

What "they" don't
want you to
know about
finding
a job...

EMPLOYMENT GAME



by Elmer T. Jones

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Foreword

You have in your hands a proven formula men can use to find work. The conventional work search approach promoted by our female-centric media and corporate Human Resource advocates is designed to provide security for them and to keep you on the outside. To attain work you must identify influential men in your target industry and contact them directly to present your marketable skills. That is the essence of Employment Game and this book provides a flexible work-search system for you to tailor to your situation and skill set. While most job-hunting books tell you to follow rules and submit obediently to corporate employment screening channels, this tract shows you how to turn the system which discriminates against you to your advantage and get a true chance at the job while your competition is waiting for their next instructions from HR.

Why You Should Read This Book

- You want to earn more money
- You want to play at the top level
- You are frustrated with high tech's low job security
- You want to freelance and need to grow customers
- You never learned salesmanship
- You want to improve your image and branding
- You can't find work you want through job ads
- Online career portals seem like a waste of time
- Social media shows no return for work-search efforts
- You are getting shut out by corporate HR
- You are not talking with men who need your skills
- You are intimidated by your competition
- Workplace feminization is pushing you out
- Your husband, brother, or son is having trouble finding work

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And Most of All...*YOUR COMPETITION!*

Target Audience

The target audience is all men seeking work. The author's experience comes from 30 years in technology jobs and consulting so the perspective works well for engineers, technicians, programmers, and designers. The narrative and anecdotes assume this background. The tactics also work for men in other professions. While some industry experience is assumed, guys with limited employment backgrounds can apply these techniques to get a toehold in the job market.

Why This Employment Book is Different

I am an average tech worker and not an employment guru or career coach. I have experienced everything described in this book. As I write it I am executing Employment Game to find work in my industry and that is forcing me to refine each chapter through my experiences. In using the methods to find work for myself I am validating the concepts by enduring the crushing humiliations and soaring the heights of vindication.

So I have to prove Employment Game against what employment industry "experts" are saying. These experts are hammering on you to format your resume and conduct job search according to "the new rules" which are largely fanciful nonsense contrived for female consumption. They needlessly scare you by implying that algorithms screen your resume or that you must submit countless resumes to compete against the hordes of applicants for each job opening. In other words, you have no control unless you comply. Running Employment Game puts you in control.

Anyone Can Master Employment Game

Anyone through study and practice can develop their core Employment Game skills. The effort you put into each Employment Game skill will get positive results in your job search as well as other areas of your life. This book has exercises and scripts so you don't have to figure it all out on your own.

You have probably done more difficult things in your life than contacting a stranger to get an appointment to tell them a story about your work skills that can help his company, and that is what Employment Game really is. Among the payoffs for developing this key life skill are increased earnings and entrepreneurship capability. If you have invested in education and dues-paying you need to put some effort into refining your employment search skills to make the most of those investments.

Developing an Employment Game system takes hard work and risk. It's hard because you have to motivate and discipline yourself to work through the marketing development groundwork described in Part I and risky because you have to endure rejection and loss during the execution mastery phase described in Part II. The reward is finding new income sources and enjoying the exaltation of scoring Wins. And once you have put together the foundation of your system you have created an automated machine for finding money-making opportunities.

You don't have to become an Employment Game Master before getting results. I still need to improve my game. But what I have put together has paid off well over the years.

Employment Game Maximizes Traditional Work Search Methods

Getting past your own inertia may be the biggest challenge you face. Working the exercises in each chapter will help you overcome this and make contacting your prospect easier. Because I personally worked through the exercises while writing the book I felt a sense of progress as the activities started to pay off. It was hard to get started but results were immediate.

Don't let the scope of developing your system intimidate you. You can start simple and build it over time. A resume and cover letter approach often works well enough to get you connected with someone who can provide you work.

The system presented in this book is for a full-blown consultant, which may be overkill for a guy just trying to find a job. But understanding how the pros do it will give you the insight to leverage their techniques to give you the extra edge you need to be successful in your job search.

Ultimately if the prospect approach and salesmanship method described in Part II is not for you then the effort you put into developing the Employment Game groundwork will transfer to the less effective resume-interview-rejection paradigms. You will be more relaxed and confident when performing a traditional job interview. The tools you build by working through this book will prove invaluable as you perform your job and build a career.

INTRODUCTION

Employment Game is a system for refining your salesmanship to maximize your probability of finding work after contacting men in your target industry to present your marketable skills.

They will appreciate your initiative over the passive attitudes of your competition. Your ideal prospects are entrepreneurs running or managing small to mid-sized companies who need men that understand the challenges and realities facing dynamic organizations competing in the marketplace. Another good target demographic are men working in larger companies who are managing development projects and need flexible contract and consulting staff.

These guys like salesmanship and by demonstrating it you will get a chance for the work before your competitors even know it exists. Not only do they see your technical ability for specific work, they see potential for you elsewhere in their company.

You can easily learn the Employment Game prospecting and salesmanship skills you need to break into the job market. It's easy because I have laid it out for you in this book, but it takes work to plow through the exercises and develop your game. If you have been laid off and are thinking about selling your skills as a freelancer or consultant you absolutely must learn these tools and this book provides a complete template for doing it.

I learned the skills over many years working in high tech's low job security atmosphere where development projects typically have a short life-span. I found myself looking for new work about every 3 years and hence got a lot of practice responding to job ads and doing interviews. I had done some consulting but mainly worked as a direct employee. After I hit the age of 50 the dynamic changed and I found that interviewing was not only futile but very often demeaning. Instead of complaining about age discrimination I adapted to the situation, developed my Employment Game skills, and found work.

My goal is to get you pumped about developing your own Employment Game skills and putting them in action to find opportunities. The men you contact through this method will respond positively to you. You will learn to say the right things that open up their willingness to give you a chance. Harness this good will from other men and use it to build your mastery of Employment Game.

This book identifies the modern corporate hiring problem and shows you how to leapfrog over it to get the job. The first chapter presents the grim realities of our current employment system and the rest of the book describes a flexible alternative method you can put into action right away to increase your chances of finding work.

And though I am trying to make a few dollars writing this blockbuster ebook, I truly want everyone reading it to get a new perspective on job hunting and use it to beat their competition. All it takes is the effort to polish your style, identify prospects, and develop the nerve to contact them. The tools are logically presented here and when you act on them you will be surprised how effective they are.

A Positive Spin About Tech Work

We live in amazing times. While job security in technical industries is notoriously low, innovation and entrepreneurship open up new employment possibilities daily for those who have been displaced by competition.

The resources for learning marketable skills and finding satisfying work are available to anyone willing to extend themselves and take advantage of emerging opportunities.

Before you read into this book, I want to take a moment to encourage a positive attitude in you. The purpose of this book is to get you to understand the need for old-school salesmanship as an anecdote for winning employment in the face of corporate hiring structures designed to keep you out. It explains how to develop a personal system for contacting and selling to men who can provide you work.

I explain problems with accepted methods for work searching and point out pitfalls to avoid. So while it may sound cynical and negative at times, I am striving to provide a positive approach to understanding the modern employment game and positioning yourself to win. This method prepares you to contact and talk to the men with power to hire long before the competitive mob stampedes into his HR department.

Despite media complaints about alleged workplace unfairness, in reality tech is a good place to work. It provides clean, intellectually challenging work at good pay rates. Tech skills are transferable across disciplines; one can easily add new marketable skills and can adapt existing skillsets as industry and opportunities change.

With the rise of the internet, the opportunities to acquire marketable tech skills through online education are almost limitless. Community colleges are also a great and nearly free resource for acquiring in-demand technical skills.

It gets easier every year to operate a consulting practice from home; many companies are open to having that arrangement with you because of the incentive of not having to provide you office space and infrastructure. With an internet connection communication is instant and it doesn't matter if you are in the next room or across town.

You need to have a bit of an attitude to push through the resistance imposed on you by modern hiring practices, and you must strive to keep it positive. A negative, defeatist attitude will drag you down and cause you to miss easy opportunities. It may seem that the world is against you, but everyone endures this. You stand to win just as much as anyone else. If you have been the victim of an unfair termination or personal setback, the chapter on storywriting shows you how to recraft those experiences into a positive message. By developing your Employment Game skills you will be poised to win the next time you knock on opportunity's door.

And finally, while I gripe about "coworkers" and other primitive life forms, many people who work in tech have good character and are tolerable to work around. Some have real talent and will provide you opportunity by association. Executing Employment Game will open up a path for you to meet great people and to have work that is both intellectually and financially rewarding.

This is Not The Woman Haters Club

Mockery of feminist behavior is too easy as much of what they do crosses into self-parody. But it's not funny to men who are paying the price for their antics as governments and corporations scramble to obey whatever directives and threats the feminists devise.

This translates into decreased opportunities for men as well as competition from vast numbers of capable women. Gender quota requirements are forcing companies to create HR bureaucracies to employ, manage, and protect superfluous female staffs. These women dominate the corporate recruitment functions as well as inflict their gender bias on male applicants.

Providing practical tools for the tough problem men have in finding work in this feminized climate is a difficult challenge. The good news is that the stifling of corporate recruitment practices to satisfy misguided feminist equality directives has created opportunities for men willing to penetrate companies as freelancers and bypass their gyno-centric HR hiring structures. I have endeavored to minimize the angry anti-feminist ranting and show you how to make your moves and exploit those opportunities like a pro.

Because I like women and so do most men. As functionaries they are often pleasant and helpful. They can be ok as colleagues and cooperative co-workers. It's the other 80% of them and their arsenal of female tactics that I struggle with. When they become rivals and adversaries I cannot fight them as I would any other man. Workplace feminization makes them competitors for my work or deciders of my fate.

Employment Game Works for Women

If you are a woman these tools will work for you as well. You can even use them to your advantage to beat your competition in female dominated industries. For you understand better than men about women's inhumanity to women. Keep in mind while reading that men are the target audience and many of the ideas run against feminist orthodoxy. If you have a husband, son, or brother who is having trouble finding meaningful employment the tactics in this book can help him. You may be shocked at how much he agrees with what I have written.

I Am No Major Success Story

Our internet abounds with unsolicited advice. Everyone has an opinion about everything. You are smart enough to be careful about who you take your advice from. A failure can only teach you to fail goes the old saying. But knowing how to fail can help you avoid it.

I learned a lot about searching for work because I got canned a lot, either from my own foibles or though industry turmoil. The type of development engineering I have worked in most of my career is fraught with short project lives and low job security. I also consciously avoided business-level work and preferred pure technical tasks. That's a good plan for frequent job terminations as the funding always drops and the work always runs out.

Had I managed my career better I might never have had the need to hunt for work so often. I should have understood the methods outlined in this book earlier and been willing to take better risks as well as taking more responsibility for business development.

Shift Your Thinking and Thrive

New possibilities opened up for me when I shifted from typical job-seeker to independent contractor. So despite my technical shortcomings I manage to survive and make good money in my industry by using Employment Game tactics to find work.

The methods were there all along. I didn't invent Employment Game. Through my experience in small machine tool and instrumentation companies I was exposed to everything in this book, because the methods are a fundamental operating paradigm for private businesses. Anyone running a service or design business also must use these methods to find customers and survive.

If you work in the trenches though you may never get or take a chance to employ these basic methods to find work for yourself or bring money into your organization. Guys working in technical areas often disdain the necessary social activities required for business development. They expect someone else to provide the task assignments and job security. If that's you then it's time to drop the misguided attitudes that are holding you back.

Developing an Employment Game system prepares you to bring funding into your business. When you have that capability you are operating at the top level and have more opportunity for advancement as well as defeat. But the rewards are worth the risks, for he who brings money into the organization can do whatever the hell he wants.

Chapter 1

How Men Are Getting Shut Out of the Labor Market

This book is a man's guide for finding work in a feminized economy.

It shows you how to identify players in your industry, find their contact information, contact them directly to set up an appointment for you to present your marketable skills, make the sales pitch, and get the work.

This method is known as “Employment Game”. For it is a game and you must play in order to win. The rules are not what you have been told. Employment Game means using counter-intuitive strategies to scratch up work in the era of mass feminization. Counter-intuition is required because there are many popular delusions about finding work. There is also a lot of disinformation on the web about how to conduct work search and prospect interviewing.

This disinformation is cloaked as advice on how to be a compliant and obedient employee in a female dominated workforce. As an older man trying to put food on the table, following this advice is guaranteed to get you subjected to demeaning treatment at the hands of women and their beta allies who are temporarily enjoying their day in the corporate sun. If you are a young man trying to get into the workforce the standard method of submitting resumes and awaiting chances to interview will pit you against an army of very capable female competitors.

How Workforce Feminization Shuts Men Out

Times have certainly changed thanks to broad mandates for promoting female empowerment. Companies are required to demonstrate adherence to female hiring quotas and promotion if they want to do business with the government.

Social Justice professionals make a ceaseless amount of noise about the need to encourage women into tech, alleged sexual impositions on working women, the need for more women at all levels of industry (except in roofing companies, for some reason), women being victims of a gender pay-gap, and the bottom-line benefits of hiring more and more women.

Large corporations spend millions hiliting their diversity cred by depicting women boldly running companies and discovering technical innovations, all while working in pristine offices and sporting sensible though flattering pantsuits and mannish hair-bobs. Our military has gone overboard in placating feminists by turning the armed forces from a means to kill our enemies to a showcase for women's careers.

The drive to provide careers for women can only translate into decreased opportunities for men. Coupled with the profitable crusade to train armies of female workers means vast numbers of well-credentialed competitors vying with men for every opening available.

Women Compete for Jobs But Don't Create Them

But the cold fact remains that women compete for jobs but do not create them. Other than providing a mass market for their vanity products, they are not forging new industries or technologies. Government efforts to promote women are marginalizing that small percentage of men who passionately innovate, destroy, and create ideas and take the risks to drive them to actualization. Only men, and only a small fraction of them, take the risks that create industry and opportunity.

Peter Drucker, in his famous essay *Managing Oneself*, advised strongly the need to understand your strengths and weaknesses, and observed that you can never win by improving your weaknesses, only by improving your strengths.

In broader socio-economic terms, feminism has pressured women to build on their weaknesses (ability to compete against men) and discouraged them from capitalizing on their strengths (youth and fertility). Young women have taken up this mantra to the extreme as their innate herd behavior has driven millions of them to dominate universities and commit to a life of cubicle drudgery over hearth and home. They would rather have a crappy job with vicious co-workers that provides them money to spend on frivolities than a humble home domain where they rule and experience the joy of children.

Feminist-Induced Corporate Inertia Has Created an Opportunity for Men

For whatever impact feminization is having on women themselves, it means something else : you have a huge demographic of talented competitors who control the hiring process, are being given advantages over you for job assignments, against whom you cannot fight as you would any other man, and who ultimately promote our downward economic spiral by occupying non-productive tasks while avoiding the risk-taking that is required to stimulate job creation.

But the very emergence of female-centric staffing structures has left gaps in business capability that you can step in and exploit. It still takes men to move almost every industry forward.

To compete in the global marketplace, companies need capable men to perform the work and offset the penalties of government-mandated female empowerment. Furthermore the employment law restrictions placed on owners and managers makes them ideal targets for problem-solving workarounds in staffing their projects. By contacting them directly and offering a professional alternative to standard recruitment practices you gain the possibility for profitable work before your phone-necked female competitors ever hear about it.

Human Resources as a Way to Create Jobs for Women

Conventional work-search strategies are about following rules. Government diversity mandates and armies of lawyers have made corporations terrified of litigation. Thus they have erected significant barriers to protect themselves from job seekers who might damage them.

In our era of relentless promotion of women the employee screening function has become dominated by females as corporations scramble to provide make-work activities that can be assigned to otherwise unemployable gender diversity staff as well as providing cover against lawsuits.

One way to create positions for all these women is in the HR department. Companies must hire more HR staff than necessary to provide security for their female workers and protect themselves against litigation. In nearly all companies females dominate HR and thus the employee screening process. Nationwide HR staff is 75% women.

Given that these gals have liberal-arts degrees they will inflict some of their doctrinaire prejudices upon you. They will also miss skills and experience in your resume that apply to their company's needs by relying on keywords provided by the technical staff. By submitting your resume to HR, you are placing your fate in the hands of recent liberal-arts grads or middle-aged divorcees instead of the experienced male engineers you need to talk to.

HR's True Purpose

The true function of HR as seen by HR is to promote HR and firewall threats in the form of new employees. And these women love to play gatekeeper. You may have been working in your field 20 years or more but you must humor the self-important HR chick or risk not getting an audience with the technical staff. If she is young or old you are going to encounter a host of attitudes and assumptions on her part that have nothing to do with performing the job you are seeking. If you are an older guy you will find it is hard for them to suppress their attitudes which leak out in subtle micro-aggressions. Frankly she will be hostile and uncomfortable with your sexuality.

First on the HR agenda may be some casual interviewing and maybe some kind of scenario questioning, all a complete waste of your time and an attempt to get you to reveal your warts. She is trying to protect the company from a bad hire. She also is filled with moral rectitude while doing this and it further enhances her sense of self-importance.

All this and you haven't even talked to an engineer yet. Your status at this point is quite low. It's part of their game which you have agreed to play. The engineer shows up and he is not thrilled with conducting an interview. The men who play HR game for their company will be merciless toward you.

But it's not all bad so don't let my cynicism infect you. Some companies are light on rules; the tech staff treats you with respect and the interview is not too painful for either party. Employment Game helps you find those scenarios and get in front of those decent people.

The Ordeal of Submitting to HR Femdom

Sometimes you get panel interviews where several members of the staff ask you questions and challenge you. In one of these situations I had three scientists who were to ask me questions, the chief engineer who they deferred to, and a female “HR Manager” who asked me a series of questions that went on for over an hour. The scientists would not follow up on anything I responded to because it was obvious the boss did not want me.

They had to interview me because I had previously worked for that corporation. They already had their hire picked out and were going through the candidate interviews to abide the law. Had I understood this I never would have come in. As the interview dragged on to its inevitable conclusion, the HR lady was asking me “what if” and “tell us about a time you failed” questions. Being a blabbermouth I regaled them with some funny failures, for I have failed spectacularly.

They were not amused. I was like a stand-up comic with a deadpan audience. Excruciating. Getting this treatment hits your self-esteem hard. You tried to put in a good effort to sell your skills and got shot down in the mud because they never wanted you in the first place. Employment Game avoids this kind of situation because only people who are interested will want to talk with you. If I had real game I would have cut the charade short, but then would not have been in the situation in the first place. Other crucial lessons here are to get the attention off you during a sales pitch and onto what you can do for the client, and to refine your personal history through storytelling practice.

Media Job Search Advice is Useless

No doubt you have seen the occasional “jobs concern” storyline which has an opening anecdote about some poor individual who has sent out hundreds, nay, thousands of resumes and has not gotten one bite. These stories are often accompanied by a photo of about 2,000 consternated people standing in line at a “job fair”. Complimenting these essays are useless 10-point lists for finding work, identified by preposterous directives to “demonstrate your social networking skills” or “extend your network through family and friends”.

The taglines for these essays often claim the author as a leading employment search expert, though from the uselessness of their information one can discern that they have not actually spent years toiling in a trade or selling their services as a consultant. Their career is selling “career advice” or “personal success coaching”, along with books to sell. The generality of their advice doesn’t help you see through the fog and give you tangible actions that make you feel like you’re climbing out of the pit.

Worse, these self-appointed gurus often inflict another subtle torment on you – women’s tendency to highlight factors beyond your control that will keep you from getting hired. Generally you should ignore job advice coming from women because it is just part of their nature to talk up insecurity and social pecking orders.

Employment Game is about establishing your control over finding work opportunities and convincing men to hire you.

Just Link Out

Many internet essays advise the use of social media and career link websites to look for work. This, in addition to mass resume mailings, is a shotgun approach that only dilutes the effectiveness of your marketing. The lousy feedback coupled with the high volume effort is likely to cause you to question the futility of it all. Aesop had a fable with the moral “he who has many friends has no friends”. That applies to social media. Most older men (and that’s really who you want to target) don’t use “social media” anyway. My advice for you is to “link out”, and develop an Employment Game method for finding prospects who will actually talk to you.

Robotic Algorithms and Fear Mongering

One of the worst media crimes is terrifying you about job scarcity by invoking the specter of computer algorithms that scrutinize your resume for stark rejection should you fail at a seemingly endless list of petty requirements, which they just happen to enumerate for your edification.

You need to be aware of this harmful tendency among employment writers and ignore it. If you are dropping your resume into an HR funnel along with countless others then you won’t have much of a chance anyway. Employment Game is about selectively targeting a limited number of men and driving them towards a private meeting to present your skills.

The Employment Game Solution

The good news for you is that a simple work-around exists to this untenable situation : identifying men in your target industry, contacting them directly, and selling yourself towards a job. This means developing old school salesmanship in an era when most of your competitors are afraid to venture beyond the screens of their smarty phones, look someone in the face, and talk to them.

Even better, your competition is too timid to step outside their indoctrination and do this simple process to find work. The system that is shutting you out works to your advantage by pulling in the resumes of your competitors and bottlenecking them in HR. The men you are targeting for your sales presentation never see them until there is a panic to fill a position.

So while you are talking to players in the target company and snagging the job before it is even made public, your competitors are scanning job boards, obediently following advice to meekly submit their resume through infuriating company career portals, and awaiting their call to appear for what often is demeaning and fruitless employment screening. Virtually none of them will go beyond submitting their resume in this manner. They will however pour an endless amount of energy into updating their LinkedIn profile and requesting connections only to find zero return for their efforts. The chapter on Prospecting explains how to use LinkedIn to satisfy *your* needs, not Encorpera's.

Employment Game is a Proven Formula

I developed the Employment Game method after numerous personal experiences with employment search in high technology industries. With my technical background, conventional search strategies sufficed until I hit the age of 50. I literally was laid off from a corporate job on my 50th birthday. What followed was a sequence of insulting interviews, often at the hands of the newly empowered female career demographic.

Finally I said enough, no more interviews and especially no more interviews featuring insolent females. I implemented the Employment Game strategy and got immediate results. In fact ascended higher in the food chain than I ever could have going the HR route. Due to the inherent volatility in technical industries I have used the Employment Game method continually after that. And it works. I am pushing 60 now and can look back at the last decade with some satisfaction that I overcame obstacles and made technical achievements that would have been denied me otherwise.

A New Grad's Textbook Example

My son Hermann recently graduated from community college with an associate degree in electronics and used Employment Game to search for a local job. Unfortunately our area was in a downturn and he only received one callback that fell through. On top of this he had no industry experience and his only job was as a part-time lifeguard for the city pools. After some research he decided to try a new locality and chose a city in the next state that had an upbeat employment market and a lot of technical startups.

So he rented an apartment there and commenced his work search strategy. A risky move with high potential for failure. After some weeks of getting no responses to his work inquiries he was dejected. This being normal I told him to stick with it and that it could take a couple more months. Then the CEO of a tech startup he had emailed responded with an invitation to meet. He had contacted this man by email after finding his company website which included the CEO's email address.

By reviewing the guy's website we read of his "customer pledge" to deliver good systems and I coached Hermann to write and practice a script listing the coursework he had taken and how each of his classes provided him the ability to meet the CEO's customer pledge. Startups and small technical firms make good prospects because you can find out from their website or publications what their core technology is and what is important to them.

He also got an interview with another company by the standard HR route where he experienced everything I am complaining about. But the tech startup was so impressed with his initiative and presentation that they offered him a job the next day. Everything I had coached him to do worked out in reality. They said they had been considering opening an entry-level technician position some months before they met him. During that time no one contacted them directly to inquire about work opportunities.

For the last 4 years my face and contact information as a technical officer was on the "Company" page of a startup I worked for and not one person sent me an email or a resume inquiring about work opportunities in my industry. This during a time of high unemployment.

The Pros Will Help You Out

Yet another man he reached out to wrote a glowing response that so encapsulates the Employment Game philosophy that you would think I made it up to promote this book. But he actually wrote this and later followed up with more helpful advice :

Hermann,

I received your letter and resume. I don't know how you found my name but I applaud your initiative. Regardless of what the "proper" way to apply may be, this approach has much better odds. I did something similar way back when.

To be honest, we are in the midst of a cyclical low, but there are often unmet needs. The person in charge of electronic technicians and the labs here is Jack R.

I will send the scan of your letter and resume to him. I will also forward them to some people in other groups, like Test and the Products group. With luck, one of them will have an appropriate need and can help you get an interview. Do stay in touch.

*Best of luck,
Bill*

The men you contact quite often will advocate for you. In this case we have a senior manager taking a personal interest in helping a new grad who has reached out to him. True professionals enjoy helping others in their industry and will give you encouraging feedback when you approach them. Despite some of the negative ranting in this book you need to know that most of the time men will respond positively to you. So drop your inhibitions about contacting prospects for opportunity. If they are pros they will treat you with respect.

Don't Be an Amateur

The worst insult you can hurl at a man is to call him an amateur. Try it. Next time someone pisses you off say “*You amateur!*”. The look on their face, priceless.

Many of us exist in this netherworld our entire careers. People become amateurs when they cling to job security and use passive-aggressive tactics against perceived threats. If you are suffering this abuse from co-workers maybe it's time to adopt a new operating paradigm.

The pros believe in their marketable skills and know how to find work in their industry. They won't long suffer crap because they don't have to.

Warning

You can get fired and blacklisted for espousing the ideas in this book or being caught in possession of it. Keep it off your workplace computer. I am risking my livelihood by publishing this book during this era of PC witch hunting. No company would hire me were it known that I had written these opinions and tactics, even though many men running those companies share my attitudes. One can hardly blame them for their reticence in resisting feminist overreach; they have invested heavily in their career and cannot afford to fall afoul of PC dragnets.

Do not under any circumstances reveal your employment game attitude to your client or co-workers as he will likely have a daughter who is the apple of his eye. His daughter or niece may work in Sales or Accounting at his company. The co-workers will listen intently and blab to the boss everything you said (with embellishments of course).

Chapter 1 Takeaways



EMPLOYMENT GAME

- Shows you how to reach the men at the top who can provide you work
- Will build salesmanship skills that pay off in your career
- Gives you a crack at jobs before they are made public
- Helps target companies define needed roles for you to fill
- Circumvents corporate litigation fears that are shutting you out
- Is an anecdote to feminist media work-search advice that harms men
- Gives you an active edge over your passive competition
- Will push you into the top echelons of technical startups

Chapter 2

Employment Game Overview

In Chapter 1 we described the femocratized landscape facing men in search of work and its default process for humiliating decent chaps who don't understand how the game is rigged. We continue now with Chapter 2, which rips the lid off the secret body of knowledge known as *Employment Game*.

Each facet of the Employment Game system is briefly described in this chapter and detailed in later chapters so you can tailor it to your unique situation :

- The Employment Game Process and Why it Works
- Building Salesmanship Skills
- Crafting Your Story
- Developing Your Marketing Content
- Practicing Your Sales Presentation
- Looking Like a Pro
- Prospecting for Customers
- Contacting Prospects
- Executing Salesmanship



The Employment Game Process

The Employment Game Process

Employment Game means developing a personalized system for identifying potential employers, contacting them directly, and maximizing the potential for winning a job. It literally means creating a game structure that optimizes the probability for you to find work vs playing the game currently defined by corporate society.

To run the game according to your rules, you work a two-phase process. As shown in Figure 1, the *Groundwork* phase develops key marketing skills of storytelling, content, and delivery. The *Execution* phase puts your message into action through customer contact and salesmanship. Wins and losses from your execution provide *Feedback* to help you refine your content and delivery.

Effective Employment Game avoids participating in the standard business process of submitting resumes and dealing with interviews, which is most often conducted by company support staff instead of influential managers. Instead you contact those men directly and seek an appointment to present your marketable skills. Your game is simpler and you have a greater sense of control over every aspect of it. Of course you will get ignored and rejected but that is part of your operating process.

Recognizing the Need to Change Your Approach

You must transform your thinking from being a passive, hopeful job-seeker with hat in hand begging for a job to that of an active work monger. This involves learning techniques of salesmanship to open up work opportunities outside of the interfaces, now controlled by females, that you have been led to believe will land you a job.

A few decades ago a guy could scan the job ads, send in a resume or apply in person, and have a reasonable chance of attaining long-term work or even a career with benefits that could support a family. Times have changed but the job search approach has remained essentially the same, while corporations have erected new HR barriers that make the task even more difficult.

At the small shop level, HR provides the useful function of setting up new hires with tax forms, health insurance, and company procedures. At larger organizations the HR front has less to do with finding and integrating qualified workers and more to do with putting up a facade to exclude you and funnel your resume into the trash. Often companies have already identified an internal candidate for the job but go through the charade of interviewing some hopeful chap merely to answer legal requirements for filling the position. “Job Fairs” are also useless PR stunts to project compliance with gender and diversity mandates.

For many men, it not only doesn't get results, it hits their self-esteem pretty hard. Trying to develop a work-around is a bit beyond most guys. Employment Game provides a pattern they can adapt for circumventing the frustrations of the traditional job pipeline.

Why Employment Game Works

There are several reasons why Employment Game works better than traditional work search methods. Employment Game provides a more practical and psychologically healthy approach to finding work. In addition, the structures corporations have erected to shield them from litigation over fair employment practices are forcing your competition to act in very predictable ways that you can avoid while having a shot at getting actual work.

Employment Game is Easier

On a practical level, Employment Game is easier to perform. Once you have developed your system it becomes much easier and less time-consuming to conduct your work search. It is more efficient to identify prospects and focus your marketing effort on potential customers who have higher probabilities of delivering wins. You also have greater control during the sales process. You decide who and when. Job application routes through company career portals and HR screening mask who your best prospects are by withholding that information from the job ad.

“Information Hiding” is a fundamental tool of the workplace manipulator. The ladies in HR effortlessly devise ways to restrict your knowledge and control during the screening process. For women, rule-making is like breathing. Employment Game dispenses with the tangled web of HR rules and puts you in contact with the prospect for a time-limited sales pitch. You are going to know right after your sales presentation if you got the work or not. You are establishing the engagement rules and thus have greater control.

Your Process Becomes Automated

Once your Employment Game pieces are in place it becomes easy to initiate sales. You are beginning to automate the whole process. After having identified prospects you simply follow the next steps in mailing a brochure, calling them, making your sales presentation, and executing the sale. You have the same process for every prospect. You have greater psychological control throughout. You also gain a better sense of finality to what you are doing.

In contrast, the modern employment screening submittal process forces you to register on some maddening company career portal, provide personal data input, and submit to a classified job posting. If there is no classified job description they have no need of you.

The opportunity to explore undefined work possibilities with them cannot happen. Since each site uses a different data collection scheme, you find yourself filling out your name and personal details over and over, not to mention having to manage your various site accounts as well as being subjected to irritating diversity stock photos and other phony corporate sloganeering. Reducing your digital footprint is important to your psychological well-being and career portals exacerbate your computer-induced mental fragmentation.

You Operate With Better Timing

The prospects often have understood a need for additional help but have not reached a crisis point that compels them to identify a task position and find someone to fill it. You are ideally approaching them when they are in a more relaxed though “elevated concern” state. You control the pace of making the contact and executing your salesmanship.

It is better to get in on a project at the inception stage when the money is good and the stress is tolerable. The prospect search activity of Employment Game provides you advance intelligence on their anticipated and awarded contracts. You will be in the front of the job line before it is even formed. You have a much better chance at getting in on the ground floor of a new project and thus a much greater opportunity for making meaningful contributions and growing your trade skills.

The HR route is slow and laborious. You fairly twist in the wind as you await signals from HR that your resume was received, if you will get a call to appear for questioning, what their scheduled game activities will be, your surprise interviewers, and whether you have been rejected or not.

With Employment Game you know what is going on. If it's a dead end you are done with it. If it's a possible sale, you follow up with the next concrete steps in your process. You do not await a signal from Mandy, or Jennifer, or Chloe, or Mehgyn, or Taneesha in HR that they would like to interview you. You do not go through a round of interviews with people who would rather not be talking to you. You do not follow up with a beta thank you note for the wonderful interviewing experience.

Your Competition Doesn't Have a Clue

Your competitors may have better qualifications than you but they have lived their entire existence obediently following the rules so cannot conceive of another way to seek work beyond submitting to HR. This is not to mock them because they have made significant academic accomplishments by listening to their parents and other authorities. So your competitors may not only have good credentials but are gifted in other talents. Above all they have played the corporate game well and it may be their best avenue for life success.

Not having experienced the pain of being outcasts, they have never conceived of alternate methods to scale the corporate security fence. For many of us as well, there are no cultural salesmanship mores. If you are a white, Anglo-Saxon Protestant for instance, you have been steeped in an ethic of hard work but may have been discouraged from salesmanship, often perceived as having vices of greed and deception.

So an aspect of traditional job-screening that works for you in Employment Game is the self-emergent phenomenology of corporate labor acquisition. Corporations have devised common job-filling processes that applicants universally submit to for lack of more direct approaches. The vast majority of your competition participates in this drama because that is exactly what they have been trained to do. Egged on by popular press admonishments to play by the rules and channeled through social media outlets trading on personal data, most job hopefuls join the lemming's stampede over the abyss of corporate job screening charades.

The System That Thwarts You Can Work For You

By attracting hopeful applicants like ants to a honey pot; corporate job advertising mirrors the online dating phenomenon of women being swarmed by aspiring romancers. Once these applicants have submitted their resume through the online career page, they give up. Just as online media provides the brain a false sense of accomplishment through vaporous social interactions, your competitors feel they have done something concrete after clicking the send button for their resume submission.

After that it is lost in the cloud while they vainly repeat the same pretense for another job ad. They thus have limited chance to even get an interview and must operate according to strict policies if they do. They prefer this passive attitude as it relieves them of the stress of taking more aggressive actions.

While HR is processing applicant data for specific job openings, you are already talking to the chief engineer about his needs. He appreciates your initiative and the relaxed, professional tone of this meeting. In contrast to traditional candidates he must interview he does not have his guard up in fear of violating company policies.

Recognition of your initiative cannot be overstated. Your competitors blandly list that in their resume but you are demonstrating it by having the balls to contact the prospect directly. A CEO once remarked to me during a sales meeting "Everyone wants to be told what to do and not take any risks. I need a guy who can go out and find applications for my technology."

HR Takes Too Damn Long

Every business owner faces this challenge. He must keep his workers busy but needs self-motivated staff who can take his company forward. Most people want job security and benefits while enduring the least amount of personal stress possible. You will demonstrate that you are the breed of man he needs as opposed to the usual crowd of applicants he must evaluate.

Another key point is that companies often take too long to define a job position. For long running projects the need may be there but the managers have not indicated that. A sequence of problem statements and meetings ensues, often over the course of many months before action is taken to find a new hire. The larger the company the more restricted this process becomes for legal reasons. In the case where they have acquired a new contract they may have several staff categories they need to define and fill. This all takes time and when you finally get caught up in the interview sessions it can become a bit of a circus.

With Employment Game you have already talked with them about their needs. In the months they are taking to identify a need and decide to create a position, you have been working with them to define it; through your experience and research you define to them why they need your exact skill base. There is a good chance your prospect will write a job description from exactly what you have told him and hire you to do it.

Know When to Follow the Rules

By developing your system you will be well prepared to toss your fishing lure into the HR pond. If you have limited job experience you may need to work that method to survive. Understanding Employment Game will give you an edge in the interview process. Above all project a positive attitude always. As mentioned above there is a price to pay for rebelliousness and you cannot afford it. Wear the uniform, put on the mask, and sing the company song. You can break out on your own later down the road.

What If Everyone Starts Doing Employment Game?

They won't! Even if you scream at them to do Employment Game they think it's breaking the rules and will get them into trouble. People are obsessed with security and terrified of being identified as someone to remove during the next bloodletting.

One time I asked an employer if I could have an extra few weeks at the end of the year for overseas travel. Most companies shut down for the last two weeks of the year anyway. They said "if we allow that, then everyone will want to do it". Of course none of them ever would for fear of rivals plotting against them during their absence.

And so it is with Employment Game. It's a simple work-around that anyone can do but most people will never be convinced they are allowed to just pick up a phone and call someone about job opportunities.

You Invested in School Now Invest in Your Employment Game

You worked hard to get through school or in paying your dues on the job. You owe it to yourself to maximize those investments through the product packaging and marketing tools you will find in this book. Whether you seek work as a freelance or want to be more long-term the skills you learn from this book will help your career.

Developing Your Employment Game Skills Yields Big Results

Developing the set of skills that make up Employment Game will pay off in other areas of your life. It will build confidence, increase your income potential, and develop critical salesmanship skills that you can use to help your employers be more profitable or generate and your own new business opportunities.

Remember the Mob Rule : “He who brings in the money can do whatever he wants. He who stops being an earner gets concrete shoes.”

With Employment Game you are venturing into risky waters of business vs the comfort of waiting for instructions. By accepting manageable risk you open yourself to vast new opportunities.

Keep Your Game Simple

Ultimately we are all just looking for a damn job. When reading about the Employment Game system keep in mind you only have to do the least amount of marketing to get the work. Otherwise you may feel intimidated by the level of effort to develop your own game. Just get the basics together and start contacting prospects. A simple resume coupled with emails or phone calls to prospects works ok. If you can't get through by phone, mailing a hard-copy resume and cover letter also works.

You also need to scale your presentation according to the job prospect. Going in as a full-blown professional consultant may be overkill for many situations.

If you are simply looking for a job, the methods presented here will help you get an audience with hiring managers over what ordinary job ads can provide. You will have more control over the situation because the manager is hearing you outside of the normally restricted job interview format. It's great to be talking with some guy about job possibilities knowing you have no other competitors for them. Contrast that with being told by the hiring company that they have several more well-qualified applicants ahead of you.

Recall the story about my son using Employment Game to get his first job. It was comical trying to upscale his resume when he had no work experience. We increased the font and listed all his relevant coursework with bullets, then put a nice border at the top. But it worked because he contacted the prospect outside normal job listing channels. His prospect was a PhD yet impressed by some new grad showing initiative.

Start as a Consultant and Get Hired as an Employee

One way that Employment Game works is by providing your prospect with a low-risk way to check you out. Employers often follow this strategy by finding candidate through “contract shops”, which are companies that provide temporary workers to other companies. In this way they have a chance to evaluate someone before making a commitment to hire them permanently.

When you approach a prospect as a consultant you are offering him flexibility and reduced risk. If your skills match his needs you can often get work right away. You will need to understand how to operate as a consultant in your state. This may simply mean registering as a sole proprietorship (meaning a single-person business). Now some consultants are highly skilled in their niche and can command high fees. To survive long-term as a consultant you really need to be able to do this.

Assuming you have average tech skills though you can charge slightly higher than the average rate for a similar guy employed at their company. You have to pay estimated social security and gross receipts tax while doing this so again, understand how it works in your state and what is a reasonable rate to charge. Reasonable meaning attractive and credible to your client. Keep in mind that contract shops will often charge over \$100/hour for your tech skills while paying you only \$40 – they pocket the difference. The upside for the client is that they can cut you loose easily without paying health insurance or risking litigation.

So by offering consulting services your prospect can more easily justify and arrange for you to begin. If you are truly a professional consultant then you should be able to make over \$100K a year with multiple clients. Technically you have to be very sharp to pull this off, in addition to continual marketing to acquire new work. You must sell and perform the work at the same time. This is tough to do. If you are a lower paid consultant, such as a web or graphics designer, it will be a tighter squeeze but you will have to conduct sales and paid work continually.

An Employment Game strategy then is to offer consulting services. But you don't really mean it in the classic sense as just mentioned. You are making it easy for your prospect to try you out for a couple weeks or months. If things work out he may decide to bring you on as a permanent employee, giving you some incentive such as health insurance and retirement. A true consultant would avoid permanent employment as he can make more money as a freelance. Guys like this are rare. If you run into one try to glean as much inside knowledge as he is willing to share.

Be careful to pay your quarterly estimated and social security taxes or you will be hit hard at tax return time with an unexpected 15% additional taxes. Many people starting in consulting make this mistake. Also in some states gross receipts taxes must be paid on every dollar you charge for your services. In my state it is 6.75%. Make sure you have this upfront in stating your rates. Chapter 11 *Closing* provides more details on operating a sole proprietorship.

Develop Your Salesmanship

Salesmanship is about communicating your marketable skills to a select audience that has a definite need for your services. It means building rapport with influential men who will take a chance on hiring you. Your prospects are smart men who extend trust to other professionals to reach their goals. You have to be credible and never violate that. Any influence or manipulation tactics will backfire as they will recognize them and reject you.

Entering the realm of professional salesmanship requires you to develop a personal narrative, sales persona, marketing content, and prospect discovery system that you can apply on a regular basis to score new work. You need to define and internalize a self-image that will take control when you enter a work selling situation and guide it to a satisfactory conclusion, which doesn't necessarily mean that you are getting the job. This takes a bit of effort but you can start simple and build it over time.

The act of defining your sales persona and taking charge of the sales interview gives you a greater sense of control over your destiny. It is important to develop high confidence. When you follow their script and engage in their roleplaying, it is difficult to maintain your self-esteem. You are going to develop your own script for your skill base and your industry. Guaranteed you are going to get shot down a lot. Get used to it. At least you are fighting on your terms. Each little paper cut prepares you for the next battle. For that which does not kill you makes you stronger. And when you follow your own rules, at least you walk out with your balls intact.

Develop Your Marketing Content

You need visual marketing content beyond a mere resume to back you up during the sales process. If you are involved in design work you should have this in place before you begin. Once you have put in the effort and developed good visuals they will help you build your automated sales process. You are building a machine to generate job leads and work. This investment will pay off in ease of finding work.

You must have :

- **An UnResume**
- **A Standard Resume**
- **A Business Card**
- **A Web Site with your photo and contact information**
- **A Capability Sheet or Brochure**
- **If possible, a portfolio of your profession work**

These tools are described in Chapter 4. Notice that “social media” is not part of this list. Employment Game is old-school salesmanship.

One psychological benefit of this old-school approach is that you are keeping your mind uncluttered by having these few tangible sales materials. The internet and social media tend to scramble your thought processes. Worse, they subject your prospect to competitive noise. You may look good, but along with your social media contact he also got dozens of others.

Just Say No to Social Media

Just about everyone writing employment books these days harps on how much you need to be social media savvy. “Harness the Power of Social Media” they say. So if you are on the internet you are likely to get bombarded by social media self-promotional come-ons featuring someone's avatar and bubbly headlines, as if this is a way to engage others about work opportunities. But it's a deluge of noise, and anyone important enough to be your prospect is tuning it out. It is not a core marketing tool of Employment Game.

Social media is passive – it's about asking people to do something for you. Somehow people believe that if they make their social media footprint compelling enough, companies will reach out to them and offer work. It also fools the brain into thinking that actual productive communication is taking place.

If your competitors are pouring time into their Facebook or LinkedIn profiles then so much the better for you. You will have a minimal LinkedIn profile. Declutter your digital footprint now. Your goal is to talk with influential men in person, not to engage in feminine chat exchanges that result in no action by the prospect.

Develop Your Story

Traditional interviews tend to focus on you personally and thus put you on the defensive. This can become very uncomfortable as you struggle to talk about yourself. Every blemish on your soul is bared under the stark light of interrogation. To gain better control you need to focus on what you do not who you are. Keep the discussion off you and on to what you are able to do for them.

To achieve this it helps to develop a personal story from your life and work experiences. The exercise of writing down your background and reciting it aloud will help you form ready answers as well as highlighting the skills and knowledge you have that can help them. It will help you put a positive spin on your work experience as well as minimizing any rough spots you may have.

Practicing your story make it effortless during the crucial sales meeting when you need to show relaxed confidence. Your practice will be meaningful because knowing your story helps you develop a script that fits the scene timing at the prospect's office. The sales meeting is the wrong time to stumble across the stage and think about how to cast your story.

Story development evolves out of putting together your marketing information; your portfolio, capability sheet, business card, and website. These tools are then used in your focused campaign of targeting good prospect candidates. Chapter 5 *Crafting Stories to Fit Your Sales Scenario* provides a simple storywriting process.

Work from a Call Script

Employment Game also requires you to call your prospect and schedule an appointment to present your services. This is maybe the toughest part of Employment Game because it is the point where you meet rejection. It is also very rewarding when you succeed and get an appointment. Some refer to this as “cold calling” and nobody really wants to do it. But you have to survive. We will refer to it as “Appointment Calling” to defeat your inertia in doing this critical task. The best way to succeed is to develop appointment call reference scripts and practice them on video as well as recording your actual attempts. Chapter 6 *The Appointment Call Script* has simple templates for the basic call scripts you need to get an appointment.

Practice and Deliver a Great Presentation

Once you have developed stories from your marketing materials it will be easy to craft your sales presentation. Easy in that you will have material to work with but you will have to do a bit of work to refine it. The presentation will be flexible in helping you make formal or informal talks. You have to put some practice into this so it flows naturally during the high-stress sales meeting. By using a video camera you can polish your presentation. Your prospect will respond positively to a well-delivered sales talk and you will feel good about having put in the work to make it happen. Chapter 7 *Practice Your Sales Presentation* provides exercises to help you flesh out your stories, presentation, and call scripts.

Prospecting : Find Men in Your Target Industry Who Can Offer You Opportunity

Employment Game means understanding what your market is and who exactly you are going to approach to sell your skills. This is a huge advantage over accepting what corporate job ads and industry gatekeepers are willing to tell you. To achieve this you are going to have to do some legwork and research. Thanks to the internet it's a lot easier to do these days. That is one advantage the current paradigm gives you. The ability to research credible prospects is much easier than it was in pre-internet times. You can also often find your prospect's direct contact information using a search engine. Chapter 9 *Find Your Prospects* reviews some practical prospect discovery methods.

Learn to Look Like a Pro

You may need to improve your personal appearance and emulate the professionals in your chosen field. Most guys working in tech could benefit through better personal grooming and attire. You need to look like a pro. This doesn't really cost much more than what you are already wearing if you learn what clothes you look best in and how to shop for them. Putting together a functional wardrobe also pays off in other life activities. If you are 40 and still dressing like you were in college no one will take you seriously when you approach them for work. Employment Game is about maximizing the factors you can control to help you score a win. Your personal appearance is one of the key influencers that you can control. Chapter 8 *Look Like a Pro For Cryin' Out Loud* has some pointers for tech guys that need help in this area.

Keep the Process Running

There are a few things you need to get in place before you attempting your Employment Game moves. Specifically, you need to get your sales package together and implement a continual marketing process so you can handle the interviews that will result from the actions this book describes. By “sales package” I mean whatever it takes to make a good impression and leave them with contact information. For some of you guys a clean pair of shoes would be a good place to start. As you grow in sophistication you can add a pair of gabardines and an executive-style hairdo.

Developing your marketing process is a long-term activity. Get the basics in place and hone the details over time. In addition you have the *sales cycle*, the time lag between prospecting and landing the work. This typically takes months. With that in mind, you can start looking for work and preparing your marketing materials at the same time. But at the least before you begin, have a business card and capability sheet prepared so if a prospect calls you or you speak to him directly, the interaction flows smoothly and you come off with some level of confidence and professionalism.

After you finally land work, keep developing your employment game skills. Most guys start to get more efficient at the job seeking process about the time they get hired. After that their skills atrophy as there is no immediate need for them. Eventually the job ends and they fall back to the same misconceptions. At least when that happens to you you won't be at square zero again.

The Level of Effort Required to Develop Your Employment Game

To get results you must put in some genuine effort to develop your Employment Game. Probably most salesmen at some point have to realize and implement an Employment Game strategy. It can take years to figure it out. The book maps out what you need to do so you can get started without having to discover all these tools on your own.

Once you understand the framework you can set up a learning structure and begin chiseling away at your game. This is a skill you will revisit over and over and strengthen over time. Small improvements will build up to give you the professional edge that you admire in others.

As I wrote this book I worked on my own game, partly to find a job but mainly to put my words to the test. The experience gave me plenty of ideas and material to share with you.

It took a month to develop my graphic marketing sheet. If you are not doing graphic work it should not take you so long.

The next step was developing my stories. I had some trouble getting over my boredom and inertia. I had a decent resume so it was tough to get motivated. But many times I have been in an interview and just stumbled through by parroting what was in my resume or making up a presentation as I went along. If they were enthusiastic about me before I arrived it usually did not matter but if they were otherwise skeptical it was torture to get through.

I had my resume, phone scripts, and previous presentation but it was badly organized. As an aside, I used *Scrivener* to organize, write, and edit the manuscript for this book. Turns out it is also great for organizing your stories, scripts, and presentation.

The breakthrough came when I compiled my portfolio out of graphics I had developed and photos from previous jobs. If you don't have a graphics-oriented portfolio it is still advisable for you to do something similar even if just for your own reference while building your stories.

I assembled the graphics in chronological order and put them in a 3-ring binder. Developing stories from this graphical "helper" file was suddenly easier. I wrote up a paragraph for each job and inserted it into the binder on the opposite page of each graphic sheet. Now it was easy to practice my presentation by just reading and refining my stories while showing the graphics.

So what's the level of effort for building your game? Start with your existing resume and gradually flesh it out into marketing content with the tools in this book. You will probably get a job long before you master your game skills. If that happens commit yourself to incrementally refining your game over time so it helps your new job and gives you a solid platform for finding your next one.

If you are unemployed and serious about finding work you should devote time to this daily. Don't overdo it to the point where you get discouraged. Small feedback as you go along will motivate you to continue.

Chapter 2 Takeaways

The free chapters of this book provide the why and how for developing your Employment Game. You can use a search engine and your library card to learn more about each aspect of the Employment Game system.

- Build Salesmanship Skills
- Develop Marketing Content
- Craft Your Story
- Use Phone Scripts
- Practice Your Sales Presentation
- Dress Like a Pro
- Prospect for Customers
- Contact Prospects
- Execute Salesmanship
- Keep Your Marketing Process Running

I caution you not to do this as you may encounter erroneous advice. The official Employment Game book provides an integrated system that you can customize to develop a coherent marketing message and work search engine. At over 200 pages it is crammed with practical work search techniques presented in a logical order with exercises to build an Employment Game system that will find opportunities for years to come.

You can buy your copy at : [Amazon](#)

and be sure to check out the Employment Game blog :

employmentgame.wordpress.com