



# TOP 12 RECOMMENDATIONS for JOB HUNTERS

- 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?

