

# Guerilla job search strategy using LinkedIn

The major distinction between traditional marketing and guerilla marketing is that guerilla marketing uses creative unconventional tactics for a narrower purpose. A job search could benefit from these tactics but it requires some extra courage, confidence and creativity. If you have a strong desire to work for a particular company and your social media profile is up-to-date, this or something like it could be the answer.

- ▶ **Reach for the top** - Join a target company's LinkedIn group and make it your goal to connect with the president, vice presidents and managers. Join other company related groups. Use the LinkedIn "Send InMail" and "Get introduced by a connection" functions liberally. Being a group member enables connecting with other group members on LinkedIn without an introduction. Send a personal note and not the default one that is offered by LinkedIn. Request introductions from employees and move down the ladder and connect with as many people as possible. This part of the process can be accomplished in a week or two but may take longer.
- ▶ **Find your strongest links** - Once you have a sufficient network with many contacts, identify one or more sympathizers who are the most receptive to your quest. Make it clear that your goal is to learn about the company, culture and people in the hope of eventually working there. Also connect with relevant 2nd level contacts in or outside of the company. Thank all of the contacts for connecting with you with a nice personalized note (not the default one).
- ▶ **Have some fun** - Get some business cards printed with the heading, "Hopeful future employee of XYZ Company". These are available for under \$10. Hand writing the note on them can work too, but having them printed will have more impact. Make sure to put the link to your resume website on them.

Now, ask to meet face-to-face even if for only 2 minutes. There are lots reasons to offer such as:

- To drop off a business card and resume and see what the workplace is like
- Just to meet and put a face to the profile
- To view the facility and get the feel of the environment
- You're in the neighborhood and would like to shake hands
- You are researching the company and thought it would be helpful to see it

Bring your business cards and the list of your contacts with resumes and try to meet with as many as possible if only to say hello. If the environment is business casual, try to fit in and do not wear an interview suit. Send a hand written thank you to everyone you met with your business card if you have one.

- ▶ **Follow through** - Most people skip or short change this critical stage. Add a discussion to a LinkedIn group about how impressed you were with the facility and company and how much you would like to work there. Send a note to the president or vice presidents telling them how nice it was to visit their place of business and meet their people. Follow up every week or so to see if there were any openings that you may be qualified for but be careful not to be labeled a stalker. Email is less intrusive but a phone call is more personal. This may be out of your comfort zone but repetition is necessary.
- ▶ **Keep it going & growing** - You will eventually get a formal interview. Here are a few things to consider when using this or any similar strategy:
  - The ball is always in your court, so do not expect or wait for a response. Initiate contact.
  - End every communication asking for other referrals of other people who could be helpful.
  - Be a namedropper in all of your communications. Use formal titles, Mr. Ms., etc.
  - Never apologize. You offer something of value.
  - Be concise. Use the fewest number of words you can in your communications.
  - Make it personal. Be friendly and upbeat. Be thankful. Follow up.
  - Don't quit prematurely. Getting your dream job takes a lot more these days than sending resumes out hoping for a response.