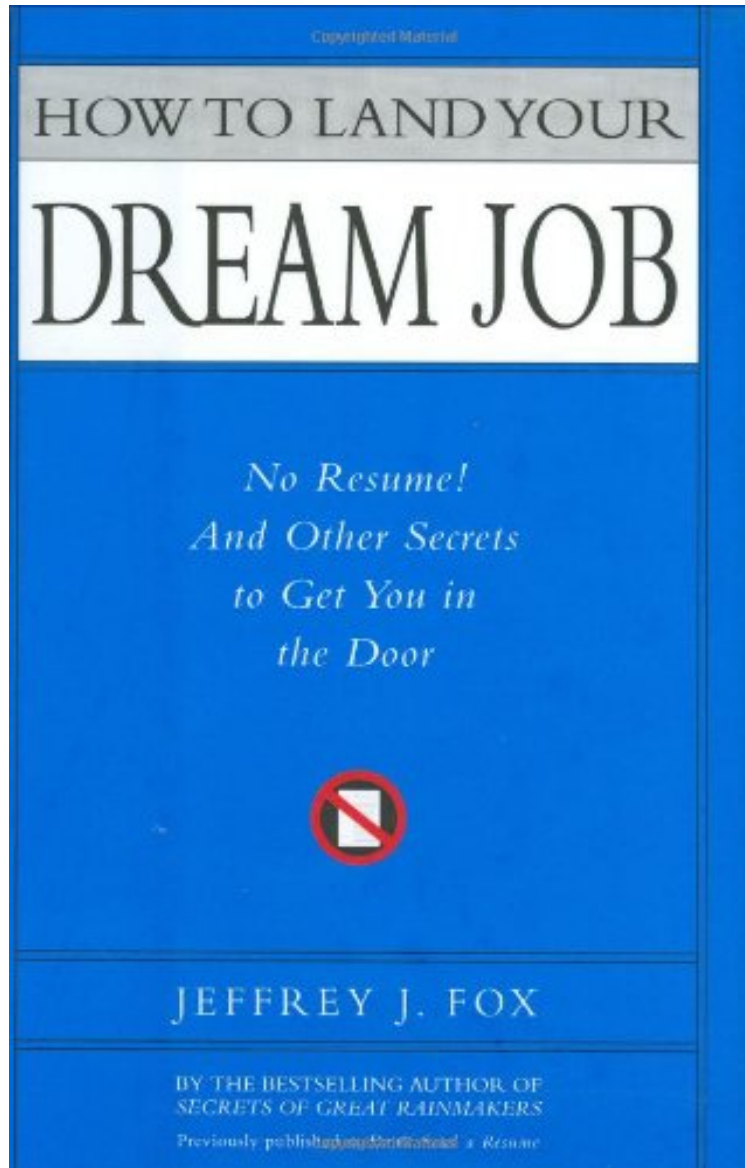


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How to Land Your Dream Job: No Resume! And Other Secrets to Get You in the Door

Jeffrey J. Fox

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Jeffrey J. Fox : How to Land Your Dream Job: No Resume! And Other Secrets to Get You in the Door before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Land Your Dream Job: No Resume! And Other Secrets to Get You in the Door:

3 of 3 people found the following review helpful. Short, practical, useful, and different
By Vincent Poirier
Looking for a job is nothing less than selling yourself. Selling is a craft and an art. No book can teach you how to sell unless you also apply its advice in practice. Selling is more like a sport: if you don't try it, you won't learn it. Jeffrey Fox's book on selling, "How to Become a Rainmaker", serves as the basis for "How to Land Your Dream Job". Fox repeats himself quite a bit, but that's fine. His audience is different, and the point of view is different. Here is some of the advice he gives.-A job search is also research. Look for companies where you want to work. Find key people and contact them directly, not through the human resources department.-Don't send a rsum; send a high-impact introduction letter instead. (A sales letter.) It's counter-intuitive, but treat the rsum as you would a brochure: something to leave behind at the interview, not something you use to get an interview.-Avoid buzzwords, describe one or two important things you did in plain English.-Dollarize yourself. If you are a salesperson you obviously present sales figures. If you work for a cost center, say "I saved my company \$250,000 on a one million dollar budget when we upgraded our IBM iSeries inventory system". Be creative. As a consultant on a six month contract, I saved my client \$100,000 in my first week by suggesting a modification to the plans for their new building. Is the figure accurate? Probably not, it could be a little less, it could be much more. Is it an honest figure? Yes it is! My boss told the company's president that I had already earned my fee for the entire project simply for this suggestion, so that's the figure I use when I tell the story. (Never ever lie. The truth is creative enough.) Finally, these are inexpensive little hardback books, well bound and printed on good paper. Excellent value-for-money. My only complaint is that the selling is a little too slick. I would have titled the book "How to Land a Good Job" or "How to Land A Job You Like". "Dream Job" is too much of a catch phrase. Similarly, the tone of the book is a little too breezy but the book's substance more than outweighs these minor defects. Recommended.
Vincent Poirier, Tokyo
1 of 1 people found the following review helpful. A very different strategy for preparing for the interview process
By Tom Sales
I read Jeffrey Fox's "Dream Job" when a person in my job network highly recommended it. It is a small book, divided into 44 three-five page chapters--each focused on a single aspect of the job search. This design has been very helpful for me in going straight to the specific experience I'm preparing for in job searches. And I have just recently found a new job that I attribute to following the strategies and techniques Fox recommends. While Fox's most controversial recommendation is to avoid sending a resume for as long as possible, the philosophy that was most valuable to me was researching and learning as much about your target company as possible in advance of interacting with them. This strategy lines up with the observation that many people have about looking for a job -- that doing a job search is much harder than most experiences you'll have in the job itself. Fox points out that if you do this research and preparation as completely and religiously as he recommends, you'll certainly know more about that company than other applicants and perhaps some of the people in the company with whom you're interviewing. Fox's two most valuable recommendations for me were the 'Job Interview Precall Planner' in Chapter 24 and 'Show Something on Every Interview' in Chapter 29. In recent interviews his Precall Planner format has prepared me to address questions or raise topics that resulted in more substantial conversations. And providing a handout of some aspect of their company or the job has typically led to discussions about issues to be addressed on the job, beyond HR or selection topics that often dominate traditional interviews. This is a good book that helps you think more strategically about what you're doing or wanting to do at any stage of your career. I just gave the book to my son, and it has also helped him to think through several prospective jobs that he's considering. At less than \$7 for the hardcover, this book will offer you a tremendous return on that investment.
0 of 0 people found the following review helpful. Great for job-seekers.
By Rich Meyer
Out-of-print but very helpful to the jobseekers in a community group I facilitate.

A re-titled, repackaged edition of a modern classic in career-building
With business bestsellers like How to Become CEO, Jeffrey Fox is unsurpassed when it comes to empowering readers to gain the edge on the competition. But before you can run the company, you have to get your foot in the door -- and in How to Land Your Dream Job, a repackaged, re-titled edition of Don't Send a Resume, Fox shows how to do exactly that, with invaluable, often counterintuitive advice like:-Why resumes don't sell-Skip the personnel department-How to research a target company-Be a fish out of water-No one cares what you like-Ask to do a demonstration-Don't talk in an interview-"I" is a bad word.

About the Author
Jeffrey J. Fox was Sales Marketing Management magazine's "Outstanding Marketer"; the National Industrial Distributors Association's "Outstanding Marketer"; and the Connecticut American Marketing Association's "Marketer of the Year." Prior to founding Fox Co., a premier marketing consulting firm, he held senior marketing positions at several international companies. Jeffrey's bestselling books, including How to Become CEO and How to Become a Rainmaker, have been published in 35 languages. A sought-after speaker to large organizations and groups of senior executives, he is a graduate of Trinity College in Hartford, CT, and has an MBA from Harvard Business School. He lives in Connecticut.
From AudioFile
The breadth of this author's common sense and creativity is impressive. Job hunting is marketing oneself, so think of your written inquiries and interviews as sales calls for which you (1) do your homework and (2) tailor everything about your visit to address your interviewers questions and needs.

Foxs suggestions for standing out from the crowd are intuitive but seldom used. A highly useful feature of this lesson is the many scripts and role plays he offers for various interview situations and hiring agendas. The authors voice adds a tone of fatherly encouragement to his clear message. Even with his broad knowledge, he manages to understate the power of his ideas and the usefulness of his invitation. T.W. AudioFile 2007, Portland, Maine-- Copyright AudioFile, Portland, Maine