



# The Idle Files

VOLUME II

Monday, July 28, 2025

## Work Seekers Need Our Help

**It is truly BRUTAL out there for job seekers.**

The market is soft and the roles that are available get hundreds and even thousands of applications. Recruiters complain about all the AI-created resumes they receive while the jobs they're posting live in a system that requires that your resume fits perfectly with their AI-requirements.

### ***What's a Job Seeker to do?***

We know it's a difficult time to be looking for work and that there are significantly more candidates than there are jobs. We believe a lot of recruiters want a better way but are stuck in a system not tuned for humans to successfully use .

Our Community will be beneficial to everyone in this messy system. We intend to help candidates meet their basic job searching needs so they can show up comfortable and confident. We will guide the world of recruiting by helping companies with good intentions do better when it comes to assessing candidates and hiring. **These are humans and not robots, we should treat them as such.**

***We can't do this alone.***  
***We're building the community we want to see thrive.***

## **The people we need in our community:**

### **Sponsors**

*Individuals or organizations who are willing to financially gift a membership to a person in need (\$99 each for candidates that can't afford the cost of membership).*

### **Funders**

We are looking for altruistic individuals that want to make a difference and are passionate about those candidates stuck in this system.

### **Candidates**

Every candidate that signs up for the waiting list is proof the product is needed and motivates us to launch fast and iterate. **BONUS:** For every Member of the Community that becomes a referral (when the referred person tells us who referred them), we pay a bounty of \$9, via gift card or other form of payment. We're working out the details but tracking referrals in the sign up form today. Wait List Members are already referring friends and those they meet in need.

### **Partners, Coaches and Guides**

We will be paying experts to help people re-purpose themselves into their next thing, starting with college grads that can't find work (and have a high rate of underemployment if they do). As we grow our Membership and add more Paid and Vetted Partners, we can serve more people that need this support.

### **Supporters**

We are currently crowdfunding to build this so we never have to turn anyone away and so we are not beholden to large investors that maybe more motivated to monetize our Members. Our goal is to have this be a holistic retreat from the madness of the Job Hunting realm, not to make a lot of money for access to the people who have joined.

### **Want to help?**

Reply to this email or send a message to [hello@laborio.us](mailto:hello@laborio.us)

Share our [website](#) and [LinkedIn](#) with people that are hunting for work and could use some support while they're on the hunt.

Comment and like our posts and content on [LinkedIn](#)

Ask your network if anyone has the interest in serving as supporters for our three focused groups for launch:

- **College Graduates** that are unemployed or underemployed and searching for relevant work.
- **People Over 40** years old that are job seekers and that can't find any work at any level.
- **Anyone Recently Laid Off**, no matter their level, age, or vertical, that would benefit from support and from supporting others to stay relevant and build a new vision for their network.

We can't do this without you! Please help us fix what's not working with the systems today. Want to sponsor or donate? Head over to our [web site](#) to request more information on how you can help.

## Founders Corner: Meet Owen Warne, Cofounder

By Rachel Petzold, CEO & Founder



Here at Laborious, an important tenet we live by is that our leaders have a personal reason to believe in our mission and goals. It's difficult to understand the pain and frustration of job loss without having experienced it yourself.

The crises that can occur when you've lost a role (both emotionally and financially) and the understanding and empathy for everyone in our Community because of this personal experience is a key reason that I'm proud to call Owen a Partner and Co-Founder in this Community.

I met Owen in 2023, after I was laid off from work again and when we were partnering on some work for a startup founder.

From the very beginning, Owen's compassion, strength of character, and passion for people who have lost work and his focus on the mental health

consequences of a job loss on the worker, their family, and their community, shone through.

Focusing on trying to make a chance, Owen had tried launching a job seeker community called FRNDLY, but ironically, the challenges of looking for work, and his own mental health challenges made it difficult to succeed.

Owen tells me, "After being made redundant from my latest role, I went back on LinkedIn. Things were no better than they were before, when they were pretty bad, and actually things are much worse there today.

"You can't put a post up and complain about being ghosted by a recruiter," the recruiters told me. Even when it's referred to as an issue with the industry and not the specific business without being jumped on, telling you you're wrong. It reminds me of social media posts from women getting the "It's not all men" treatment!

My post that got the most traction and came the closest to going viral was me saying "Don't worry if you've lost a job, let me explain what you've got to do" and wrote a list of contradictory advice such as just cringe and no one likes that guy.

I wrote it out of frustration at the amount of 'advice' being given by people that have never experienced the conditions we're seeing now. Out of 10 people giving advice, 9 of them will be different.

It's just one more way the job seeking community's lives are being made harder, and it's exactly the sort of thing that drives me to make Laborious the antidote to it all."

We're really glad you've found us and we hope you know it doesn't have to be this way and that you have a Community of people to support your hunt while you all support each other. Let's take the laborious nature of the work search these days and make things right again. Nobody is going to save us so let's support each other and ourselves, together.

A handwritten signature in black ink, appearing to be 'Owen', with a large loop at the end and a vertical line extending downwards from the middle of the signature.

**Help Grow Out Wait List: Members Earn a Thank You**

We're excited to see the list of people joining our wait list and Newsletter sign-ups are growing as well as our Laborious followers on LinkedIn.

Signing up is free and no obligation so if you have someone in your network or on your friends list that is searching for work, we'd love for you to like, comment, and share.

With a goal of supporting over 10,000 work seekers by the end of 2026, you can help others level up and find work that feeds their soul and their pocket book.

We're paying for referrals! Any member that refers a paying member to Laborious receives \$9 per referral (with no limits).

Refer friends today to [Sign-up for the Waiting List](#).

## How to Stand Out in this (REALLY) Fiercely Competitive Job Market

I was messaging with a former coworker the other day and something that this lovely person said really gave me pause. "I'm overwhelmed because so many people with similar backgrounds, skillsets, and that are desperately in need of work are out there and I know I can't compete."

We know each human is unique and special but when we listen to the noise on social media and on the news, the crushing number of people laid off with profiles like ours make us feel like we will never be heard.

That does not have to be the case, though. You ARE unique and we can help you dial in your messaging and your personal story to get attention and find the right company that will think you're the perfect fit for them.

What does it take to stand out? You have to lead with the story of your why, not what you do.

Whether you just want some instructions on how to think differently about yourself and get attention to offering formats like a pitch deck for you for a role or actual 1:1 mentorship being available with really stellar humans that care, there's something for every seeker.

Let's use Rachel as an example. She lost work, dove into the interview madness in November of 2020, and found a hellscape of companies that felt they had the upper hand and could treat candidates poorly. But she couldn't land meaningful work in a place that treated her well until she discovered her tagline. As The Product

Whisperer, Rachel helps workers tie the things that they love about their work to language that resonates with those that need their specific skills.

Who, after all, would you hire?

Rachel, Chief Product Officer OR **Rachel, Product Whisperer?**

By adding a little whimsy and playfulness (which she probably carries in abundance) people ask her “what does that mean?” or “tell me more!” and she has an instant hook to start a conversations.

Are you ready to learn how to do that? Our weekly sessions on “building your tag line” are fun, low pressure, and a palace where you can explore your tag line so you can stand out in a hot market from the moment explorers see you.

## Speaking of a Brutal Market for Job Seekers...

If it feels like there are a lot of people that have lost work of late, you'd be correct. We're just going to leave this data, directly from the data available through the US Bureau of Labor and Statistic, about the number of people that have been laid off in the last 15 years, right here for you to noodle upon. In 2024 alone, this data tells us that **24,400,000 people lost work**. Before 2017, that number almost never rose to over 2,000,000 a year back to the 1970s, except when economic crises (like the Great Recession of 2008 or the multi-year Recession in the 1970s) occurred.

Take a deep breath. It's not just you that feel this way. Things are BAD out there and the data confirms it.

The GOOD news in all of this is that we're paying attention and getting this information out there for others to see. Our Laborious team can't solve everything on day one but we do plan to focus on the immediate needs of job seekers and the loneliness factor of job loss.

With this Community supporting Work Seekers with resume reviews, interview buddies, a cheering squad on your phone in your pocket when you have that all important interview, we are offering this space to grow support for those struggling and hunting every day. Unlike LinkedIn, you have a “handle” so you can speak the truth and talk about what's hard, without fear of being blacklisted

or harassed (as happens often when you post your truth on certain job-focused social platforms).

Calendar Year (Election Year is Bold)	Total Count of People that Worked	Total Laid Off Roles (including furlough and closed business) Bold numbers show over 3M	% of Roles Laid Off Annually	Recession Year?	L
2025		<b>6.8 million as of 4/30/25</b>			
<b>2024</b>	167,500,000	<b>24,400,000</b>	<b>14.57%</b>	-	
2023	171,900,000	<b>19,800,000</b>	<b>11.52%</b>	-	
2022	169,800,000	<b>17,600,000</b>	<b>10.37%</b>	-	
2021	166,800,000	<b>17,000,000</b>	<b>10.19%</b>	-	
<b>2020</b>	147,800,000	<b>41,700,000</b>	<b>28.21%</b>	Feb 20– Apr 20	
2019	158,600,000	<b>25,700,000</b>	<b>16.20%</b>	-	
2018	155,900,000	<b>21,900,000</b>	<b>14.05%</b>	-	
2017	165,200,000	<b>20,700,000</b>	<b>12.53%</b>	-	
<b>2016</b>	163,600,000	2,000,000	1.22%	-	
2015	162,300,000	2,000,000	1.23%	-	
2014	156,300,000	<b>8,900,000</b>	<b>5.69%</b>	-	
2013	155,400,000	2,000,000	1.29%	-	
<b>2012</b>	156,200,000	1,250,000	0.80%	-	
2011	153,500,000	606,082	0.39%	-	
2010	152,300,000	1,800,000	1.18%	-	
2009	153,900,000	2,100,000	1.36%	Dec 07– Jun 09	
<b>2008</b>	157,500,000	<b>8,700,000</b>	5.52%	Dec 07– Jun 09	
2007	157,700,000	967,000	0.61%	Dec 07– Jun 09	
2006	146,800,000	894,739	0.61%	-	
2005	157,700,000	884,356	0.56%	-	

We're so grateful to have you with us as we prepare to launch. **We don't have an exact date YET** - but our goal is to launch as early in August as possible. Watch your email for an update soon.

We're building the House that will contain this supportive Community and you, early Members, will get to help us define what to build. What will the rooms look like and what is the most valuable content for you all? We can't wait to find out and meet you!



**Laborious**

This email was sent to {{ contact.EMAIL }}.

You've received this email because you've subscribed to our newsletter, are a supporter of our mission, or you joined our wait list. We can't wait to meet you when the Community opens its doors in August.

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