

# Contents

Foreword	Darren Hardy	xvii
Acknowledgments		xix
Disclaimer		xxiii
Introduction	The Winner's Edge	xxv
	Key Concepts: Why the job market has drastically changed. The importance of keywords.	
Chapter 1	Why You Need to Become a Guerrilla Job Hunter	1
	<i>The New Global America</i>	
	Key Concepts: The #1 secret to a successful job search. Details the elements of your successful plan.	
	<b>PART I YOUR GUERRILLA MIND-SET</b>	
Chapter 2	Personal Branding Guerrilla Style	11
	<i>Shape Up Your Brand with Attitude</i>	
	Key Concepts: The skills employers seek. How to build your brand for free and make employers call you.	
Chapter 3	Attitude Check	35
	<i>Upfront and Personal</i>	
	Key Concepts: How to stay focused. How to right the typical mistakes job hunters make.	
		xiii

## xiv ◀ CONTENTS

- Chapter 4 Your Guerrilla Strategy 53**  
*Think Like a General—Execute Like a Sergeant*  
Key Concepts: How to crack the hidden job market. Tools and tactics for staying on top.

**PART II WEAPONS THAT MAKE YOU  
A GUERRILLA**

- Chapter 5 Your Research Plan 79**  
*Research: The Guerrilla's Competitive Edge*  
Key Concepts: How to locate opportunities before your competition does.

- Chapter 6 Resume Writing and Cover Letter Boot Camp 97**  
*Overhaul Your Personal Marketing Materials*  
Key Concepts: Creating your marketing materials: cover letters and resumes that will be read instead of tossed.

- Chapter 7 Guerrilla Networking 133**  
*A Radical Approach*  
Key Concepts: Effortless networking that really works in any market.

**PART III TACTICS THAT MAKE YOU  
A GUERRILLA**

- Chapter 8 LinkedIn—the 800-Pound Gorilla 155**  
*Your “Be Found” Epicenter*  
Key Concepts: How to use LinkedIn to be found and other strategies.

- Chapter 9 Digital Breadcrumbs 181**  
*Plugged In—Turned On—Tuned In*  
Key Concepts: How to leverage social media and social networking.

Contents ► xv

<b>Chapter 10</b>	<b>Commando Tactics</b>	<b>211</b>
	<i>15 Breakthrough Strategies That Work</i>	
	Key Concepts: How to get in front of the people you want to meet with.	
 <b>PART IV YOUR GUERRILLA JOB-HUNTING CAMPAIGN</b>		
<b>Chapter 11</b>	<b>The Force Multiplier Effect in Action</b>	<b>231</b>
	<i>12 Sample Campaigns</i>	
	Key Concepts: Case studies of ordinary people who achieved extraordinary results by taking control of their job search.	
<b>Chapter 12</b>	<b>Hand-to-Hand Combat</b>	<b>249</b>
	<i>Winning the Face-to-Face Interview</i>	
	Key Concepts: What to do and say before, during, and after the interview to land the offer.	
<b>Chapter 13</b>	<b>Negotiating the Deal</b>	<b>285</b>
	<i>How to Bargain with Confidence</i>	
	Key Concepts: How to get what you want without fighting.	
<b>Chapter 14</b>	<b>Career Lancing</b>	<b>301</b>
	<i>All—Ways—Ready</i>	
	Key Concepts: What's next?	
	<b>Bonuses</b>	<b>303</b>
	<b>About the Authors</b>	<b>305</b>
	<b>Index</b>	<b>307</b>
	<b>Free Job Search Resources</b>	<b>317</b>

<http://www.pbookshop.com>