

The Job Hunt Action Planner online

College edition

“Career coach in a bottle”

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Why It Works

- It's by recruiters & managers
- It's proven | It's step by step
- It's both easy AND inspiring

Slash months off your job search!

Everything you need ... from A to Z!

- **Videos:** Short (2-3 min) videos
- **Insider secrets**
- **Stories** of real people. Real success.
- **Easy, proven exercises**
- **Worksheets, checklists + samples**
- **Monday Motivators & more!**

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Table of Contents

The answers & inspiration you need!

Overview

- Welcome!
- So you need a new job
- How to use the system
- Table of contents
- Real people. Real results.
- Set your stage for success (video)
 - ✓ Worksheet 1 - Protect yourself
- Find your champions! (video)
 - ✓ Worksheet 2 - Find a champion

"12 interviews, 2 offers AND the job I wanted in just 2.5 weeks! Thank you!" - Paul P.

Identify your goal *What job do you really want?*

- Know what you want
- How to find out what you want
 - ✓ Worksheet 3 - When I was a kid
 - ✓ Worksheet 4 - Other people thought ...
 - ✓ Worksheet 5 - Did you chase your dreams
- Recapture your passion
 - ✓ Worksheet 6 - My passion in life
- Your work history
 - ✓ Worksheet 7 - My favorite teenage job
 - ✓ Worksheet 8 - My favorite adult job
- The Career Happiness Chart (assessment)
 - ✓ Assessment - The Career Happiness Chart



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- Your non-negotiables (know what you do NOT want)
 - ✓ Worksheet 9 - The job I hated most
 - ✓ Worksheet 10 - My non-negotiables
- Isolate your target: *Now* do you know what you want?
 - ✓ Worksheet 11 - What I want
 - ✓ Worksheet 12 - My “perfect job” (worksheet)
- Identify the gaps (are you *really* qualified?)
 - ✓ Worksheet 13 - Identify the gaps
- Name your fears (worry and concern)
 - ✓ Worksheet 14 - Name your fears
- Job hunt scorecard: Pick the right job for you!
 - ✓ Worksheet 15 – The Job Hunt Scorecard

Know how to get it

- Know how to get it
- Identify your target market
 - ✓ Sample Target Marketing Plans
 - ✓ Worksheet 16 – Target job titles or roles
 - ✓ Worksheet 17 – Industries + companies
 - ✓ Worksheet 18 – Networking contacts
 - ✓ Worksheet 19 – Groups & Associations
- Write a Target Marketing Plan
 - ✓ Template – Target Marketing Plan

“It’s crazy. I got a job in just 3 weeks by asking for referrals the way you recommended. Thank you.” – Bob



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Resume

- What is a resume
- How to use a resume
- Do these 3 things
- Know what makes you great
- STAR Stories help you keep it short & sweet
- 8 Keys to writing a great resume
- Top 5 resume dos
- Top 5 resume don'ts
- Prove it! How to add metrics / success stories to your resume
- How to test your resume

"2 weeks. 6 interviews. 3 job offers. I can't believe how easy this was! Plus, I'm making more money than I ever have AND I'm not on call anymore." Mollie K.

Cover Letters

- 15 Tips for writing a terrific cover letter
- Let go of perfect

Networking

- Where the jobs really are (*Psst! They're not online!*)
- Network for success
- Top 10 networking tips

LinkedIn

- What is LinkedIn?
- LinkedIn: Why bother?
- LinkedIn Checklist makes it easy!



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Applying online

- Top 10 ways to boost your odds when applying for jobs online

Career Fairs

- 5 ways to stand out at your next career fair
- The complete career fair prep guide

Recruiters

- Types of recruiters
- What recruiters do
- What recruiters do not do
- 9 Things recruiters want from you
- 20 great questions to ask every recruiter

Interviewing

- How to interview with a bang
- Every interview counts!
- So, why do you want a new job?
- Interview secrets
- Top 10 interview tips
- Prepare yours: 10 Great questions to ask in every interview
- How to do a practice interview (“Mock interview”)
- The complete Interview to Win Guide!

“It worked! Everything you taught worked **within 3 weeks!** Within minutes of covering the first two videos, **my fear turned into a focused, confident job search.**” – Carol C.



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References

- How to handle references
- How to prep your references (to avoid disaster)

Money & Negotiation Strategies

- Money: How & when to talk about it
- Money: If you don't ask, you won't get
- How to get a better job offer (In 6 simple steps)
- W2 versus 1099: 9 Things to consider before you choose

How to evaluate a job offer

- How to evaluate a job offer
- Caution at the finish line (deals fall apart)
- Quit your job the right way

Launch for success The first 90 day

- How to celebrate your new job
- Launch for success in the 90-day trial period
- The complete launch kit guide



“I didn't just get the job ... but I negotiated \$16,000 more per year in pay.” - Mary L.

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