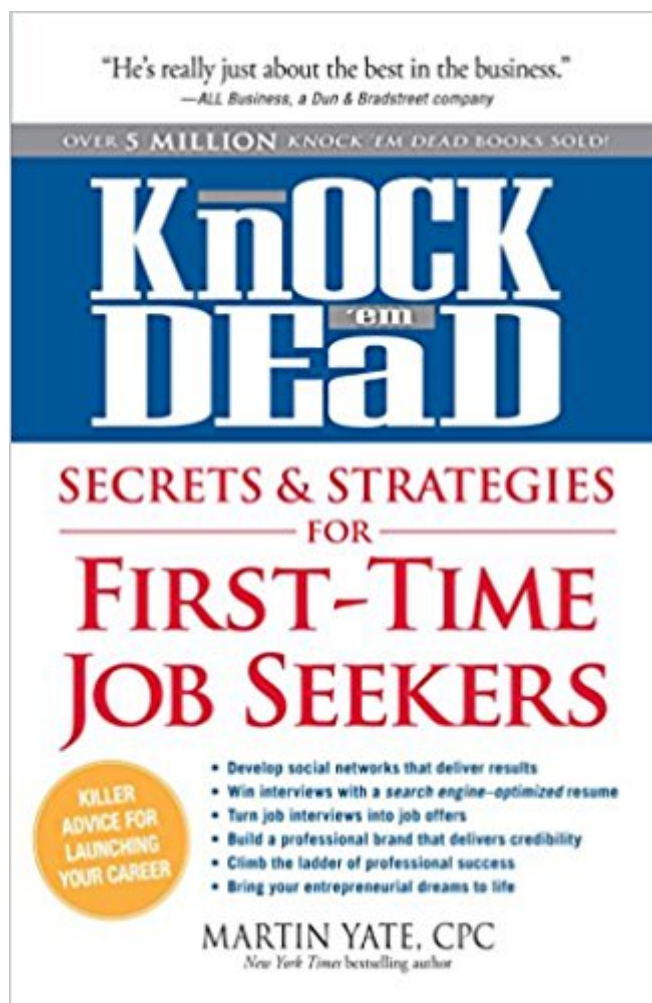


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# Knock 'em Dead Secrets & Strategies For First-Time Job Seekers



## Synopsis

Live life on your terms! It's tough landing your first job out of school and starting that climb up the ladder of success in such an uncertain world. In *Knock 'em Dead: Secrets & Strategies*, you will learn how to get what you want out of life: Make sense of the world of work. Develop a life plan that puts you in control. Complete your job search in record time. Start on the right foot and win promotions. Never be unemployed--always have income. Gain access to the corporate inner circle. Weave your dreams into long-term success. You can score the job you want and learn to survive and prosper over the long haul of your career, no matter what's happening with the economy. *Knock 'em Dead: Secrets & Strategies* is a blueprint for acing the rules of success and then living life on your terms!

## Book Information

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## Customer Reviews

"Required reading."-[Library Journal](#) "Excellent tips on how to answer potential clangers."-[Cosmopolitan](#) "He's really just about the best in the business."-ALL Business, Dunn & Bradstreet "No job hunter can afford to bypass the *Knock 'em Dead* books."-Tony Lee Wall Street Journal "I truly respect Martin Yate's work. His *Knock 'em Dead* job search books have set a standard for clear and effective advice."-Amy Lindgren, Atlanta Journal-Constitution "Martin is brilliant when it comes to his depth and breadth of expertise, he stands above the rest when it comes to his knowledge of career issues."-Chris

Duncan, Director - Customer Operations, CareerBuilder.com "[Yate's] new approach walks readers through their first job search, providing a unique blueprint for smart career management strategies that will help them live the life they want." - ExecutiveCareerBrand.com "I truly respect Martin Yate's work. His Knock 'Em Dead job search books have set a standard for clear and effective advice.... In this guide for new workers, he adds useful chapters on career management and job changing, with illuminating quotes from a panel of 40+ career experts." - Atlanta Journal-Constitution "Knock'em Dead Secrets & Strategies for First-Time Job Seekers... provides a wealth of information and insight regarding how to make one's resume discoverable in databases, how to build and leverage social networks, and how to turn job interviews into job offers, among other related topics. This would make a great gift for any young person graduating from college this month." - Bookviews.com

New York Times bestseller Martin Yate is the author of Knock Em Dead - Secrets & Strategies for First-Time Job Seekers along with 16 other resume, job search, networking and career management books. His work is collectively published in some 63 foreign language editions. Martin Yate CPC has helped millions of people get their lives on track and achieve greater control over their professional destinies in an uncertain professional world. Extremely knowledgeable, he takes real joy in helping people get on track and achieve their goals. As Dun & Bradstreet says, "He's just about the best in the business."

While reading Knock `Em Dead I looked around a few times to see if author Martin Yate was perhaps peering through my living room window to see my reaction. It really felt like he was talking to me, singling me out. How could he know how I rationalize things as a recruiter who actually is the business of getting people hired? "You didn't come to this book for a good time; you came because you need to take your first steps into the working world." Knock `Em Dead is a most unusual, well-organized, "keep it real" book about what it takes to become indispensable as a first time, a military servicemember leaving the military or any job seeker for that matter, in today's economy. We must make choices and take action to "chart our own paths" and add value that others do not in managing our careers. We cannot wait for a boss or a job description to tell us what to do; rather we must just take the initiative ourselves. Only then can we become indispensable "Knock `Em Dead Success stories" rather than replaceable "cogs." There are so many fantastic quotes in the book too. The chapters in this book are each broken down into short segments with great headlines that summarize them. Yate uses special vocabulary words to describe the many factors that go into becoming a successful job seeker. These words have unique meanings in the context in which they

are used."You came to this book because you're savvy enough to know that transitioning from school to work and then navigating the twists and turns of a professional career, require more than a hope and a prayer."You'll never be bewildered or bored while reading Knock `Em Dead. It will awaken a part of your brain that you may have never used before. It will make you take a deep look inside your thoughts, patterns and habits and oblige you to realize there are things you can change right now to become more of a success, embark on a true "Core Career." In fact, you may find yourself sliding down in your chair a bit while reading, like I did. But that's okay; it's part of the learning process."A lot of career management advice to date tells you to find your passion, find your bliss, find something you love, and stick with it until you achieve success. This message gets lots of play because it tells people what they want to hear, but it is rarely practical, because coming out of school and crossing this last bridge into adulthood, your idea of bliss might not be a practical way to make a living."This is particularly true in the first chapter on page 23 entitled "Should You Follow Your Bliss?" Just this chapter alone is worth the price of the book. You've got to read it twice to really capture all it offers. Here you'll be faced with all the reasons why you're currently not as marketable as you could be - as you should be... Do you find yourself doing a lot of busy work (obsessive email checking, Tweeting, etc.) rather than taking action that really adds value? Martin shows how to make these things help your job search in the live and virtual worlds of LinkedIn, Facebook and Twitter.Yate will educate you on what it truly means to be a more effective networker. He'll tell you that If social networking was part of your up-all-night college days, go back and clean up your digital dirt; those pictures of you projectile vomiting on Spring Break might not represent the professional that you now need to portray in the most desirable light."Maybe you can't make money doing what you love (at least what you love right now) But I bet you can figure out what you can do to make money (if you choose wisely)."The only thing Martin Yate left out of his well-researched Knock `Em Dead book is that his principles can be applied not only to first time job seekers, but to those who are transitioning out of the military and also to those who are thinking about switching careers. Knock `Em Dead readers can be better professionals, friends and community members at large. They can be truly indispensable in many ways."In a competitive job market, you cannot rely exclusively on networking or, for that matter, any other single job search tool. I wish I could tell you the one true strategic tool that will find this all-important first job, but the fact is that they all work, and because you never know which one is going to deliver your first step on the ladder of success, you have to use them all."Ever read a career or job search book that is interesting while you're reading it, but two days after you have finished it, you cannot really remember the gist of what you read? Knock `Em Dead is not one of those books. This one will stay with you. There is nothing else

like it; it can change your future. That is, if you set those age old job search strategies that don't work aside and replace them with the true Knock 'Em Dead Job Seeker in you.

I have to start by admitting to being a Martin Yate fan. *Secrets & Strategies for First-Time Job Seekers* is a great addition to job search series. I stopped counting my years in the executive search and career management field quite a while ago but I could never count the number of times that I have recommended one the books in the Knock'Em Dead series. Over the years we have had a number of student interns passing through our office and as part of our program we require them to have a strong resume and planned approach to their first real job search. Everyone received a copy of the most recent Knock"Em Dead edition and some one on one coaching with members of our recruiting staff. Martin Yate has just brought it all together for the first time job seeker. I have read a huge number of the ponderous tomes on career planning and job change but Martin Yate has again demonstrated his ability to cut through the claptrap and get to the "simple" part of the keep it simple principle. I always hate to award all of the stars but this book earns each of it's stars.

Fantastic Read! This book covers everything a first-time job seekers needs to know to become successful when planning for their careers. It's engaging and witty and a must have read for every graduate. Let's face it, it's a technology-filled world, and it is changing every day. This generation of youth, that will be our future leaders, is intelligent and has grown up with the ever-changing technology in today's world. Here's their chance to put those skills to work for them. It covers planning, searching for jobs, and finding information on the companies they want to work for. It gets the job seeker fully prepared to conquer the world. From identifying their skill set, to researching the industry and the company they want to work for, getting their resume kit together, the interview, follow-up, and much, much, more. Most of these activities take place online in today's world, and it gives a first time job seeker a chance to put their social networking and technology skills to work for them. A couple of words they will come to know and love are TJD and transferrable skills. To top it off, Martin Yate's writing style is one that captivates readers, while putting a smile on their face as they read. It's definitely on my list for graduates this year. I'll be handing our future leaders their secret to success and it is priceless! We need to get our youth started off in the right direction and send them off to "Knock 'em Dead."

This really helped our first time job seeker. We also value it as parents who are not quite familiar with the "new" job market. If you want to help your recent high school, college or grad school

graduates - read this before making any other suggestions on their cover letters or resumes. It is very hard today for first time or any job seekers, this series of books is outstanding.

Without a doubt the best source of material like this on the planet. Mr Yate is the best author of books like this. I have all of his books written about job seekers ideas in my personal library and loan them out all the time. Often the books are never returned as the the information in them will remain true forever. I OFTEN OFFER MY FRIENDS REFUNDS IF THEY DO NOT FIND THEM GREAT INFORMATION HELPFUL. This offer is only for my fiends on a case by case basis. I have been reading his books for years- since the first edition of KNOCK 'EM DEAD CAME OUT.

Mr. Yate is an author and a humanitarian as not only did he fill this series of "Knock'em-Dead" books with timely bits of wisdom and years of experience/perspective, but he is responsive to people! I reached out to him to thank him for the books and a radio interview he did and he wrote back! As a matter of fact, he has responded three or four times out of concern for my state. So, in my mind he stands behind his product and while your experience may vary, I have enjoyed getting to know the man behind the books pretty well. ÆfÂçÃ â Æ â

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