

A resume? Or an e-book?

I've got another hypothetical situation for you. What would you do if you were a vice president of marketing for a technology company and you were ready to find a new opportunity to advance your career? Well, if you're like virtually every other job seeker, you'd prepare a resume, obsessing over every entry to make sure it paints your background in the best possible light. You'd also begin a networking campaign, emailing and phoning your contacts and using social networking tools like LinkedIn, hoping that someone in your extended network knows of a suitable job opportunity.

Basically, the old rules of job searches required you to interrupt people to tell them that you were on the market and to beg them to help you.

Steve Chazin is not a typical job seeker.

Instead of following the traditional path, in September 2007 Chazin started a [blog](#) and wrote an e-book, [Marketing Apple: 5 Secrets of the World's Best Marketing Machine](#), which he offered for free.

Then Chazin waited for the world to find him.

He didn't have to wait long; the first day saw 2,900 downloads of *Marketing Apple*, with 2,100 on the second day and an average of 300 per day in the three months that followed. In a very short time, tens of thousands of people downloaded *Marketing Apple*, and hundreds of people wrote about it on their blogs. Chazin propelled himself into the world as a recognized expert on the kind of marketing used by Apple, Inc. And he instantly set himself far apart from the rest of the pack of job seekers looking for consulting work or a VP of marketing job.

