



## Benefits of Working with Employment Authority

	Employment Authority	Recruiting Services	Job Boards
<b>A TRUSTED NAME AND A TRACK RECORD OF SUCCESS</b>			
Does this service offer a 100% satisfaction guarantee?	Yes	Maybe	No
<b>ACCESS TO EXTENSIVE RESOURCES</b>			
Does this service have the largest database of employment opportunities in the world?	Yes	No	No
Does this service give you the security of having applied to every job in the market?	Yes	No	No
Does this service have an exclusive, members-only subscription that weeds out stray job surfers?	Yes	No	No
Does this service have a one-time fee for lifetime membership?	Yes	Maybe	No
<b>WE PROVIDE INDIVIDUAL ATTENTION</b>			
Does this service prepare and send targeted, "self-initiated" mailings to candidates to send out to employers?	Yes	No	No
Does this service put you in control of your job search?	Yes	No	No
Does this service provide individual support and help to develop an individual job search strategy for you?	Yes	No	No
Does this service offer free resume critique for executives?	Yes	No	No
<b>WE CARE ABOUT YOU</b>			
Is this service made just for you?	Yes	No	No
Does this service charge placement fees?	No	Yes	No
Is this service a research company, not a sales company?	Yes	No	No

## **Employment Authority guarantees 100% satisfaction.**

Employment Authority is a career marketing service that researches employer contacts inside of corporations and other employers in the United States and assists high-income executives in initiating targeted mailings to those employers. Employment Authority helps executives track down unadvertised job openings in markets all over the world.

You can use Employment Authority while using a recruiter and other job search methods to find a job. Our service assists you in finding many of the most competitive jobs available in the market that you will not find on job boards or through recruiters.

While internal statistics have varied throughout the year, Employment Authority typically assists executives earning over \$100,000 a year, and in most cases well into six figures. Our service is for people who are seeking the highest-paid positions in the market. We have assisted numerous CEOs, CFOs, sales managers, and other highly-paid individuals in tracking down openings throughout the years. As a member of the EmploymentScape group of companies, we are part of one of the largest career companies in the world with offices throughout the United States and hundreds of employees to respond to your needs.

We are so sure that our service is the right way to get professionals jobs that we make the following promise: if you don't get a job within 90 days of using our service, we will give you up to 200 additional free contacts.

This applies to everyone. It doesn't matter what part of the country you're in or what level of experience you have. Employment Authority is simply the best way to move forward in your career.

Here's how it works: we put together a personalized search, print your custom resumes and cover letters, and deliver them to you for signing and mailing. If you don't get a job as a result of sending them out to employers within 90 days, simply contact us and we will give you the same amount of contacts you purchased (up to 200, a value of up to \$500) totally free of charge!\*

It's that simple. Don't wait though; this offer expires 120 days after the day your letters are dated.

The risk is ours!

So why not try Employment Authority? We're so confident that our service will work for you that we'll give you up to \$500 worth of contacts for free if it does not. Become a member today, and experience the benefits.

\*Applies to clients who signed up after September 1, 2005. The offer is valid only for clients who are professionals or students in the United States of America. The Employment Authority 200 Free Contact Offer does not cover shipping fees.

## **Employment Authority offers the largest database of employment opportunities in the world.**

Our database contains millions of contacts—more executive contacts than any other database in the world. This includes virtually every corporation, association, venture, or other organization that employs executives in the United States. We also have several thousand international employer contacts. Our data is much cleaner than most lists of major US data suppliers that you may find in the library or on the Internet. Our information is constantly updated and verified for accuracy.

Using what is likely the world's most sophisticated database of employers, we penetrate markets, enhance business professionals' lives, and get you the exposure to employers that you need. No recruiters, no job posting boards, and no classified ads can do what we do. The beauty of what we do is that we put you in control of your own destiny.

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## **Employment Authority gives you the security of having applied to every job in the market.**

When using the services provided by Employment Authority you can be certain that you have exhausted every resource available. Our members have access to every job on the market, not just those that are publicized on Internet job boards. We are your personal full-service marketing partner, dedicated exclusively to your executive job search. We create a thoroughly researched and comprehensively executed marketing plan to help secure the life-changing career move you seek.

We are, in effect, a "stop gap" measure that assists our clients in ensuring that they have the market covered. We encourage our clients to use recruiters as well as job boards in their search in addition to using Employment Authority. Our service is quite effective, however. Through the years we have seen the substantial majority of our clients get highly-paid positions through Employment Authority before they get positions using either recruiters or job boards.

In recent years, the competition for the highest-paying jobs has gotten increasingly intense. In addition to not being filled by recruiters, these jobs are also not advertised on job boards or employer websites. Employment Authority is extremely useful in finding these jobs. We enable executives to ensure that they have the market that they are seeking to work in covered. By "covered" we mean that the executive has literally applied to every conceivable employer he or she could potentially work for in the market.

Our service has tremendous value because we assist our clients in applying to every employer in the market that they are interested in. The benefit of this is that we can assist our clients in increasing their income, getting interviews with more employers, and staying in the geographic region of their choice instead of moving or, at worst, being unemployed. Some of the people who use our service regularly are:

- **C-Level Executives.** In a field where you are earning well into six figures, it is important to ensure that you know the market.
- **Engineers, Accountants, Consultants, Doctors, Lawyers, and Other Professionals.** We work with visa holders every day, and we're committed to making sure these professionals have access to great jobs, too!
- **Salespeople and Sales Managers.** Very few sales groups will ever use a recruiter to fill their job openings.
- **Financial Industry Executives.** Our clients routinely earn \$15,000-\$25,000 more in salary per year and receive better benefit packages.
- **Executives and Professionals Relocating to the United States** who are now in good standing.
- **Recent Graduates Looking for Their First Job** but who are in need of permanent positions.
- **People Looking for Part-Time Work** who are in need of extra income.
- **Consultants Looking for Projects**, not just the first thing that comes along.

Searching for the best position on your own can be overwhelming. Even if you are successful in your search, can you be certain that you have explored every executive opportunity available? Was there a better match for your goals that may have eluded you? The more organizations you reach, the more choices you will have. And with the services we provide, you have the ability to reach the absolute maximum number of organizations.

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### **Employment Authority offers exclusive, members-only subscriptions that weed out stray job surfers.**

Given the fact that we require a paid subscription to view jobs on our site, we are able to limit the number of people viewing our jobs. By limiting the number of people looking at our jobs we are able to keep the number of people applying to jobs on our site down. By keeping the number of applications down, we make it much easier for you to find a job. This is a big part of the philosophy behind Employment Authority.

Sometimes what seems to be the downside to a particular method in reality turns out to be the upside. While a subscription to Employment Authority does require a job seeker to pay a small amount of cash out-of-pocket, it is that same drawback that makes us an effective and worthwhile investment. Here at Employment Authority we spend 99% of our resources and efforts researching and updating job openings. That kind of work is not

cheap. Imagine investing thousands of hours a day researching jobs yourself. Needless to say, that would be impossible. So we do it for you.

And here's the key to our success: we work for the job seeker, not employers. We provide our subscribers with access to the maximum amount of jobs not advertised anywhere else. We limit who can search for jobs on our site. Not only do our researchers find jobs not posted anywhere else, but about 95% of job seekers are weeded out because they do not wish to pay the fee for membership.

So here the supposed downside of paying a membership fee becomes the upside. Not only do you see the jobs that no non-members are seeing, but you are a member of a limited class of people as well. At Employment Authority one of the primary hurdles to finding acceptable employment is overcome; competition is reduced from a formidable obstacle to something that is far more manageable.

After reducing competition we give you yet another advantage. We work with you to tailor your application to specific employers and then target those employers.

So you can search job boards and hope that the perfect position comes along and then compete with everyone else who is flooding that employer with resumes. You can also try to find a recruiter with the job you want and hope the employers they send you to have 25% of your annual salary at their disposal to pay the recruiter. You could also subscribe to more than 50 directories and publications and hire people to update this information for you 24 hours a day, seven days a week (this is what we do at Employment Authority). Or you could become a member of Employment Authority and take advantage of what we are capable of doing with our vast resources. Because thousands of job seekers use our service, the cost is profoundly cheaper than it would be were you to do the work yourself.

In most instances, the cost of using Employment Authority is under \$2 per employer we help you contact, and our search can be as expansive or narrow as you choose. In addition, we verify the information we have before providing to you, rewrite your resume and cover letter, and print them (together with envelopes) on high-quality paper addressed to the specific employers you choose before we ship them to you. We speak with job seekers on a daily basis who believe they can do all of the work themselves. If your time is worth around \$8 an hour (assuming it takes you 15 minutes to find each hiring contact, enter this information into a letter, proof each letter, and then print each resume, letter, and envelope), you have a staff of researchers and professional writers, subscriptions to more than 50 employment directories, and well in excess of \$1 million (just to build a database), then you can do it yourself. But that would obviously not be very cost-effective and would likely not be a realistic option.

### **There is a one-time fee for life-time membership with Employment Authority.**

At Employment Authority, you're not just a customer, you're a member. Our one-time, nonrefundable membership fee of \$195 represents our commitment to help you throughout your career. From the time you become a member until the day you retire, you will have unlimited access to your Employment Advocate. He or she will be available to advise you on all your future job searches, as well as interviews and job offers—even if you did not use our service to secure them.

Your membership also includes the strategic planning of all the targeted-mail campaigns that you choose to undertake with us. When you become a member of Employment Authority, you are entitled to unlimited database searches throughout your career.

Perhaps the best part of your membership is the resume and cover letter service we provide—for free! As an Employment Authority member, you will have free access to the services of ResumeApple for one year. ResumeApple's writers are experts who write powerful and effective resumes and cover letters that will get you a first interview. We are proud of our partnership with ResumeApple, and you are guaranteed to be satisfied with their services. Your resume and cover letter are not complete until you are 100% satisfied with them. ResumeApple charges upwards of \$300 for their services, but we will give you these services ABSOLUTELY FREE with your paid membership to Employment Authority.

In addition, being a member means you'll get regular updates from us about the state of the market, job search tips, news, and executive career advice.

All Employment Authority members enjoy the following benefits:

- Free resume and cover letter writing and revision(s) by ResumeApple for one year. ResumeApple's writers are experts at creating powerful and effective resumes and cover letters that will get you a first interview.
- Continued career consultation with an Employment Advocate.
- Comprehensive targeted-mailing strategy and design.
- Unlimited database searches as part of your career consultations.
- Pre- and post-interview counseling.
- Campaign response tracking.
- Regular, helpful updates.

**At Employment Authority we prepare and send targeted, “self-initiated” mailings to candidates to send out to employers.**

In today’s market, more than 85% of all available executive and professional positions are never publicized. “Networking” is very limiting and therefore a much less effective way of finding highly sought after and unpublicized positions. Ads posted on job boards or in classified sections of newspapers or journals often draw well over 1,400 responses. Here, candidates are not competing in terms of character or experience, but in terms of simple chance. Out of the 1,000+ resumes received, how many will the employer actually review? How many will get lost in the shuffle? Candidates cannot afford to gamble when their career is at stake.

The most efficient way to find these positions is through a large scope, targeted-mail campaign. Employment Authority is able to connect candidates to employers in the fastest and most efficient way possible. We help candidates cover any market more efficiently, cost-effectively, and in less time than any other resource. Using the world’s most sophisticated database of employers, we penetrate markets to give candidates the exposure to employers that they need. Finding a job is not a passive task—jobs do not find candidates, not in the form of a recruiter and not in the form of an advertisement. We actively market our candidates so that they can be sure that they are doing all they can to find the best and most profitable opportunities available.

According to Bob Gerber, the author of *An Easier Way to Change Jobs*, “Job hunting success depends 70% on marketing and interviews and 30% on background and ability.” This translates into (1) knowing where to direct your mailing, (2) mailing sufficient volume to achieve your desired results, and (3) having a really good cover letter and resume. With facilities in both the United States and abroad, Employment Authority operates 24 hours a day, seven days a week, updating information about executive employers throughout the world. You would be surprised at the number of students, managers, and other professionals who use our service. They do so because it works. Very few employers effectively advertise positions and most headhunters and job posting boards have a limited number of positions; however, we have the resources to help professionals find any employer they want.

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**Employment Authority puts you in control of your job search.**

If you use Employment Authority, you can rest assured that you are taking the most focused action possible in your job search. During an average week, we put more than 1,200 hours worth of work into our database. The cost of modifying our database runs well into seven figures on an annual basis. There are more than 50 sources we are using on an ongoing basis to update and modify our database. In terms of hiring contacts, there is no organization on earth with more contacts. This is what we do, and we are good at what we do.



Our Employment Advocates, who assist you in compiling your individualized list of employers, are all seasoned professionals. In addition, our professional writers have the type of experience needed to help you create a resume and cover letter that will make the best impression on employers. It is exceedingly rare for a candidate to tell us that our service did not work.

Employment Authority gives you the tools to control your job search. Not only do we enable you to perform the most effective job search, but you remain in control of every aspect. With the use of our database of employers and our team of experts reviewing your executive resume and cover letter, you will be able to realize your full potential.

Eighty-five percent of all open positions are simply not published anywhere—not on employers' websites and not in classified ads. Even recruiters wouldn't know about these positions. Through Employment Authority you will find job openings in your field that no one else knows about. By applying to these non-published openings you will avoid those jobs that have too much competition from being over-publicized on Internet job boards.

If an employer is posting a job online, he or she will likely receive hundreds, or even thousands, of responses. You will be competing with every job-seeker with a computer who can email a resume. What's more is that at least 50% of the positions listed on job boards are outdated. Employers who use the Internet as a source to find resumes generally use it as a secondary tool, favoring hands-on, offline recruiting and resume searching. Consequently, when a job is filled, many employers forget to remove or delete the jobs they have posted throughout the many online job boards. This can put you in the possible position of applying for an executive job that has been filled since 1999!

You may need to review more than 50 job websites just to find 1/10th of all the jobs out there. Simply put, this is an ineffective way to search for a job. By using Employment Authority, you can approach all of the employers in a given market very quickly and cost-effectively. Alternatively, you can keep checking job-posting boards for weeks or months until an executive job that looks good comes along and hope that you stand out among the numerous candidates sending resumes to the employer.

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### **Employment Authority provides individual support and helps to develop an individual job search strategy for you.**

When taking on a new client, the first thing our Employment Advocates do is conduct an in-depth analysis and discussion of the candidate's career to date, his or her accomplishments, and his or her goals. This is an especially critical step for candidates who have recently been laid off. Losing a job can be one of the most difficult experiences an individual will ever have to endure. The uncertainty that results often leads to frustration and panic, especially in trying economic times when jobs may not be in abundance. How a candidate reacts to these life changes is of vital importance. It's our job to help get our candidates pointed in the right direction again.



We pride ourselves on the strong relationships we build with our candidates and we work under our candidates' direction to help them succeed.

To do this we must get to know them and understand their needs. Candidates are interviewed at length to determine:

- Their strengths and how to capitalize on their value
- Their weaknesses and how to turn them into positive attributes
- Their immediate goals
- Their future goals
- Their ideal job
- Intriguing career alternatives
- Salary expectations
- Which companies to target
- The scope of their job search

Once our Employment Advocates get to know a particular client, we then perform extensive employer searches based on the client's specific criteria, needs, and objectives. From this we develop a precisely researched market of employers that is targeted to the candidate's particular job search.

Employment Authority's professional writers then review and revise the candidate's resume and create a cover letter that is tailored specifically to his or her goals. The writers serve as counselors, guides, and experts to come up with a letter and resume that are perfect. We work with the candidates until they are absolutely satisfied. After we have created a final resume and cover letter, Employment Authority will prepare a package of resumes, cover letters, and envelopes addressed to the precise and most relevant hiring contact person for each employer (no "To Whom It May Concern" or "Dear Hiring Partner") with the candidate's return address and name on them. We will ship this package to the candidate; all he or she has to do is sign and mail each letter.

Even after offering our clients such individualized attention, we do not stop there. We continue to contact clients on a weekly basis for three months after they have sent out their mailings to inquire as to what interviews they have scheduled and what calls they have received. Whether you are a high-level executive or a student, we will ask you to report on every place you get an interview from. While your participation in our tracking is certainly optional, we believe this is very effective for gauging the results you are getting.

Because hiring personnel change frequently and companies change addresses, any mass mailing of your resume may potentially result in some returned letters. If any of your letters are returned, we reissue you corrected letters or refund any fees you paid for each letter returned if we are unable to do so. In addition, we guarantee that we will provide you with the most effective, comprehensive job search possible. If we haven't done our best to supply you with the ability to reach every potential employer in any given market, we will refund 100% of your money, less the cost of shipping. This is how confident we are that our services provide the best job search for business professionals anywhere.

**Employment Authority offers a free resume critique for executives.**

At no cost to you, Employment Authority will conduct an executive resume critique by phone. Simply call 800-283-3860 to schedule an appointment or fill out the free Executive Resume Critique form.

During this scheduled call, your Employment Advocate will ask you questions to gain a better understanding of how we can best serve you. By gaining an understanding of your current circumstances, your background, your talents, your achievements, and your goals, your Employment Advocate will be able to recommend an executive resume that will best showcase your qualifications and that will catch the eye of potential employers. During this free executive resume critique, your Employment Advocate will discuss your specific career marketing needs and will recommend a resume strategy that provides the best overall approach.

Once you have approved your Employment Authority professional or executive resume, Employment Authority will print your documents and mail them to you ready for your signature.

However, if you decide not to team up with Employment Authority, there is no obligation.

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## **Employment Authority is made just for you.**

Employment Authority is your personal full-service marketing partner, dedicated exclusively to your executive job search. We create a thoroughly researched and comprehensively executed marketing plan to help secure the life-changing career move you seek.

Searching for the best position on your own can be overwhelming. Even if you are successful in your search, can you be certain that you reached every executive opportunity available? Was there a better match for your goals that may have eluded you? The more organizations you reach, the more choices you will have.

We help you reach more real opportunities than any other resource available. We take your job search from start to finish and deliver the most comprehensive custom-designed career marketing program available.

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## **Employment Authority does not charge placement fees.**

Employment Authority does NOT charge placement fees to employers when you find a job using our service. Recruiting firms, on the other hand, will charge your new employer a massive fee, which is generally 25% of your annual salary, if you are hired. Not all employers are willing to pay these fees, and hiring organizations—which are, after all, businesses—believe that the most attractive candidates are often those not coming through recruiting firms. Further, recruiting firms usually only deal with the small number of employers willing to pay their fees, while Employment Authority can connect you with every employer that matches what you are seeking to do. Consequently, using our services does not exclude those employers unwilling to pay placement fees; more options lead to more job offers.

On average, a typical recruiter sees more than 5,000 resumes per year and has only 20 contacts with which to work. If you crunch these numbers, it means that his or her ability to assist you is very limited. Our model, however, is based on our proven ability to assist business executives in applying to all potential jobs that match their interests. This strategy is extremely effective.

Referring an executive to a recruiter may be a good strategy in a bull market, but with Wall Street cuts totaling more than 40,000 jobs, we don't think we can be so optimistic. At Employment Authority we will work aggressively with executives to find the right jobs in the right markets. As far as we are concerned, the name of the game is to get displaced executives a new position fast. We have professional staff all over the world who work 24 hours a day, seven days a week, in thousands of industries to assist you with finding jobs that will provide you with the opportunity for further executive development. We tailor our program and search to your individual needs, desires, and skills, empowering you to find your next opportunity.

Headhunters can charge executive employers \$25,000 or more for introducing you to certain corporations. Monster.com and other job posting sites can charge over \$400 for a single classified listing! In light of these charges, our services are offered at a bargain. At Employment Authority we provide:

- An identification of targeted executive hiring organizations and research into the hiring contacts within each organization
- A custom resume and cover letter prepared especially for you
- A line-by-line analysis of your search data to ensure that you get the best mailing we can offer
- Production and printing of a complete marketing package, including resumes, envelopes, and cover letters, on high-quality cotton bond paper
- End-to-end package distribution and monitoring
- A list of the specific individuals and their phone numbers inside of each executive hiring organization you are contacting for follow-up
- Corrections for any returned mail you may receive
- Unlimited edits within the 12-month period following the sale

All of this is provided for a one-time enrollment fee of \$195 and an additional charge of \$1.95 for each employer materials are prepared for and sent out to.

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### **Employment Authority is a research company, not a sales company.**

We are a research company and not a classified ad sales company. There is a massive difference between a research company and a classified ad sales company.

As researchers we are not concerned with selling ads for employers. We only judge ourselves based on our research ability. You may call us “bookish,” but it is good to have us working on your behalf. We go out and research every possible employer that we can find. We do this in an “academic” sort of way and we love what we do.

Our company is run by employment research analysts who are very good at research. We have people who have worked in large organizations in a research capacity. This is something we are good at. Because we are so good at researching, our site has jobs that most of your peers do not know about. We believe that the purpose of our research is to get you a job.

In our opinion, the entire business model in the employment industry is skewed. Our competitors are not researchers. Instead, competitive job boards exist as organizations that sell job postings to employers (e.g., charging \$300 to post a job on their site). This is not a research type of activity—it is more of a sales type activity.

Working with a job board that is sales-oriented and not research-oriented is not something that does you a lot of good when you are looking for a job. You need to have access to all relevant jobs. That is why you are best off dealing with a research organization like Employment Authority.

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