

Shortcut Your Job Search: Get Meetings That Get You the Job (The Five O'Clock Club)

Kate Wendleton



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Okay, so you've figured out what you want to do with your life, identified the most appropriate job targets, and developed the resume that positions you perfectly. What do you do now? SHORTCUT YOUR JOB SEARCH tells you how to find out whom you should be talking to (see our massive bibliography inside), and how to get those people to agree to meet with you. You'll learn the most effective techniques for getting meetings - and it's not the way you think! You'll learn how to market yourself--to plan a whole campaign that runs the gamut from personal contacts to phone, email, social media and targeted direct mail efforts. This book will teach you how search firms and ads really work, how to develop a list of people and organizations to contact, The Five O'Clock Club approach to cover letters--a winning formula, how to handle the telephone--and make those calls, how to develop an effective Two- Minute Pitch that tells who you are and what to offer, and how to get informational meetings with important decision-makers.



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