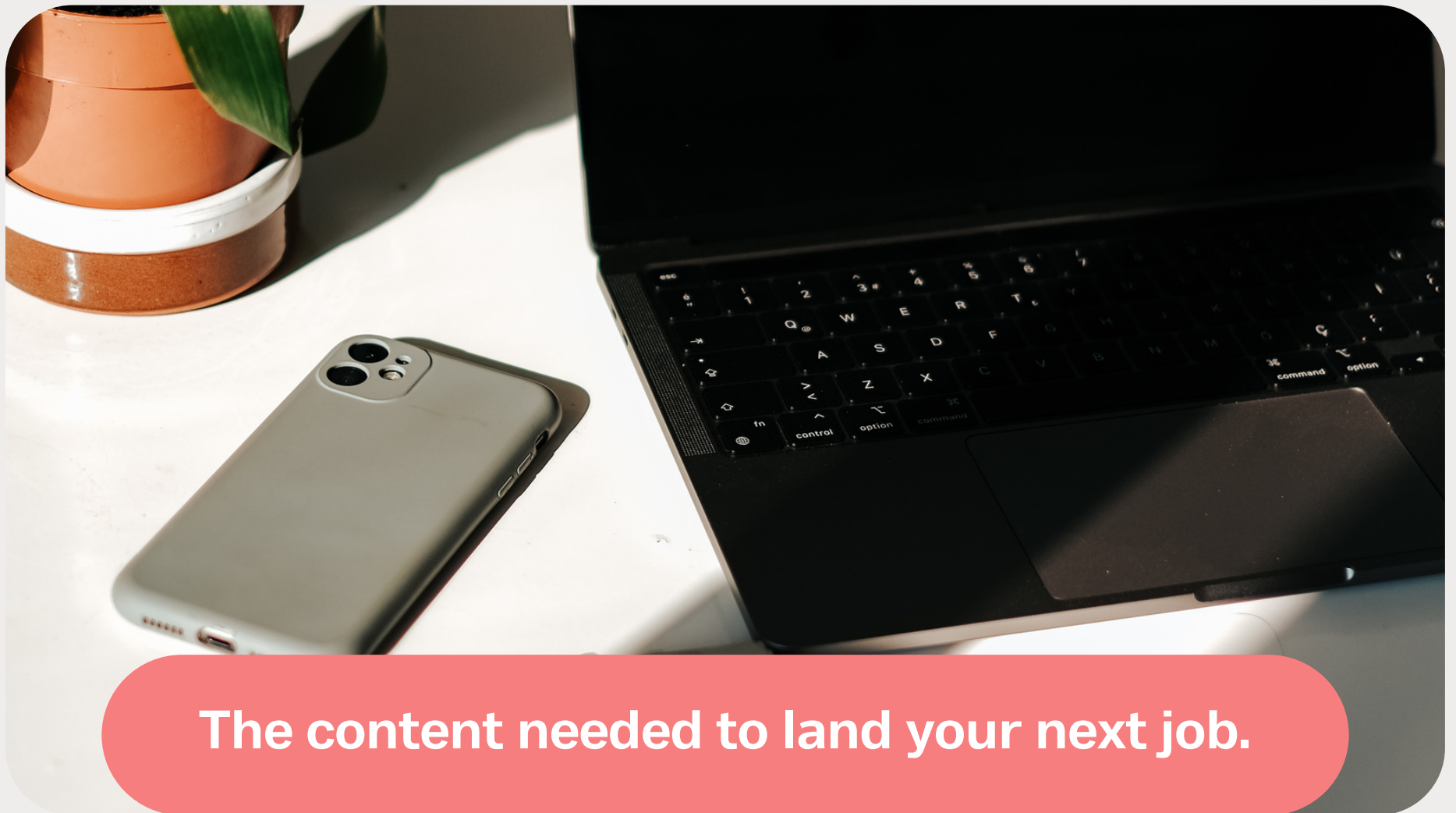


The Job Search Content Funnel



The content needed to land your next job.

TOP OF FUNNEL

Resumes

- Create multiple resumes, each tailored to the type of role you're applying for (leadership or individual contributor, specialist or generalist, etc.)
- Find job descriptions you like and use them as inspiration (pull in similar terms to describe your skills)



TOP OF FUNNEL

Cover Letters

- Have one to match each resume.
- Mention why you're interested.
- Highlight a few key achievements relevant to the role.
- Explain how your skills and experience align.
- Conclude by asking for an interview.



TOP OF FUNNEL

Portfolio Website

Showcase only your best, favorite projects. If your work is especially visual, make sure you have hi-res images. If your work is in leadership or management, explain the story of how you solved certain challenges or helped the business thrive.



TOP OF FUNNEL

LinkedIn Profile

- Make sure your headline, summary and recommendations are compelling.
- Highlight key achievements, similar to your resume, in the experience section.
- Connect with professionals in your industry.
- Share what you know with others in long-form posts.



TOP OF FUNNEL

Summary Blurb

- Draft a 500(ish) word summary of yourself to use in applications.
- Make it punchy, direct, and focused on your unique combination of traits.
- Give a clear idea of your skills and experience.
- Emphasize results achieved and what you're looking for.



MIDDLE OF FUNNEL

Work Samples

Make sure you have your best work samples ready to share. Have at least one for each industry or role you're applying for so you can select the most relevant one(s).



BOTTOM OF FUNNEL

Case Studies

- Prepare summaries of your best projects.
- Tell the background story, objective, your approach (and why), and the results achieved.
- Categorize and tag with keywords so you know when to reference them in an interview.
- Then practice, practice, practice telling the story out loud.



BOTTOM OF FUNNEL

Questions To Ask

Prepare questions to ask that will show your interest and acumen, and help you decide if it's for you. Have a customized list of questions for the recruiter, the manager you'll report to, and executive leadership.



Thanks for
reading.

What would you add?

COMMENT BELOW



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