“How to use Savvy Direct Marketing Techniques to Land a New Job, On Demand, Anytime, Anywhere, with No Begging, No Career Counseling and No Monster.com”

A Special Report by Perry Marshall
Excerpted from the Perry Marshall Marketing Letter, Volume 2 Number 5

• Radical Direct Marketing and a USP Solves an Unemployment Problem
• The Reason Offshore Manufacturing is Killing so many US Businesses – and Why Nobody’s Talking About It
• 3 Kinds of Learning & The One that Matters Most to You

In April, my good friend Bob was abruptly fired from his job as a warehouse manager.

He had four kids and his wife was 8 months pregnant when he got the boot.

Bob is an honest, straight-shooting, trustworthy, hard working, show-up-early-and-leave-late kind of guy. The kind of guy anybody would want to have on his crew.

So why did Bob get fired?

The stated reason was that *they found his resume*. Don’t know if it was lying around somewhere, or on his computer, but they found it. “Sorry, Bob, we’re gonna have to let you go… good luck with that baby, now, and good luck making them Cobra payments.”

Yes, that was the stated reason. But in life there’s always the *stated* reason, and the *real* reason.

What was the *real* reason? His boss Tim, a married man, was banging some broad on the company expense account. Bob had communicated to Tim that he didn’t agree with that. So Tim, a partner at the company, fired him. Dang, it sure is annoying when some punk who works in your warehouse pricks your conscience, isn’t it?

So… Bob needs a job, just as quick as he can get one. Which to me is merely a very common marketing problem with a fairly easy solution.

So Bob and I used an entirely different strategy. It worked exactly as planned, and it’s extremely instructive. Everybody’s had to look for a job, and frankly many entrepreneurs, at some point in their life, will run aground and need a job until they get their feet on the ground again. (My old boss Mike Justice, who was maneuvering the treacherous waters of a startup, liked to say “If worse comes to worst, I can always get a job at Allen-Bradley.”)

We’ve all heard of B2B and B2C marketing, right? Well finding a job is C2B: Consumer to Business marketing. Most consumers are very bad at it. But C2B and B2B are almost the same thing and this example of C2B definitely applies to your own B2B.
What I’m about to show you is 1) a great application of several vitally important marketing strategies, integrated together, and 2) you, or anyone else, can use this exact strategy to land a good job in a few weeks’ time, regardless of circumstances. A savvy marketer’s safety net.

10 years ago if you needed a job, you networked with your friends and colleagues, scanned the newspaper every day and made cold calls. Today you network with your friends and colleagues, surf Jobs.com and Monster.com, and make cold calls. A whole lotta fun, right?

The problems with the usual job-search approach are:

- The best jobs are never publicly advertised – jobs listed on the Internet and in the newspaper are the picked-over opportunities that insiders don’t want
- When you apply to publicly advertised jobs, you’re standing in a long, long line of look-alike resumes, and you have to submit them through a slot that’s designed to block applicants from actually reaching a real person
- You have to start with some yoyo in Human Resources and deal with bureaucrats before you can ever talk to the real decision maker
- One hiring consultant – can’t remember who just now – performed a stealth experiment in which top sales people disguised their identity and submitted job applications to their very own companies. None were selected for an interview. Which proved that most companies’ hiring practices disqualify their own best employees

So learn from what we did here and you’ll never again wonder where your next meal is coming from – or even live in fear that you’ll wind up in that situation.

The first thing we did was get a mailing list. Job seekers don’t know about mailing lists. But marketers do. There are two kinds of lists: Compiled lists (business directories and their variations) and response lists (catalog buyers, magazine subscribers, etc.). In general response lists are much more productive but you usually have to rent 5000 names. For this purpose, a compiled list was better.

So we went to http://www.hoovers.com/ which is the list service of Dunn & Bradstreet. On their site you can open an account for free, and enter whatever you want – industries, geographies, titles, demographics – experiment as much as you want – then pay the money and download the list.

So in keeping with Bob’s preferences, we selected companies with 10 to 100 people, within fifteen minutes of Bob’s house, in certain industry categories. We opted for presidents, owners or senior managers and produced a list of 660 names. Bob paid $100 for the list – probably the best money an unemployed person could possibly spend – and then we mail merged a cover letter with resume and Bob mailed out 100 letters a week.

For every 100 letters he sent out – for every $75 he spent – he got 2-4 emails or phone calls and one job interview. On the fourth week he got two job offers. Shazammo!

Renting a list from Zapdata or InfoUSA is barely even Marketing 101. (By the way, you should avoid InfoUSA like the plague, it’s the most mis-managed, Keystone Cops operation the world has ever seen). But still, not enough people use lists. Those who do, don’t research them enough. Also, the details of the letter and resume are instructive and applicable to any piece of marketing material you create.

DO NOT overlook the fact that all of the ingredients that made this work, will also work extremely well in any other business-to-business letter! Here’s the cover letter and resume:
May 10, 2003

Dear Joe:

Any business person who has employed other people for any length of time in the State of Illinois has dealt with his fair share of no-shows, lousy attendance records, lame excuses, disappearing office supplies and the constant need to supervise everyone.

I’m sending you this letter precisely because you don’t want to hassle with any of that in your business. No doubt you have enough challenges on your hands already. I can contribute a strong work ethic and create an industrious atmosphere at your company.

So here’s what you need to know about me:

➢ For the last 5 years at Atlantic Industrial Supply, I have been the first to show up and the last to leave - literally four days out of five
➢ Didn’t take personal time, except on three occasions when my wife had an ultrasound
➢ Never took a sick day
➢ Had keys to the company, and a credit card – with no incidents or disputes
➢ Managed the warehouse operations as the company grew 150%

I’m a skilled problem solver and manager, and when it’s time to get in front of people and persuade or sell, I can do that too. I have intense curiosity and like to figure out what makes things work. Not just things, but people, organizations and systems. (Someday I hope to figure out what makes my wife tick, too.)

Would you kindly review the enclosed resume? I’ll be happy to provide you with a half-dozen rock-solid personal, professional and character references upon request.

Sincerely,

Bob Griffith

P.S.: If you’re not hiring now but you know someone who is, please let me know – my email address is bgriﬃth@earthlink.net
Robert W. Griffith  
751 Robin Drive  
Wheaton IL 60189  
(630)989-6790  
bgriffith@earthlink.net

Summary

• Industrious, practical, straight-shooting Project Manager is seeking to grow with an ambitious, small to medium sized firm.  
• Prefers to work against the clock & performs best under pressure.  
• Committed to high ethical standards.  
• Hands-on, values driven, stable & loyal.

Employment

Atlantic Industrial Supply, Villa Park, IL February 1998 to April 14, 2003  
Position: Warehouse Manager.

• Managed a 20% growth rate for five consecutive years with no increase in personnel or space.  
• Established system for order processing and raised fulfillment accuracy from 96% to 99.7%.  
• Re-engineered process and materials flow for a 40% increase in space utilization. Reduced labor by 30% with automated shipping and tracking for small package delivery.  
• Managed 370% growth of import shipments from China: receiving, tracking and material processing.  
• Implemented and managed improvement program for packaging of all products sold, including containers and labels, lot, drop and breakage testing.  
• Initiated cycle counting system, eliminating the need for annual physical inventory and associated down time.  
• Directed value-added manufacturing operation for retail business unit.  
• Responsible for administration and documentation of international LCL shipments.  
• Cut department operational expenses 15% in 2002 while maintaining 10% growth.

Position: Paramedic.

• Served DePaul University Neo-Natal and Intensive Care, Evanston Hospital Prenatal, Neo-Natal and Pediatric Intensive Care as member of ambulance emergency response team.  
• Handled extreme life and death situations on a routine basis where uncompromising prioritization of crucial medical care procedures was required, under extreme limitations of time and resources.

Education

Illinois Paramedic’s License, Good Samaritan Hospital, 1993  
Emergency Medical Technician Certification, Northwest Community Hospital, 1991

References available upon request.

Before I go on to the next topic, I need to point out some very important finishing touches.
First of all, you’ll notice that Bob does not have a long list of degrees, a treasure chest of high-falutin’ corporate experience, or any of that jazz. He’s just a regular guy who’s honest, dependable, and has a lot of common sense.

You probably sell a product like that. Not glamorous, not ultra-impressive – but it does its job well and people like it. Likewise, what you see here is a lesson in digging into the real qualities of a person and putting him in the best possible light with a powerful USP, spiced with personality. You need to present your product or service in much the same way.

It’s also worth noting that this letter and resume are not specific to any particular job, industry or situation. Since we were using a shotgun approach, we had to use something with broad appeal.

Most people just re-write every single resume to fit the stated requirements of some job. *Because Bob’s letter was going to sail right past HR and land on the desk of a VIP,* we didn’t do that. Instead we tried to clearly and organically communicate who Bob really is. A lot of thought went into the USP (“Summary”) and the cover letter expresses the personality of a real person.

That gets people’s attention. Remember last month, when I talked about the organic, magnetic attraction of real personality? This is yet another example.

Ultimately we reduced Bob’s job search to a simple question: “How much does it cost to get a job interview, and how many an we get?” Every marketing question ultimately comes down to that. Once again, the tally: 400 letters sent out, five or six interviews and two job offers. Would you buy a job interview for 70 or 80 dollars, if you needed one? Sounds like a good deal to me.

What Bob now has is a system for finding himself a job. He can use it any time he needs it, and he’s no longer at anyone’s mercy. Similarly, when you have a system for attracting and converting new customers, you’re essentially bulletproof. Because even if what you’re doing right now doesn’t work out, you can always apply it to something else.

**USP and The Three R’s**

The lesson in all of this is that The Concept of a Unique Selling Proposition is not merely a marketing technique but in fact is a fundamental life skill, and an essential ingredient in all human endeavors. It’s as important as Reading, Writing and ‘Rithmetic.

Case in point: Interesting book called *Nickeled and Dimed: On (Not) Getting By in America* by Barbara Ehrenreich. She’s a journalist who decided to conduct a personal experiment: She abandoned her city, her identity, education and professional qualifications for three months and attempted to live on $6-7 per hour working as a Wal-Mart employee, waitress and maid in a new town.

What she discovered: 1) It’s barely possible to survive on those wages – she had to work two jobs, she was borderline homeless, with no insurance and no safety net. 2) Not surprisingly, she was treated with very little respect in those jobs. Basically she experienced the worst of everything. All in all, a rather depressing book.

While she gave great insight into the daily grind of America’s “working poor,” she offered little in the way of answers or solutions, other than a poignant appreciation of the hard-working waitress who pours your coffee at Denny’s, and the goodness of leaving her a generous tip.
But here's the real problem: How is it that a person can go to school for 13 years, graduate with a diploma, and be qualified for nothing more than waiting tables or stocking shelves at Wal-Mart? Is $6-$7 per hour all the value that a person gets from a modern education?

Unfortunately, that seems to be the case. The missing ingredient is really pretty simple, though: If you have a USP to offer the world, you're not a commodity any more. The entire Nickeled and Dimed book is about not just selling, but being a commodity. 175 pounds of “human capital.” It sucks.

In the book, one of Barbara’s jobs was being a maid. Now if you want go be a bona fide cleaner of homes or businesses, you have to be bonded and there are some hurdles you have to overcome. But nothing would prevent such a person from creating a flyer and getting five or six families to employ her directly – for $20 per hour instead of $7 – even without going through the official hurdles.

The key is simply to not be a commodity. To know how to do something that not everyone else can do. You don't learn that in a classroom of 30 kids. The funny thing is, you do learn that in a marketing seminar, but unlike a traditional education, nobody can give you your answer on a platter. Nobody can just tell you what to do or what your USP is. You have to identify it for yourself.

So it's not just the three R's, it's the U too. RRR and USP. That's the real ticket.

Harvard Grads Have to Get Past the Gatekeeper, Too

One last thing before I leave this alone: Yesterday I got the August 18 issue of Newsweek in the mail, and Sarah Ramer, a new Harvard graduate, had a one page column on how tough it is to get a job, even for a Harvard grad.

The problem, she says, is that dumping her resume in a text box on the web and pressing the SUBMIT button reduced all her experience, education and personality into a series of look-alike bits and bytes. “I wasn't getting a chance to convincer potential employers of my qualifications in person. What I did expect was that my knowledge, commitment and enthusiasm – in short, who I am in real life, not how I appeared in a bunch of scroll-down boxes – would land me a job.”

Welcome to the Real World of Sales, Miss Harvard Alumnus. Harvard actually gave her a USP – inadvertently, perhaps – but they didn't show her how to move it past the gatekeeper. She should have bought my marketing system and taken a cue from my friend Bob Griffith, instead of taking out $100,000 of student loans. She would have saved $99,000 and started making money a whole lot sooner.

Three Kinds of Learning & The One That Matters Most to You

There are three levels of education and learning.

The first is facts and memorization. It’s the kind of education you get from a teacher who thinks that history is about places and dates. That's the lowest form of learning, and its not really very useful. The second is formulas and logic. It’s helpful to an extent, but it’s usually theoretical. It’s learning based on the way things “should be.”

Any time you speak the words “should be,” you are, at some level, avoiding reality.

But those who graduate from the school of hard knocks master the highest level of learning.

The highest level of learning is pattern recognition.
I’m not talking about one of those tests where you look at a series of numbers and you figure out what the missing one should be. I’m talking about the honest observation of cause and effect. Real street smarts is about seeing patterns, cause and effect in the squishy, murky world of business and real life.

The leap from level 2 to level 3 comes largely from abandoning the “should be” world and way of thinking and simply seeing what is. There are a lot of people who are bitter because the “should be” world and the “is” world don’t match up. They’re mad because people at Wal-Mart make $7 per hour when they should make $12 but they don’t recognize the cause and effect that causes people to get paid commodity wages. They don’t recognize that the things people are taught in school don’t work.

**The Should-Be World vs. the IS World**

Some folks wouldn’t have the guts to admit this, but when I was in my 20’s, I was a network marketing junkie and I was absolutely convinced I was going to make a fortune in Amway. All kinds of anecdotal evidence had been carefully placed in front of me to convince me that I was destined to be successful in that endeavor.

The entire MLM industry continues to exist because people would rather see the world as it should be than how it actually is. When someone shows you an MLM deal, their little diagram of circles and big fat bonuses bears no resemblance whatsoever to what real people actually do. Many business opportunities (Most? All?) are sold that way. For a long time I was enamored with that illusion. It was only when I graduated from formulas and should be to pattern recognition and reality that I was able to see it for what it really was: An endless maze of smoke and mirrors.

This week, out of the blue, I got an email from my old upline Diamond in Amway. I used to revere this guy. He was extremely successful, with over 30,000 distributors - at least until that whole business went into a massive meltdown about 5 years ago. Now he’s hanging on to what he’s got left. He had toured my website and his email said, “I wondered when you made the comment about your past life and the "half truths" you were handed if you were talking about your days with us? If so, let me simply say that no one ever intended to hand you a half truth.”

Yes sir, with all due respect, I got an awful lot of half-truths, especially the ones you see on my website. Glad to have finally un-learned ‘em.

What’s really sad is that he’s still going around that merry go round, apparently unable to come to grips with what’s happened since the Internet came along. He’s selling carburetors in a fuel-injection world. All the clarity he needs is readily available, as soon as he graduates from formulas and ideals to the school of pattern recognition.

**The Dirty Secret of the Offshore Manufacturing Problem**

There’s a growing sense of alarm lately about how much US manufacturing is going to Asia. No doubt this is contributing to the current sluggish economy. I’ve done a lot of work in the loudspeaker manufacturing industry and I’ve watched companies slowly disappear or move offshore.

That industry has almost completely moved to China. In June I toured MISCO, a holdout in Minneapolis, a company that’s resolved to stay healthy and have their manufacturing in the U.S.
They've been intimately involved in the speaker industry since the 1950's and most interesting part of our
discussion was the stories of their fallen competitors. Most of MISCO’s equipment has been purchased at their
competitors’ bankruptcy auctions.

Dan Digre, the president of MISCO, explained to me that foreign competition was never really the deciding
factor in their competitors’ undoing. He said that his own US labor only accounts for a small part of the cost of
the speaker anyway, and the small increase in cost by having it done here instead of China is more than offset
by the advantages in quality control and the tremendous increase in the speed of fulfilling orders.

No, the real reasons his competitors went under were:

1) Being acquired for too-much-money by larger companies who did not understand the speaker
   business, then having a huge debt load
2) Mis-management when ownership changed hands; i.e. kids take over dad’s business, buy new
cars and remodel the office, and run the business into the ground
3) **Being unwilling to invest in new technology, new equipment and capabilities**

The Asian manufacturing bubble has created a situation where companies are willing to invest all kinds of
capital in Guangzhou, but none here. Not logical when you consider all the factors, but the easy decision when
you decide to compete only on price. Why is nobody talking about this? Nobody wants to admit that they can't
come up with a competitive advantage, and the grass is always greener on the other side of the world.

**Important!**

**Postscript to Bob’s Story**

Remember the August newsletter, the one that opens with the story of my unemployed friend Bob
nailing two job offers in one week with a savvy direct mail strategy?

First, the "average Joe" is going to read this and think that this is about resumes.

No, no no. Not at all. The astute reader will recognize that the example applies to ANY business letter. What
you’ve got there is a template that applies equally well to a product or service promotion.

**Cover letter = sales letter.**

**Resume = data sheet**

Well there are a few developments NOT in the newsletter that you definitely need to know about. The
remainder of this report could easily be worth hundreds of thousands of dollars to you.

The first one is that, as reported, Bob got 2 job offers after mailing about 400 letters.

He turned down one job and started his first day of work at the other job. But an issue came up just as
my newsletter was going to press. The job offer was rescinded on his first day of work. Now he was in a
situation with no job AGAIN, having already turned down the other one!

OK. So it's time to turn on the direct mail machine again.

So he sent out 200 more letters. The phone calls and emails started coming in again. He had a couple
of interviews and got ANOTHER job offer. He just started that new job Tuesday of this week.
Nothing like having a SYSTEM for marketing yourself, that you can turn on and off at will.

If this is the only thing you ever do with the tools I give you, it'll be worth at least $1 million to you over your lifetime.

Well here’s the punch line: The guy who hired him said, "You know Bob, I get unsolicited resumes all the time - hundreds of them - and most of them get thrown in the trash. The only reason I opened yours was that it was hand addressed."

Powerful lesson there. The power of "A-Pile" mail. You can pay me $10,000 to write a killer direct mail piece, but if it doesn't get opened, it's all for naught. Letters and envelopes that are sent out as personal communication, not corporate puffery, work!

Don't be fooled by the false economy of 3rd class mail, which can easily be tossed in the dumpster at any point along the way. The humble, hand-addressed letter always gets opened and read, and it's truly a rarity in today's automated world of overflowing email boxes, faxblasts and overcommunication of everything.

BTW if you're looking for a mail shop that will handle this for you, email my friend Dave Brady at datumdirect@aol.com.

Sincerely,

Perry Marshall

**P.S.: Punch line #2:** Remember the opening paragraph of the cover letter? “Any business person who has employed other people for any length of time in the state of Illinois has dealt with his fair share of no-shows, lousy attendance records, lame excuses, disappearing office supplies and the constant need to supervise everyone.”

Guess what: The company that hired Bob had just recently had a spate of computer hard drives disappearing from their warehouse, and toilet paper disappearing from the supply closet. They’d just gotten rid of the warehouse manager *that very day*. So when El Presidente opened Bob’s letter he almost fell out of his chair.

More proof that what works is not something that vague, general and applicable-to-everyone, but specific, focused and razor sharp.

Bob likes his new job, it pays almost 20% more than the job he was fired from, and the company’s vanishing hard drive syndrome has… well, completely vanished.

Don't be afraid to ask for exactly what you want, because the world will clear a path for you when it sees you know where you are going.