

# NEXT JOB, BEST JOB

## *A Headhunter's 11 Strategies to Get Hired Now*

*Rob's brutally honest, compassionate advice shows you how to un-fire yourself and secure your next job with a whole new mindset – and a sharper set of tools.*

—Leah Weiss, PhD, Stanford University Lecturer; co-founder of Skylyte; author of *How We Work*

In today's post-pandemic economy and unpredictable job market, you can't rely on outdated job search strategies – or afford to wait.

In [\*\*NEXT JOB, BEST JOB: A Headhunter's 11 Strategies to Get Hired Now\*\*](#) (Citadel, June 29, 2021), **Rob Barnett** reinvents the career search with a proven process to land the right job fast. For anyone who has been *fired* or *furloughed*, the initial shock can easily turn into *fear*. With the right mindset and approach, Barnett argues, you can win the career you want and deserve – without delay.

Barnett reveals essential job-hunting strategies and pivotal steps for people out of work at any age and for others feeling uninspired in current roles:

- Choose a *North Star* to clearly communicate your career goals;
- Rebrand yourself with a unique resume, strategic LinkedIn profile, and killer cover letter;
- Zoom like a rock star;
- Score a perfect ten at a job interview, and
- Negotiate like a pro to land at *Yes*.

By adopting this process, you'll earn the work you were meant to do; sell yourself to any potential employer, and leverage your relationships to land the right job.

In **NEXT JOB, BEST JOB**, Barnett inspires readers with practical steps to overcome the emotional crush of a job loss. This book turns the pain of ghosting, discrimination and rejection into purpose, passion and renewed confidence.

With deep roots in broadcasting, digital entertainment and rock n' roll, Barnett knows first-hand the challenges of hiring and recruiting. He's led talented teams for more than four decades at media powerhouses including CBS, MTV and VH1. Today, as an advisor to thousands of job seekers and company leaders, he offers expert guidance as headhunter with a unique ability to speed up every search.

With a healthy dose of tough love, Barnett's humor, wisdom, compassion, and inspiration from rock legends like Bruce Springsteen, Keith Richards and David Bowie, **NEXT JOB, BEST JOB** empowers you to pivot from worrying to winning.

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#### **About the Author:**

**Rob Barnett** is a headhunter, management executive, author, podcaster, and entrepreneur. As founder of Rob Barnett Media, he has discovered, hired, and led hundreds of talented creators and executives in senior management roles at MTV, VH1, and Audible/Amazon. He was President of Programming at CBS Radio. A digital pioneer, he founded My Damn Channel, one of the first original online studios and networks. Representing diverse careers, companies, and opportunities, Rob's multi-platform content and no-nonsense approach inspires people to define and sell their best professional brand. Visit [RobBarnettMedia.com](http://RobBarnettMedia.com).

#### **About the Book:**

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\*-- Also available in e-book and audio, narrated by the author

**WHAT PEOPLE ARE SAYING ABOUT ‘NEXT JOB, BEST JOB’  
AND AUTHOR ROB BARNETT**

“*Next Job, Best Job* is a book for our time. Rob’s excellent advice enables us to banish the stress and anger we can feel when in-between jobs or just plain stuck. Instead, he shows us how to tap into purpose, passion, and power so we can take the first step on the path to more meaningful work. It’s time to choose the next best career move—this book shows us how.”

—**Annie McKee, PhD**, Senior Fellow and Director, PennCLO Executive Doctoral Program, Graduate School of Education, University of Pennsylvania

“No nonsense insights and instant impact. Rob distills everything he’s learned into actions you can take today to achieve your dream job.”

—**Sean Atkins**, Senior VP & Executive Dean, College of Business, Western Governors Univ.

“I couldn't think of a better ally and partner to have in your corner as you're navigating what's next.”

—**Bryan Thoensen**, Head of Content Partnerships, TikTok

“If you are looking for your next rock star opportunity, Rob Barnett is your man.”

—**Angela Bowers**, VP Global Instructor Talent Development at Peloton Interactive

“More than a recruiter, he’s a strategic career coach, and trusted advisor. Rob Barnett delivers big time. He is peerless.”

—**Reggie Williams**, SVP, Global Consumer Revenue Video, Condé Nast

“There is nobody as accomplished, caring, innovative, and reliable as Rob Barnett. His eye isn't where the puck is, but where it's going.”

—**Michael Gewirtzman**, Global Programming Director, *Advertising Week*

“It’s the ‘What Color is Your Parachute?’ of the new world of work.”

—**Ivana Taylor**, Books Editor, *Small Business Trends*; publisher, *DIYMarketers.com*

**A Conversation with Rob Barnett,  
Author of *Next Job, Best Job***

**1) Why is today's job market facing total transformation?**

All of our personal and professional lives were turned upside down. Most companies hiring now have too many candidates applying for every open job. You need a whole new game plan to market yourself, with your most compelling pitch about what you'll deliver as an agent of change in your first 100 days on the job.

**2) What search practices work best in this *new normal*?**

Forget about uploading cold resumes and standard cover letters. You have to do investigative work to find people who get you past the gatekeepers. You need direct contact with the top decision makers. Do more homework than any other candidate before the first interview. Pack the cover letter with more specifics about the company, and what you bring to the job now; don't just summarize your resume.

**3) How can anyone define their *North Star* (and identify their best opportunities)?**

We take every client through a three-step process to identify and pursue their true North Star. Life is too short to be wasted on the wrong path. The job you want in your heart is yours - if you possess the right superpowers to meet the requirements - and if you have enough evidence to prove you have the experience.

**4) What common mistakes do people make in their job searches?**

You've got to make your pitch less about your past, and more about the present and future needs of the company you pursue. Drop all the standard robotic language about your "proven track record of success" and your "dedicated history of excellence." Replace these typical mistakes with specific insights and responses that address the requirements in the job description. Instead of letting the company know you're "thrilled" and "excited about the opportunity," offer bold ideas to make sure you stand out.

**5) How can anyone sharpen their *résumé* or LinkedIn profile?**

Great oral and written communication skills are a given. Instead of stating the obvious, make sure your valuable resume real estate and LinkedIn profile shine brighter. Replace old fashioned *blah blah* with concise, specific achievements listed under each job. Position yourself clearly, with a career title that leaves no doubt what job you would fill.

This North Star on top of your resume and LinkedIn profile is much more important than your street address.

**6) What top survival tools do you recommend after a sudden job loss?**

The first step to getting the next, best job is to heal your pain with purpose. Sudden unemployment can create dangerous emotional and psychological suffering without critical survival tools. I recommend committing to a daily full schedule on your calendar to stay on track. Don't go it alone. Deputize people you trust to boost confidence, banish doubt, get your endorphins flowing, and cultivate the A-list contacts you need now.

**7) How can job seekers create a winning professional brand?**

The only person stopping you from successfully selling your best professional brand is you. Define your career title. Claim your North Star. During a job search, replace all personal posting with professional content that boosts your brand and builds your network.

**8) How can social media increase your hire-ability?**

It's highly likely that your next boss will be a human being. Therefore, it's equally likely that this person is on social media today - just like you. Imagine you have direct access and act accordingly. Be relevant, be smart, experienced, timely, interactive, professional, engaging and concise. Don't be weird, angry, boastful, petty, political, or all over the road. Stay in your lane and build a reliable professional voice.

**9) How can a job search *tribe* help its members?**

We've all experienced our fair share of isolation during COVID. Even in the best of times, a job search can become a painfully lonely place. Find a group of likeminded pros committed to regular weekly check-ins where you trade meaningful leads and contacts, refine each other's pitches, commit to staying sane, and socializing to stay human.

**10) What methods can reduce “ghosting” and increase response rates by employers?**

We teach our clients to be ghost killers by getting past the gatekeepers into direct contact with the ultimate decision makers. Hiring managers listen most to people they trust. Avoid the ice-cold chill of being ghosted. Replace the time you spend uploading cold resumes with making every direct connection possible with the boss: on social media, through mutual contacts, and with short unique emails containing valuable content. Don't ask for “informational interviews.” Wait until there's a real job posted, then pounce. Finally, create leverage with credible alternatives and ask for a response within a specific time frame.

**11) How can any candidate overcome ageism?**

Ageism is a prison. But you can make an immediate escape the minute you stop obsessing about the birthdate on your driver's license and start outshining every other job candidate. If you're psyched out by this elephant in the room, tame the elephant by letting the hiring manager know that you care about working for the best boss, at the right company within the budget they set. You're not worried about the job title; you're committed to proving you're the best person for the role. One more tip: be willing to tackle a homework assignment to show them what you've got.

**12) What tips can help score a perfect Zoom interview?**

Rehearse. Rehearse. Rehearse. Keep your answers tight and don't waste too many of your precious thirty minutes telling long stories about your past. Weave your answers into as many specific examples of what this company is doing now with proof that you've got the exact experience needed. Maintain excellent eye contact. Be prepared to ask compelling questions. Let the interviewer know you want to meet more people on the team, and will deliver whatever they need to keep the conversation going.

**13) How can any candidate negotiate their best deal for a new job?**

Early in the process, be sure to get the best intel on the real range the company has set for the base salary. Do all you can to create leverage before an offer arrives. You need other options to make the best deal. If you've only got one offer, no job, and no other prospects - make sure you know your number. Determine the lowest base salary you're willing to accept and negotiate the best overall package with benefits and an incentive bonus if possible.

**14) What can anyone start doing today to optimize their job search?**

Pick the best path and create a targeted job search that stays focused on the roles that you are most qualified to fill. Hiring managers want verified proof much more than transferrable skills.

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