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**To all FRUSTRATED job hunters:**

## **"Are you feeling frustrated and demoralised in your job hunt?"**

I can't give you a job. But I can introduce you to smart tactics you can use to bash through what may feel like a brick wall right now. In this article I'll tell you the 2 likely reasons your job hunting "luck" has dried up; and exactly what you can do about it.

Controversial Insights from me Gerard le Roux, "Rebel Recruiter", Job Hunter's "Freedom Fighter", Professional CV Writer, Job Search Coach and Author of "Job Search FAST TRACK - DYNAMITE for Job Hunters"

[Also look out for the FREE offer lower on the page.]

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## **2 Reasons Your Job Hunting "Luck" Has Dried Up – and What Exactly You Can Do About It Now.**

From the Desk of Gerard le Roux, April 2011

A job hunt can be frustrating and demoralising. You spend hours applying for jobs online, you buy every newspaper, you send your CV to employment agencies.

And you get ... nothing! There's just this 'deathly' silence. You're losing confidence. You're angry at recruiters (who never get back to you). You're confused. And you don't know what to do to turn it around.

This page however contains what you need to finally - with a bit of 'smart' 'guerrilla'-style preparation of course - 'unblock the pipes' on your job hunt and 'open the tap' wide so you have a gushing stream of interviews that lead to job offers.

**A job hunt can be  
frustrating,  
demoralising**

Now immediately you may say, "rubbish!" in your best cynical tone to my "gushing stream of interviews" claim. So, would you like to know why I can confidently make that promise? Okay, lets analyse the reasons behind your job interview 'drought'.

### **The 2 Reasons You're Luck Has Dried Up**

**Reason #1** is of course the economy. Things are tough. Let's be real. More people are competing for fewer jobs. Companies are in survival mode. New projects have been shelved. There have been scale downs. Clearly this is a problem for all job hunters.

**Things are tough,  
let's be real. More  
people than jobs**

And there's little to be done about it. All I can say is this: the 'market' is a very, very dynamic place - even in a slow-down there's a lot happening all over the place. Companies are opening. Changing. People are moving, hey, even dying. Millions of business are running every day. Millions. Billions of Rands, Dollars and Pounds are changing hands every day, right here in South Africa.

So, are there still opportunities out there for smart job hunters? Sure there are. Do you have to work hard to find them and land them? Do you have to be flexible? Yes you do.

And that leads to "**Reason #2**" of why your luck has dried up.

My 13 years' job market and recruitment experience has taught me ... that ...

**... most job hunters are just terrible at marketing themselves.**

And that probably includes you. In my 13 year long analysis and observation of the job market and job hunter's activity and efforts, I've noticed the following:

- Job hunters spend 90% of their time on job hunting methods that don't work
- Their CVs all look the same, with nothing fresh and nothing that sells them
- Their CVs and cover letters show no savvy of how they really get read
- Their entire approach is mostly passive - send out CVs, then wait and hope
- In interviews they just sit and wait to be sunk by tough questions, they don't sell
- They are scared of and don't know how to take a direct, bold approach
- They believe recruiters are there to help them
- They don't follow up
- They spend only 10% of their time on the most effective job search methods
- They do nothing different or better than the next guy

**Most job hunters  
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themselves**

And all this, when put together, leads to a l-o-n-g, d-e-m-o-r-a-l-i-s-i-n-g job hunt - otherwise known as "bad luck" or a dry, searing, agony of a job interview drought that leaves you shrivelled.

## **What You Need to Do - NOW - About It**

The good news is that the mistakes mentioned in the list above are not a train smash! They can be fixed. Pretty easily actually. And FAST. In fact within a day or two you are going to have this problem solved, using what I give you ... BUT ONLY IF ... you're willing to take a fresh approach.

Why can I be so confident? Because there are two factors that are key to your success.

**1) You taking action.** And an 'action taker' is probably exactly the kind of person you are. In fact feeling the way you do - a bit helpless or paralysed - is not 'you' at all. At work you take action.

In your life, you're probably someone who makes things happen. You're not passive. Right?

And if you are a more passive type, well, there's nothing like a crisis to move one to action! Looming unemployment, repossession, having to move back in with one's parents – these are excellent motivators!

Okay so then all that's missing is ....

**2) Knowing exactly what to do.** Yes, you may not know just what to do differently.

You may be wondering:

- How do I differentiate myself - in my CV, cover letters, job interviews?
- What other approaches can I take when agencies and job sites aren't working?
- What can I say and write to "sell" my skills without coming across all boastful?
- How can I find a job without using recruiters and job websites!?
- How can I use recruiters and job websites so they work better for me?
- What clever tactics can I use to get the edge?
- What job hunting methods are best to use? And how do I use them?

**Within a day or two you can have this fixed**

You need the answers to these questions.

So why am I so confident that you can beat this job search frustration and stalemate? Because I'm going to equip you and you're going to take action.

## **Consider This**

Consider this: if you had the answers to the above questions, if you had step-by-step, expert guidance, with all necessary examples, templates, explanations, scripts and instructions and you used them in your job search, what would happen?

It's simple:

**You'd get more job interviews, better job interviews and more job offers.**

With the right guidance you would make that happen. You can make it happen.

And just imagine ... presenting to your wife or husband 3 job offers, and asking,

*"so what do you think, which one should I take?"*

Or telling an employment agent,

*"thanks for your help, but I got 3 job offers via other channels, so please take me off your books, I'm no longer available."*

**Knowing what to do and taking action will lead to more job offers**

Or starting out in a new career or job where you can't wait to get to work each day?

That's what could happen. But only if ... you had the tools and knowledge to help you go **on the attack** in your job hunt: **on the attack** in your CV; **on the attack** in your cover letters; **on the attack** with how you find employers; **on the attack** in how you handle interviews; and **on the attack** with fresh, creative, even audacious job search tactics.

So, to help you go "on the attack", let me introduce you to ...

## **A Hard Hitting New Guide That is DYNAMITE for Your Job Hunt**

To give you what you need to go on the attack in your job hunt - I've written a practical, aggressive, hard hitting new learning programme. It's called ***Job Search FAST TRACK - DYNAMITE for Job Hunters***.

And besides the hundreds of "light-bulb" ideas, it contains a job search process that CANNOT FAIL when you put it to work energetically.

**"I give you the DYNAMITE you need to make a quick breakthrough"**

In the programme I debunk job market myths; you get step-by-step instructions; you get scripts, you get examples; and you get powerful employer influencing techniques that I've developed over years of research. In short, the book provides you with the practical, easy-to-apply guidelines that are just dynamite for your job hunt.

**"In it I reveal a job hunting process that cannot fail"**

Here's a quick overview of what's inside:

**Part 1** is free to you right now - and it's about understanding 12 cornerstone principles of the job market. Just try to operate outside of these principles and see how you come unstuck mentally, emotionally, financially. But work with them, and see how you turn things around and start getting quick results.

### **- Part 1 is FREE to You NOW -**

If you haven't already got it, get Part 1 - a stand alone, practical 13 part course (it's even got homework!) with the title, ***"12 Breakthrough Job Search Secrets - End Your Stalled and Frustrating Job Search Now!"*** free by just sending an e-mail to this e-mail address: [12jss@getresponse.com](mailto:12jss@getresponse.com) Do it now. Then check your inbox.

**Part 2** will guide you step-by-step through 9 job search preparation steps that WILL make you stand out. I guarantee that the problem of getting *'lost in the crowd'* will be solved.

You will be helped to find your right job/career direction and help you figure out why an employer should hire you. And then you'll be introduced to some huge job hunting innovations and tools that 1) you will have never seen anywhere before; and 2) will knock employers socks off, no-one will impress them like you do.

One of these is a single addition to your CV that will transform it into a hard hitting sales tool for you - EVEN IF your CV is old-style.

I also coach you in a marketing technique used by the likes of Nike. When you apply the technique to your job hunt, it'll help you dominate your market, they way Nike does theirs (this applies to everyone - whether you're a CEO or a factory worker, seriously!)

**Part 3** is all about how to find employers and make them want you. It provides deep insights on the smart tactics you can use with employment agencies, job websites, Facebook, LinkedIn and on how to build what I call an "army of helpers".

I outline a plan to you that means you'll be spending your time on what really works, with very much more power and effect than ever before.

I give you exactly what you need to do it all - even if you've never done it before - so the inevitable result is **multiple interviews and multiple job offers**.

**You'll have the dynamite ideas and tactics to make the breakthrough**

**Part 4** focuses on job interviews. It's a section I loved writing, because interviews are tough. I've revealed in it some of the secrets to feeling comfortable and confident - and none of it has to do with fancy body language or 'smarty-pants' answers to tough questions.

And I also will introduce you to a breakthrough new interviewing method that will open a new chapter in your job interview success.

So while you may be facing a brick wall in your job hunt - I'm going to give you the DYNAMITE ideas and tactics to make the breakthrough you need so badly.

**Job Search FAST TRACK - DYNAMITE for Job Hunters** is now available to you.

It's available ONLY via my exclusive **Career & Success INNER CIRCLE**. It's a serious online community of people dedicated to succeeding in their careers, jobs and life. And notably, they're tired of relying on others for results (like personnel agents, recruiters, etc) – they want to make things happen for themselves. They want 'guerrilla style' tactics. And that's what they get in the Career & Success INNER CIRCLE.

Having ... *"5 interviews next week, 5 the following week and multiple job offers at higher pay"* ... will now be possible. And you'll make a bigger splash at those interviews than ever before. And ... because I consider myself a Job Hunter's "FREEDOM FIGHTER" - working to make you aware that you have more freedom and options for finding work than you think, I GUARANTEE your results.

As a member of the INNER CIRCLE you get:

**An 11 step "Get a Job Fast: 2011" strategy** I'll coach you through my 'fast start' job search strategy. If you need a job and nothing's working for you, then this is what you need. It's your guide to the FAST TRACK programme ahead.

**"12 Job Search Secrets - End Your Stalled and Frustrating Job Search Now."**  
It's a course that contains key principles to form the firm, effective foundation for your job hunt.

**"6 Secrets to Staying Strong When You Face the Job Hunting Fire"**  
This guide will help you get and remain strong and confident despite the draining effects of a job hunt.

**The full "Job Search FAST TRACK - DYNAMITE for Job Hunters" Guide**  
This is the core of the programme and contains the guerrilla tactics that will result in multiple job interviews and multiple job offers. Guaranteed.

Here's what some have said:

*"You want to best job? You want to get your head in the right space to get that job? You want to get rid of your fears and demonstrate that you are the best person for the job?"*

*"Gerard demonstrates his in-depth understanding of the human psyche in his candid yet sensitive approach to the daunting task of finding a new job. You can trust Gerard's advice - his is a master in his field"*

- Wim G

*"Just signed and sealed my new job. After a year of struggling I followed Gerard's strategy and landed an awesome position. I went in to the interview with all that he had told me and cracked it. He sure knows what he is doing."*

-Hayden C

*"Your manual kept me focused and moving forward and gave me an anchor through the job searching time. For that I will be eternally grateful. I have sent the link to many other job hunters, Church support groups etc because it helped me such a lot. Thanks Gerard."*

-Dr B C

*"Gerard's approach is much more than just a strategy and new approach. It is a life changing event which has the potential to lead to a whole new world."*

-Nada O

But the **Job Search FAST TRACK – DYNAMITE for Job Hunters** programme is not all you get as an INNER CIRCLE member.

You **ALSO** get:

**"Break-YOU-Out: 2011"** An 8 point guide with support materials designed to get you feeling more excited and motivated in your work and life. The plan I'll be teaching you is based on a 30 year old guidebook. In the words of one student: *"by following the step by step process I have reached goals in my life that I had thought were impossible."*

**A 10 point "Get Ahead at Work: 2011" strategy** You'll know exactly what to do and how to do it in order to build your 'brand' at work, showcase your value, get the best out of your team and get on with your superiors, so that you become more 'in demand' than you've ever been.

There's even **MORE**:

**Free copies** of some of the leading and best selling self-improvement literature ever published (digital copies, pdf format):

- Think and Grow Rich – Napoleon Hill
- You Were Born Rich – Bob Proctor
- The Art of Money Getting – PT Barnum
- How to Win Friends and Influence People – Dale Carnegie
- Notes from a Friend – Anthony Robbins
- As a Man Thinketh – James Allen
- Wishcraft, how to get what you really want – Barbara Sher
- The Power of Concentration – Theron Q Dumont
- ... plus many more.

And finally ...

**A subscription to the Career & Success coaching program.** It means you'll have daily prods and pointers directing you to the methods, ideas, inspiration and practices that lead inevitably to success in your job and life.\*

I use videos, audio, text, pictures to teach, and I draw lessons from daily life, from experts in the field of job hunting, careers, business, health and wellness, goal setting, motivation and achievement.

*[\* This coaching program is actually the 'secret key' to the entire INNER CIRCLE. Starting something is easy. It's the keeping it going that's incredibly hard. It's the stopping that's the problem, the not seeing it through.*

*So my 'like clockwork' following up with you demands that you keep yourself on track or get back on track and continue to where you want to go.]*

Membership to the INNER CIRCLE is R500.

If it doesn't help you get the results you're looking for (and you've put in reasonable effort) within 90 days I'll give you your money back.

See the order form on the next page.

**>> Print out and Complete the Next Page <<**

# Career & Success | INNER CIRCLE

Hosted by Gerard le Roux

## APPLICATION FORM

### Avoid a Long Demoralising Job Hunt Now

The Career & Success INNER CIRCLE is a members only web site. It offers exclusive access to step-by-step guides that will help you 'bash down the door' in your life and career.

Hosted by Gerard le Roux – who has appeared on 702, Cape Talk 567, SAfm, and in Financial Mail, The Star and Cape Argus – the INNER CIRCLE carries fresh ideas and strategies gathered from the world's leading experts in answer to the following questions:

- I can't find a job, I'm frustrated. What can I do differently?
- How can I get motivated, perform better at work and in life?
- How do I advance, get paid more and get promoted at work?

As an INNER CIRCLE member you will have the know-how and support you need.

You'll immediately get the following:

1) The "Get a Job Fast Start" guide and the entire Job Search FAST TRACK – DYNAMITE for Job Hunters Programme; 2) the "Break-YOU-Out" 8 step guide to figuring out what you want and how to achieve it; 3) the "Get Ahead at Work: 2011" guide to making advancement at work, starting today; 4) the Library of famous improvement books; and 5) a subscription to the Career & Success coaching programme.

Please complete the application form below and e-mail it to [gerard@jobsearching.co.za](mailto:gerard@jobsearching.co.za) or fax it to 086 6512 455.

Full Name : \_\_\_\_\_

E-Mail Address : \_\_\_\_\_

Landline Phone : \_\_\_\_\_

Mobile Phone : \_\_\_\_\_

What's the most pressing question about your life and career right now?

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Membership is **R500**. This gives you a one year membership • So, make the payment (EFT, deposit) • fax/e-mail this form and confirmation back • then I'll register you and send your login details.

Bank Details : Standard Bank | Branch: 025109  
Account Holder: G le Roux  
Account #: 072 591 498

If you'd prefer to pay by **credit card** or would like smaller multiple payments, please contact me directly at [gerard@jobsearching.co.za](mailto:gerard@jobsearching.co.za)

**[Uncertain about something? Call me personally on 083 744 5454. Gerard.]**

*When you look back at 2011 ... what do you want to see?*

*Will you keep on doing things the same old way ... with the same disappointing results?*

*Will you be the helpless victim ... or do you choose to own your results, your life, your career?*

*My job search advice has one aim: to help you get more job offers, fast.*

Personal Note:

## **My Story and Why I Believe "Job Search FAST TRACK - DYNAMITE for Job Hunters" can Help You**

During the late 90's I went through a severe career crisis and change. It was hard. Things turned around though, and after that I worked as a corporate recruiter with clients such as Deloitte, Shell, Caltex, Pick 'n Pay, Old Mutual, Sanlam and many others.

But always, my passion was to help the job hunter be more effective. I always felt there were better - more powerful - ways of getting a job one loves. And I understood from pretty much day 1 in the employment agency environment, that my job as a recruiter was strangely NOT really to help the job seeker.

So in 2003 I quit the employment agency, told my boss what I thought of her and founded the Job Search Clinic and my CV writing practice WOW!CV.

Since then my job search advice has been published on employment focussed websites like Career Junction, PNet and IOL.

It's also appeared in the 'papers such as The Star, Financial Mail, The Cape Argus and Business Day; and I've featured on Radio 702, Cape Talk 567, Kaya FM and SAfm.

It's my job to help job hunters, to provide you with the tactics, ideas, inspiration and information that'll help you sweep away the frustration, re-start your job hunt and gear it for much better, quicker results - more job interviews and more job offers!

None of the ideas are "average". And Job Search FAST TRACK is NOT a 'general' guide to job hunting. It's about what you need to know and do - now - to get more job interviews and job offers.

And I guarantee that's what you'll get.

Join my Career & Success INNER CIRCLE now.

Regards,

***Gerard le Roux***

PS You can contact me directly via e-mail on gerard [at] jobsearching.co.za, I'll be glad to answer any questions you have. Or I'm available on 083 744 5454 – although please keep it to office hours!