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1 Begin with clarity
Know your target job and the top 10-20 employers you want to work for (you will start seeing opportunities where before you saw none, just like buying a new car and seeing it all over the road)

2 Network with the newly departed
Find former employees on Google, Linkedin, or your own network

3 Be easy to find
Create your free profile on ZoomInfo. com, America's largest database of working professionals (used by thousands of recruiters every day).

4 Stop sending cover letters
Send sales letters instead (you can't bore anyone into hiring you, which is what most cover letters attempt; you must sell employers)

5 Stop sending resumes
Send resume lingerie instead (your goal is a phone call from the hiring manager; hit their hot buttons on one page and you can make the phone ring)

6 Let others sell you
Use testimonials in your resume and cover letter (because one testimonial from another person is worth 10 claims made by you)

7 Do the thinking for the employer
figure out the specific value of your past achievements, in numbers, dollars, percentages (never, ever assume that busy readers will figure out your value)

8 Get on LinkedIn
It's America's largest social networking site for job hunters (if you're not there, you simply do not exist to most recruiters and savvy employers)

9 Sell money at a discount
Tell employers how you can make or save more money than you're asking for in salary

10 Remember "No" simply means "Not today"
It does not mean "Never call us again"

11 Target employers precisely
When reading your cover letter, employers should think, "Hey! This is all about me!"

12 When in doubt, do the opposite
Be suspicious of what "everybody" else is doing: "everybody" waits for jobs to be advertised before contacting employers, "everybody" emails their resume, "everybody" knows you don't have to mail a paper thank-you note after an interview … so, how's that working for everybody?