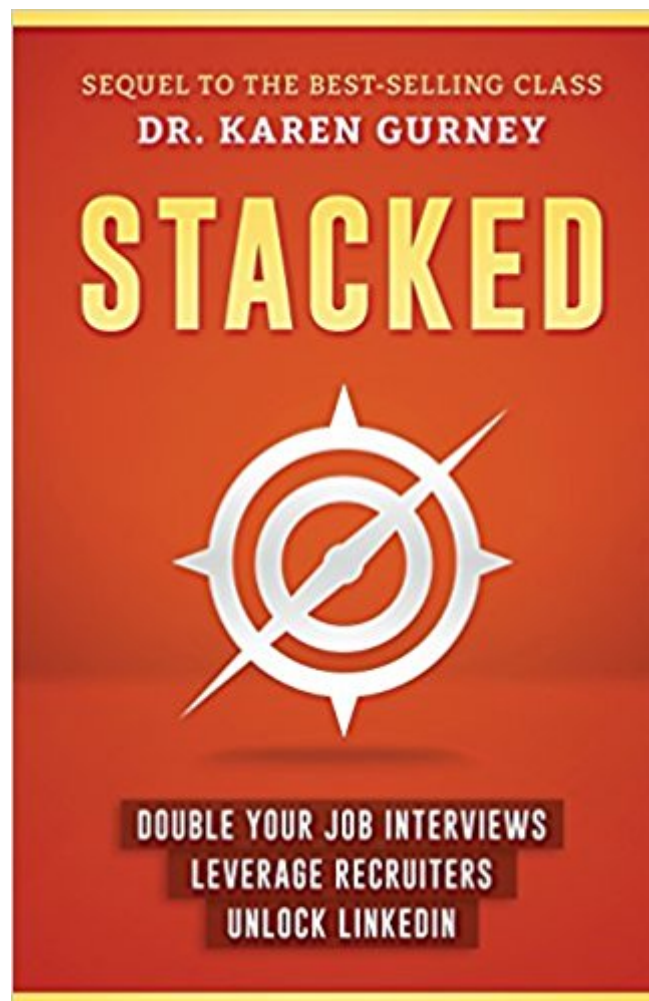




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Stacked: Double Your Job Interviews, Leverage Recruiters, Unlock LinkedIn



Synopsis

Now Book Comes with Bonus Online Class & Templates! If you are a busy professional that is seeking to get calls for jobs without applying by tapping recruiters -- then you want this book. My Story and Why This Book is for You I have been working in the recruiting industry as an Executive Search Consultant and Career Coach since 2004, but something happened in 2015 that completely changed how I worked, literally overnight. A Digital Marketing Manager came to me as a client after failing to get a job. He had searched for a year and could barely get a call for a job interview. Before I started his job search campaign, I checked his LinkedIn.com profile to make sure it looked good. His LinkedIn profile was absolutely horrifying. The picture was a selfie that looked like a mugshot following a police interrogation. His profile had too much information that was irrelevant to his goals, his headline was meaningless, and he only had 24 connections. There was no way I could position someone that was supposed to be an expert in digital marketing with this repellent LinkedIn profile. My client was absolutely desperate for job. He was a nice guy and a good job candidate with a lot of related experience. I used to just give online profile tips but I knew time was of the essence and I needed to take control of his online image immediately. I got his logins for LinkedIn and other online job boards to re-align everything. Within 48 hours he had over 300 LinkedIn connections and one job interview. By the end of the week, he had four job interviews and had hit the 500+ connection mark and **He had not applied for a single job! Not one!** All the job interviews he got were from his online profiles. This method is now the core of my career coaching practice. So what is the secret? It is just one phrase: Keyword-stacking. Once you learn how to keyword-stack your profiles, you will get calls too. **What You Will Be Able to Do After This Book** Have recruiters come straight to you for great jobs Get calls for jobs without applying Tap unadvertised jobs in the hidden job market **BONUS: You Also Get FREE access to my \$200 Award-winning Class which includes** My copyrighted Core-3 career assessment Fill-in-the-blank interview preparation scripts Salary negotiation scripts and so much more! Reviews from my 5-Star Online Course "The best course I've ever been on. If ever there was a course that you need to go on then it is this. I am very qualified but wasn't getting the phone calls for jobs because my strategy was totally wrong...If you want to get the hits then get the course! by Keith McClean "Concise, efficient, effective. With amazingly helpful downloadable content (just copy and paste into document)Generates results, works for every industry and all job levels. by Kevin Massabni, **ABOUT THE AUTHOR** Dr. Karen Gurney was born, raised, and lives in Cleveland Ohio with her husband, two Goldendoodles, and a Papillon. As a

Clevelander, she grew up living with the decline and rebirth of a city that displaced countless professionals and families. This fostered her interest in urban economics, workforce development, and job markets resulting in her unique market-based strategies. Karen has 20 years of combined experience in executive search consulting, career coaching, and human resources. As the Director of Strategic Development of Career IQ, she leverages a Doctorate in Economic and Workforce Development and a Masters in Business Administration. Dr. Gurney's work has been featured on major U.S. news networks and she currently has eight online classes that teach career and business strategies in over 100 countries assisting over 8,000 students in their career pursuits. Scroll Up and Buy Today

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Dr. Karen Gurney was born, raised, and lives in Cleveland Ohio with her husband, two Goldendoodles, and a Papillon. As a Clevelander, she grew up living through the death of a

city. This fostered her interest in urban economic development and why places grow, die, and are re-born and what the people that live there can do about it. Your author loves economies. One of the greatest joys of coaching across the nation (and even the world) is to understand the job market that creates the demand for her clients' background. For instance, there has been a huge out-migration of jobs from the expensive Northern California market to places like Chicago or Houston where the labor pool is highly trained, less expensive, and more central to serving the country. This background has created her unique market-based strategy for career coaching. Karen has 20 years of combined experience in executive search consulting, career coaching, and human resources. As the Director of Strategic Development of Career IQ, she leverages a Doctorate in Economic and Workforce Development and a Masters in Business Administration. Dr. Gurney's work has been featured on major U.S. news networks and she currently has eight online classes that teach career and business strategies in over 100 countries assisting over 8,000 students in their career pursuits. To learn about Karen's workshops, keynotes, and consulting visit www.karengurney.com or connect on LinkedIn. --This text refers to an alternate Paperback edition.

I didn't understand the book title at first..STACKED. then the more I read it the more I understood it was a perfect title this was stacking all the knowledge in your favor and leveraging that knowledge for everything from job search, career selection, presenting yourself to companies not even currently advertising so you come to the top of their online searches. Showing potential employers how you are a great fit for their open positions and they call you, not the other way. An empowering text on getting the career you want at the pay you want written in a comforting style of a talk with a knowledgeable friend or mentor. Dr. Karen Gurney is truly an expert in this field and isn't holding back any of the wisdom she has learned over the years but this text is also current with changes to online services like LinkedIn, indeed and others that explains how to use those features I never knew existed and how they have changed in recent updates. Even better she gives access to her video online library of explanations and even includes invites to her online courses. This is the best financial buy I have made in years.

I decided it is time to switch jobs so I got a few "interview" books to get myself ready. The author worked in recruiting industry for 13 years. The book was quite helpful to me as I found a number of useful suggestions. I do not agree with everything in the book. The author states that working with recruiters (rather than your own connections) is the first and the best option a candidate has. Since

the author is a recruiter she might have her own bias in this area, but this is something each person can decide on his or her own. A company pays a recruiter about 20% of the candidate salary and they typically pay much less or nothing for an internal referral. In an addition an internal referral is a reference from someone they already know and trust. I consider my own connections as the first and the best option with recruiters being a second option. If someone does not have a lot of connections then the picture changes. Other than this one area where I disagreed I thought the advice was excellent. I liked knowing what motivates and de-motivates recruiters from one of the flock. I liked the author's advice on removing the objective section and replacing it with a summary which is customized for each company highlighting the three skills you have from a specific job description posted by that company. The book includes templates for cover letters and thank you letters that I liked. Ali Julia review

Dr. Gurney's works are informative and inspiring at the same time! Even with an MBA and a moderately impressive resume for my age, I was having a hard time finding a meaningful, promising career. After going through Dr. Gurney's online course and reading her material, I executed on the steps that she's laid out and I've finally found a company that I absolutely love! Seriously... I owe a lot to this inspiring woman.

This book has great advice for interviewing. And for people in the tech field that get cold, recruiter calls every day. So why the low review? Because this book has little to help you double the number of interview you get. The linkedin section is very weak. If it was titled, "how to get past phone screens and double your job offers..." I would have given it a higher review. The title is misleading. That said, it's a great book for getting past the phone screen.

On a budget, strapped for time and looking to leverage your search for employment? This book here, is for you. The writing style is conversational so its an easy read and it is filled with exercises that make the advice doled out actually implementable. The author's coaching experience is evident and pretty valuable (especially at the price of the book) in sections such as "common phone screen interview questions". The focus on L***** might tempt one to conclude that the author is somehow affiliated with that platform but a quick search reveals no conflicts of interest. Suffice to say by the end of the book I was convinced enough to actually retrieve the password for my profile on that site, long created and since forgotten.

I've been aggravated by the job hunt for a long time. Often I'd apply online for a position that I seemed perfect for and would never even get so much as a phone call acknowledging my resume. I'm not the only one who feels this way, lots of job seekers have experienced the same thing. When I finally found this book, it was a game changer. Dr. Gurney has a meticulous understanding of the recruiting process, particularly how applicant databases for many companies work. There's a reason your resume isn't getting noticed - many of the traditional things we do on our resumes prevent them from turning up during a recruiter search. After some heavy adjusting, I began submitting my resume and immediately started to get calls, even for positions I didn't feel fully qualified for. If you feel like you're spinning your wheels and going nowhere, take a few days with this book - that's all it takes to turn things around!

Dr. Gurney was my career coach during a job transition and I'm glad she has taken the time to document her methodology - which was successful for me. The risk during job transition isn't not finding a job - it's accepting the wrong job and ending up right where you were. If you are under-employed, unemployed, or just not happy in your current work this book will get you going.

What is great about Dr. Gurney's work is that works at any level of your professional trajectory. Thanks to her expert coaching, I got an internship, my first job at a local company - being a recent graduate - and just few months ago, I made a career move that not only got me into a multinational company but in a different, better remunerated field. I encourage to read her book. Her advise is on point and effective!

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