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Introduction

What This Workbook Is

This workbook is your structured, hands-on companion throughout *Break Into Crypto & AI — The Complete Job Seeker Playbook*. It is designed to transform the concepts you learn in the course into practical action, strategic clarity, and consistent forward momentum.

Think of this workbook as your personal operating system for breaking into two of the fastest-moving industries in the world. Each exercise, reflection, and framework is intentionally crafted to help you build confidence, sharpen your positioning, and create tangible proof of your capabilities. As you progress, this workbook becomes a living record of your growth — a blueprint you can return to as your career evolves.

What You'll Achieve

By the time you complete this workbook, you will have built a comprehensive, personalized foundation for your crypto and AI job search. Specifically, you will walk away with:

- A clearly defined niche that aligns your strengths with market demand
- A compelling positioning statement that communicates your value with precision
- A polished portfolio artifact that demonstrates your skills through real Proof of Work
- A customized job search engine that surfaces high-signal opportunities
- A professional tracking system to manage applications, outreach, and follow-ups
- A strategic networking plan that helps you build meaningful relationships with founders, operators, and hiring managers
- A repeatable weekly routine that keeps you consistent, visible, and moving toward your goals

These deliverables are not theoretical — they are the exact assets top candidates use to stand out in competitive markets.

How to Use This Workbook

To get the most value from this workbook, approach it with intention and consistency. Here's how to use it effectively:

- Complete each module in order. The sequence is designed to build your clarity step-by-step, ensuring each exercise strengthens the next.
- Write directly into the exercises. Treat this as a working document — the more you write, the more clarity you gain.
- Revisit your answers weekly. Crypto and AI evolve quickly. Your insights, interests, and opportunities will evolve too.
- Treat this as a living document. Update it as you grow, learn, and refine your direction. This workbook is meant to evolve with you, not sit on a shelf.

By engaging deeply with each section, you'll create a personalized roadmap that positions you for long-term success in the crypto and AI ecosystem.

MODULE 1 — Understanding the Landscape

Module Overview

Breaking into crypto and AI requires a fundamentally different mindset than entering traditional tech. These industries move faster, operate with fewer formal barriers, and reward individuals who demonstrate curiosity, initiative, and the ability to create value quickly. In this environment, you are not competing on polished résumés or long lists of credentials — you are competing on signal, proof, and momentum.

This module is designed to give you a comprehensive understanding of how the crypto and AI ecosystems actually function from a hiring perspective. You will learn where real opportunities originate, how founders make decisions, and what separates high-signal candidates from everyone else. By the end of this module, you will have a clearer sense of the landscape you're entering and a stronger foundation for the strategic work you'll complete in later modules.

Lesson Summary

Crypto and AI hiring is dynamic, decentralized, and deeply influenced by community activity, product velocity, and Proof of Work. Traditional hiring funnels — job boards, formal applications, long interview loops — often play a secondary role. Instead, founders and early-stage teams look for people who demonstrate:

- Clear thinking
- Execution ability
- Curiosity and initiative
- Alignment with the mission
- Evidence of past problem-solving

This module helps you understand:

- Where the real jobs are (Hint: they're often hidden in Discords, Twitter threads, and founder updates.)
- How hiring actually works (Founders hire fast, informally, and based on trust and signal.)
- What founders look for (Proof of Work, clarity of thought, and the ability to contribute immediately.)
- How to avoid low-signal opportunities (Not every project is worth your time — you'll learn how to filter intelligently.)

Understanding this landscape is the first step toward building a career strategy that actually works in these fast-moving industries.

Exercise 1: Your Industry Understanding Audit

This exercise helps you reflect on your current understanding of crypto and AI. There are no right or wrong answers — the goal is to build awareness of your starting point so you can track your growth throughout the course.

1. What excites you about crypto or AI?

Write 3–5 sentences: (Consider: innovation, autonomy, mission, technology, community, creativity.)

2. What concerns you or feels confusing?

Write 3–5 sentences: (Consider: jargon, volatility, complexity, speed, uncertainty.)

3. What parts of the industry do you want to explore first?

Check all that apply:

Crypto

- ☐ DePIN (Decentralized Physical Infrastructure Networks)
- ☐ ZK (Zero-Knowledge Technology)
- ☐ L2s (Layer 2 Scaling Solutions)
- ☐ Infra (Infrastructure & Developer Tools)
- ☐ Community/Growth
- ☐ Research

AI

- ☐ Agents
- ☐ LLM Evaluation
- ☐ Product Analysis
- ☐ Research Synthesis
- ☐ Workflow Automation
- ☐ Data/ML

Exercise 2: Identify Your Transferable Skills

Crypto and AI reward people who can learn quickly, adapt, and bring value from day one. This exercise helps you identify the skills you already possess — whether technical, operational, creative, or interpersonal — that can translate directly into opportunities.

List your 10 strongest skills (technical or non-technical):

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Exercise 3: Map Your Skills to Crypto/AI Roles

This exercise helps you connect your existing strengths to real roles in the industry. Even if you're new to crypto or AI, many of your skills already map to high-value opportunities.

For each skill, write a role it could map to -

Your Skill Crypto/AI Role Match Why It Fits -

Assessment: Your Industry Snapshot

To close out this module, write a short summary that captures your current understanding of the crypto and AI landscape. This will serve as a baseline you can revisit later in the course.

Write a 5-sentence summary of:

- What you understand
- What you want
- Where you fit

MODULE 2 — Positioning Yourself

Module Overview

Positioning is one of the most powerful levers in your job search — and one of the most misunderstood. In fast-moving industries like crypto and AI, opportunities don't go to the person with the longest résumé or the most traditional background. They go to the person who communicates their value with clarity, confidence, and relevance.

This module helps you articulate exactly who you are, what you do, and why a founder or hiring manager should care. When done well, positioning becomes your competitive advantage. It transforms you from “another applicant” into someone who is unmistakably aligned with a team's needs.

Lesson Summary

Positioning is the story you tell about yourself — and more importantly, the story others repeat about you. It is the difference between:

✗ “I’m looking for a job.” and ✓ “I help AI teams improve onboarding flows through user research and LLM evaluation.”

One version creates uncertainty. The other creates clarity, trust, and interest.

In this module, you will learn how to define:

- Your niche The intersection of your strengths, your interests, and market demand.
- Your value The specific outcomes you help teams achieve.

- Your 3-sentence positioning statement A concise, compelling summary of who you are and what you bring to the table.

By the end of this module, you will have a clear, confident identity that resonates with founders, recruiters, and operators across crypto and AI.

Exercise 1: Define Your Niche

Your niche is not a job title — it is the unique combination of your strengths, your perspective, and the problems you're excited to solve. A strong niche helps you stand out in crowded markets and makes it easier for people to understand how you can contribute.

1. What are you good at?

List 5–7 strengths: (Think about research, writing, analysis, communication, design, engineering, community building, operations, etc.)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

2. What does the market need?

List 5–7 needs you've observed: (Consider what founders complain about, what users struggle with, what products lack, or what skills appear repeatedly in job descriptions.)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

3. What can you prove quickly?

List 3–5 Proof of Work ideas

(Examples: a product teardown, an LLM evaluation, a dashboard, a research summary, a community experiment.)

- 1.
- 2.
- 3.
- 4.
- 5.

Your Niche Statement (Fill in the blank) –

Use this simple but powerful formula:

“I help [type of team] do [specific outcome] by [your skill].”

Examples:

- “I help AI teams improve onboarding flows by analyzing user behavior.”
- “I help crypto protocols understand token incentives through research and dashboards.”
- “I help early-stage founders validate product ideas through rapid user testing.”

Write your version:



Exercise 2: Your 3-Sentence Positioning Statement

Your positioning statement is your professional identity distilled into three clear, compelling sentences. It should communicate what you do, who you help, and how you create value — without jargon or fluff.

Use the template below:

1. What you do now

(Example: “I analyze AI products and run LLM evaluations.”)

2. Who you help / what problem you solve

(Example: “I help early-stage teams understand user behavior and improve activation.”)

3. What you’re building / Proof of Work

(Example: “I publish weekly teardowns and build dashboards that highlight friction points.”)

Write your version:

Assessment: Positioning Review

A strong positioning statement should feel clear, confident, and aligned with your goals.

Rate your clarity from 1–10:

☐ 1–3 unclear — I’m still figuring out my direction ☐ 4–6 getting there — I have pieces, but it needs refinement ☐ 7–9 strong — I can communicate my value clearly ☐ 10 dialed in — My positioning feels sharp, memorable, and aligned

If your score is below 7, revisit your niche, your strengths, and your Proof of Work ideas. Positioning is iterative — it becomes sharper as you build more evidence and gain more clarity.

MODULE 3 — Finding High-Signal Opportunities

Module Overview

One of the biggest misconceptions about breaking into crypto and AI is the belief that jobs are found through traditional job boards and formal applications. In reality, most meaningful opportunities — especially at early-stage startups, labs, and high-growth teams — never make it to a public posting. They emerge through signals, not listings.

High-signal opportunities come from the places where builders actually spend their time: founder tweets, Discord channels, ecosystem updates, and private community referrals. These are the roles that get filled quickly, often before a job description is even written. When you learn how to track these signals, you stop competing with hundreds of applicants and start positioning yourself where the real action happens.

This module teaches you how to build a personalized opportunity engine — a system that continuously surfaces high-quality roles, keeps you plugged into the ecosystem, and ensures you’re always ahead of the curve. You’ll learn how to filter opportunities intelligently, where to look for early signals, and how to build a weekly routine that compounds over time.

Lesson Summary

Most crypto and AI jobs are never posted publicly. Instead, they appear in the form of:

- Founder tweets (“We’re hiring a PM — DM me.”)
- Discord announcements (New roles, contributor calls, bounties, early hires.)
- Funding rounds (New capital = new roles.)
- Community referrals (The highest-signal opportunities often come through people you know.)

This module helps you build:

- Your job search engine A curated set of sources that consistently surface high-signal roles.
- Your opportunity filters A personalized framework for deciding which companies are worth your time.
- Your weekly discovery routine A repeatable system that keeps you plugged into the ecosystem without burning out.

By the end of this module, you’ll have a structured, proactive approach to finding opportunities — instead of waiting for them to appear.

Exercise 1: Build Your Job Search Engine

Your job search engine is a curated list of high-signal sources you will check every week. These sources should reflect where *builders* hang out, where *founders* post updates, and where *ecosystem momentum* shows up first.

Below, list 10 sources you will monitor consistently.

Job Boards (2)

- 1.
- 2.

Discords (2)

- 3.
- 4.

Twitter Lists (2)

5.

6.

Funding Sources (2)

7.

8.

Ecosystem Trackers (2)

9.

10.

Tip: Choose sources that match your niche. For example, if you're focused on AI product roles, follow agent frameworks, LLM evaluation communities, and AI founder lists. If you're focused on crypto research, follow DePIN dashboards, ZK communities, and protocol updates.



Exercise 2: Define Your Opportunity Filters

Not every opportunity is worth pursuing. Your filters help you focus on roles that align with your goals, values, and strengths — and avoid low-signal teams that waste your time.

Check the filters that matter most to you:

Company Stage

- ☐ Pre-seed (chaotic, high ownership)
- ☐ Seed (small team, fast learning)
- ☐ Series A (more structure, clear direction)
- ☐ Series B+ (stability, specialization)

Team Size

- ☐ <10 (founder-level exposure)
- ☐ 10–50 (tight-knit, high impact)
- ☐ 50–200 (structured, scalable)

Culture

- ☐ Builder-heavy (fast, technical)

- ☐ Research-first (deep thinking, slower cycles)
- ☐ Community-driven (high interaction, high visibility)
- ☐ Enterprise (structured, predictable)

Industry

- ☐ AI
- ☐ Crypto
- ☐ DePIN
- ☐ ZK
- ☐ Agents
- ☐ Infra

Tip: Your filters will evolve as you learn more. Revisit this list every few weeks and adjust based on what you discover.



Exercise 3: Build Your Weekly Opportunity Routine

Consistency beats intensity. A simple, repeatable weekly routine will keep you plugged into the ecosystem without feeling overwhelmed.

Use the template below to build your rhythm:

Monday

- Attend Crypto & AI Job Hopper Live Event
- Check funding rounds
- Check new roles
- Check founder tweets

Wednesday

- Attend Crypto & AI Job Hopper Live Event
- Check Discords
- Check ecosystem updates

Friday

- Attend Crypto & AI Job Hopper Live Event
- Review your tracker
- Identify 3 opportunities
- Plan next week's outreach

Tip: This routine takes 20–30 minutes per day — but compounds massively over time.

Assessment: Your Opportunity Map

To close out this module, list the top 10 companies you want to target based on your filters, interests, and the signals you've observed.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

These companies will form the foundation of your outreach, Proof of Work, and networking strategy in later modules.

MODULE 4 — Getting Noticed

Module Overview

In crypto and AI, you don't get hired by quietly submitting applications into an ATS black hole. You get hired by being seen, being useful, and being memorable. These industries

reward people who show initiative, demonstrate value early, and participate actively in the communities where builders spend their time.

This module is all about visibility — not the superficial kind, but the kind that builds trust, credibility, and opportunity. You'll learn how to create Proof of Work that founders actually care about, how to reach out in a way that feels natural and value-driven, and how to build a consistent presence that keeps you top-of-mind for the right people.

By the end of this module, you will have a repeatable system for getting noticed by founders, operators, and hiring managers — long before a job is posted.

Lesson Summary

In crypto and AI, the people who get hired are the ones who show up with evidence, not promises. You don't get hired by applying. You get hired by:

- Showing Proof of Work Demonstrating your skills through real projects, teardowns, dashboards, experiments, or analyses.
- DMing founders Reaching out directly with something valuable, specific, and relevant.
- Being visible in communities Participating in Discords, Telegram groups, Twitter threads, and ecosystem discussions.
- Publishing insights Sharing what you're learning, building, and observing — consistently.

This module helps you build:

- Your first Proof of Work project Something tangible you can show to founders.
- Your outreach scripts Clear, concise, value-driven messages that get replies.
- Your visibility plan A daily and weekly routine that compounds over time.

Visibility is not about shouting the loudest — it's about showing the right people that you're someone worth paying attention to.



Exercise 1: Create Your First Proof of Work

Proof of Work is the single most powerful tool you have in your job search. It shows founders that you can think, build, analyze, or contribute — without needing permission or a job title.

Choose one Proof of Work format to complete:

- Product teardown Analyze an onboarding flow, UX pattern, or feature.
- Agent workflow test Compare agent behaviors, evaluate prompts, or test reliability.
- On-chain dashboard Visualize protocol data, token activity, or ecosystem metrics.
- Research summary Synthesize a paper, protocol, or model release into actionable insights.
- Community experiment Run a small activation, retention, or engagement test.

Describe your project:

Problem: What problem or question are you exploring?

Approach: How did you investigate, test, or analyze it?

Output: What did you create? (Slides, Loom, dashboard, report, etc.)

Impact: What did you learn? What insights did you uncover? What could this help a team improve?



Exercise 2: Write Your Founder DM

Founders respond to clarity, specificity, and value. Your goal is to show that you've already invested in understanding their product — and that you have something useful to share.

Use the template below:

Template: “Hey [name], I’ve been using [product] and noticed [insight]. I put together [POW]. If helpful, happy to walk you through it.”

Write your version:

Tip: Keep it short. Keep it specific. Keep it value-first. Founders don’t want long messages — they want clarity and usefulness.



Exercise 3: Build Your Visibility Plan

Visibility compounds. A small amount of consistent activity each day builds trust and recognition over time.

Use the structure below to create your plan.

Daily

- Comment on 5 high-signal posts (Founders, researchers, operators, ecosystem leaders.)
- Share 1 insight (Something you learned, tested, observed, or built.)

Weekly

- Publish 1 Proof of Work (Even small ones count — consistency matters more than scale.)
- DM 3 founders (Value-first, tailored, specific.)

Tip: Your visibility plan should feel sustainable. Choose a rhythm you can maintain for months, not days.

Assessment: Visibility Score

Rate your weekly consistency:

☐ 1–3 inconsistent — I’m still building the habit ☐ 4–6 improving — I’m showing up, but not consistently ☐ 7–9 strong — I’m visible and active most days ☐ 10 elite — I’m consistently publishing, engaging, and DMing

Your goal is not perfection — it’s momentum. Even a small increase in consistency can dramatically increase your opportunities.

MODULE 5 — Interviews & Offers

Module Overview

Interviews in crypto and AI look nothing like traditional corporate interview loops. These industries move quickly, operate with lean teams, and prioritize candidates who can demonstrate value immediately. Instead of lengthy HR screenings or rigid behavioral frameworks, you’ll often encounter direct conversations with founders, technical deep dives, and discussions centered around your Proof of Work.

This module prepares you to excel in these environments by helping you articulate your experience clearly, present your work confidently, and navigate founder-style interviews with ease. You’ll also learn how to negotiate offers in a way that reflects your value — without fear, hesitation, or guesswork.

By the end of this module, you will feel equipped, prepared, and empowered to perform at your best in any crypto or AI interview setting.

Lesson Summary

Crypto and AI interviews are:

- Fast Teams move quickly and often make decisions within days, not weeks.
- Direct Conversations are straightforward, practical, and focused on real problems.
- Proof-of-Work-driven Your projects, teardowns, dashboards, and analyses matter more than your résumé.

This module helps you prepare:

- Technical answers Clear explanations of your thinking, your process, and your problem-solving approach.
- Behavioral answers Structured responses that highlight your experience, adaptability, and ownership.
- Founder-style interviews Conversations that test your clarity, curiosity, and alignment with the mission.
- Negotiation scripts Confident, professional language for discussing compensation, equity, and tokens.

This is where everything you've built — your positioning, Proof of Work, and visibility — comes together.

Exercise 1: Behavioral Answers (OPE Framework)

Behavioral interviews in crypto and AI are shorter, sharper, and more focused on outcomes than traditional corporate interviews. The OPE Framework helps you communicate your experience clearly and concisely:

Outcome → Process → Evidence

- Outcome: What was the result?
- Process: How did you approach the problem?
- Evidence: What proof can you provide?

Choose three questions and answer using the OPE structure.

1.

Outcome: Process: Evidence:

2.

Outcome: Process: Evidence:

3.

Outcome: Process: Evidence:

Tip: Founders love clarity. Keep your answers tight, specific, and focused on what you *did*, not what the team did.



Exercise 2: Founder Interview Prep

Founder interviews are unique. They are less about checking boxes and more about understanding:

- How you think
- How you communicate
- How you solve problems
- How you fit into the mission
- How quickly you can contribute

Use the prompts below to prepare your core narratives.

Your 30-Second Pitch

A concise, confident introduction that communicates who you are and what you do.

Your 5-Minute Portfolio Walkthrough

A structured overview of your Proof of Work, including:

- What you built
- Why you built it
- What you learned
- How it demonstrates your value

Your “Why This Team?” Answer

Founders want to know you’re genuinely interested — not just applying everywhere.

Explain:

- What excites you about their mission
- What you admire about their product
- How your skills align with their needs
- Why you want to contribute to *their* journey

Exercise 3: Negotiation Script

Negotiation is not confrontation — it's collaboration. Founders expect you to negotiate, especially in crypto and AI where compensation structures vary widely.

Use the template below to craft your script:

Template: "I'm excited about the role and the team. Based on my experience and the value I can bring, I'd like to discuss adjusting [salary/equity/tokens]."

Write your version:

Tip: Confidence comes from clarity. Know your value, know your market, and negotiate with professionalism and respect.

FINAL DELIVERABLES CHECKLIST

By the end of this workbook, you should have completed the following foundational assets. These deliverables form your full job-search operating system — a complete, professional package that positions you for success in crypto and AI.

Positioning

- ☐ Niche defined
- ☐ 3-sentence positioning statement

Proof of Work

- ☐ 1 completed project
- ☐ 1 Loom walkthrough

Systems

- ☐ Job search engine
- ☐ Opportunity tracker
- ☐ Weekly ritual

Outreach

- ☐ Founder DM scripts
- ☐ Recruiter DM scripts

Interview Prep

- ☐ Behavioral answers
- ☐ Founder interview pitch
- ☐ Negotiation script

For more courses on how to find a job in crypto or AI please visit cryptojobhopper.com. Sign up and become part of the community of job seekers, attend live chats, AMAs, and get connected to a community of professionals in the crypto and artificial intelligence industry.