

“If you are serious about landing a quality job quickly in today’s job market, this book will practically guarantee your success.”

—Bob Burg, bestselling author of *Endless Referrals* and *The Go-Giver*

101 BEST WAYS TO LAND A JOB IN TROUBLED TIMES



- LEARN THE EASY FIVE-STEP PROCESS FOR LANDING A JOB FAST
- REMAIN CONFIDENT AND COURAGEOUS DURING ANY JOB MARKET
- MASTER CUTTING-EDGE TRANSITION TOOLS TO DEFEAT THE COMPETITION
- IDENTIFY INSPIRING AND MOTIVATING JOBS THAT PROVIDE HAPPINESS

JAY A. BLOCK

Praise for *101 Best Ways to Land a Job in Troubled Times*

“A true A-to-Z approach to landing the job of your choice regardless of market conditions. Jay’s book empowers job seekers to take control of their future by being proactive, resourceful, and innovative—including building a referral network both online and off. If you are serious about landing a quality job quickly in today’s job market, this book will practically guarantee your success.”

Bob Burg
Author of Endless Referrals and
The Go-Giver

“Jay has written a unique and highly effective book combining motivational techniques with job search innovation. Jay offers fresh, exciting, and timely strategies, tools, and processes to help people land jobs in troubled times and in highly competitive job markets. This book is way overdue, is enjoyable and easy to read, and offers encouragement and specifics to successfully meet the challenges of today’s troubling economy and job market. This is a must-read book for everyone seeking a new/better job.”

Susan Leventhal
Manager, Professional Placement Network
Workforce One, South Florida

“Jay Block has taken his place as one of the career-coaching industry’s most innovative thinkers and contributors. He is always challenging traditional ways of thinking to develop new techniques and tools to inspire people to achieve career and life success. *101 Best Ways to Land a Job in Troubled Times* is his very best work. Jay continues to find new and effective approaches to challenge us all to successfully navigate through these trouble economic times and secure meaningful and sustainable jobs.”

Frank X. Fox
Executive Director, Professional Association of Résumé
Writers & Career Coaches

“This book is a must-read for all job seekers in today’s highly competitive job market. Whether you’re a graduating student or a transitional worker, you will benefit from all the simple motivational techniques and career management tips that are offered from cover to cover.”

Sherry Zylka, MA
Associate Dean of Continuing Education and
Workforce Development
Schoolcraft College, Michigan

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TROUBLED TIMES**

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101 More Best Resumes

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101 BEST WAYS TO LAND A JOB IN TROUBLED TIMES

JAY A. BLOCK



New York Chicago San Francisco Lisbon London
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This book is dedicated to all you job seekers who have not given up on your dreams or settled for less than you can be.

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FOREWORD

Susan D. Corey, M.Ed., CEIP, CWDP, BES, MS

Southeast Michigan Community Alliance; Manager of Workforce
Development

Board Member, The National Association of Workforce Development
Professionals

Dear Reader:

Every once in a while you meet someone using his gifts and talents to really make a difference in people's lives. Jay Block is that person. His message is a clarion call for you to take action in your life: to provide a guide on how to survive and thrive not only in this troubled economy but when the good times return (and they will), and to motivate yourself to achieve all that you are capable of and deserve. Finally, someone provides an upbeat and inspirational approach to career management and job change! Jay combines commanding motivational techniques with a highly effective strategic process for making a successful and rewarding job change. He makes the process of pursuing and landing a new job fun and enjoyable. He shows you how to remain fearless, hopeful, confident, and engaged in the wake of adversity and setbacks. And his good news is that the process of landing a job in troubled times is simple. This book will show you just how simple. The only thing you need to do is work diligently at what is simple.

101 Best Ways to Land a Job in Troubled Times will be the only job transition resource you will need to land a new job or discover your true calling. Tough economic times and competitive job markets require new ways of

thinking, new beliefs, enjoyable processes, and a renewed sense of hope. Jay is a pioneer in the career management industry, by definition, an innovative thinker. The foundation of his success—which he measures by the success of his clients—was built over the past 20 years by constantly applying new ways of thinking so you can better plan your career and achieve your career goals. Actually, this book is not only a book on job transition and career management, it is also a book on how to significantly improve your quality of life. You will be inspired to take specific actions that will lead to a “richer” life!

So, if you are ready to enrich your quality of your life and take control of your career, immerse yourself in the material Jay presents in this book. Cherish the time you spend working through the processes Jay introduces. Revel in the experience of approaching the entire job transition process with a whole new attitude and a whole new set of tools and strategies. And then watch your new future unfold!

Thank you, Jay, for sharing and caring!

PREFACE

I was fired by one of my best friends in 1992. More on this later. But first I want you to know that this book was written for you, and I want you to think of me as your personal coach, one who truly cares about you and your future ... because I do! I have worked with thousands of people from around the world to help them identify, pursue, and secure well-paying jobs and rewarding opportunities in troubled economies. Though you and I, most likely, have not met formally, I fully understand and empathize with what you are currently experiencing and the emotional roller-coaster you are riding.

This book is different from most other job search books because I reject the idea that job search is an effective activity, or that it works at all. As you will see during our time together, *career and job transition is a process*, not a search. Whether you are a graduating student or seasoned professional, career and job transition can be compared to planning and orchestrating a political campaign. Politicians who seek to get “hired” for elected office do not conduct a political search; they conduct a strategic campaign. So must you. And once you embrace this new way of thinking, you will 1) have much more control over your future, 2) secure rewarding opportunities quickly at the pay you deserve, and 3) genuinely enjoy the process, in both favorable or troubled job markets!

I have worked with people who have been unexpectedly terminated, downsized, rightsized, and capsized. I have worked with those who have bosses from you-know-where, who are stressed out from working in toxic environments, and who are toiling every day at jobs that are downright uninspiring. Many clients and audiences that I have addressed over the past 20-plus years are still in “What do I want to be when I grow up?” mode. And yet others are hampered by golden handcuffs, tethered to an unexciting and

taxing job. They are unable to seek out new opportunities because economic and financial considerations are such that they can't relinquish their current jobs and because they are so exhausted and stressed out at the end of the day, they haven't the energy to pursue better opportunities. Finally, I have worked with employees wanting to start their own enterprises as well as entrepreneurs wanting to convert to employees.

So I feel like I know you and the challenges you face. And you should know that we are kindred spirits. When I graduated from the University of New Hampshire in the mid-1970s, in the midst of a severe recession, the unemployment rate was near 8 percent. It took me months to find a management trainee job that paid just 10 cents over minimum wage! However, I accepted the job and worked my way up to an operations manager in just six months. Then, at age 26, I quit my job and started my own company and sold it for a handsome profit at age 30. I subsequently went into business in partnership with a French company and proceeded to lose just about everything by the time I was 31. I came close to bankruptcy. I continued to struggle to find my place in the labor market over the next seven years. Then, in 1991, one of my best friends hired me as his marketing director. A year later he fired me. Well, actually, he was conveniently out of town, so he had my secretary inform me that I was fired when I returned from my vacation. How many people are fired by their secretaries on orders from one of their best friends?

So there I was, 39 years old, broke and broken. I was broke financially. I was broken physically, 15 pounds out of shape. And, most critically, I was broken emotionally. I had lost my confidence, my dignity, and any hope for the future. I was forced to reinvent myself but had no idea how to do it. So I sought out and worked with some of the world's most reputable coaches, poured through more than 1,000 books and audiotapes, and, by the age of 45, found my passions, emerged as an industry leader, and became a well-respected author and national trainer. The point I am making is that I have experienced much of what you are experiencing. I've been there, done that, and worn that tee shirt. But I succeeded, as will you.

Since 1993, I have interviewed thousands of hiring managers, HR professionals, and executive recruiters to determine what they look for and what they want when they are hiring. Armed with this information, I discovered that most of what you've been taught about the job search makes no sense, is contrary to effective and accepted methods of marketing, and is an exercise filled with fear and anxiety, not excitement and anticipation. So I set out to identify a commonsense and motivational process that would successfully work for anyone ... and found it! Since then, I have assisted tens of thousands of people to clearly identify, pursue, and achieve meaningful jobs and career objectives.

So I invite you to spend some time with me so you too can achieve all that you deserve. In fact, I invite you to treat our time together as an *enjoyable journey* that will do for you what it did for me—give you confidence, self-respect, and genuine enthusiasm for creating a better future.

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ACKNOWLEDGMENTS

I owe a debt of gratitude to literally hundreds and hundreds of people from around the globe over the past 20 years who have helped shape me as an industry professional. It would, no doubt, take up dozens of pages to name all of them, and I'm afraid I'd still omit many key names from that list. So to all those with whom I have had the pleasure and honor of sharing experiences over the past two decades, thank you for your friendships, contributions, and support.

This is my tenth book published by McGraw-Hill, which has shown itself to be a professional and highly supportive organization, and I am grateful that the company has given me the opportunity to work on books that help people support themselves and their families. This book is the most important one I have ever written, and a book that is sorely needed in these troubling economic times. *101 Best Ways to Land a Job in Troubled Times* is the only motivational career book of its kind. Indeed, most of us can use as much motivation as we can get.

I want to especially thank my editor, Ed Chupak, who went to bat for me in selling this book idea to McGraw-Hill. I am sure that without Ed's belief in the importance of a resource like this and in my ability to produce it at the level demanded by McGraw-Hill, this book would still be a dream in this author's heart and mind. I owe a debt to Mary Glenn, editorial director, and Philip Ruppel, president of McGraw-Hill Professional, who have supported my work over the past 12-plus years. And a special thank you to Janice Race, senior editing supervisor, who made the editing process not only bearable—but highly enjoyable. I also want to extend a very warm thank you to my copyeditor, Judy Duguid. She treated this manuscript as though it were her own, and I was, to say the least, more than impressed

with her work. Overall, McGraw-Hill provided a support team that was, in a word, unequalled.

I want to thank the following industry professionals who provided insight and timely quotes for this book: Frank Fox, executive director of the Professional Association of Résumé Writers and Career Coaches; Kathryn Troutman, bestselling author of *10 Steps to a Federal Job*; Bob Burg, national bestselling author of *Endless Referrals*; Tim Best, principal and senior vice president for Bradley-Morris, Inc., the nation's premier career placement firm for veteran job placement; Sarah Hightower Hill, CEO of Chandler Hill Partners, a national outplacement firm; Andrew J. Tabone, manager, Information Systems, Recruitment and Career Development at Carnival Cruise Lines; Martin Buckland, a well-respected master career coach in Ontario, Canada; and Susan J. Cook, executive vice president and chief human resources officer, Eaton Corporation.

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Finally, and most important, I want to thank my wife, Ellen, an executive career coach and attorney. Over and over again she proofread the manuscript before I submitted it to McGraw-Hill. She supported me in every aspect of writing this book, and she kept me on an even keel during the numerous times I almost capsized. Without her love and patience, guidance, and belief in this important work, I might not have survived this project, which had a very tight deadline. She was my rock and my greatest supporter throughout this project—as she is in my life.

Very few people, including employment professionals, ever analyze and appreciate the complexities of one of life's most necessary skills—getting a job. This book acknowledges those complexities and breaks them down into an easy five-step *process*. When you finish reading this book, you'll be well on your way to being proficient with all the complexities of getting a job ... while enjoying the *process*!

Definition of a Job Seeker

A person who is seeking a job and who must be highly proficient at:

- Goal Setting
- Self-Analysis
- Writing
- Word Processing
- Marketing
- Networking
- Stress Management
- Interviewing
- Strategic Planning
- Market Analysis
- Editing
- The Internet
- Sales
- Time Management
- Overcoming Objections
- Negotiating
- Competitive Analysis
- Self-Motivation
- Proofreading
- Logistics
- Cold Calling
- Research
- Health and Fitness
- Decision Making

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