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Media Contact:

Mark Lyden

Phone: 941-224-8345 or 941-224-0465

www.DoThisGetHired.com

Mark@DoThisGetHired.com

“Two-thirds of Veterans Applying for Jobs are Counted Out because they do not know the Process”

[MARCH 16, 2011] – The percentage of unemployed veterans is almost double the national unemployment average! With the help of veterans from the Army, Navy, Air Force, and Marines the book, [Veterans: Do This! Get Hired!](#) written by Mark Lyden aims to reduce that number significantly.

An alarming quote by a company representative needing to hire hundreds per month, “We love veterans. We want to hire as many as we can. But two-thirds of veterans applying online are counted out because they do not know the process.” Mark Lyden emphasizes the importance of following the “7 Critical Steps” which he also calls *reverse engineering* your resume:

1. Before doing anything else, go to the company website and print out all the jobs that interest you.
2. Take a highlighter and highlight the key words and phrases the manager uses to describe what skills and knowledge he is looking for right from the job description.
3. Take the key words and phrases you highlighted and incorporate them throughout your resume.
4. At the bottom of your resume, create a heading on your resume called "INTEREST AREAS," and take all the key words and phrases you highlighted and list them under this heading.
5. Then, set up an account online, taking those same key words and phrases and incorporating them into your profile or the “interest areas” section they ask for.
6. *Then* apply for the jobs.
7. As you apply to more openings, continually update the key words and phrases in your resume, in your profile or interest area section.

Mr. Lyden's practical and easy to follow steps, on every major job search topic, has been extremely effective and has often been the difference between a candidate getting a job or not getting a job. This is a no-nonsense guide to help vets get hired, even in this difficult job market – even if nothing else has worked.

About the Author

Mark Lyden is an expert at getting people jobs. He has already helped thousands get hired even in this difficult job market. For nearly 15-years, he has been a Professional Lead Recruiter for a Fortune 50 company. His approach is fresh, practical, easy to follow, and extremely effective. In his recruiting career he has recruited for small, medium, and large companies and organizations. Mark has screened, taught, mentored and interviewed thousands of candidates and has presented job search seminars across the country. His extensive experience plus the fact that he recruits each day in this difficult job market, gives him the unique insight on the best ways --the proven ways to approach every major step of the job search process so candidates have the best chance at getting hired.

Mark is the author of a number of books: [College Students: Do This! Get Hired!](#); [Veterans: Do This! Get Hired!](#); and [Professionals: Do This! Get Hired!](#) (*Coming Summer 2011*). A substantial portion of the proceeds from book sales are donated back to charity to help veterans and to help the stray and abandoned animals at [Logan's Run Rescue](#).

Mark has been interviewed by or featured in *The Washington Post*, *CNN MONEY*, *The Herald Tribune*, *The Cherokee Scout* and *The McGill Daily* and has written for the online publications Examiner.com, and the Avion.

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