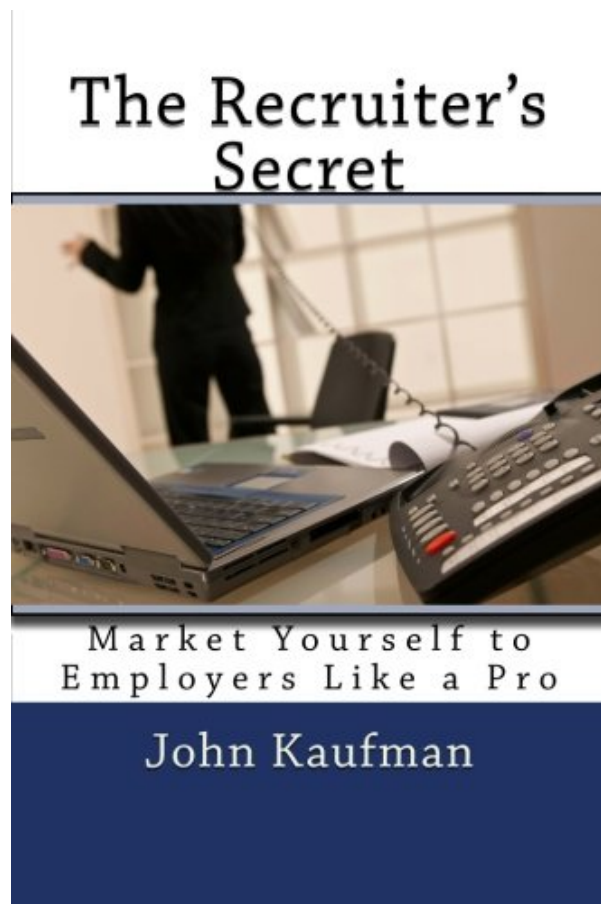


THE RECRUITER'S SECRET: MARKET YOURSELF TO EMPLOYERS LIKE A PRO

BY JOHN P KAUFMAN



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About the Author

John Kaufman is currently President of Nexmation, LLC. a national Recruiting Agency headquartered in Cleveland, OH. He has been involved in consulting recruiting and staffing since the late 1990's. His start in IT consulting came during the rush to ready systems for Y2K, when he used his extensive network of contacts to provide Recruiting & Staffing services for other consulting companies that couldn't locate contractors to work on large scale complex projects. Later his first IT consulting company transformed into a nationally known web hosting company that maintained 100% compounded annual sales growth for 10 years before being sold to private investors. John recruited, hired, managed, and fired IT executives, salesmen, customer service specialists, and technical personnel like developers, and networking specialist that worked to maintain his company's growth. This gives him a unique insight into what works and what doesn't in a job search. He knows what gets a successful employer's attention and what doesn't. John is a nationally recognized recruiting expert, quoted by Smart Money, Harvard Kennedy School, Cincinnati Enquirer, and others.

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Most people do the same things when they are looking for a job • Apply to advertised Jobs • Send resume's to recruiters and agencies • Wait for something to happen Through my conversations with jobseekers I have learned that • The average jobseeker can send over 100 applications for each phone screen they receive from an employer. • It takes up to 5 phone screens to land a face to face interview • It takes up to 10 face to face interviews to land a job • That's a total of 1,000 applications sent out before you land the job you are looking for • An average of 6 months to 1 yr to land a same level to better level position What if I told you that you can reduce the time to get a better job to weeks instead of months or years? I'll show you how in The Recruiter's Secret

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