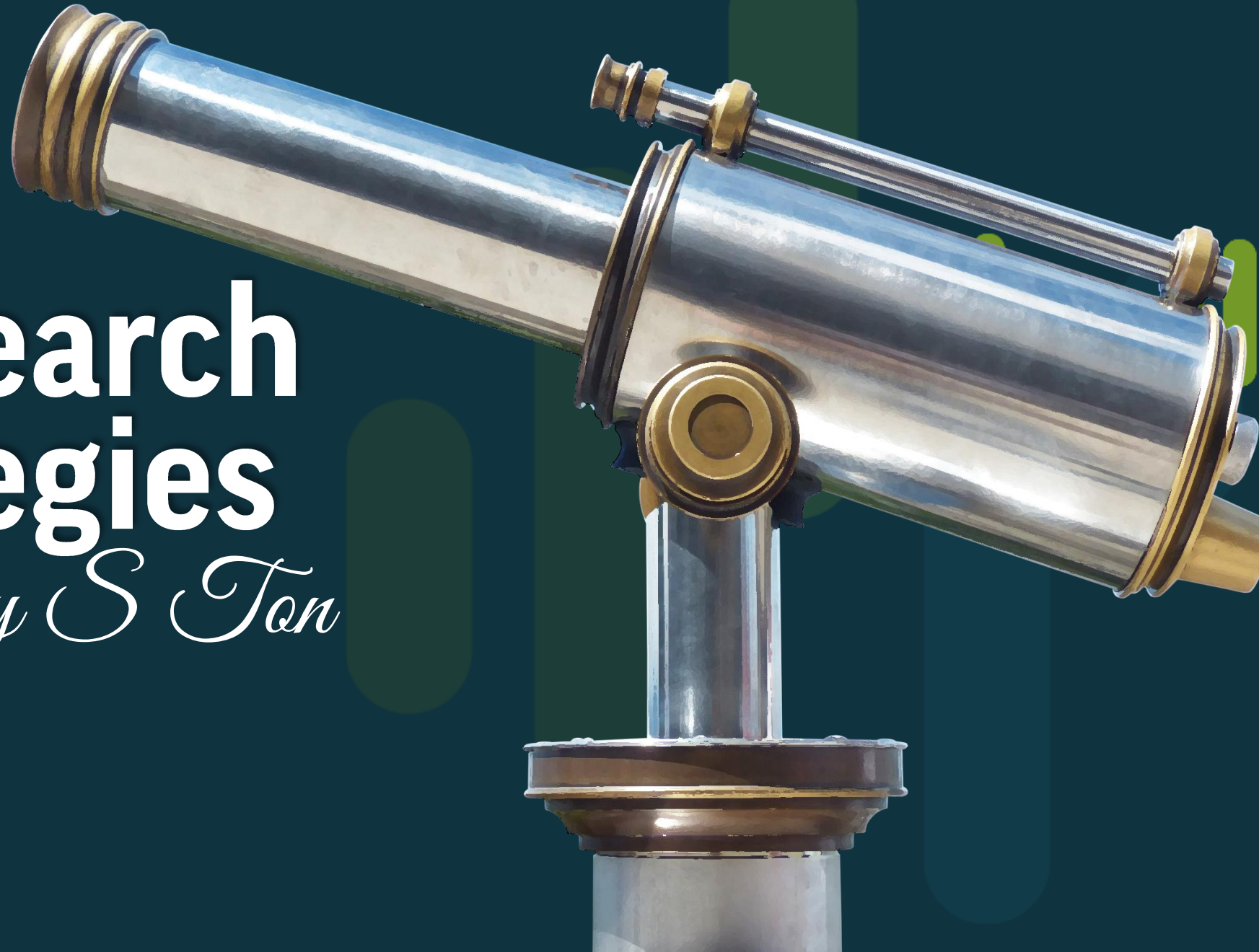


# Job Search Strategies

WITH *Jeffrey S Ton*



# Today's Job Landscape

6.2%

Unemployment

10M

Americans out of work

4M

New college graduates

20Ms

Lost jobs since Feb. 2020

SOS!

You will need help!  
You will need a plan!

# Amplify Your Job Search – Strategies for Finding Your Dream Job



## *Transition Journal*

track and reflect  
on your journey



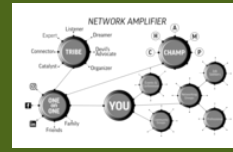
## *Personal Brand Amplifier*

identify your  
strengths, values,  
passions and  
purpose



## *Accomplishment Amplifier*

build your  
portfolio of  
career and life  
achievements



## *Network Amplifier*

develop a  
powerful  
professional  
network



## *Resume Amplifier*

write a resume  
that reflects your  
brand and  
highlights your  
accomplishments



## *SOM Amplifier*

define the  
characteristics of  
your dream job



## *SAM List*

compile the list  
of companies  
that have your  
dream job

Personal  
Brand

Professional  
Network

Target  
Market

Journal

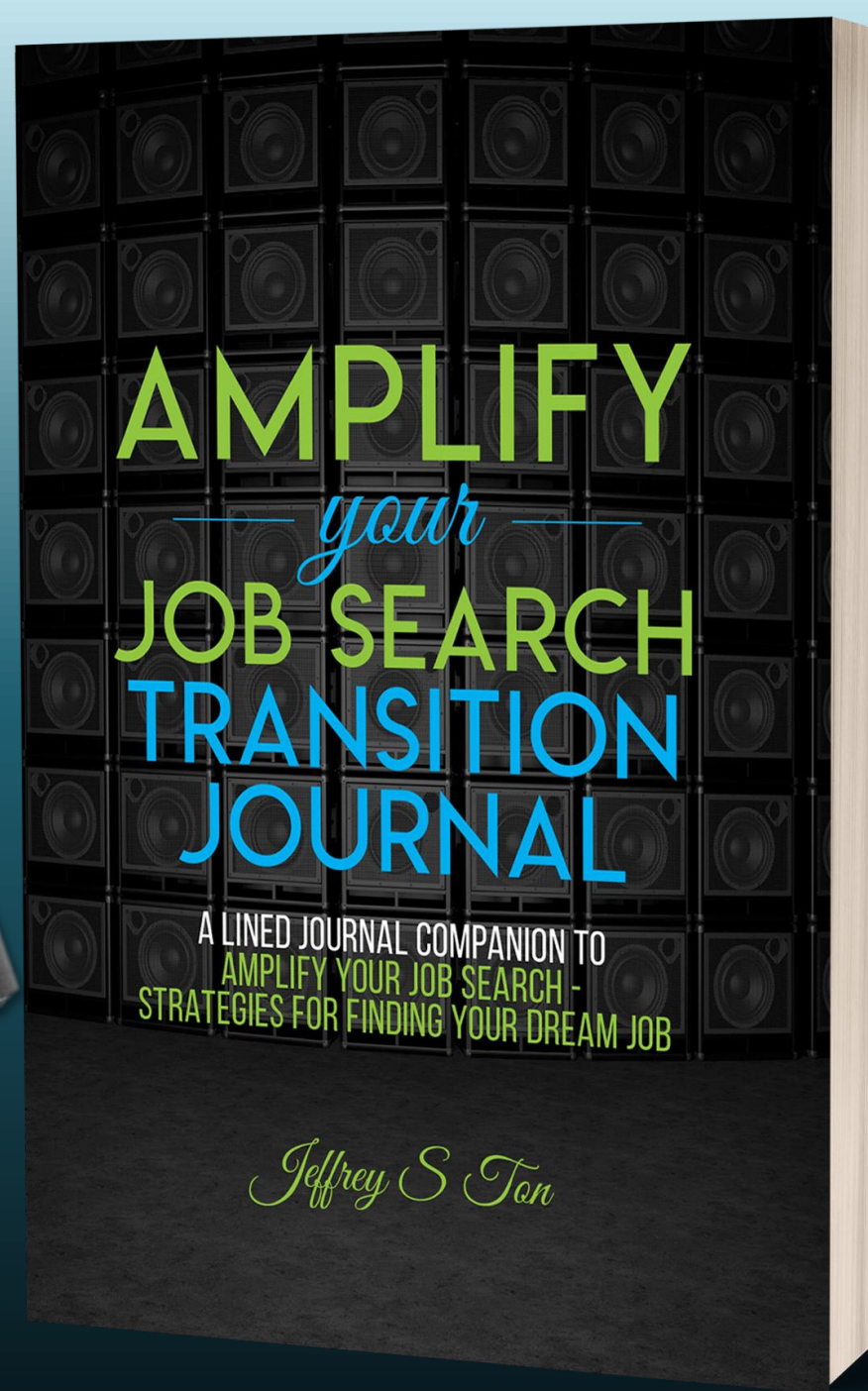
Achieve your goals

Healing

Self-confidence

Process

Organize



Frequency

When

Where

What



# PERSONAL BRAND AMPLIFIER

Strengths \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Values \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Passions \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Purpose \_\_\_\_\_  
\_\_\_\_\_

# Networking - The Key

Attribution

87%

Not Posted Publicly

80%

42%

Reaching out to Network

Asked for an Introduction

39%

Connections

35%

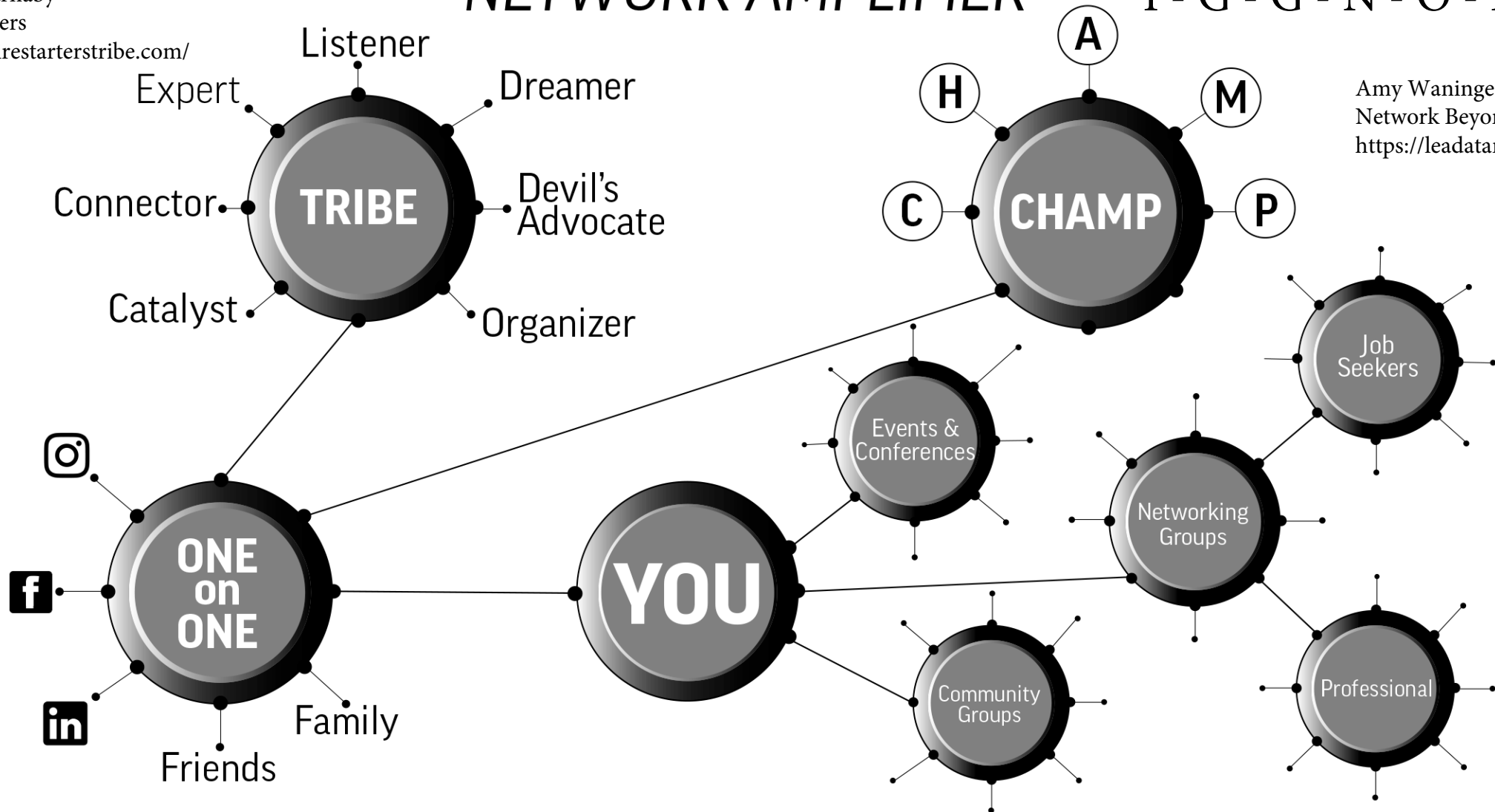
There is a disconnect!

Jason Barnaby -  
Firestarters  
<https://firestarterstribes.com/>

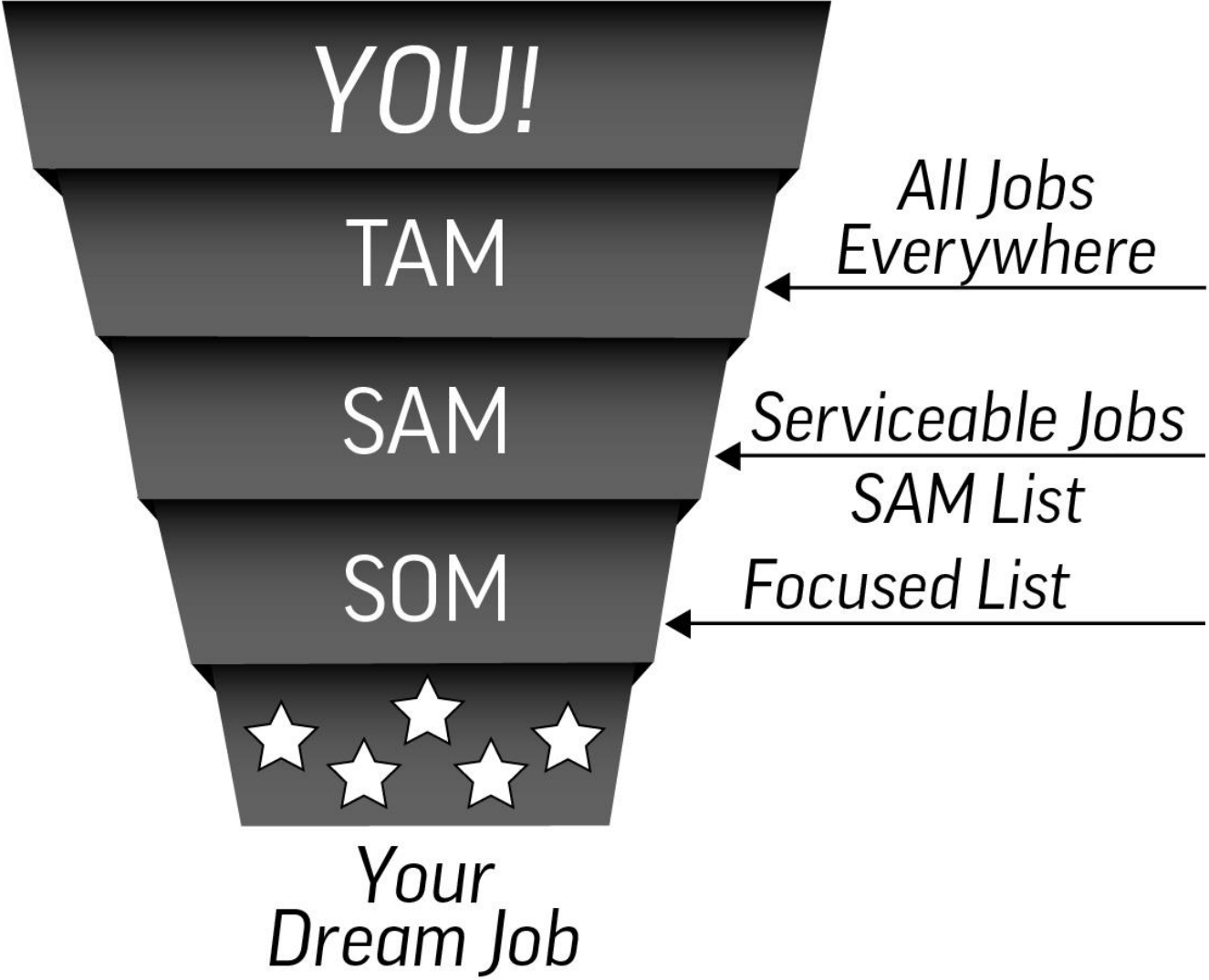
# NETWORK AMPLIFIER

I - G - G - N - O - R - E

Amy Waninger  
Network Beyond Bias  
<https://leadatanylevel.com/>



# SALES FUNNEL





# SOM AMPLIFIER WORKSHEET

AMPLIFY YOUR JOB SEARCH • TOP TEN LISTS

NEXT POSITION	
	SCORE
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

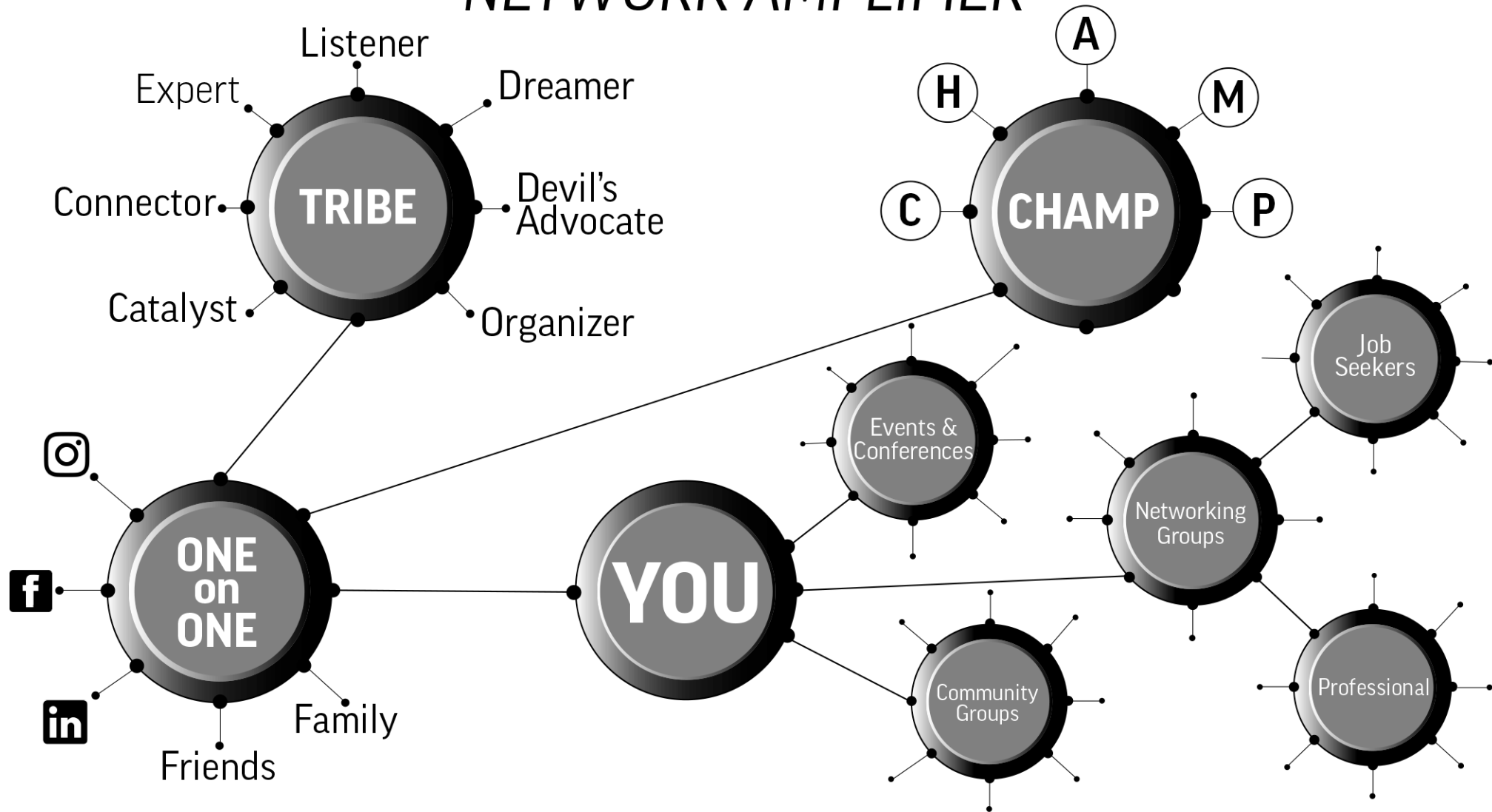
NEXT BOSS	
	SCORE
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

NEXT COMPANY	
	SCORE
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

Each Top 10 List scores a max of 55 points.

SEARCH CRITERIA		
FIELD	OPERATOR	VALUE

# NETWORK AMPLIFIER



# Amplify Your Job Search

Strategies for Finding Your Dream Job  
Transition Journal  
Workbook Companion

Available on  
Amazon  
[Shop.JeffreySTon.com](http://Shop.JeffreySTon.com)  
and other Book Retailers





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