

Paint-by-Numbers Stealth Networking

Principle #1: The Best Way to Get a Job Is: Don't Be Looking for One

Find reasons to connect with influencers and decision-makers outside of your need for a job.

Principle #2: An Ounce of Research is Worth a Pound of Job Search

Fascination on a subject attracts; desperation for a job repels.

Principle #3: A Question-Able Person Creates Enthusiastic Relationships

Focus on your real passions and interests and create 20 questions to ask around what you authentically want to know.

Principle #4: You Can Never Have Too Much Information, and the Higher the Altitude, the Better

Connect at two levels above the level you'd enter a company or industry.

Principle #5: A Friend in Need Doth Repulsion Breed

Forget about needing a job and focus on obtaining information and forming relationships: opportunities will take care of themselves.

Principle #6: Call Me Expert, I'll Open My Door

Send an "Approach Letter" which utilizes the power of ego, making people feel that they are the ONLY person on the planet with the answers you seek.

Principle #7: Eyes to Eyes Gets You the Prize

Grab face time with your targeted connections, bringing hi-touch to hi-tech.

Principle #8: Building Relationship Equity...One Meeting at a Time

Follow the 5 Stages of a Stealth Interview: get them talking about themselves; ask questions on research; resume slip; request connections; do follow-ups.

Principle #9: Top-of-Mind is Easy to Find

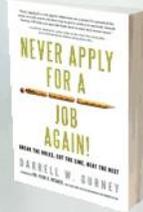
Stay connected to your "career tribe" regularly and forever (aka, the rest of your work life) through "Holiday Letters" about your research and activities.

Principle #10: Treat Yourself Like a Business to Stay in Business

Constantly manage your business—which is your career— and your network in order to maintain ROI (Return On Individuality) and ROE (Return On Effort).

Darrell W. Gurney, Author of *Never Apply for a Job Again* • CareerGuy.com • 310-927-2400

Help Students Land Jobs NOW and Later!



REFER THE BOOK TO INCOMING CLASSES

The time to start networking, building a “career tribe” of relationships and a lifetime database is when students begin their MBA, not when it’s almost over. By learning the process early on, they can utilize the stealth method of connections and referrals naturally in their coursework...supporting their education and future career prospects at the same time!



TELESEMINARS/WEBINARS WORKSHOPS/KEYNOTES

Gather your students and alumni from far and wide for content with a proven track record!

“I’m happy to report we had 161 registrants RSVP for your career webinar and 167 participants in attendance! We’ve never had any of our career webinars go over 100%!”

—Jennifer Campbell, Alumni Relations, McCombs School of Business, The University of Texas at Austin

“Great work and thanks for your time. The alumni were inspired and motivated to get out and connect in new and innovative ways.”

—Scott Turner, Associate Director, MBA Career Services, Marshall School of Business, University of Southern California

“Thank you for being the influence behind the inception of our webinars program. Your conceiving of the idea not only inspired this now 3-year monthly offering, but has allowed us to touch and impact the career lives of literally tens of thousands of alumni ever since.” —Robin Vallilee, Sr. Program Coordinator,

McCombs School of Business, The University of Texas at Austin

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