



Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market Using Social Media and 999 Other Tactics Today

Jay Conrad Levinson , David E. Perry

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The latest strategies for job hunters revealed in this revised and updated edition This new Third Edition features the latest job-hunting strategies for the Information Age. You'll discover key techniques to reach hiring managers at the employers you want to work for most. New chapters integrate using social media and social networking tools like Facebook, Twitter, LinkedIn, and ZoomInfo in your job search, along with case studies from successful guerrilla job hunters that detail what works in today's hyper competitive job market with commentary from America's top recruiters.

Present your skills in creative new ways that stand out in today's hyper-competitive job market Employ little-known search engine optimization tricks used by top headhunters Integrated web site updated bi-weekly to remain state-of-the-moment Part of the **Guerrilla Marketing Series**, the bestselling marketing book series The job search process has changed drastically in the past few years. Turn these changes to your advantage and make your search successful with Guerilla Marketing for Job Hunters 3.0.

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From Reader Review Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market Using Social Media and 999 Other Tactics Today for online ebook

Miechelle Hwang says

I just started reading this book.
53 pages in I have to say no new knowledge have been revealed.
It has on the other hand put things in perspective for me.

As a newly graduate of 2012 and new to america I am left with no network to speak of at had resorted to old fashion job hunting. It has not been working at all.
Leaning on my Degree in Experience Design I already have a LinkedIn page and a online portfolio.

But I have been encouraged to review what I was writing on the two sites. Coming up with a more streamlined approach. the book has also encouraged me to be ME. cuz I am awesome and I have been hiding behind politeness in my cover letters. I will be more brave and show more of me from now on.

I look forward to reading more. And I am hopeful the book can teach me how to network as a newcomer with no relation to a grad school or work background in the US.

I will update my review when I have read the book to page 306 skipping the index :)

another small critique - the webpage is horrible. it is slow and it is hard to find the downloadable content mentioned in the book. It should not be more then 3 clicks away and if I had been the manager on the page development I would have put that content on the front-page. So the clients who already bought the book would feel appreciated by not having to do and individual Google search for the content.

I search
gm4jh free downloadable content and clicked to this link <http://www.gm4jh.com/g3downloadpage/>

the first link on that page will take you to the file factory

UPDATE

I have now finished reading this book
Still I feel that this book lacks information for newly graduated or just entering the job market (for any reason)

It caterers to experienced people who have many years or jobs behind them that they "brag" about

On the other hand just use your imagination
I have found that it was easy to transform my knowledge from school projects my internships and student jobs into legit and usable skills and achievements.

If you want to see have I did feel free to visit my LinkedIn page or my online portfolio (<http://miechellejuulk.wix.com/miechelle>)

Keep in mind I JUST finished the 1st read through of the book

and as recommended I will now read it again and along that update change and use the skills

This means that my two pages will change in the near future

My LinkedIn page is very good though thanks to this book

Lazar says

For a while I have been interested to learn more about modern hiring methodologies that leading companies are using to find the most talented and inspired employees. My research has been based to see both perspective, from the employers and job seekers. On that research I decide to buy this book.

The authors in this book, with lot of practical examples, explain to the job seekers that beside hard and soft skills, the art of marketing and presenting themselves as products that will help the companies to solve their problems (bring, save or optimize money, products, services) is the key to success.

They explain the rough reality on the job market and explain that only those job seekers who are able to present themselves in a unique and innovative way, showing the employers that they are different then the crowd, could hope to find not just a job, but an inspiring, challenging and well paid job.

The book is rich of tips how to use modern technologies to perform effective self marketing. Traditional method are not working anymore, job boards, resumes and cover letters are only part of the tools to find a job, but not enough. There are tips how to write resumes and cover letters, but also dozens of other tips how to find hidden jobs, prospect employers and how to marketing yourself. The book guides the job seekers to create a strategy and give them the tactical advises how to achieve their goals, finding an inspiring and well paid job.

The book is written with care to be easy understandable to every one. regardless of their education or profession. The advices are applicable for every one and in every job market.

The only thing that I found this book missing is an reference to all those methods and tools. Such a reference could help every job seeker easily to find information about them without to search through the whole book at any time.

As conclusion a book that every serious job seeker should read it. For those already employed this book is also must to read giving them a guide how to progress in their careers and how to cope with the changes on the markets and use those changes in their advantage.

Russell Betts says

After twelve years I was suddenly looking for a new job and quickly discovered that times have changes. I

was unsuccessful for a couple months getting past the bots and gatekeepers using the traditional methods. After reading the book and applying some of the techniques I now am experiencing significant activity with hiring managers and will land my next job soon. Guerrilla provided me the perspective and attitude to be successful.

Mark says

If you have done any research at all on the latest methods that both companies and Head Hunters are using to discover top talent, you'll quickly realize that by intelligently making your presence known via social media is the new rage.

This is the most comprehensive job seekers bible I've seen to date; principally when it comes to tying job hunter Guerrilla tactics "together" with social media tools. This read is literally a step-by-step handbook and is very easy to follow for job hunters feeling social media challenged.

Ruxandra Fediuc says

Not impressed. It does have a bunch of good advice (not necessarily something I haven't thought of or already read about). However, it might be a cultural thing (or not), but I don't feel comfortable with many of the things they recommend. Sometimes too much is .. too much. I totally approve of creative job hunting, but that's why it is creative after all - you don't read about it in books, you just do something unique or really special to stand out from the crowd :) And you must be really good at what you do (and not just effectively applying guerilla tactics), right? ;)

Daniel Stern says

Most job-hunting books are focused on discovering what your good at through silly personality tests...whereas employers and hiring managers could not care less.

This book is not full of lame assessments. It's full of crunchy tactics and strategies to help you market and sell yourself better. Just like in business, the one who gets in front of their customer (as a job-hunter, this means hiring managers) and gets the customer to know them, like them, and trust them wins the sale (and as a job hunter -- gets the job)!

If you're tired of the strengths finders and the assessments, read this book for a step-by-step SYSTEM that will help you find a job. It's not a magic button, and you do have to push yourself outside your comfort zone -- but it works. A must for any job-hunter in 2018 and beyond.

One person found this helpful

Rick Allen says

Finding and keeping a job has gotten harder, particularly if you have certain challenges. No one is going to

admit there is discrimination going on, but if you have a little more grey in your temples, a little less spring in your step, your completion or accent is not quite right, then all the other reasons you might not get consideration are simply magnified. It's not really such a dream for companies who are hiring to have such a glut of job-seekers. After all, they have to filter through all those extra resumes in hopes of finding the right candidate.

So what are the secrets of making sure your resumes floats to the top of the pile? How do you get notices? Is it possible in this economy to actually get found? That's precisely what this book will help you with. As in life, there are no guarantees, but it is all about increasing your odds, improving your percentages. You see, even if you don't realize it, you are in the marketing business. The product you are trying to position, brand, and market is you and your skills.

Jay Levinson has for many years been the master of Guerrilla marketing techniques, and now, along with David Perry who adds his expertise from the recruiting world, they apply those guerrilla techniques to what may arguably be the most important job you ever have -- finding a job in a depressed economy.

Job hunting has change since you were "on the market" last. Guerrilla Marketing for Job Hunters 3.0 will help you brush up and brush off those skill sets, learn how to use social media such as Facebook, Twitter, and LinkedIn to your advantage, learn what to do and say, and equally important, what to not do or say. Find new places to look, and new places and ways to gain positive exposure. Work smarter AND harder. Get more than just a make-do job. Groom, position, and market yourself to have a choice. Ah, there's a word we've not heard connected with job hunting in a while.

Dani says

This book is a MUST READ for any professional, whether you are currently looking for a new career opportunity or happily invested where you are.

I have always struggled with how to properly "sell myself" on paper. A colleague recommended this book a couple of years ago; at that time, I was very happy in my job and didn't think I needed it. Although I have been very fortunate thus far with the opportunities of my career, I have suddenly found myself not sure where to go next.

I asked my friend/colleague about the book she had previously recommended, and it is exactly what I needed to read. This book walked me through the questions that I needed to ask myself in order to develop the perfect-for-me resume and coordinating cover letter. It has also provided previously-never-thought of tactics for finding opportunities.

My only regret is waiting two years to read it when it, rather than picking it up the day it was first introduced to me.

David Peirce says

I was recently part of a large corporate down-sizing for the first time ever. I have a few resume and interviewing books on my shelf, but I picked this up because it (1) leverages new web-based job-search and

career management tools such as LinkedIn and (2) presents some effective ways to differentiate yourself from the thousands of other job seekers who may be applying for the same positions.

If you're filling out job applications online as your entry point into a job, you're wasting your time. You need to target companies and open positions by networking into hiring managers. There were several things I specifically liked in this book to help me do that:

- * One page summary resume - this highlights your top 3-5 career accomplishments and contains quotes by your satisfied managers, customers, or colleagues. It doesn't replace the traditional resume, but it is an attention-getter that can lead to requests for it.
- * How to set up an effective LinkedIn profile
- * How to position yourself as a thought leader
- * A bunch of seemingly crazy ideas on how to get you or your resume in front of the right people, some of which just might work for you

I didn't like all of their ideas. For example, if I ever got a cover letter that had a "P.S. Are you really going to miss out on a chance at an extra \$4 million by not interviewing me" added at the end, I'd toss it in the trash. But I think you'll get 5-10 really good ideas out of this that can boost your job search. It's up to date for an increasingly hard job search process.

Linshu Wang says

It helped when I try to land my first job. The book is upbeat and inspiring. It revealed a lot of backstage stories of the hiring process. For someone who is originally not from the same cultural background. The book is a nice guide. However, some of the links from the book don't work. A few of the examples are also not convincing.

Othón León says

The new paradigm in job hunting! that's exactly what I think this book is about. I tremendously enjoyed realising that what I thought was a state of the art? job searching strategies and tactics were actually out of date preconceived ideas that used to work fine for me not so many years ago (really, not many), but not anymore! The impact of the internet put in practical terms for job hunters is here as well as the fact that you have no choice but to take a deep dive into the art of spontaneity (yes, it's an art!) and networking; the best part is that this book tells you exactly how to do that, step by step I just prescribed it to my daughters as a "must"? for the beginning of their careers... and to me too for the continuation of mine.

Jen says

I gave this 4 stars instead of 5 because it is so geared to the corporate sector. I'm not sure some of these tactics would work in other settings (academic in my case). But many of them are transferable to any job search. I particularly liked his introduction to google keyword searches. I did as recommended and read through the entire book first. I actually don't recommend that. About 2/3 of the way through I was getting information overload. The to-do list was getting awfully long, as was the amount of time it would take to complete all of his suggestions. The book is meant more for someone who is out of work and has time for all

of these things rather than someone who is still working and has other obligations. Anyone still working can experiment with and implement the suggested tactics in a more relaxed fashion.

Eno Budo says

Guerrilla Marketing for Job hunters is a book with a set of actions and strategies to get you the job you want. It's like an MBA course, practical and action oriented rather than theoretical.

This book will help you in:

Planning your job search-you identify your target companies and prepare a plan in how to contact them

Branding yourself-you position yourself as a person that will bring value for the company

Guerrilla CV & Cover Letter-you package yourself and put forward your winning attributes for the job

Getting the job interview-you know what the employer is expecting from you and you convince them that you are the best candidate

I liked the "Commando Tactics" and they definitely can set you apart from the crowd. This book can change your mindset in the job search and make you more confident. It's a shift from the "Gentleman Approach" - this who I am and how I can help you, to a "Guerrilla Approach" - this is what I can do for you and you will benefit from it!

Sasa says

This book has convinced me that my method of being a passive job seeker might not be enough. I went from scared to freaking out to pumped up to somewhat terrified of looking for work, being proactive and getting through an interview. I really like the idea of branding oneself but some of the recommendations are very bold and it will really take a lot of courage to do it. There are definitely a lot of ideas that I will do. This book is really helpful. The examples were mostly for higher executives or sales people but the general idea can be for everyone.

Bob says

Highly recommend this book, not only for job seekers, but as a resource for managing one's career. For instance, creating a complete online presence, becoming known as an expert in certain areas is critical for anyone that may find themselves out of work or simply wanting to pursue another direction later in their career. I appreciated the detailed examples of how to create that presence. As to other marketing ideas in the book, everyone will have different comfort levels whether to use them or whether they apply to their profession. It's worthwhile getting pushed outside one's comfort zone; exactly what a good coach should do. I think this is an excellent repository of creative ideas and specific ways to pursue them.
