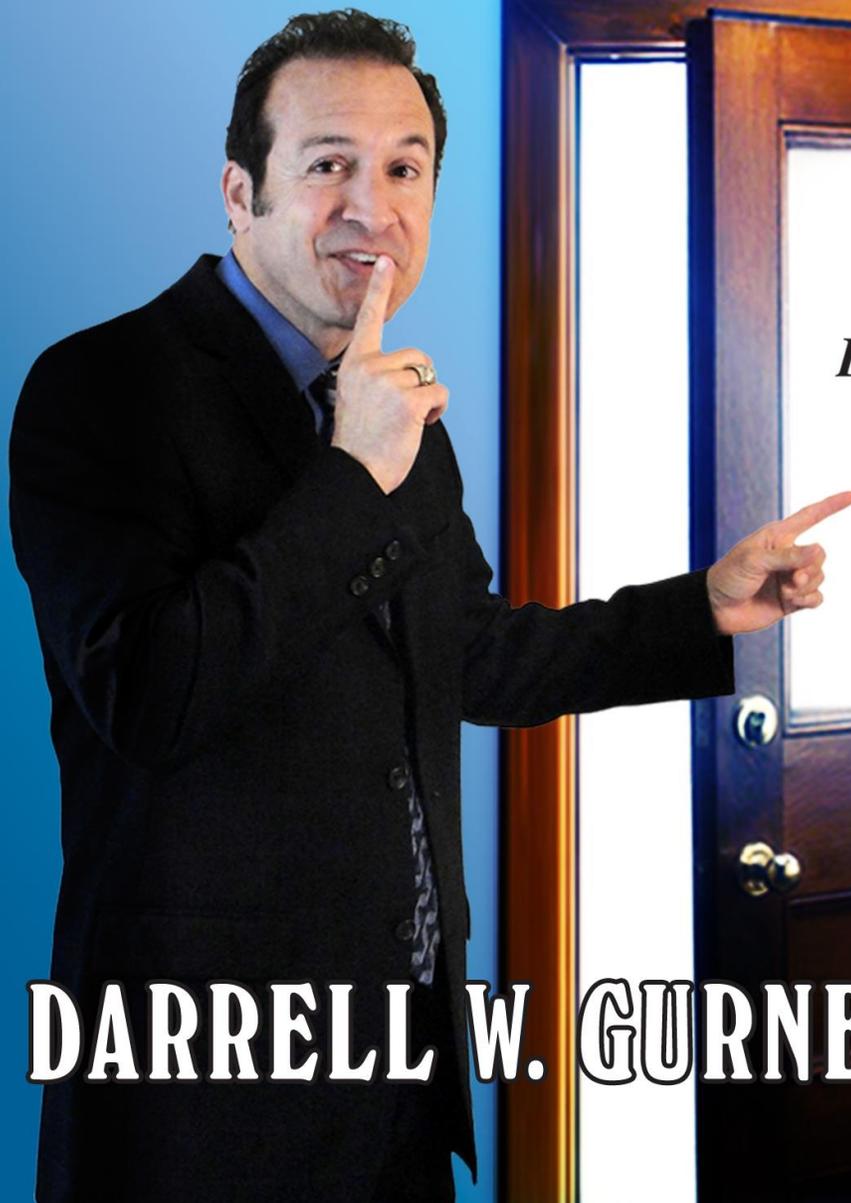


Front Door Folly, Backdoor Bonanza

Why Applying for Jobs is Dumb!



DARRELL W. GURNEY, CPC

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ABOUT THE AUTHOR



DARRELL W. GURNEY, International Coaching Federation Professionally Certified Coach (PCC), Certified Personnel Consultant (CPC), Certified Job & Career Transition Coach (JCTC), Certified Career Management Coach (CCMC), and Licensed Spiritual Counselor (RScP) is a 30 year

recruiting veteran, executive coach and career advisor, supporting thousands of professionals at all levels to make profitable transitions and pursue purpose and meaning in life. He is the founder of CareerGuy.com and TheBackForty.com

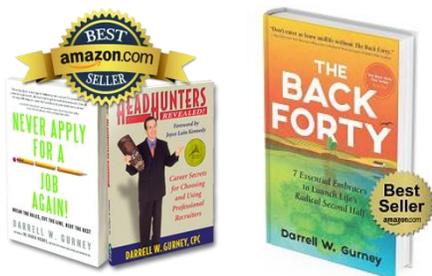
A Summa Cum Laude graduate of the University of Texas with degrees in Finance and International Business, Darrell spent his early career with Arthur Young (Ernst & Young) in London. Conferring with a career-coaching firm at the age of 24, he utilized a “stealth” job search method to meet with 7 CFOs of the top Hollywood entertainment studios and landed an international financial position with MGM/United Artists Pictures. Through these initial experiences, he developed an understanding of networking and what it takes to get in to meet influential people and hiring authorities to get ahead. Based in Long Beach, CA, he educates clients in his Stealth Search™ method.

Darrell is the author of [*Headhunters Revealed! Career Secrets for Choosing and Using Professional Recruiters*](#), winner of the Clarion Award for Best Book by the Association for Women in Communications and was reviewed in Publishers Weekly. His newest Amazon bestseller, [*Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest*](#), has been endorsed by bestselling thought leaders such as Harvey Mackay, Keith Ferrazzi, and Dr. Ivan Misner. It and his other books have become highly touted resources in the careers field. His newest ebooks are [*Finding the S Spot: Career Pleasure Secrets for Merging Skills, Pay and Play*](#), [*Crisis or Opportunity: Midlife In and Out of the Office*](#), and [*Birth of*](#)

[the Back Forty: A Midlife Opportunity.](#)

Darrell has been featured in CBS Moneywatch, Fortune.com, Forbes.com, Wall Street Journal's CareerJournal.com, BusinessWeek Online, MSN Careers, CareerBuilder.com, and on Wall Street Journal Radio. He has been a guest on local and national radio and television programs and has been quoted in newspapers, magazines, and journals. He has consulted for the largest worldwide corporate outplacement organizations, Lee Hecht Harrison (LHH.com) and Right Management (Right.com) and speaks and leads workshops for both professional and trade associations as well as leading MBA programs. He is a media expert on subjects such as recruiting, networking, and finding one's passion and was named Networking Expert for BeyondB-School.com. He offers webinars and programs to get students and working professionals out, connected, and expanding.

He has recently completed his next book about midlife transitions, entitled [The Back Forty: 7 Essential Embraces to Launch Life's Radical Second Half.](#)



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NOTE: This Special Excerpt was part of an eBook entitled *Backdoor Job Search: Never Apply for a Job Again. 10 Time-Tested Principles for Launching an Effective Backdoor Campaign*, the forerunner to the now highly endorsed Amazon bestseller [Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest](#). Both it and [Headhunters Revealed](#) are available at Amazon.com using these links.

In [Never Apply for a Job Again](#), Darrell takes off the recruiter hat and places it firmly on your head...so that you can now become your own effective career manager for life.

Rather than giving you a fish as a headhunter, he teaches you how to fish!

Front Door Folly, Backdoor Bonanza:

Why Applying for Jobs is Dumb!

My earliest career moves were shaped by a career transition method and mindset that I coined The Backdoor ("Stealth") Job Search Method™. Utilizing it at age 24, within a couple months of arriving in Los Angeles, I personally met seven CFOs of the top entertainment studios in their offices and was hired into the international financial division of MGM/United Artists—without Human Resources (HR) even knowing my name.

Through coaching hundreds of folks on effective career transitions since then, I have found most people are neither aware of nor properly utilize a backdoor approach. This ebook reveals exactly *WHY* you want to learn this method.

Let me pose to you a few questions:

- 1) When you apply for a job that you've seen posted online or somewhere else, just how many other people do you think may have seen and applied for that same position? Just you? A few more? A few hundred more? Maybe many more than that?
- 2) What makes you think your application or résumé is going to stand out from the others? Just how much time do you expect the recipient to be able to give your résumé and background while many more sit on their desk to be reviewed as well?
- 3) How can you be certain that there is even an actual position open? Might this posting be simply to comply with corporate HR policies...while the hiring department actually already has someone in mind?

4) Assuming you do get a follow up call or email from HR, how free flowing do you feel to simply be yourself vs. the nervousness and performance anxiety of preparing to go under a judgmental hiring microscope?

All of these (and more) constrictions of standard job search are about to be distinguished so that you can begin to think deeper about what is actually going on in this common, everyday approach. Hopefully, by the end of this ebook, you'll be unwilling to do things the "common" way ever again.

First, let's define "front door" vs. "backdoor." The typical way most people search for jobs is by finding what is "open" that they can apply for. Whether it is a position posted on an online job board, company website, or even listed with recruiters, most folks look for a publicly known hole they can fill. That's front door job search: throwing your hat in the ring with every other Tom, Dick, or Harriet who saw that same posting. Using the front door method is akin to wearing a sandwich board that says "I need a job!" This approach puts you in competition with everyone and limits you to only those publicly known positions that exactly match your background.

The Backdoor ("Stealth") Job Search Method™ isn't about competing with 10,000 others knocking on the front door but, rather, priming the hiring pump by simply being top-of-mind and "known" even before a position goes public. It's like the job search equivalent of Wall Street insider information...except it's legal. It involves having so many seeds planted in the minds of folks far and wide that, at the exact instant any type of appropriate opportunity arises, you are thought of FIRST and get the "hot tip" even before HR gets involved and posts the position.

The Backdoor ("Stealth") Job Search Method™ has you treated more as an individual, not 1 of 10,000. Plus, it opens up opportunities beyond what your particular background would allow because it emphasizes the power

(and flexibility) of personal relationships over exact qualifications. We all know that people will bend rules for people they know. So, the backdoor is less about “I need a job!” and more about using your real passions and interests to connect, get known, and stay known by people that matter.

To launch a successful backdoor campaign, a simple but monumental paradigm shift in thinking and operating around one’s job search is necessary. To demonstrate the immense power of the backdoor, consider a couple of examples:

Miracle Move #1:

Clara, VP of Marketing for a major telecommunications company, wanted to make a change. Possessing a limited, front-door mentality, she assumed she could only transition into another marketing role, most likely with another telecom company. At this point in her career, her values had shifted substantially. She had a passion for her Jewish culture and had always wanted to do something related to Judaism, but was used to a big corporate paycheck and figured she’d have to take a deep cut—even IF she could qualify for anything in that field. This was all before she learned The Backdoor ("Stealth") Job Search Method™.

After a thorough process of career inventory, personal branding and packaging, she began connecting with people through the backdoor, which was not about her needing a job. Rather, she began forming relationships based upon research into her true interests and passions...one of which was Judaism. She ended up landing a position as the Executive Director of a non-profit organization that trains bomb-sniffing dogs for Israel.

Miracle Move #2:

Jim was an entrepreneur with his own hi-tech chip manufacturing business for 25 years. Divorce rendered him out on the streets without a

company. He had not put together a résumé or looked for a job in 25 years. Rather, he had been holed up in his own reserved, pocket-protector engineering world for nearly his whole adult life...and didn't think he had a contact to his name.

After a morale- and self-value building process, along with the formation and creation of a brand-based "research project" on the state of his high-tech industry, he began to shyly meet and greet people using The Backdoor ("Stealth") Job Search Method™.

He was turned on to a local venture capital group and began creating relationships therein. Trying to be of service rather than needing a job, he volunteered to scout for them, assessing opportunities that crossed their desks to provide vital feedback on the viability of their investment options. He became such a valuable asset to the group that they developed immense respect for him and chose to fund him into one of those opportunities. He then owned 75% of the company.

Here are the major points to pull from these stories:

- 1) Neither person would have landed these opportunities through the front door, out looking for a publicly open job like everyone else.
- 2) Neither would have reclaimed their worth without a focused, esteem-building process (career inventory)...and, therefore, would have come across to others just as needy as everyone else.
- 3) Neither would have distinguished themselves from the masses without a personally branded approach to communicating their uniqueness.
- 4) Neither would have attracted such hidden opportunities without creating wide, varied, and empowered relationships.

5) Specifically, in the case of Clara, she would have never gotten past first base through the front door method of applying for such a role because she didn't have the particular experience.

6) And, though not highlighted specifically in these stories, because neither were involved in standard front door competition, they were both in a stronger position to negotiate a salary or deal.

Therein lies the beautiful heart of the Backdoor ("Stealth") Job Search Method™.

To begin to understand how it works, let's explore a bit of career wisdom often heard during job search:

80% of All Jobs Are Filled Before They Are Ever Advertised

Have you heard that phrase before? Lots of folks have, but most never dug beneath the surface to grasp its meaning or its effects on job search. Believe me, once you understand the impact of that truth, first you'll puke, then you'll change your ways.

Let me walk you through a little story to demonstrate the **Evolution of a Hire**. Then, after you recover from the disgust, we'll consider the implications.

In Phase One of the **Evolution of a Hire**, consider some upcoming staff changes taking place within several departments at United Amalgamated Incorporated: Shipping, Accounting, and Marketing.

In Shipping, Clarisse has given notice that, for family reasons, she is moving to Lima, Ohio, within two months. In Accounting, Bill isn't really cutting it as Accounts Payable Manager, and his boss secretly wants to

replace him at some point. In Marketing, Gaby is considering going into business with her husband and has privately conveyed that possibility to a few close co-workers.

In each department, there are people “in the know” about the upcoming changes. In Shipping, the situation is widely known because Clarisse has informed her boss and is in the process of compiling a handbook to assist her currently unknown successor. The department is even planning a going-away party for her next month, so everyone in that department knows of the future opening.

In Accounting, Bill is in the dark—literally and figuratively— and his boss is keeping his concerns about Bill close to his chest. Therefore, only the boss knows of a potential opening arising there.

In Marketing, both the boss and most of the department are unaware of the fact that Gaby could be leaving soon. Only Gaby and her closest associates are aware of the possible slot she will leave vacant.

In each case— as in most situations involving a potential job opening— there are certain folks “in the know”: the whole staff, just the boss, or just the staff. The question is this: what are the folks “in the know” doing with what they know?

Take a moment just to think it through. If there is an empty desk beside you at work—or will be soon—what would YOU be doing? Telling others, right? You’d be talking to friends, family, and acquaintances about the potential opening (though sometimes discreetly, in the case of Gaby). It could casually arise in everyday conversations, or you might pointedly discuss it with folks you know who could fit the role.

You wouldn’t be chatting it up just because you are a “nice” corporate citizen and want to help others, though that may be partly true. The bigger reason is completely selfish: you care about your workplace—

specifically your department—and you want it to be the most enjoyable and productive environment possible.

Since you spend most of your waking hours at work, you have a vested interest in **WHO** you interact with in your everyday activities. You would obviously rather have a known, competent entity sitting at the desk beside you than risk Human Resources sending in some unknown, incompetent bozo. That's why the people "in the know" talk to the people they know.

As an outsider looking for a job, however, what if you are not known by someone "in the know"? Take Jane or Joe Jobseeker, for instance. If Jane or Joe approaches the company for work, they will most likely interact with Human Resources. Since HR is not privy yet to the "in-the-know" information about the future openings (remember, at this point, it's only known by people in that department), they merely add Jane and Joe's résumés to the thousands already in the database. "We'll keep you in mind for the future," is the most attention Jane or Joe Jobseeker gets.

But, to reiterate, those "in the know" are referring into the department the people they know. Those folks come in, have casual conversations with the manager—"Oh, you're Tony's friend. Sure grab a cup of coffee, let's sit down and talk"—and many get hired.

Think about it: the manager has a personal referral of this person by Tony. Tony has stuck his neck out to attest to this person's value. That's always going to carry more weight than some unknown person HR might come up with later. At this point, HR doesn't know about the opening, isn't helping fill it, and yet the manager has one of his/her current employees putting their own reputation on the line to refer someone. That carries weight.

This process continues through Phase Two of the **Evolution of a Hire**, where knowledge of the potential opening—if it has not been filled in

Phase One—has grown wider. Perhaps there is now a concerted effort to put together a formal hire requisition for HR. How long can that take? In some large, bureaucratic organizations it can take weeks or months. But right now, today, Jane or Joe Jobseeker run into the same wall if they approach the company for a job: HR still doesn't officially know about the opening, so they can only take a résumé for the database.

All the while, through friendly referral conversations taking place back in the department, folks are still meeting with hiring managers, getting known, and getting jobs. Of course, HR may still have to officially rubber stamp those coming in the backdoor...but those backdoor folks made the all-important contact with the hiring manager FIRST.

By the end of Phase Two in the **Evolution of a Hire**, most jobs have been filled by friendly referrals. Lots of casual conversations have taken place between the hiring managers and friends, relatives, or acquaintances of the people “in the know.” The managers have developed a comfort level because, through that referral, they sense that they know more about these prospective employees than if they just came off the street. Someone has vouched for the newbie...and the manager knows where that vouching person works and lives.

Consider this: if you need a babysitter, lawyer, or tax accountant, don't you feel safer talking to those your friends refer you to FIRST, rather than simply opening up the yellow pages? The more known an entity is—or at least seems—the more comfort exists in doing business with that person. This is why 80% of all jobs are filled before they are ever advertised.

But let's not leave it there. There's more gut-wrenching required to fully purge the old thinking and start afresh. Let's discuss what happens in Phase Three of the **Evolution of a Hire**.

Imagine, for some strange reason, that after all of these backdoor conversations have taken place, those still unadvertised jobs remain

open...and HR is now in possession of the requisition. Working diligently, they list the openings on the company website, post them on various job boards, and maybe even farm it out to a few headhunters. What do you think then happens to HR? Can you say, “inundated”? Yeah, I thought you could.

HR receives 10,000 résumés for every single position they want to fill! Their challenge is to find the needle in a haystack: the most qualified and perfect fit for that role. If you are Jane or Joe Jobseeker—and now one of the 10,000 applying through the front door—what is your competitive stance? Can you say, “zilch”? How about your negotiating stance? Obviously, the same.

It reminds me of a scene from the 1940 film, “The Grapes of Wrath,” when Henry Fonda balked at the boss man sitting behind the hiring table saying, “What do you mean? Only 10 cents for a bucket of peaches?” The boss replied, “Look behind you pal [pointing to a line of 100 people]. They’ll take it if you don’t.”

Going through the front door, you start out with absolutely no competitive stance or negotiating power. Besides that, consider the interview environment you’ll step into IF you’re one of the 20 or so résumés that get parceled through for a first-cut, pre-screen phone interview. Is this a friendly and loving environment? Are these HR folks ready and willing to support you in your dreams and aspirations, compassionate and understanding of the fact that none of us are perfect and yet we all have unique and valuable talents to express? Will they be able to see you for who you really are and what you can become beneath or beyond your past titles, salaries, employment gaps, or skill shortcomings?

Uhhhhh...NOT!

God loves HR professionals, and I'm even married to one, yet they have an incredibly tough task: to whittle down 10,000 resumés to one single person. Therefore, your interactions will not occur in a truly friendly environment...but, rather, a critical, discerning, and perhaps even quietly hostile one.

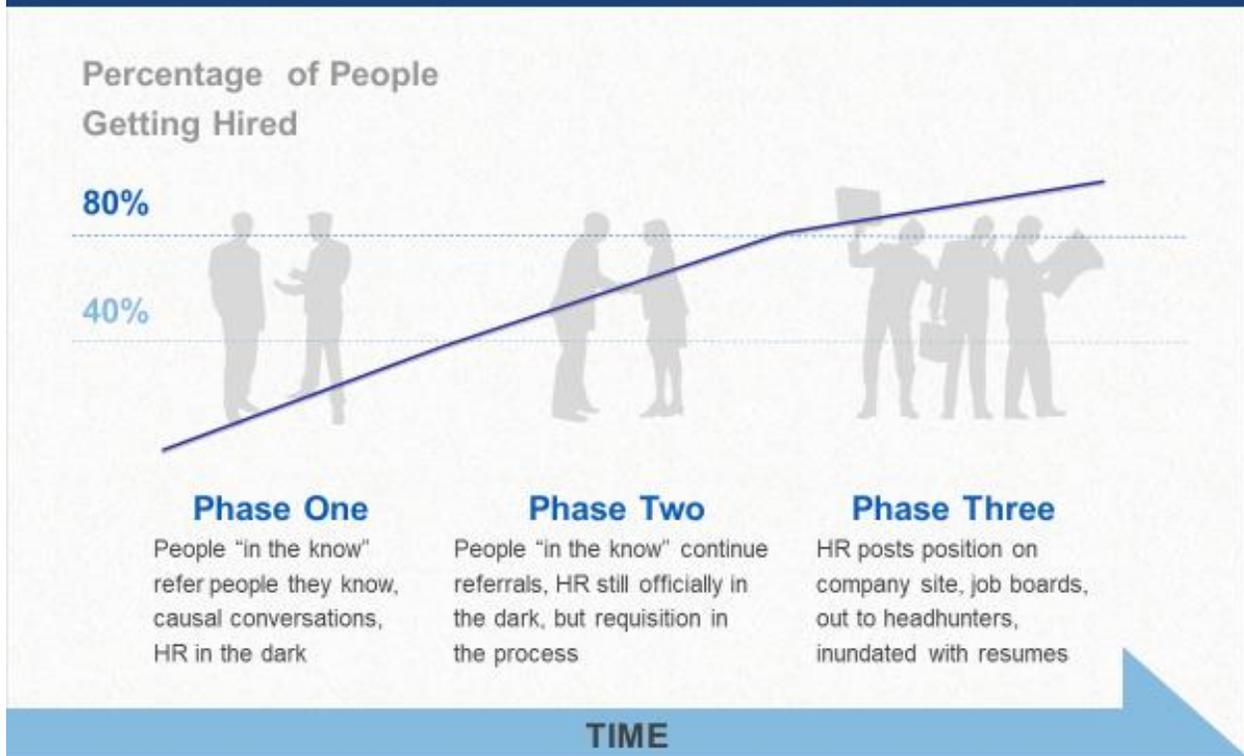
Don't get me wrong! HR folks are great individuals and will be nice to you. That's the reason they went into HR—because they like people. But the challenging demands of their job ensure that they can never really bond with potential hires beyond the facts. As Jane or Joe Jobseeker responding to a front door ad, you will have adversarial interviews. HR is looking for why you are NOT right for this job! They want to find the kinks in your armor...where and how you might be presenting yourself in a better light than you truly are. Now that's a great boost to your career prospects, right?

Lastly, given what we've learned about what the people "in the know" do with what they know about an opening, realize this: any position publicly known through an ad, headhunter, or site posting has already been touched by LOTS of people. Folks have already come in through the backdoor and discussed it with the boss, rummaged over it, etc.—and yet it's still open. What might that say about the position? Answer: it may not be a plum role. That's not to say all advertised positions are trash, but you have to realize that a LOT of people already knew about it before it was advertised.

So, let's add up what you get through responding to an ad:

- 1) Zero competitive stance
- 2) Zero negotiating power
- 3) Adversarial interviews
- 4) All for what is probably not a plum position

The Evolution of a Hire



Alright, now is the time. Take your moment to worship the porcelain God.

It does make you want to hurl, yes? Awakening to this, why would someone EVER pursue job search through the front door? Doing so is openly declaring that you will accept the dregs of the job world, the scraps of career leftovers thrown out into the alleyways for scrounging, vocational varmint. You're worth more than that!

Here's my acronym for the word "Apply":

Absence of
People
Power
Leveraging
Your career

If you're not known by the people "in the know," you're basically without any power or leverage to differentiate yourself from the other lemmings going through the front door.

Compare this front door folly, however, with the backdoor bonanza. Those who came on the scene in Phases One and Two of the **Evolution of a Hire** had casual, easy conversations. They weren't subjected to a competitive environment. Though competition may be present—perhaps the hiring manager meets several backdoor referrals—it wasn't blatantly rubbed in their faces. Plus, since they met the hiring manager through someone they know, the hiring manager might have given them the benefit-of-the-doubt when it came to their qualifications for the job—rather than the weed-them-out/adversarial nature of front door HR meetings. For sure, even a backdoor referral has to meet the basic requirements...but we all know people bend rules for people that they know and like.

In truth, we should add a preliminary phase to our model here—a "Before the Opening" phase—which even precedes anyone's awareness of a job coming up. It was in this "Before the Opening" phase where the stage was set and the seeds planted. Prior to word getting out that Clarisse was moving, Joe was going to be replaced, or Gaby would be resigning to start her own business, there were just people getting to know other people in the course of everyday life. This "getting to know and be known by" people practice paid off when the openings arose.

In other words, you don't just want to be talking to people in companies where there is a current opening, but you want to be connecting with people far and wide, even if there's no job available...because one day there will be. Harvey Mackay wrote a book called "Dig Your Well Before You're Thirsty." That title says it.

The point of this demonstration is to emphasize the value of being known by the people "in the know." That's just how the backdoor swings. Your

only mission in a backdoor approach to job search or career management is to get known by people “in the know” as a regular career practice.

Jobs, opportunities, projects, and involvements then take care of themselves. My intention is to teach you how to incorporate “getting to know and be known by” people in your everyday life—not just for your next job, but for an entire lifetime of career management.

For sure, whether you want a job, to build your own business and client base, or even to find a mate or partner, effective relationship building is required...and getting in through stealth means is the basis for uncovering the best opportunities in any economy.

Check out the tools, courses, and home-study programs listed at the [CareerGuy Store](#) that will provide training for you to take charge of your own job security **for life** through effective relationship building, personal branding and true north direction.

This Special Excerpt ebook is just a small sampling of the job-search and career altering information contained in the highly endorsed and Amazon bestselling book ***Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest***, available at [Amazon](#) in hardcopy or Kindle download.



Here’s what readers, both bestselling authors as well as everyday professionals, have said about ***Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest***:

“Never Apply for a Job Again 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*

“Whether it’s building wealth through a job or your own business, Darrell Gurney shares how to connect with people through whom that abundance will flow.”

—T. Harv Eker, Author of the #1 New York Times Bestseller *Secrets of the Millionaire Mind*

"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, Author of the Bestselling *Never Eat Alone*

"Where there's a way there's a will. Most people don't lack the will to network, they lack the way. Once people find a way that makes sense, feels right and is doable even by those who are a tad network challenged, they'll jump on it in a heartbeat. That is exactly what you should do with Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest. Don't leave home without it."

—Mark Goulston, author of the International Bestselling *“Just Listen” Discover the Secret to Getting Through to Absolutely Anyone*

“I’ve read stacks of books on networking over the years, but never one that shows in such simple terms not only how to go out and meet whomever you want, but how to climb into their good graces. Never Apply for a Job Again lays out 10 easy-to-digest and implement key principles to tap into human psychology. There’s a need for straight talk to help legions of professionals make new job connections — Darrell Gurney gets it and delivers the goods.”

—Joyce Lain Kennedy, Syndicated Columnist, Tribune Media Services

"Never Apply for a Job Again applies tribal dynamics to communicate and get known. Future corporate leaders must have the ability to put 'career tribes' in place and start building teams even before they're hired. This book shows you how."

—Dave Logan, *New York Times* #1 bestselling coauthor of *Tribal Leadership* and *The Three Laws of Performance*

“In my bestselling book, I share the 5-10-15 Program as a way of staying active in networking. Coupling that type of regimen with the principles outlined in Darrell Gurney’s Never Apply for a Job Again cannot help but absolutely guarantee that anyone, anywhere can get the job of their dreams in almost no time. I strongly encourage every professional, self-employed entrepreneurs too, to read and incorporate these methods into your networking practice.”

—Joe Sweeney, Bestselling Author of *Networking is a Contact Sport* and Milwaukee investment banker

“Empowered and informed women in the workforce is one of the best things that can happen to this economy. In ‘Never Apply for a Job Again’ Darrell shows you how to connect to the information and the influencers that can expand your career.”

—Paula Fellingham, Founder of the Women’s Information Network and Author of *Believe It! Become It! How to Hurdle Barriers and Excel Like Never Before*

“Never Apply for a Job Again is a provocative resource that not only hits the nail on the head about the importance of building and leveraging contacts and our network, but raises our thinking to do this “before” we need a job. It is a Protean approach... meaning we must take personal responsibility, anticipate and adapt to a workplace in constant flux to land the job we want and deserve. Darrell Gurney’s simple, easy-to-follow principles show you how to be proactive and successful in the new transformation workplace, where relationships reign supreme.”

—Jay Block, Bestselling Author, International Protean Career Specialist

“The reason most people stink at job interviews is that they are 'applying' for a job. Stop it! Cut the line, just find a way to help. Show people how you can make a difference for them. Never Apply for a Job

Again takes the philosophy of my work on Relationship Selling and puts it where it is most needed today; the job market. There is plenty of work for people who are willing to truly be worth their pay. Don't ever again sit in a human resources waiting room in hopes of getting hired. Just go help people grow their organizations."

—Jim Cathcart, author of the International Bestselling *Relationship Selling*

"Never Apply for a Job Again is Chicken Soup for the Teller Machine and Rich YOU Poor Dad all in one BOOK. It's all about JOBS, JOBS, JOBS and this is the JOB book of the century."

—Berny Dohrmann, Chairman CEOSPACE, author *Super Achiever Mind Sets* and *Redemption: The COOPERATION REVOLUTION*.

"A tremendous read. This book holds the answers for those who have asked the age old question 'How can I get more out of my work life?' I recommend it highly."

—Greg S. Reid, Author of *Think and Grow Rich: Three Feet From Gold*, and *Napoleon Hill's Road to Riches*.

"Don't fly your next job search or career transition mission solo. In today's volatile economy, you need support and guidance from partners you can trust. Read Never Apply for a Job Again and let Darrell Gurney be your wingman. I guarantee you'll not only dodge the missiles, but you'll hit the target and reach new heights in your career."

—Lt. Col. Rob "Waldo" Waldman, *New York Times* and *Wall Street Journal* Bestselling Author of *Never Fly Solo*

"Darrell understands the essence of networking for your career or business . It's not about meeting as many people as possible. It's about really connecting then building and nurturing relationships with the right people. Never Apply for a Job Again is essential reading for anyone looking for a new job or new opportunities."

—Dave Clarke, CEO, NRG Business Networks and writer of *The Business Networking Blog*

"I was very impressed. It has very clear and straight-forward advice to the job seeker. The principles are easy to understand and critical for gaining an advantage in this tough economy. As a whole, it addresses the secret of landing a job—employers hire people they like! In this book, you tell them how to 'get liked.' Nice and short, with just the information the job seeker needs—no fluff!"

—Richard Knowdell, Executive Director of Career Development Network and author of *Building a Career Development Program* and *From Downsizing to Recovery*.

"Never Apply For a Job Again is what everyone needs to understand about how the hidden job market works. Get it and use it before the secrets get out on WikiLeaks."

—Penelope Trunk, the original Brazen Careerist, author, blogger, entrepreneur

"Many job seekers are lost in the sea of tactical career advice provided daily by blogs, job boards, etc. As a consequence, these job seekers spend their time following the herd instead of trying to change the odds in their favor by thinking and acting strategically. Darrell is one of the few career authors who force readers to do exactly that. Never Apply For a Job Again helps job seekers dramatically improve the probability of landing their dream job. Even better, the book prepares those already employed to get a head start in case of a future layoff. A must-read."

---Michael Froehls, PhD, management consultant, guest lecturer, and author of *The Gift of Job Loss – A Practical Guide to Realizing the Most Rewarding Time of Your Life*

"For very specific tactics on how to get unstuck in your job search, pick up this book. Mark it with a highlighter and most important, implement the ideas from Darrell!"

—Jason Alba, CEO of JibberJobber.com - an online job search organizer

“I highly recommend Darrell's approach, as he defines a new way to look at the job market. He has been successful with his clients, as the old ways of looking for a job are no longer valid.”

—Terry Mills, NAACP President, Corpus Christi, TX

This book will help you separate yourself from the pack of job seekers doing things the same old way as everyone else. You've seen the folly of that, and you're obviously ready to think and do things differently—so be decisive and get a copy.

Don't let another day pass without the inside edge that's now available to you. I guarantee that, once you put these 10 time-tested principles into place, you will immediately see an impact.

Purchase your copy of ***Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest*** right now by going to [Amazon](#).

Plus, check out the individual and online programs offered at the [CareerGuy Store](#) and see if the support and guidance can move you forward faster. See some initial one-on-one sessions that can help [here](#).

Consider a one-on-one 90-minute Career Review Strategy Session or PlayGame™ Big Game Coaching Session, depending on your particular career situation.

The Career Review Strategy Session is for you if you're looking to transition into a corporate career role, whereas the PlayGame™ Big Game Coaching Session is for executives, entrepreneurs or business leaders looking to take their business to the next level.

To see a short video describing each session, simply go [here](#).

Career Review Strategy Session (Reg. \$247) A hugely powerful 90-minute stand-alone session that gives you the opportunity to discover and determine areas you would like to develop and expand upon in your career. We spend a full 90 minutes one-on-one together on the phone walking through your background in detail so that I can form deeper impressions from which to advise you.

At the conclusion of the session, I personally walk you through written summary of **What's Working, What Needs Attention, and What Next Steps** need to be considered in your passion-based career growth.

This session alone generates enormous insights and is an incredible stand-alone value...ESPECIALLY helpful during career transition and yet good to get a bead on growing in your current role as well.

PlayGame™ Big Game Coaching Session (Reg. \$247) In this 90-minute phone or zoom video call, Darrell helps you construct a "Big Game" around your specific situation. From issues of business building, goals achievement, launching initiatives, or simply the benefit of a coach in your corner, this session offers stand-alone value.

The premise of PlayGame™ Coaching is the idea that anything worth achieving is worth building a game around. That very idea flies in the face of most of us, trained in a Western, industrial mindset that says it's all about nose-to-the-grindstone arduous struggle and effort to knock out lots of tasks to get to a hard-fought result. Whew! Even hearing that wears you out!

Many players have benefitted from a contrary approach to achieving breakthrough results and launching inspired initiatives: the idea of building a GAME and PLAYING their way to the changes and results they want to see. More fun, more forgiving, and far more long-term enduring...not to mention effective.

If you are a “player” executive, entrepreneur or expansionistic individual with big goals you want to achieve and accelerated growth you want to accomplish, PlayGame™ Coaching is for you.

Schedule either session [here](#).

What Folks Have Said About Career Review Strategy Sessions and PlayGame™ Coaching Sessions

"My initial 1½ hours with Darrell was the best return on investment I've had in quite some time. After speaking with me for a short period and asking an occasional clarifying question, Darrell was able to shed light on why certain things resonate/work for me in my work life and why certain aspects leave me with a vague sense of discontent. I was able to see clearly what my primary drivers are and extrapolate to what might work/not work for me in the future...and, more importantly, what I find most satisfying."

—Luanda G., Harvard MD and Clinic Director

"He is very professional and has an extraordinary analysis and synthesis capacity. In only 90 minutes he came up with an extremely accurate description. Most of the things he brought up I honestly would not have been capable of realizing myself. His approach gave me a fresh perspective of my professional career and the opportunity to redirect my job search into a campaign which highlights my natural talents that ultimately will differentiate me from the rest and will land a job that inspires and fulfills my vision."

—Eugenio L., CFO and International Finance Manager

"Insightful, positive, and motivating Darrell was able to extract with razor sharp precision, the core essence of my unique value to employers. These revealing observations about my successful personal characteristics gave me tremendous confidence during a recent interview. It awakened critical awareness about my marketability, my deepest desires and goals, and

how I can go about attaining them. Darrell is a fabulous coach and motivator!"

—Jeanne C., Senior VP Marketing

"His analysis/ assessment was mind blowing for me because he was able to 'very eloquently' articulate my strengths, which confirmed what I had been sharing with others about myself. After the session, I felt empowered, confident, and yet a little scared...However, the light revealed by Darrell and the next steps he provided will be my motivators and driving forces to fulfill my passions and vocation. What an AWESOME experience!"

—Monica M., HR Professional

"The Career Review Strategy Session that I received was priceless! Darrell informed me of my strengths and the areas that I need to improve on. This has helped to build my confidence when speaking with future employers. I have also learned how important networking is in order to have a successful back-door approach."

—Andrea J., Account Executive

"By strategically planning my game, I have transitioned from playing small to playing a big game through true self-expression in all areas of my life. My game has allowed me to see my vision and play with confidence."

—Crystal W., CEO, Corporate Stop-Loss Insurance

"He reminded me of what is closest to my heart, my passion to bring value to all I interact with. In addition, he discovered for me new areas to explore and manifest in my work. His uncanny capabilities to quickly get to the essence, the core of what is important and to frame it in a way that makes sense and inspire are fantastic."

—Stella E., PhD, Global Talent & Leadership VP

"I would never have been able to look at myself in the mirror in the way you enabled me to. The way you were able to link to my past experiences

from childhood to present day and come up with a game plan going forward makes this session worth every dollar. I now have a renewed sense of direction where I need to be.”

—Justin C., Financial Advisor

“Darrell Gurney helped me uncover some blind spots that were holding me back from my best life. I was able to put my foot down with things that were blocking me. The following month I became top salesperson.”

—Carol F., Auto Dealership Sales

"His way of extrapolating information and finding the unique themes is amazing. The summary highlighted many key points that I could have never relayed about my career personality and accomplishments. It set the stage to energize me in branding myself in a unique powerful way with defined next steps to help me begin the process."

—Danette S., Director, Government Relations & Program Management

See more reviews and videos on Career Coaching [here](#), reviews and videos on PlayGame™ Coaching [here](#), and reviews and videos on Back Forty™ Coaching [here](#). And schedule a one-on-one session [here](#).

To Your Success!

Darrell W. Gurney



Also Available from The CareerGuy/Back Forty Team

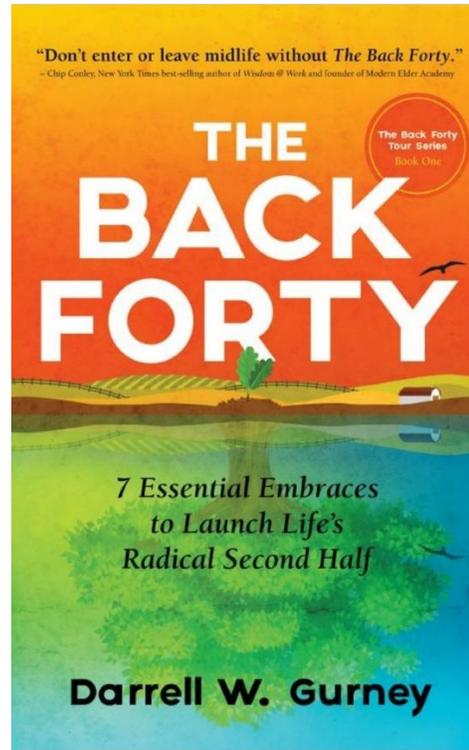


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“A revolution in consciousness.”—**Michael Bernard Beckwith, author of *Life Visioning and Spiritual Liberation* and founder of The Agape International Spiritual Center**

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