



The Sell Yourself! Method

Ben Groban

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In this overcrowded job market, submitting your resume online is not an effective strategy. It usually leads to an endless stream of impersonal, automated thank-you e-mails, which leads to a mega dose of false hope and disappointment. SO WHY KEEP DOING IT?? Through many years of fine-tuning and helping professionals get their careers on track, Ben Groban developed The Sell Yourself! Method™, an aggressive and unconventional job search strategy that will help you stand out from the pack and get noticed by recruiters and hiring managers. This book will equip you with all the tools to master the Method and push your job search forward. You will learn how to effectively market yourself and communicate to prospective employers, how to use the Internet to uncover exciting job opportunities that you might be missing, how to maximize your online social networking experience and how to make the phone your secret weapon. With record numbers of people looking for work, this book will give you the competitive edge you need! Five percent of the Book's sales are donated to Dress for Success (www.dressforsuccess.org), a non-profit organization that provides interview suits, confidence boosts and career development to low-income women in over 75 cities worldwide.

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