

**2 MOST IMPORTANT ITEMS IN THIS DOCUMENT:**

1. This resume is designed to be tailored for every job before applying. Update the top 2 job titles to match the role you’re applying for and update your summary section with 3-4 key items from the job requirements.
2. Always follow up your job applications with targeted outreach on LinkedIn. Request to connect with potential hiring managers. Once they accept, send them an audio or video message via the LinkedIn mobile app. Folks are more likely to engage with you if you comment on their posts.

**How to Define Your Value Proposition:**

1. What are you known for among your peers & supervisors?
2. How do you contribute to a company’s revenue?
3. When a company hires you, what benefits do they get?
4. What accomplishments are you most proud of?
5. Upload your resume to AI and ask it to tell you your top 5 skillsets

**Resume Recommendations:**

* **Before applying to any job,** tailor your top 2 job titles to match the job title the company is using and tailor your summary section with 3-4 bullet points highlighting what the company is looking for, bolding keywords they seem to care about. This serves as your cover letter for each job.

**LinkedIn Profile Recommendations:**

* Use free templates on Canva and give your profile a professional banner. CANVA is your friend. Just type LinkedIn Background Banner in the search and there are dozens of customizable templates you can tinker with and download for free.
* Take advantage of your header (section below your name). Advertise more than just your job title – showcase your unique value proposition and add keywords.
* Update your profile photo. You don’t need a professional photographer to do this. Just use your phone. Go outside and take a selfie. Ideally have a blue sky and green trees in the background. Put your camera in “portrait mode” so it blurs the background (like those expensive cameras). Smile like you’re a kid at Disneyland (or at least think happy thoughts and look happy). Take 5 pictures from the chest up and pick the best one. Do not wear sunglasses. Avoid having buildings, houses, cars, power lines, poles, or anything else in the background.
* Match your LinkedIn with the content in your resume including job titles, employment dates, and bullet point content for every job.
* Remove all jobs pre 2000 to avoid the risk of ageism.
* **Expand on your About Me section**. It allows for up to 2,600 characters of content so let's take advantage of that real estate. In addition to career focused professional content, help people get to know you better by adding some personal content as well. Unlike your resume, it’s ok to use words like “I”, “me”, and “my” in this section. Of course you want to talk about your top skillsets, industry experience, accomplishments, and the problems you solve for clients, but also share content about your interests outside of work, fun facts, and family life. Steal some ideas from my profile. Steal some ideas from your peers. Add links to your website and social media profiles. Allow people to get to know you a little bit more beyond the career focused bullet points. It’s ok to be creative and show some personality.
* **Add your top 5 skills to LinkedIn in your About Me section**
* **Only add “HARD SKILLS” to each of your jobs**. These are unique skillsets, tools, technologies, and software platforms. Do not add generic soft skills like “problem solving” or “communication”. Only use hard skill keywords that recruiters are searching for.
* You need a featured content section that speaks to your ICP (ideal customer profile, ideal company profile). Have you written any articles or blog posts? Have you been a guest on any podcast? Do you have any YouTube videos? You should highlight these in a featured section of your profile.
* Get in the habit of posting positive content on LinkedIn at least once a week
  + Repost someone else’s post with a comment
  + Share an article you found interesting with a comment
  + Post a photo with a story
  + Engage with other people’s posts
  + Don’t overthink it
* **Get in the habit of commenting on your ICP’s posts.** Especially potential hiring managers that you would report to at the companies you’re applying to. Every time you comment on their post, they get a notification, and it increases the chances of them responding to your DM’s. Every comment is an opportunity to advertise yourself and your value. Some gurus have argued that commenting is more important than posting content. Remember, there are 1.2 billion LinkedIn users and only about 1% of those users post content. It takes courage to post content and everyone needs encouragement. Everyone needs cheerleaders. All the likes and comments that people receive from their posts generate dopamine and are fuel for the fire to continue posting. Content creators immediately appreciate the people who comment on their posts. People tend to like the people who like them. Use this law of reciprocity to your advantage while job seeking.

**Job Search Recommendations:**

* **Always apply to roles directly on the company’s website.** There are thousands of job boards out there. Feel free to use as many as you’d like. You can find job postings anywhere on the internet, but always find that role on the company’s website and apply there. This will help you avoid some of the awful integration glitches and incomplete parsing that comes with applying outside the main pipeline of the company’s career website.
* After applying to a job with a carefully tailored resume, search the company’s employees on LinkedIn and connect key people you suspect could be the hiring managers and talent acquisition partners involved in the hiring process for that role. LinkedIn allows you to connect with up to 100 people per week. You should be maxing that out.
* **Once they connect, this is your opportunity to send them a micro-interview using an audio or video message using the LinkedIn mobile app.** You can record an audio message up to 1 minute long or upload a 2-minute video.
* **Feel free to practice your audio / videos messages on me as many times as you’d like**. Send me your practice DM’s.
* The message should be structured like this:
  + “Thanks for connecting”
  + Spend 10 seconds talking about their profile and their background, something you were impressed by or curious about.
  + Then dive into your pitch. “I’m reaching out because I just applied for the \_\_\_ role on your website:
  + Deliver relevant parts of your elevator pitch (short version, 30 seconds max)
  + “I’m not sure if you are still accepting resumes, but I’d love an opportunity to interview. Either way, it’s great to connect with you and I hope you guys find a great fit for the role”

You’ll see a pop-up after you lift your finger off the record button asking if you want to send the message. Don’t be afraid to cancel and do-over, but also remember, it’s ok if you make a mistake or have a hiccup. It’s ok if it’s not perfect. It’s actually better if it’s not perfect and you laugh it off. Let your personality shine. Just be an authentic human and send the message! The worst thing you can do is waste time suffering from imposter syndrome or paralysis by analysis. **Just press send and move on!**

**Elevator Pitch:**

* Practice your elevator pitch. It should flow effortlessly like you’ve said it hundreds of times.
* The vibe should feel like you’re catching up with an old friend, not stuffy or too robotic.
* It should last about 30 seconds (no longer than 1 minute).
* If you can customize parts of your elevator pitch to highlight areas of interest for your audience, then you’ve nailed it.
* **Feel free to practice your elevator pitch on me as many times as you’d like via LinkedIn audio messages – don’t be shy.**

Reach out to me if you have any questions:

**Blake Williams**

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