of work for over a year.

They have seen their savings decimated.

One gentleman I know lost his home, his car, his health, his motivation, and simply drifts from couch to couch.

I've tried to help him, but he won't take my advice.

The economy changed, but he didn't change with it. He kept looking for a high-paying job in his field long after his field had declared that it was not going to support him anymore.

The job and skills you have used to earn income for yourself may not be sufficient for the decades ahead. Your market may be saturated. Your skills may be very useful... in India.

Maybe you need new skills.

Or maybe you just need to market yourself better.

Whatever the case, you can't sit around not working for too long.

The first thing you have to do if you're out of work is accept reality.

The sooner you get over the shock of losing your job and the anxiety surrounding this loss, the sooner you can get your new plan into action.

You may have to accept the fact that you have to reinvent yourself.

This can be a painful thought, but you have to deal with life as it is, not how you *wish* it to be.

Let me encourage you a little bit with my own story.

I was an executive assistant for a not-for-profit organization. I had a lot of responsibility, performed a myriad of tasks, and gained a lot of experience, but wasn't paid much in the way of salary and benefits.

At heart, I'm a pretty loyal employee. Maybe too loyal for my own good. I worked for these folks for over 20 years.

One day my boss, the president of the organization, called me into his office. There was a little quiver in his voice, and a sadness in his eyes.

I knew why he wanted to see me before I entered the room. I'd seen it coming over the course of months.

Of course, he was telling me that the organization could no longer pay me even the meager salary they were providing.

So began the first chapter of this book...

Although loyal, I'm not completely stupid. I had a plan in the back of my mind. I picked up the phone and called a contact I'd made at an employment agency. The next call I made was to The Real Estate Academy to become a licensed Realtor.

Within a week I was working in a warehouse moving truckloads of freight and repackaging it into retail sizes for resale.

At night I was going to school to become a real estate agent.

I pulled myself up by the bootstraps and developed a career in real estate during one of the most competitive times in history.

Then, I began to invest in real estate. After one deal, I walked away from the table with a profit of \$15,000.

Life was good for a little while. The future was bright and full of promise.

Then the market fell apart, and I was considering my options.

It may not have been the lowest point in my life, but it was in the bottom ten percent when I walked into the school bus terminal down the street from my home and applied for a job.

I got the job, made some friends, learned a new skill, and staved off the bill collectors while I reinvented myself yet again.

I went back to college. I took business and accounting classes to beef up my administrative background and work toward a degree which I'm finding to be a necessity in my field these days.

Not too long ago, I pulled up stakes and moved to a new city. I had no friends, relatives, or business contacts here. No promise of a job. The unemployment rate hovers at around eleven percent.

Some thought I was crazy and were convinced I'd fail.

But you know what?

I began working within a few of weeks of landing here.

Last week I worked 51 hours.

I am currently being considered for a great job.

You can do it too.

Yes, it's a tough job market. But this little book will help you pull yourself up by the bootstraps. You're going to have to commit to work. This text is not a magic pill. You're not going to read this book and suddenly become employed. You have to take the information and put it into action.

But I promise you that if you are diligent about putting these concepts into practice, that you're going to have the edge on your fellow job hunters. You're going to get out in front of the pack for consideration.

Let's get to it!

First Things First

The strategy at the top of my job hunting list is prayer.

If you don't believe in God or are offended by religion, you can skip down to the next section and continue on. It is not my intention to be offensive, but I would be doing you a disservice if I left this out of the book.

I am a Christian who believes that Jesus wants to be involved in my life. Not just on Sunday, but on all the days that end in a "y".

If God can create the heavens and the earth, certainly He can help you find employment even in the worst economy.

27 Consider the lilies how they grow: they toil not, they spin not; and yet I say unto you, that Solomon in all his glory was not arrayed like one of these.

28 If then God so clothe the grass, which is to day in the field, and to morrow is cast into the oven; how much more will he clothe you, O ye of little faith?

—Luke 12:27-28 (KJV)

Don't think so?

I challenge you to sincerely pray about your employment situation.

But also be prepared to take His counsel in the other areas of your life as well. God is not a genie in a bottle waiting to grant you wishes...

Now some Christians might end the book right here.

Pray and wait for the phone to ring.

Well, God also provided us with a thing called a brain.

He may have given the children of Israel the promised land, but they still had to go into the land and conquer it with military force.

And because they feared to step out and face the giants of the land, they ended up wandering in the wilderness for forty years. Then, their children had to face the same giants and overcome them to make the land theirs.

I don't want to see you aimlessly wandering around in the wilderness.

God will give us direction, but we still need to implement the plan.

Remember: *"For as the body without the spirit is dead, so faith without works is dead also."* (**James 2:26**)

I've spent a lot of time praying about my job situation, and many of the observations and strategies I'm going to share with you are the result of my prayer and study times. While this book is not a Bible study, I believe that if you study the Bible you will find that these strategies are based upon godly, spiritual principles.

And if you apply these strategies with a spiritual, prayerful mindset, I believe you will receive even more than you anticipated when you committed to purchase this little e-book.

20 Now unto him that is able to do exceeding abundantly above all that we ask or think, according to the power that worketh in us,

21 Unto him be glory in the church by Christ Jesus throughout all ages, world without end. Amen.

—Ephesians 3:20-21

What Is Your Budget?

Before you take the first step in your job search, one of the most useful things you can do is determine how much money you need to make per week. Toward this end, I have created a budget information worksheet (available for free to all those who have signed up for my free newsletter at my website <http://www.GetaGreatJobFast.com>). If you've

already signed up, you'll be getting this form with additional instructions within the first few days of signing up. Be sure to whitelist me.)

Here's what I suggest you do:

- 1) List all of your actual expenses for the past two months using your credit card, banking statements, and bills. You should also track all of your cash expenditures for two weeks.
- 2) Fill in the budget worksheet.
- 3) Analyze the worksheet to determine what you can cut. (Do you absolutely NEED cable television? Do you NEED the subscription to that glamour magazine? Etc...)
- 4) Determine the figure you need to earn in order to live.

If you don't go through this process up front, how will you know whether to accept a job offer? What will you base your salary negotiation upon?

So, take the time and do it right because at some point you'll be having this conversation (if you take all the advice in this book...):

EMPLOYER: So, what is your salary range? What are you looking to make?

YOU: Well, my bottom figure is \$32,500. That will get me on your team, but sir I have to be up front with you. At that figure, I'll still have a line in the water and I'll still be considering other offers. If you want me to take my line out of the water, be loyal to your organization, and focus on making this the best company in town, then that figure is between \$35,000 and \$40,000.

You can't have such a conversation unless you know what you need to live.

You need to know how much you need to live and that includes saving at least ten percent of your income.

Wouldn't it be a shame to accept an offer for a job you like only to find out that you can't pay your bills at the end of each month?

Learn To Employ Technology

That's code for, "Take your Internet skills to the next level."

That's it. Plain and simple.

There's a 90% chance you're already pretty savvy because you signed up for this e-book and are reading it. However, if someone else got the book for you, this next paragraph is for you.

If you don't know how to use a computer, if you aren't Internet savvy, then, my friend, it's simply time to buck up and learn.

There is no excuse for you not to learn.

"But I don't have a computer," is not an excuse.

Go to the library.

Find a relative or friend with Internet access because without Internet access, you can plan to be unemployed for a long time.

You *might* find a job, but if you are reading this book it's probably because you've exhausted the industrial age methodology.

"But I don't know how to use a computer," is also not an excuse. Find someone under 25 years old. They can help you. Trade them a special pie or cake in exchange for some computer assistance.

Look, it's not time for excuses. It's time to get to WORK!

It's time to take the bull by the horns, realize times are desperately tough, take responsibility, and not take "NO" for an answer from life.

Don't sit around telling me why you can't. Take this book and just put it into action for yourself!

Make a Quick Few Hundred Dollars With 8 Minutes of Work

You may have lost your job without notice. It happens.

My mom once lost her factory job this way. The entire shift of people showed up at the small New England jewelry manufacturer to find a chain wrapped around the entrance and a sign from the sheriff announcing the closure. There was a lot of crying and disbelief.

So, maybe this is your situation and you have bills coming due at the end of the month. Rent, car payment, groceries, etc.

I understand, and I have thought long and hard about what I could do to help relieve the stress. Believe me, if I were a multi-millionaire I'd set up some sort of scholarship program, or interest-free loan program, or pay-it-forward system.

Unfortunately, I'm living week-to-week just like you.

So, here's what I did:

I am a writer with a varied list of interests and experiences. So, I wrote a book.

You can check it out at: <http://www.GetaGreatCar.com>.

Then, I made that book available through my exclusive website which I host at my own expense.

Then, I set the book up, again at my own expense, through Clickbank.com.

You can offer this book to your own sphere (in sales, we call those with whom we have a personal relationship our "sphere of influence" or SOI).

As my affiliate, you will earn \$20 for each person who purchases my e-book.

There is absolutely no risk, cost, fee, or monetary investment of any kind on your part.

You simply sign up at Clickbank.com, and with the information you receive you set up a link which you send to everyone you know.

Here is the link to get started at Clickbank.com:

<http://www.clickbank.com/help/affiliate-help/affiliate-basics/get-started-as-an-affiliate/>

You don't need to have a website or any specialized knowledge.

It takes maybe 5 minutes to set up your account. It's basically just contact information of where to send your commission checks, your e-mail address, etc... Be sure your check sending threshold is set to the lowest amount possible to insure you receive what is due to you as quickly as possible.

Once you have an account set up, you will have an "account nickname." Use this nickname to set up this link:

<http://yourAffiliateID.ptgeintl.hop.clickbank.net>

Replace "your AffiliateID" with the nickname you were provided when you signed up at Clickbank.com. For example, if your affiliate ID is "99257" then your hoplink would be:

<http://99257.ptgeintl.hop.clickbank.net>

Here's a sample e-mail you can send to everyone in your sphere:

Dear Joe,

Hey, I came across this outstanding book. It is GUARANTEED to save you at a minimum \$500 the next time you buy a car (but it will probably be much more). It also has a lot of ideas to save you money on financing costs, and will teach you some good negotiating skills.

In fact, the author offers a FREE 4-day Pro Negotiator Course detailing many of the techniques found in the full book.

Check it out. You can get the book though this link:

<http://yourAffiliateID.ptgeintl.hop.clickbank.net>

- your name

P.S. As you know, I recently lost my job. If you're going to purchase this book, please use my link as I will make 66% of the cost of the book, and that will really help me out at the moment.

P.P.S. If you know someone who needs a job, or is looking for a better one, I also found a great FREE resource at: <http://www.GetaGreatJobFast.com>

Get this little message out to your sphere. Send e-mails (you know the same list you use to send all your jokes and family photos), post it on your Facebook page and any other social media you participate in.

There's a reason that this section is at the beginning of the book. First, you want your sphere to know you're looking for a job. Also, if anyone is going to take you up on your offer, it will start the clock ticking. There is a certain amount of time involved before you can receive your check (because of Clickbank's refund policy). So, you want to get this done quickly.

One last benefit is that it will get you involved with technology and the power of leveraging your time.

If you stick with me, I'll show you how to turn this one little strategy into a way to permanently increase your income.

How would you like to work really hard for a few weeks and make an extra \$200, \$500, or \$1,000, or more per month? Every month.

I don't know about you, but for me that's like getting a car for free! Wouldn't you find that helpful?

This is just one tiny step that can open up a big door, so really pay attention as you go through the set up and send this out to your sphere.

Once you have sent your e-mails and posted on your social media sites, forget about it, and turn your attention back to the task at hand.

On to finding your next job...

Drastic Circumstances Require Drastic Measures

If you live in a town with three people, I have some news for you: This book may not help you if you're not willing to move.

These strategies will work in most medium to large towns and cities. But if you can fit all the citizens of your town in your home for your uncle's birthday party, then you may want to consider moving.

And if you're moving, have you considered overseas employment?

What is your tolerance for danger?

There are some high-paying jobs... in Iraq!

And then there are some up-and-coming countries who want to break into the U.S. market are looking for Americans to teach English to their work force.

May sound counterproductive on the surface, but, hey, as the saying goes, "If you can't beat them, join them."

If you want to stay in the U.S., do a Google search on which communities have the lowest unemployment rates. As of this writing, North Dakota was the winner with an average of only a 4% rate of unemployment.

The strategies outlined in this book will work whether you're looking for a job locally, nationally, or globally. Of course, you might have to modify the strategies slightly.

What I'm saying is that you might have to think outside the box a little. You may have to move a short (or long) distance from where you are today depending on the opportunities available within reasonable commuting distance.

Just face that facts and get down to business.

Steel yourself for the unpleasant prospect of moving to a new location.

Assess Your Skills and Experience

You're going to put together a KILLER resume!

But first we're going to sit down with a blank sheet of paper and doodle a little bit.

You need some information to put into your resume, and we're going to get a little "stream of consciousness" going.

If you haven't had to look for a job recently, and especially if you don't have a degree, or any specific trade skills, you may be in a quandary. Maybe you're even depressed or confused.

Maybe you think you don't have *any* marketable skills.

Maybe you're thinking to yourself, "But I don't have a degree. But there are *so* many people more qualified than me. But my experience isn't that extensive," etc...

GET THAT OUT OF YOUR HEAD RIGHT NOW.

This is not the time to doubt yourself or your gifts. This is the time to rise up with determination.

You have a lot of experience. You are unique. You have drive, motivation, and creativity. And now you have a strategy in your hands to get you to the top of the list.

You can type this into a computer document or simply hand write this on a piece of paper, but this is what we need:

1) A list of ALL your previous employment. You may not use it all on a resume, but I want you to think about everything you've done in your life. List the company, the address, your supervisor, the telephone number, your salary, and as many duties as you can remember. (You may have to do a little digging, but this is a good exercise because many applications ask for this information and you might as well have the information available in one place. It will make filling out applications so much faster.)

2) A list of your skills. These are skills you may or may not have used at your job, and also personal traits. Here are some examples:

- * Excellent communication skills
- * Type 80 wpm
- * Proficient in Microsoft Excel
- * Neat and organized
- * Very courteous and safe driver
- * Patient
- * Kind
- * Good with pets
- * Trained in CPR
- * Great cook
- * Trained in the use of firearms
- * Handy with cars

Doing this will help to identify the type of employment you eventually seek. While you may think you are unskilled, maybe the fact that you are an articulate communicator and good cook will help you get the job of food demonstrator at the local supermarket. Or maybe the fact that you're a safe driver will get you a job as a van driver for senior citizens. Or maybe your past firearms experience combined with a good driving record will get you a job as an armored car driver.

If you want to beef this section up a little, why not ask some of your family and friends what *they* think your skills and attributes are?

You may be surprised to know how others see you, and what gifts and talents they see in your life that you may overlook and take for granted every day.

And I promise that when your family and friends identify your gifts to you, it will give you the warm fuzzies, lift your spirits, and make you realize that you are a special person with an array of talents unique to you!

3) List ALL of your formal training. And I do mean ALL! Of course, any college classes (even if you didn't graduate). List the school, the address of the school, the classes you took, the dates of enrollment, your GPA.

List any vocational or trade schools.

List any training you had during previous jobs. Did you get forklift training? CPR? First aid? Management training? Sales training?

If you sat in a seminar for an afternoon, list the training!

4) Make a list of your major accomplishments at previous jobs. Did you come up with a procedure to save your employer thousands of dollars per year? Whatever big landmarks you remember from your career, write them down.

One thing that made a potential employer raise his eyebrows was the fact that I turned junk faxes into a profit center for a past employer. I started billing people for sending us unsolicited faxes. I did. I made up a standard invoice and when I received a junk fax, I'd turn around and fax an invoice to the sender. I was making \$125 per week and reducing the number of junk faxes we received for an investment of fifteen minutes every morning.

Don't sell yourself short.

5) List all of your volunteer positions. This is very important. And it may be a key to your next job. If you do something without compensation, maybe it's your passion. Wouldn't it be great to get paid for doing something you love doing anyway?

6) If you don't have them already, I want you to contact some of your past employers and ask if they will give you a letter of reference. (It helps if you left your previous employment on good terms... Never burn bridges if you can help it.) In the future, be sure to get a letter of reference from every employer. Even if the job is temporary. And get letters from executives in your volunteer positions.

This exercise will take a couple of days. As you think about it, you'll remember more things to add to the list. As you take a shower, cook dinner, or watch the news you'll

think of more items to add to your list. Keep your list handy at all times and add items as you think of them.

In two days, you'll have a pretty substantial list of experience, skills, and achievements.

This is the basis from which you'll write your astounding resume.

Determine Your Target

Okay, now you need to know what you want to do.

What sort of job do you want?

Do you want to work with your hands? Talk on the phone? Drive? Walk pets? Are you an administrator, a sales rep, a white collar worker, or blue collar worker? A professional? A tradesman?

Are you looking for a completely new field?

Do you want to stay in your old field?

What would you *like* to do? What are you *qualified* to do?

If you're unemployed, maybe you can take advantage of a bad situation and use it as an opportunity to find a more rewarding job, or a job that pays more, or a job with more potential for advancement.

However, you have to have some sort of realistic, specific target for employment.

The reason this is important is because you're competing with others for a shrinking number of jobs. When you put together your killer resume, you're going to show your qualifications and why you're *the* candidate for the employer to hire for that position.

In 1982, I walked into Harrah's Hotel and Casino in Lake Tahoe, filled out an application, and took it to the Human Resources window. The clerk looked it over and said, "Come in at 3:00 pm and we'll get you your uniform. You can start at 5:00 pm."

That's not how it works today.

We're going to be putting a resume and marketing plan together for you, but in order to do this we're going to need a target.

You can't be like the kid who shoots an arrow into the forest, and then walks up to the tree where the arrow stuck with a red marker and draws a bull's eye.

When I lived in Lake Tahoe I took skiing lessons.

On my first lesson, we were on a little incline and the instructor taught us the first step in turning. It wasn't a complicated thing. You didn't need to be a great athlete to accomplish this.

He simply said, "Look toward me."

And when we looked toward the instructor, we headed right toward him. Worked every time.

So, what I'm telling you here is to set a goal and look toward it.

Determine the job you want to go after. Look toward it, and you will automatically begin to gravitate toward it.

That job may be a specific type of work. Or maybe your goal is *geographic*. Maybe your goal is to work within walking distance of your home. However, even if your goal is geographic, you still need to determine which ones you're qualified to pursue.

When I decided I wanted a job close to my home, I drove around within a mile of my residence and considered what I could do. I saw a sign bolted to the fence of a school bus terminal and thought, "I'm a good driver, no accidents, I've driven some big trucks before. I'll get a new skill, expand my opportunities. Maybe this would be fun."

Well, I don't know about the "fun" part, but I now have a Class B license with passenger and school bus endorsements, and I made some money.

Whatever the case, you need to establish a goal. Set your sights. And go after it.

Consider your skills and experience, check out the help wanted ads in the newspaper, cruise around Monster.com and CareerBuilder.com.

And determine two or three potential job directions.

While you're on Monster and CareerBuilder I want you to enter keywords to search for the type of job you're interested in. Then examine the results that pop up based on your keywords. Look at the job descriptions. Note what sort of education, training, and experience the employers are looking for.

And look at the other job suggestions the job boards return based on your input.

What I mean here is that if you enter "Electrician" into the job keyword search, you'll get returns for "Electrician," but you might also see jobs for "Electrical Engineer," "Lineman," "Utility Worker," and other related fields.

While they may not all be applicable, don't ignore them.

Once, I was looking for a job as an "Administrative Assistant." That's what I did, right? I had administrative skills. I was an assistant to the president of the Board of Directors.

So, I was setting up my account on Monster.com and looking at what was available in my area for administrative assistants, and as I did a particular job caught my eye. The title was "Executive Assistant" and it paid about \$10,000 per year more than the jobs I was looking at under the "Administrative Assistant" title.

I read the job description, and I fit the job description perfectly.

And that's when the light bulb went off in my head. The difference in salary between the two was \$10,000 to \$15,000 (or even more) per year and it was just a matter of what you called yourself.

If you're into administration, you could also look under the title "personal assistant." This requires a higher level of skill and availability. Starting salaries here are in the \$60,000 range.

I set up my resume on Monster.com as an "Executive Assistant." I looked up the duties in several job postings and made sure my resume addressed each point.

In a few weeks, I received a call. I had an interview, got a job offer, and began work the next week at a starting salary of \$40,000!

The salaries for the generic "Administrative Assistant" were in the \$28,000 range.

This job changed my financial life and gave me a completely different perspective of my capabilities and value as an employee.

And I got that position because I was paying attention as I was cruising around Monster.com. So, my advice to you is: Pay attention.

The next part is where it starts getting FUN! ☺

Putting Your Killer Resume Together

Let's take a moment to evaluate where you are:

- 1) You have two or three specific jobs you want to attain.
- 2) You have your list of skills, employment history, and experience.
- 3) You have letters of reference.

The next thing you're going to do is turn those loose papers and abstract ideas into a resume that is going to blow away your competition.

(Don't roll your eyes at me!)

Here's what you're going to do:

- 1) Decide which job you want most.
- 2) Print out three representative job descriptions from job boards.
- 3) Create your resume!

For your convenience, I will be sending you an abbreviated version of my own resume (some personal information has been deleted) in the next few days.. If you received this e-book as a gift from a friend, you can obtain all the forms mentioned in the book for free by signing up at my website <http://www.GetaGreatJobFast.com>, so you can follow the format and even copy some of the verbiage as appropriate.

As much as possible, you should try to show your experience in some way to address each responsibility in the samples you printed out from the job boards.

- 4) Create your list of Career Accomplishments (again, I've included mine on the website so you can use the format and get a feel for how to create your own).
- 5) Create a cover letter.

Set aside a day or two to accomplish this.

If you are not a writer, enlist help.

My suggestion is to enlist the help of a professional resume service in your area. This has the added benefit of meeting people in the community with whom you can network, and getting another critical eye on your resume. A professional is going to know the current formatting trends, what employers want to see up front, and may be able to help you with specific wording.

Even if you prepared your own resume, I would suggest taking it to a professional for review. Just to get that second opinion... And have a few trusted friends or relatives take a look at it for you. They may be able to remind you of some abilities you have that you haven't included. They may also know someone hiring for the position you want!

You can also enlist my help. I will give you a free review of your resume, and for a nominal fee even write your resume for you. I can also provide or recommend a host of other professional writing and marketing services at a super low price.

You're going to take the finished product to a copy center such as Kinkos for top quality copies. Take the digital copy of your resume and accomplishments. (Or, I can help you with this too...)

My suggestion is that you print on Southworth 24lb ivory Fine Granite Paper (found at any office supply store in the resume section). Then, for presentation, put your resume, accomplishments, letters of reference, and cover letter into a resume folder, and slip that

folder into an envelope. I like the Southworth Connoisseur Collection Exceptional Resume Folders and Envelopes. (Again, these can be found at any office supply store in the resume section... probably near the paper you purchased.)

Now you are *golden*!

You have accomplished an amazing feat in just a few days!

You have in your hands an absolutely amazing resume and it is going to get you a job!

And now this is where it *really* gets fun!

(You're the one getting a job, and I'm getting all excited here.)

I love this next part.

The next part is where the "rubber meets the road," so to speak.

Marketing Yourself To The World

Okay, so you've got this wonderful tool called a resume.

You have it in both digital and paper formats.

That's a huge accomplishment.

You should be proud of yourself.

In fact, you should treat yourself to lunch at Panera. I suggest the "You Pick Two" with French onion soup and the half Italian sandwich. Mmmm, I'm getting hungry just thinking about it.

Okay. Back from lunch?

So, you've got a great resume, but a resume is like a website.

You can have the greatest website, but if no one knows it exists, it's not worth much.

So, now we are going to advertise you to the world.

This is the strategy:

- 1) You're going to set yourself up on Monster.com and CareerBuilder.com, and two local job boards.
- 2) You're going to post on Craigslist.

- 3) You're going to connect with two excellent job placement service account representatives.
- 4) You're going to network, network, network.
- 5) You're going to pound the pavement and meet some people.
- 6) You're going to apply for jobs online.

And at the end of that effort you're going to have a good job that meets your current financial needs.

(That is not the end of the road, though... Stick with me to the end of the book.)

You need to do those things in the order I gave you.

There is a reason for the order.

What I want you to do is set yourself up so you have technology working for you.

Time is not your friend. You are probably working against the clock to get income flowing before the next round of bills arrive.

So, leverage your time.

Once you get your resume set up with Monster and CareerBuilder, that system will be working for you 24/7.

When you get a job placement service working with you, they'll be working to find you a job. They have people calling them, they have a network, they know people. That process will be running independently of your own efforts.

Once you have systems working for you, then you can begin your own networking process to land an excellent job.

So, let me expand on the steps outlined above.

1) Set yourself up on Monster.com, CareerBuilder.com, and two local job boards.

Here is the concept behind Monster and the other job hunting boards: They attract job hunters so there is a large pool of people looking for work. Employers pay the owners of the job board a fee to search the pool for employees. Your goal is for an employer to see your resume, contact you for an interview, and hire you!

Employers also post jobs on the boards and you can apply for these individually using the resumes that you can post on the site. We will discuss this in more detail later. At this stage, you want to get your resume up so it can be searched by the employers.

I have had the best fortune with Monster.com. CareerBuilder is okay too, but they seem to be more interested in selling you stuff like upgrades (which are a waste of money in my opinion) and advertising from their partners. However, CareerBuilder seems to be more "all source." They are connected to many local job boards. So, I suggest that you sign up for both and take the time to set up your profile on both boards.

These seem to be the two major boards. I worked for a company that searched dozens of job boards and aggregated the information into their own system for review, but everyone gets the information from these boards so you want to at least be registered on Monster and CareerBuilder.

You want to review your own resume against job postings that employers place on the boards to insure you're using the keywords employers are using to attract employees.

Then, you want to go to Google and type in "Jobs in (your city)". Check out whatever Google returns in the first two spots in the natural search listing (that is the first two listings after the paid, or sponsored, results). These would be the most relevant websites to your search. Maybe they are the classified ads for a local newspaper or some other independent job board. It may be advantageous to register with them too. The registration process should be similar to what you've already experienced on Monster and CB so it should be a relatively simple exercise.

Now you have the job boards working for you 24/7. This is a passive method, but it can be effective.

2) Post on Craigslist.

I can hear you already.

"Craigslist? There's no one but scammers on there. My e-mail box will be inundated with junk e-mail! You've got to be kidding."

Fine. Do it your way. Stay unemployed for two years. Then come back and do it my way. Or you can do it my way now and save yourself two years of grief.

We're going to do something you've never done before that could bring you great results.

But let me tell you a little story of how Craigslist changed my life.

Like I mentioned earlier, I moved here without any contacts, with no friends, no family, and no business associates in this city. I had no promise of a job and no prospects. The city's unemployment rate hovers at about 11% as I write this e-book.

I hadn't had to look for a job with the new "rules of engagement" so I was sort of taken aback when I realized after just a few hours that pounding the pavement in the scorching sun with my resume was a very ineffective way of finding employment.

It was sort of a shock to me.

Since I was 14 I've always had a job, and it never took me more than a week to find something.

During the course of developing this system for myself, I received this nugget about Craigslist.

"Why don't you put an ad on Craigslist? Offer a reward for giving you a good lead," a friend suggested.

"You're a genius," I told my friend, and went on to develop my "golden" ad.

(This idea all by itself is worth every penny of the cost for this e-book!)

DID YOU GET THIS? IF YOU MISSED IT GO BACK AND READ IT AGAIN...VERY S-L-O-W-L-Y!

One thing I want to point out is that Craigslist is a running list. That is, when you press the Enter key, your ad is going to appear at the top of the list. The next guy's ad is going to be on top of yours and push your ad down, etc, etc... So, in a few days (or a few hours depending upon the popularity of the Craigslist board in your area) you will be virtually invisible to the world again.

My suggestion is to post early in the morning (like 1:00 am to 3:00 am) so that it's at the top on the morning you want to be first seen by potential employers. Don't post in the middle of the afternoon. By the next day, you might be invisible.

When I pressed enter and initiated the ad, I've got to admit that I was skeptical. I know how Craigslist is, but it was free and worth a shot.

Was I ever surprised.

Yes, I got my share of goofballs and scammers. I'm not going to waste a lot of time telling you how to protect yourself from scammers. That's beyond the scope of this book, but suffice it to say that you should beware. Read the warnings on Craigslist and take the appropriate steps.

However, I also got some legitimate responses.

Here's one of them:

Subject: Love your CL post!

And I don't want the \$100 if I find you a job...just would like for me to be able to place you! So, I'm a recruiter and I'd love to talk to you and see if you're a fit for several positions we have... Call!!!

Warm regards,

The sender is a very aggressive, sharp, well-connected recruiter.

She was cruising Craigslist checking out the talent, staying on top of her trade. She tells me that she was impressed by the ad.

"It was well written, had a little bit of humor, and I could tell that you were a sharp guy. And I said to myself, 'I'm going to get this guy a great job,'" she later told me.

It only takes one good connection to make this well worth the fifteen minutes of effort.

By the way, you can obtain the complete text of my job-getting Craigslist ad by—how else—signing up for the newsletter at my website! In case you've forgotten it, the address is:

<http://www.GetaGreatJobFast.com>. Look, I'm a marketer too...okay?

If you would like custom-designed, professionally-written ad copy for your own use, I can help you with that too! You can contact me by e-mail here: pat@GetaGreatJobFast.com.)

Let me tell you what happened as a result of my connection.

She first got me a temporary assignment. A \$9 an hour mail processing job downtown in one of the big towers. It helped put a little money in my pocket.

And she kept looking.

And then she called me with the BIG job offer.

One of her huge corporate clients needed admin help in their training department and she put me in for the position.

This company is one of those I visited while walking around in the hot sun with my resume. It's one of the biggest and best employers in the city. It's the place everyone wants to work. The employees say it's a great company to work for. The trouble is that it's almost impossible to get in from the outside. You need a contact on the inside... or a really sharp recruiter who's in your corner!

When I visited on my own, the security guard gave me a business card with a website. I'd put in application after application, but never heard anything back.

Now I was going to get my drug test and a security badge!

You need to understand that this lady has a lot of high powered clients. She works to place engineers and big time executives. I'm probably small potatoes for her in the big scheme of things. I think I became a little side project for her. Or maybe a personal challenge.

Whatever the case, we connected through my little Craigslist ad.

And you can be certain that she got a nice bouquet of flowers and a card with a crisp \$100 bill in it!

A deal's a deal.

3) Connect with two excellent job placement service account representatives.

I say two because you want to diversify somewhat (that's why you buy mutual funds for your retirement accounts instead of putting all of your money into, say, Coca Cola or UPS). On the other hand, you don't want to work with every recruiter with a pulse. My experience in commissioned real estate sales tells me that if you know your client is working with every sales associate they can find, you're not going to be very motivated to provide service. I mean, what are your odds of actually making a sale in that scenario.

You don't want to be at the mercy of just one job placement service either. You need to work.

So, if you have two job placement reps working on your behalf, you should stay working in at least a temporary position until something permanent opens up.

Here's what you do:

a) Open up the phone book, or get references from friends and associates.

b) Visit the business, and speak to the receptionist. The first two minutes will give you a feel for the company. A few months ago, I visited a job placement service with my friend. They were so impersonal. The receptionist might as well have said, "I don't want to talk to you, you're interrupting me, we can't help you, and we have no interest in helping you." Of course, that's not what she said, but her body language, curt responses, and lack of interest said it all to me.

"Let's get out of here," I told my friend. "These folks are not going to help us."

While they are interviewing you, you must realize that you are interviewing them too.

Don't feel obligated to work with every company you visit.

However, pick two.

How do you pick them? A lot of it comes down to chemistry. If you're married or dating that special someone, you know what I'm talking about. You know when the fit is right. What's comfortable for me and you may be different, so I'm not going to try to tell you *how* to pick a job placement service to work with. Just make appointments, speak to as many as you can in a few days, and then make a determination.

Again, to use the dating analogy, you probably dated quite a few potential mates before settling on "the one." Just because you went out for dinner didn't mean that was the person with whom you wanted to spend the rest of your life. So, what I'm telling you is to go on a few job placement service dates.

At the end of the day, the proof is in the pudding. Who is going to get you employment?

Now, let me give you a few tips about how to work with the employment agencies you finally choose.

When your rep calls you for the first job opportunity, it will probably be a temporary job that's not the greatest. My advice, whatever the job, is to take it. Remember, they're taking a chance on you too. Maybe it's a position that's hard for them to fill because it's such a crummy position. This is your opportunity to shine!

Here's what you do:

a) Cheerfully take the position and assure them you're going to represent them well. (This necessitates that you actually *do* represent them well...)

b) Get all the details of to whom you're to report, the hours, the pay, the address, any special skills, the dress code, the description of the work to be accomplished, telephone contact information, the day to begin, the length of the position, etc...

c) Be SURE to be early to work on the appointed day.

d) Always *over dress* for the position. I can't stress this enough. Now, if you're working in a warehouse, don't dress in a business suit, *but you can* dress in clean and pressed work clothes. You *can* polish your shoes. If it's any sort of office position, even if you're just stuffing envelopes, dress in business attire--guys that means a tie and sport coat, dress slacks, and polished shoes. Remember you can always take a tie and coat off if necessary. You will make an impression. And who knows if the temporary employer might be looking for another position. In fact, who knows whom you'll meet on the elevator on the way to your temporary job? Always dress for the position you *want* not the position you're in.

c) Be sure to be groomed to the nines! Fresh haircut. Precisely shaved (if you're a guy). You know the drill. Check those nose hairs, fingernails, eyebrows.

d) If there's a special piece of software you need to know, be sure to brush up on it before your first day if you're out of practice.

- e) Be early on the front end, and don't watch the clock on the back end.
- f) Be pleasant, be courteous, be charming, be neat, and have a servant's heart.
- g) Over deliver. Give them more than they expect *every* day.
- h) Whether it's for a day, a week, a month, or several months, work hard. Be a cut above the rest.
- i) If you're working with other temps, never talk about what your rep is doing for you to get you other jobs. Never discuss your rate of pay. Just be a pleasant coworker and get the job done. You don't want to cause your rep any problems or contention.

If you follow these tips, let me tell you what's going to happen.

Your temporary employer is going to communicate with your job placement rep. They are going to *rave* about you! They are going to tell them how well-dressed you are. What a hard worker you are! What an excellent job you're doing! In short, they're going to tell your job placement rep that you are absolutely stupendous!

So, when the *big* opportunity comes up, whom do you think the rep is going to send?

Let's look at this from the job placement rep's perspective.

They make a living by providing top shelf help for their clients' business. If you're getting \$10 per hour, the company is maybe getting \$15 per hour. If they hire someone permanently through the job placement company, the placement service gets a fee--maybe hundreds, or maybe thousands of dollars depending on the position.

If they send good reps, they make money. If they consistently deliver poor quality employees, then the companies won't use them.

So, it's important that you stand out. If you represent the job placement rep well, they will want to keep you working. And when a big opportunity comes up, you will be at the top of the list.

It's simply the free market in action.

The cream rises to the top.

Be the cream.

That being said, don't take terrible, low-paying jobs on a regular basis. You need to prove yourself, but you need to pay your bills every month too. If you just get junk jobs, talk to your rep. Reiterate your goals and targets.

If you need to make \$15 per hour, a \$9 per hour job is not going to do it for you for the long term. Staying at the \$9 job is just going to get in your way of seeking the \$15 job.

So, be prepared to take a couple of low-paying, crummy jobs, but after you prove your value, you should start getting better jobs from your job placement rep. If not, maybe it's because the rep doesn't have any decent clients and you need to find a better connected rep.

4) Get Set Up on LinkedIn.com

LinkedIn.com is one of the best resources for finding your next job. I may be biased though because that's where I found *my* current job. The advantage, in my opinion, of LinkedIn is its low spam tolerance. While Monster and Careerbuilder are filled with spammy and scammy job offerings and allow shady companies to send you all sorts of e-mail with questionable jobs, you'll find none of it (or at least very, very little) on LinkedIn. LinkedIn is basically a sort of "Facebook" for professionals and the company goes out of its way to keep members from being spammed. You can't just send people messages without them accepting you into their network. You can also join various groups of professionals in your field to network and receive guidance in a sort of message board environment.

You **MUST** set up an account on LinkedIn.

And when you set up your account, I want you to include me in your network! You can view my profile at:

<http://www.linkedin.com/in/PatrickTaylor1>

Spend some time (block out a few hours) cruising around the forums to learn about LinkedIn.

Once you have set up your profile, I encourage you to upgrade your account for the time you are job hunting. This gives you the ability to send a certain number of "INmails" each month. Inmail gives you the ability to communicate with someone who is not in your immediate network--like the CEO of a company you're interested in. You can't send an unlimited number of Inmails, so use them strategically.

Upgrading your account also puts your profile higher in the list of returned search results, so your profile would appear before someone with possibly better qualifications who had not upgraded their account. It's just one more way to give you an edge.

Some other things you can do on LinkedIn is get references from previous employers and be endorsed by others in your network who can vouch for your skills.

Once you have set up, upgraded your account, and maybe joined a couple of groups related to your interests, check out the "Jobs" tab.

Based on your profile, LinkedIn will suggest jobs you might be interested in for which you are probably qualified. This is a good place to start. In fact, it was here that I came across a position that interested me, applied, and was eventually hired!

You can also enter parameters and perform your own search and look through all the job offerings.

My opinion is that this probably one of the highest quality job boards in existence on the Internet right now. Definitely worth checking out.

5) You're going to network, network, network.

If you're like most people (i.e. *not* like me), you didn't just parachute into the middle of a strange city at midnight in search of employment. You probably have friends and relatives who live around you.

Start talking to them.

Ask if they know of an opening where they work.

Point them to your Craigslist ad. Hey, why not keep your \$100 in the family?

In fact, why not send a message to your e-mail list, your phone list, your FaceBook list, your YouTube list, and any other social networking groups you belong to.

You'll be getting some sample text within the next few days that is sure to interest your friends and relatives! They will be stampeding to find you a job!

Of course, by now you know my website address and where to sign up for my newsletter by heart, but for your convenience...

<http://www.GetaGreatJobFast.com>

You can use that text verbatim if you like or modify it to suit your own literary style and taste.

(Note: I did NOT say "stalk" your friends and family. If you ask them about finding you a job every time you see them, you will soon be the pariah of parties and family gatherings, and you will notice that they stop inviting you to events. Say your piece once, don't pressure anyone, and just let the request fall where it may.)

Don't be a pest, but make sure all the people in your sphere of influence know you're looking for work and are looking out for you.

6) Apply For Jobs Online.

Now, let's see where you are.

You are available to the entire world by means of job search boards.

You have two hot job placement recruiters looking for a job for you.

You have an ad on Craigslist that appeals to people's greed, and shows your creativity to potential employers and identifies you as a "go getter."

You have everyone you know with their ears to the ground finding you a position.

This might be all you need to get a job.

At this point, you might be able to sit back and wait for the phone calls to roll in.

In fact, the phone calls might be rolling in already.

If that's the case, congratulations! Take your pick of the excellent offers.

But chances are you haven't obtained your ideal job yet.

So, let's start at the top.

You've got a lot of eyes and ears working for you, now while you're waiting for the phone to ring, make finding a job your job. Spend 10 to 12 hours each day pounding the pavement--whether that's the virtual pavement of the Internet, or the real deal, out-in-the-sun, door-to-door pavement.

Go to the job boards, enter your search criteria, and start applying online (with particular attention at LinkedIn.com).

Apply, apply, apply.

The job boards will give you suggestions based on the jobs you apply for. Consider them and apply for the ones that you like.

If you work at it, you should be able to apply for 30 to 50 jobs per day.

Spend a couple of days doing this and let your applications start working for you.

After going to the Internet job boards, check out Craigslist again.

Instead of posting an ad, this time check out employers who are posting jobs and apply for those that interest you. Remember, protect yourself on Craigslist. While it can be a good tool, it is also a wild frontier. Don't put too much specific info on Craigslist. Refer to the abbreviated resume I posted for your review.

In addition, if a Craigslist employer asks you for a resume or information that you deem a little to personal, offer to deliver a paper resume to their office. If they're offering employment, they have to have a local physical location. Then you can check them out.

Your Craigslist efforts should be directed toward dropping a resume off at their office.

There's a lot of identity theft on CL. Use them, but use caution and good sense.

This can be a profitable experience. More and more employers (who are also cash strapped and frugal) are using CL to recruit. A friend of mine got a good administrative job through Craigslist. Don't count them out.

Also be SURE to check out GOVERNMENT JOBS. You will not find these jobs on CareerBuilder.

Go to USAjobs.gov.

This is where *every* federal job is listed.

Set up an account here and get your resume into their system.

The reason I didn't tell you to pursue them earlier is because this is a long-term project. The federal government is a big bureaucracy. You won't apply this week and start working next week, or even next month.

But they are the largest employer in the United States, and they are growing quickly. Great pay. Excellent benefits. You want a line in their pond.

Check the jobs available in your area and apply. If you can make a phone call and make a connection with a human being, call and see if you can network.

If there are military bases in your area, connect with their human resources departments. Look for "NAF" (Non Appropriated Funds) jobs. These will be in addition to the regular federal Government Service (GS) positions listed on USAjobs.gov.

And then check out your state and local government job boards.

7) Pound the pavement and meet some people.

Then, get out and about. Get in your car, or bus, or walk. Get to your downtown, or industrial park, or business center. Be dressed for success. Take copies of your resume (both hard copies and on your flash drive), and go meet some people.

Go into every business you pass where you think you can find work and say, "Hello. Could you direct me to your Human Resources Department?"

Either they will direct you, or they'll ask you to tell them your business. Strike up conversations, meet people, network.

The more people you meet, the more people you'll get in your corner.

Just like in every aspect of your life, you'll connect with people. You'll connect better with some people than with others. Okay. That's just how life is.

Some people will *really* connect with you. Someone will get behind you and make you their focus. To get to that point, you have to earn their trust and respect. You also have to *meet* them. To meet them, you have to get out into the community and talk to people.

Something else you can do is talk to people doing the job you want to do.

Say you want to work for the post office. Why not take a few moments to ask your postal carrier how they got their job? Ask them how *you* could become their fellow employee. You'll be surprised at how helpful people will be when you ask about their job, how they like it, and how they got their job. They will be flattered to know that you want to do what they do, and will share with you how they got their position. Maybe, just maybe, they will help you to get your foot in the door. Who would know about an opening position better than someone who's already in that field?

Spend two days doing this.

Remember to collect names and business cards.

Follow up with those you believe have potential for employment.

Some Final Job Hunting Tips

While the focus of this book is getting you noticed to the point of at least generating an interview for you, following are a few additional tips to help you land the job. These tips will also help you in your current job, if you plan on moving up.

1) Dress for success! At all times... You never know who you'll meet in the elevator. When I worked as an executive assistant for the medical director of a very prestigious company I *always* dressed in a coat and tie! And it made me stand out as a professional. My peers and upper management respected me. How you dress makes a difference. I once read a book by someone in sales who said that the goal was not to dress like your customers to make them feel at ease, the goal was to be intimidating, to make them understand that you are a respected professional whom they should look up to.

And think about it. Dressing up makes you feel better about yourself.

When I was in real estate sales, I would dress up in a suit and tie even when I was working at home. There is something about dressing for success that makes you successful. It keeps you on your "A" game.

2) Always over deliver (temp or not)! Never give less than your absolute best on a job. Sure, you may only be making \$8 an hour. Remember that your boss is shelling out at least 3 times whatever you're getting in wages once you figure in Workman's Compensation, taxes, social security, insurance, bonding, or whatever else they need to pay to keep you on the staff.

Give 110% every day.

Don't just do the job. Do it neatly. Do it efficiently. If it's appropriate, suggest ways to do it better (but don't be obnoxious, remember they hired you to be an employee, not to run the company...)

Be the type of person you'd want on your team.

Don't look too closely at the clock, and don't be afraid to give a few extra uncompensated minutes to tidy up your work and area, or to finish a critical task.

3) Be on time.

Need we say more here? Fifteen minutes early is a good buffer. Get your coffee. Say good morning to your boss and co-workers. Get a good start out of the gate.

4) Be charming.

How do you teach this? I'm not sure. Just do it! Show interest in others. Remember that the world doesn't revolve around you. Show appreciation for the efforts of those around you. Smile. Be helpful. Be courteous. If you're a gentleman, open doors for ladies. Hold the elevator when you hear footsteps around the corner. Compliment others when it's deserved, and sometimes even when it's not. Overlook others' faults. Admit your own shortcomings and apologize when appropriate. Don't be offensive, rude, or crude. Don't be a jerk. Share praise. Accept responsibility. Don't boast. Uplift others. Lighten their load. Make them laugh. Love people.

5) Bring snacks.

If you want to be a hit in the social arena, bring snacks you can share. You don't have to be a gourmet chef, just be a nice human being.

If you need tips, check out my other site:

<http://www.thefrenchcanuckchef.com>

6) Be courteous to fellow employees.

No matter the demeanor of your fellow employees, whether temp or permanent, remember that they are not the enemy.

Always be helpful (but not to the point of interfering with the job you're there to do), be pleasant, be kind, be courteous.

(See "Be Charming.")

7) Interviewing tips:

ASK QUESTIONS! Good questions... I have read that the number one mistake people make at interviews is not asking any questions at the end of the interview.

Employers *want* you to ask questions. And your questions will have an impact on how well you are perceived by your potential employer.

If you Google this topic, you will find a lot of information to provide the basis of your own list of appropriate questions for your next employer.

By the way, you don't lose points for preparing ahead of time and writing down your questions for employers, and if you open your organizer or portfolio at the appropriate time with your own list you will impress your interviewer.

8) Always ask for a business card before closing the meeting.

The ideal time to ask is when the interviewer asks if you have questions. One experienced job recruiter told me that if someone fails to get a business card, the prospect is pretty much finished because he's showing a lack of interest and has no ability to follow up.

Get a card from everyone you speak to on the day of your interview.

9) Always follow up with a "Thank You" card.

Always. There are no exceptions here.

It should be hand-written. Take your time and write neatly.

Hand address the card.

If you're having writer's block, you know what to do! If you haven't already, head over to my website and sign up for the newsletter because all of my subscribers will get a thank

you card sample from my vast treasure trove of FREE templates... You know the gig by now... Need I put it in again? Okay, I will. ☺

<http://www.GetaGreatJobFast.com>

I usually carry my cards in my portfolio with stamps. I write my thank you cards in my car while still on the parking lot and deposit them in the mail as close to the employer as I can. Sometimes my card is delivered the next day, and that makes an impression.

In addition, I usually put an individual package of tea in the envelope and encourage them to put their feet on their desk and relax. I don't know if this has ever gotten me a job, but I hope it makes them smile.

This would also be an occasion to use one of the business cards I'm going to talk to you about in an upcoming section (Your Super Secret Weapon).

10 Try before they buy

Here's an advanced technique that may be of help to you.

When you're interviewing for a position, look for areas where the company needs help.

At one interview, my potential boss expressed a problem. She noted that their 800 page document, which was the centerpiece and lifeblood of their Fortune 500 corporation, was stored as a Microsoft Word document, and she understood that Word didn't handle large documents well.

The interview was on a Friday.

Over the weekend, I researched possible options, put my recommendations in a professional looking presentation binder, and mailed them in a USPS Priority envelope.

On Tuesday I was getting a job offer while standing in the check out aisle at Lowes.

Your Super Secret Weapon

All those previous ideas are awesome strategies.

In fact, you've probably found a job without having to implement this job hunting nuclear device.

But if you're ready to pull out all the stops, overwhelm your competition, and take the job market by storm, then keep reading.

I developed this little system because no one wants to talk to you anymore. You can't get past the security guard to speak to a human being in Human Resources. The best you can

hope for, if you can even get inside the building, is a card with a website address where you can apply for a job.

So, this little stealth invader is your way inside the building, past the gate keepers, and into the hands of someone who will take up your cause like the recruiter who made me her project.

It involves four steps:

- 1) Build a website.
- 2) Create a postcard.
- 3) Execute a mailing to a list.
- 4) Get a business card.

Before this idea overwhelms your technological senses, let me tell you that all this can be achieved in an afternoon, using the assistance of very reputable companies that will help you through the process for a very small cost.

For approximately \$69, you can build a website, send 100 postcards to businesses of your choosing to announce yourself to the world, and get a business card.

And you don't need to know HTML, handle a piece of mail, or even lick a single postage stamp.

First, I want you to go and check out my own personal website.

<http://www.HirePatNow.com>

<http://www.PersonalAssistantOne.com>

These are sites I developed for my own job search.

It impressed the job placement reps and demonstrated that I had some website development skill, some marketing savvy, and the ability to write.

Combine this website with a postcard

Would you like to quickly and easily add this capability to your job hunting arsenal?

Here's how:

1) Build a website.

There are lots of free and very low cost services out there. Here is just one recommendation of my own.

[Click Here for my personal favorite for quick and easy website creation](#)

This is my preference for ease, customer service, and mix of tools. They have great customer service. You can talk to them on the phone, and they will walk you through the process.

By the way, when I determine to use an Internet service these days, the first call I make is to the customer service or technical support center because in addition to the service, I want good support when I need help. I want 24/7 service that's competent from people who speak my language. Just a note...

Don't use a subdomain. Get your own URL--i.e. Hire(yourname)Now.com; or (yourname)needsajob.net. Whatever. You get the point. Use your creativity.

If you don't have a clue, the customer service people will help you through it. They specialize in getting non-technician business people up and running with their own website.

In a nutshell, you select a template. (A template is the colors and layout of your site. The graphical look, possibly using a photograph or artwork. How you want it to look and feel.) Then, you simply type what you want to say into the space where the text goes. And you can insert pictures where you want them. Probably pictures of you doing whatever position you're applying for makes sense. The companies I suggested will provide the hosting service. They will keep your files on their drive and make them available to the world so others can view your site.

It will cost you less than \$10 per month for this service. When you find a job, you can discontinue your website... but stick with me, you may want to keep it to make additional money on the side.

If you find yourself really, really stuck here, then why not get a tech savvy friend or relative to help you? Any teenager or adult under 25 should be able to help you. You can pay them with food. ☺

Or, of course, you can contact me. For just slightly more than the cost of dinner out (not at McDonald's, though), I can design your website and have you up and running—usually in less than a day.

2) Create a postcard.

Here are two suggestions for postcard mailing companies:

<http://quantumdigital.com>

<http://vistaprint.com>

While Vistaprint is good, they have really fallen behind in the customer service department since going public. Their interface is also a little confusing, but they're still inexpensive and will get the job done.

If you *do* decide to use Vistaprint, here's a handy phone number for their mailing department: 1-866-859-3075.

My preference these days is Quantum Digital and you can reach them during regular daytime business hours at: 1-800-637-7373.

In either case, everything is done online and you can do this 24/7 through the Internet.

I selected a group of professionals in a tug of war for the photo of my card.

Need some postcard text to inspire you?

You already know what's coming next, don't you?

Just head over to...

<http://www.GetaGreatJobFast.com>

We'll hook you up with a FREE snippet of text for your postcard. You can modify it as you wish... It comes as part of your series of messages when you sign up for FREE.

Feel free to use and modify as you wish.

Creating the card should take you about fifteen minutes tops.

Then, on to the mailing list...

3) Execute a mailing to a list.

The same company where you created the postcard can take that postcard and send it to a list of your choosing.

Basically, here's the process:

a) Select an address where you would like your postcard to be sent. Maybe a downtown business where you'd like to work in the middle of a lot of other businesses.

b) You can give the system parameters (also known as demographics) where you'd like your postcard to be sent. For example, you can send your postcard to other businesses within one mile of your target address with more than 10 employees. You can also manually enter in addresses so if there are particular businesses you want to insure get your card you can manually put the address into the list.

c) Select the number of postcards you want to be sent.

If the system found 6,927 other business addresses in the area you selected, you may not want to mail to all of them. So, you can select how many you want to send. The system can randomly select the addresses, or you can manually pick them.

d) Address the postcard to: Office of the President

You may not have the owner's name, but I would address the card to the Office of the President, so that you can at least get to someone with influence in the organization.

e) Determine the speed at which you want your postcard sent. (I.e. First class, bulk rate, etc..) I always suggest First Class.

It will cost between \$50 to \$60 to send 100 postcards.

Postcards are preferable to letters for several reasons:

First, your message is going to be visible to everyone who handles your mail piece. Sometimes people throw away mail before even opening it. At least with a postcard you know your message will be read.

It is inexpensive to get full color graphics which catch others' attention.

Postcards cost less to mail than letters.

Your postcard will get past the security guard and reach its recipient. Granted, if you address your cards to the President of the Company, the actual president may not see it, but someone on his staff with some hiring influence just might...

Yes, many of your postcards may be tossed as junk, but remember it only takes one card to impress someone enough to give you a call and schedule an interview.

Who knows? Maybe your card will impress three, four, or five employers...

If you need help with this, give customer service a call.

If you would like my professional marketing assistance to walk you through the entire process (for a very reasonable fee), it would be an honor! ☺

4) Get a business card.

Go to Vistaprint.

Design and order a free business card.

Or, pay a little bit and get a premium business card.

I spent \$14 and got a card with printing on the front and back.

The front of my card is very simple.

It is the picture of the guys in suits shaking hands.

Under the picture is my text! Guess where you can find sample text to use on your business card? Sign up for my FREE newsletter at:

<http://www.GetaGreatJobFast.com>

So, they have my website and my telephone number to contact me directly.

It is a great tool.

You get 250 cards for free (or for a minimal cost). Give them out like water to friends, business contacts, the lady you struck up a conversation with at the supermarket checkout line, relatives, anyone who doesn't run away from you. Attach them to your resume. Put a link to the card on your FaceBook page. (Vistaprint has a link where you can put the image of the card on your FaceBook page. Sure it's advertising for them, but it alerts your FB friends that you're on the hunt for a job.) Whenever you're networking with a potential employer or business person with influence, give them your card.

Get a business card holder and ask the owner of the gas station where you always get gas, or the restaurant where you always eat if you can set some business cards out for his other customers to see. You never know...

Some businesses have a place for you to put a few business cards. Put them out.

Use your own creativity and ingenuity.

While you're at Vistaprint, maybe you want to order a car door magnet and a t-shirt. Sometimes they have free deals for a single shirt or magnet.

Why not give it a shot?

The car door magnet is one more tool in your arsenal. Who knows who might see that magnet and call you or visit your website. Here's what I'd put on the magnet:

See you at the web site! ☺

<http://www.GetaGreatJobFast.com>

Wear your "HireMeNow.com" t-shirt while shopping or running errands.

Your Next Steps

You think the book is over, don't you?

Oh, no. You haven't heard the last from me!

We're just getting started.

At this moment in time, you are unstoppable! You're a job-hunting juggernaut! A powerhouse!

Take a moment and put your feet up.

Relax.

Imagine what your new job is going to be like.

I have no doubt that if you have followed the ideas outlined in this book in a few days you are going to have your choice of jobs.

Maybe not your *ideal* job, but a job that's going to pay the bills.

I want you to remember something.

Even during the Great Depression there were jobs.

The unemployment rate was around 23%. Okay, the unemployment rate was high, but even during the Great Depression there wasn't 100% unemployment.

Depending on whose figures you listen to, today's unemployment rate is around 10%. It's bad, but it's not 100%. The majority of people who want to work are working.

Very soon you are going to be one of those people.

The financial pressure will be off, at least for a moment.

Now that you have a strategy (and maybe even a decent job by this time), we're going to work on a couple of other things.

What you do with these ideas is up to you, but, in a nutshell, here are my next steps after you have secured an immediate employment position:

- 1) Get training in a field where there is potential for a better salary and stability.
- 2) Develop a business that is *yours* that can augment your income and even replace your regular job at some point if you choose.

Now, these are long-term strategies. You probably won't implement them over night, but they are achievable goals that can keep food on the table and the bills paid.

Toward these ends, here's some specific advice.

1) Obtain Some Specialized Training

If you do not have a specific trade, craft, or occupation consider an occupation that has a requirement for technical training or licensing (to start off, try an occupation that requires some, but not too much, training). This limits the number of candidates who can apply for a particular position. Also, consider what occupations are going to be in high demand in the coming years.

Then, become the absolute best that you can be at your trade! One thing that I have observed in life is that people at the top of their game are rarely unemployed. Even if it is not a popular field, if you're the best at it, chances are you will be in demand and therefore will be able to command your price.

Check with your new employer to see if they have a tuition reimbursement program. Many companies invest in their employees' education because it makes them more valuable to the company.

Health care is a growing industry and needs employees with very specialized skills in order to function.

Employees who are specially trained or certified will command more in salary and benefits than unskilled employees.

That's just common sense.

Although you may be happy in your new job, keep an eye on the future. You want to always be one step ahead of the economy and job market.

AND... be sure you're signed up at my website!

<http://www.GetaGreatJobFast.com>

To those on my e-mail list, I will send additional ideas to increase your value as an employee, find the most cost-effective training, and stay in touch with trends in the job market.

2) Consider Starting Your Own Side Business

It's always nice to be in control of your earning power.

Have you ever thought of starting your own business?

It's the best of both worlds. Keep your secure day job with health benefits while developing a little side job to supplement your income.

Maybe your side job will exceed your expectations and become your full-time employment at some point. Maybe *you* will become the employer and someday provide a job to someone who is desperately seeking an income.

Maybe you'll become that employer who becomes a success mentor to others.

Who knows?

Sign up at my website! I send business building information as well...including Internet marketing tips and other business-related info. I can teach you affiliate marketing strategies so you can make money from the labors of others.

What a deal! You can make money on a book you didn't write, on strategies you didn't develop, using a website to promote it that you didn't have to create. All you have to do is recommend the site to others... and I will even show you how to do that for FREE!

Be sure you're signed up at my website if any of this sounds interesting to you.

<http://www.GetaGreatJobFast.com>

Some Final Comments

It has truly been a pleasure writing this book.

As I've written the chapters I've imagined the people who are going to read it. A dad who's struggling to provide for his family. A single mom who wants a better life for her kids. A college grad who just can't land that first job. A lady who was told just a few days ago that she's been downsized. A guy whose job was transferred overseas.

I didn't write this book from some ivory tower somewhere. I'm in the mix with you. I'm living it. I know what really works and I wanted to share it with you, and as I write I think of the relief diligent, hard working people are going to receive.

I'm imagining the joy someone is receiving because they've just received three job offers and they can't decide which one to take.

That's a high class problem.

Job hunting is an emotional roller coaster.

You'll have moments when you're going to say to yourself, "What's the use? This will never work. It's impossible. I'll never find a job."

Did I hit a nerve with any of those?

This system will not stop those thoughts, but I encourage you to get through it.

As I went through this process myself recently, I was getting pretty depressed in the job-hunting arena. I was doing everything I knew to do and not getting obvious results.

One night, as I was working late at the library (I stayed at the library until closing for the first four weeks in my new city because they had the only Internet connection I could afford—a free one), and this wave of hopelessness just completely washed over me. "It's impossible, you'll NEVER get a job. This is futile. You should have never moved here. You're washed up. You don't have a degree," the little voice said.

I went home discouraged and frustrated, but I got up *again* the next day and kept at it.

The next week I was working.

Just a temporary job, but making some money.

Then, finally, I went from one day having zero prospects to having to make decisions about *which* job to take from the three prospects in my inbox.

I was turning down \$17.00 and \$18.00 per hour jobs.

Realize this: Job hunting is a process. Do the steps and you'll get results.

The more people you talk to, the more opportunity there is for you to *connect* with someone, which will lead to you being employed.

So, trust me on this. The process is tedious and painstaking. You *will* face discouragement at times, but you will achieve success.

Be patient.

And **when** you achieve success by using the strategies outlined in this book, I would absolutely LOVE to hear from you!

Would you write me to let me know about your success?

It would make my day!

You can reach me at:

pat@GetaGreatJobFast.com

I am thankful for all of God's blessings, and it is my prayer that you have been blessed in some way by reading this book. I wish you and yours all the best.

Sincerely,

Pat

Patrick A. Taylor
pat@GetaGreatJobFast.com

P.S. If you need professional writing or technical assistance for any of the strategies I mention in this book, I can offer or recommend services for a very reasonable rate.

[CLICK HERE => for writing or technical services](#)

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