Backdoor Job Search: 
Break the Rules, Cut the Line, Beat the Rest

Presented by
Darrell W. Gurney, BBA Finance, International Business, Honors Program
Career Strategist, Author, Speaker, Executive Coach
Founder of CareerGuy.com
Darrell@CareerGuy.com
www.CareerGuy.com
Who is this Career Guy?

The Beginning of a “World” View
Who is this Career Guy?
Who is this Career Guy?

The Tejas Club
Who is this Career Guy?
Executive Recruiter

- Reviewed in Publishers Weekly
- 2001 Clarion Award for Best Book, Association for Women in Communications
“Never Apply for a Job elaborates on a secret I’ve preached for years: in a job search, the best way to get to work is to network. Darrell Gurney will help you open the back door to your next career move.” - Harvey Mackay, author of the #1 New York Times bestseller Swim With The Sharks Without Being Eaten Alive

"Never Apply for a Job applies the basic truth of my own philosophy to your job search: relationships are the key. Whether it's a job, a career change, or even an entrepreneurial venture, it's the people who make anything possible for you. Anything!" --Keith Ferrazzi, co-author of the bestselling Never Eat Alone

Available Online Now (CareerGuy.com)

In Bookstores Feb, 2012
What Are the Rules to Be Broken?

Ingrained from Childhood Experience

Don’t Talk to Strangers
Mind Your Own Business
Wait Your Turn
Play Fair
Don’t Speak Until Spoken To
Don’t Toot Your Own Horn
Don’t Bother People
Play by the Rules

Implied by Life Experience

Don’t Stand Out
Stick With One Thing
Don’t Be Pushy
Avoid Rejection at All Costs
Do Things the Right Way
Don’t Ask for Favors
Important People Don’t Have Time for Me
Follow the Proper Channels
The 4M Method™ of Career Management

Meet
Memorable
Mind
Maintain
Principle #1

The Best Way to Get a Job is…
DON’T BE LOOKING FOR ONE!

Interested activity sells.
Need and desperation smells.
Principle #2

An Ounce of Research is Worth A Pound of Job Search

Passionate interest, engaging with others of similar passionate persuasions.
Principle #3

A Question-able Person Creates Enthusiastic Relationships

Einstein’s Basic Question vs. Stealth Career Management Basic Question.
Principle #4

You Can Never Have Too Much Information…
And the Higher the Altitude, the Better

Stealth allows for full disclosure.
Principle #5

A Friend in Need
Repulsion Doth Breed

People want to win, not lose.
Principle #6

Call Me Expert, I’ll Open My Door

Who has an ego?
Principle #7

Eyes to Eyes Gets You the Prize

High TOUCH vs High Tech
Principle #8

A Spoonful of Ego Massage Helps the Relationship Go Down

What’s the #1 thing people like to talk about?
Principle #9

Top of Mind is Easy to Find

4Ms of Career Management

Evolution of a Hire
Principle #10

To Stay in Business,
Treat Yourself Like a Business

Avoid the urge to submerge.
Know your ROE and ROI investment options at all times.
Conclusion and What’s Next?

Sounds good in theory, but how to implement?

Support Available at CareerGuy.com

- Free Report
- Complete *Backdoor Job Search* eBook
- 8-Week Career Transformation Program Beginning Next Tuesday, June 21

www.CareerGuy.com/program

4 Seats Available, Early-Bird Special + $100 ($597)

310-927-2400  Darrell@CareerGuy.com
Thank You!

- The recording of today’s presentation, along with the PowerPoint slides, will be available on our Career Programming Web page by next week:

http://www.mccombs.utexas.edu/alumni/careers/programming/