“I want you to PRINT THIS PAGE and TAPE IT TO YOUR WALL so you won’t forget to attend our content-rich teleseminar ... okay?”

~ Darrell W. Gurney
CareerGuy.com

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Exclusive UT McCombs Alumni Teleseminar Dial-In Details

Date: Tuesday, March 3, 2009
Time: 5pm (Pacific) / 8pm (Eastern)
Dial In: (218) 936-7999
Access Code: 840504#
Topic: SureFire Ways to Recession-PROOF Your Career
Duration: 75-90 Minutes

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Tips To Get The Most Out Of This Call

1. Print this sheet out so you can **write** and take notes during the call
2. Think of how to quickly **implement** 3 ideas from the call
3. Make a deadline to take **action** on your insights

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**SPECIAL NOTE:** This teleseminar starts on time according to [www.Time.gov](http://www.Time.gov) so please dial-in five minutes early so you don’t miss any content. Your courtesy is appreciated.
“SureFire Ways to Recession-PROOF Your Career” Study Guide

4M Method of Career Transition

• M____________
• M____________
• M____________
• M____________

“It’s not who you know, it’s who you actually talk to!”
—Darrell W. Gurney

How do people get jobs?

• ____% from direct contact with potential employers (“cold” contacts)
• ____% from school/alumni placement offices or recruiting firms/temp services
• ____% from responding to classified advertising (including online)
• ____% from referrals from friends or relatives
(Source: US Dept of Labor)

So, how do you capitalize on this last statistic?

• __________ your relatives (get married, get adopted, etc.)
• __________ your friends

What exactly is a “Friend?”

Mssr. Webster defines “friend” as: 1) one attached to another by affection or esteem; 2) acquaintance; 3) one that is not ____________.

Meeting People

1. Where do you meet people? ___________ and ______________.
   Become a C___________ O___ the W_________!
2. Give yourself ________________ (better to beg for ________________ than to ask for ________________).
3. Say and give something that ________________ you and has you stand out.
How do I Unique-ify™ myself???

A Unique-ified HELLO (Helping Everyone Locate and Land Opportunities)™, expressing the ___________ and ___________ that you carry with you everywhere you go.

“You can have anything you want as long as you help enough people get what they want.”—Zig Ziglar

Unique-ifying your HELLO: List out in as much detail as possible your top 7 ___________ in life, both personally and work-related:

1) ________________________________________________________________
   ________________________________________________________________

2) ________________________________________________________________
   ________________________________________________________________

3) ________________________________________________________________
   ________________________________________________________________

4) ________________________________________________________________
   ________________________________________________________________

5) ________________________________________________________________
   ________________________________________________________________

6) ________________________________________________________________
   ________________________________________________________________

7) ________________________________________________________________
   ________________________________________________________________
• What do those achievements say about this person?

• What common themes do I see connecting all of these achievements?

• How do I finish this sentence? “This seems to be a person around whom ________________________ occurs.”

**The Big B-Bang**

Market Your ____________ through your 30-Second HELLO and your customized card. (See vistaprint.com)

**Components of your 30-Second HELLO:**

A) “Hi, I’m ____________. What’s your name? [2 seconds] And What do you do, __________?” [4 seconds]

B) “That’s great! I’m a __________ (Uniqueness). What I do best is...[OR]...What I can offer is ...”

___________________________________________________

___________________________________________________

___________________________________________________

C) What I’m looking for and would like some help finding is

___________________________________________________

___________________________________________________

___________________________________________________

**The Lifespan of a Job Opening**

_____ of all positions are filled before they are ever advertised.
What happens after the position is posted?

✓ __________________ from everyone.
✓ __________________ interviews.
✓ Probably not the _________ positions.

Focus _______ of your efforts on informational interviews rather than applying for open positions. Spend only _______ of your time knocking on the front door, and __________ on the back door.
Backdoor Career Transition Principles

Principle #1: The BEST way to get a job is ____ ____ ____ ____.

Principle #2: An ounce of _______ is worth a pound of ___ ______.

The necessary elements of designing an effective Backdoor Campaign:

- Comprehensive _______ inventory
- Packaging that _______ you in a _______ way
- Developing the art and science of _______ _______ to create, maintain, and expand a _______ _______.

Final Gift! Email Darrell within 5 minutes of the end of tonight’s tele-seminar with your thoughtful and authentic testimonial as to the value of this call and receive your choice of either 1) a $50 gift certificate towards a 90-minute Career Review Session (regularly $197), or 3) a $250 gift certificate towards the upcoming 8-week Backdoor Career Transition Webinar beginning March 31 (regularly $1597). Details for both at www.CareerGuy.com/UpcomingClass.htm.

Email your preference to Darrell@CareerGuy.com
What folks have to say about the Career Review Session:

“The Career Review session left me with a greater self-appreciation...and knowingness that the path before me is not as daunting as it seemed previously.”
—M.G., Senior Marketing Manager

“I want to thank you for your assistance in creating a career autobiography that helped me identify my preferences and trends. Thanks to your help, your client goes from borderline despair to new opportunities after just one meeting. Darrell, is this a record for you?”
—C.H., Entertainment Studio In-House Counsel

“Telling you about myself and answering your questions was revealing, even to me. I could hear myself say things in a way I hadn’t heard them before. The best part was hearing, from pretty much a complete stranger, that I’m okay. To hear that even though many have said that what makes me me is a weakness, it is in reality my real strength...now I only need to harness it and direct it toward the right people. I feel vindicated! I’m very much impressed with what I received. Thank you, Darrell!”
—D.L., College Adjunct Instructor