



🔥 JobHunter Pro | Get Seen Get Hired

📌 by *Rachelle Munson*. Sr Technology Recruiter, Staffing Manager

🎯 **Your Job Search Playbook for Landing Interviews & Offers—Faster!**

🤖 **Bypass the ATS & Get in front of key people!**

⚙️ **Use for uncovering opportunities: Full Time, 1099/C2C, Sales+**

📺 **YouTube Channel:** Rachelle the Recruiter

<https://www.youtube.com/@RachelletheRecruiter/videos>

🌐 **Links:** rachellettherecruiter.com/jobhunterpro linkedin.com/in/rmunson

✅ **Grammarly** – Don't let **typos and bad grammar** ruin a great first impression. Use Grammarly to **polish your messages, emails, and LinkedIn posts** automatically.

Full Toolkit & Bonus Documents. Google Docs & Google Sheets.

To open: Open from your Google free drive per gmail address. Then go to File and "Make a Copy" to your Google drive:

- ☰ 🔥 JobHunter Pro: 6-Week LinkedIn Sprint (Worksheet) Master
- ☰ 🌟 The Top 25 Answers to Common Job Hunting Questions
- ☰ 📄 Discovery Tools! 60+ Master List
- ☰ 🤖 AI PROMPT PACK: 5 High-Converting Job Search Prompts
- ☰ 🧠 JHunter Pro-AI-Powered Job Search Messaging Toolkit
- ☰ 📄 AI Prompt for Impactful Cover Letters - IVFC Method
- ☰ 🎯 9 High Impact Resumes: The Resume Vault by Rachelle the Recruiter
- ☰ 📄 6 LI Scripts Connect "Notes"
- ☰ 📄 JobTracker Pro | Job & Contact CRM
- ☰ 📄 JobTracker-Basic 🚀
- ☰ 📄 55 Myths Busted - JobHunter Pro Toolkit
- 📄 📄 Crush Any Interview (Free) 2 of 5 Proven Methods That Get You Hired3.28c.pdf

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- Visibility Wins. Strategy Sticks. Whoot Whoo!
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Here's a quick survey that helps me improve my program with your feedback. If you could write something for a testimonial for my program & tools, I sure would appreciate it!! With kindness, Rachelle 🌸

Google Survey for JobHunter Pro! Thanks Again!

<https://forms.gle/PRUeihuTLbqdsZVB7>

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🔥 INTRODUCTION: Let's Get Into It!

Welcome to JobHunter Pro, your no-fluff, high-impact guide to getting visible and hired. This isn't about applying harder — it's about using tools, strategy, and smart outreach to get in front of decision-makers.

Think of this as your executive career coach — without the \$6K–\$12K price tag. If you're ready to stop guessing and start moving with clarity, ***you're in the right place.***

✅ MISSION 1: Reset the Game

Resetting the Game — Job Hunting Like the Pros

🎯 Forget What You've Been Told About Job Hunting

🌐 Two Universes of Job Seekers

Universe #1 (the 1% – Driving a Ferrari):

- You know the hiring manager's, recruiter's, or key network influencer's direct contact info—email, phone, or LinkedIn—before most people even hit “Easy Apply.”
- You have prewritten scripts that do your heavy lifting, supercharged direct outreach tactics, and a system that puts you in the fast lane.
- **You stride into interviews like a VIP with a backstage pass—instead of slipping in unnoticed and praying someone will even give you a second glance.**

Universe #2 (the 99% – Still Driving a Civic):

- You click the “Easy Apply” button dozens of times, and your application disappears into a black hole—you feel like no one even sees your resume.
- You pour hours into online applications, feeling powerless as you watch others speed past.
- You feel qualified but invisible, trapped in gridlock while the 1% speed ahead.

Which vehicle are you in right now? 🚗 vs. 🚀

💡 **The 1% have Discovery Tools — and now, so do you.**

Let's get you the keys to that Ferrari and get in the fast lane.



🚀 The Job Hunting Revolution Starts Now

Imagine being handed the keys to a Ferrari while everyone else is still driving Civics.

But first, a warning:

Once you see what I'm about to show you, you can't unsee it. You'll view job hunting differently forever.

You might even feel frustrated about all the time you've wasted doing it the "right" way.

That stops today. Let's flip the script and get you noticed. 🚀

Hi Friend!

Welcome to your **game-changer**.

🚀 **This isn't just a course—it's your secret playbook.** 😊



🌸 With over **20 years in sales, recruiting and staffing** connecting talent with top companies. I've **seen how hiring really happens**—not from the sidelines, but **by working directly with hiring managers, making offers, and closing deals**. Yes, *hiring someone is closing a deal. Then HR takes over with onboarding.*

🌟 **Job hunting today is a different game.**

- ✅ **Competition** is fierce.
- ✅ **AI** is cranking out perfect resumes making them less valuable.
- ✅ Automation is filtering candidates **before** a human even sees them.

You can't just apply online and... wait. 🕒🕒🕒

That's what the masses do. 🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫🚫

But you? You're about to level-up! 📈👉👉👉



🔥 ✨ **Discovery Tools—Your Hidden Power That *Changes Everything!***

Ever wonder how **top sales pros, executives, recruiters, and industry insiders** land opportunities **faster** than everyone else?

👉 *The **secret** is **Discovery Tools**.*

✉️ **With these tools, you can get direct emails (sometimes work, personal, even alumni contacts!) and bypass the black hole of ATS systems, career pages and job boards.**

💡 **Most job seekers don't even know these exist. They aren't marketing to job seekers, so why would you know? That is why I created this program for you!** 😊



Who Uses Discovery Tools?

- **Executives, Sales and Marketing Teams: For lead generation and outreach.**
- **Recruiters/Headhunters: To connect with job candidates.**
- **Job Seekers: Advanced job seekers use them to contact hiring managers or recruiters directly, bypassing traditional channels.**
- **Small Businesses & Entrepreneurs: For networking and partnerships.**
- **Journalists: To reach sources for news and stories.**

It's not luck.

It's not magic.

It's **strategy**.

The smartest job seekers **skip job boards** and go straight to decision-makers. **And now, so do you!**

Before we dive in, start thinking about other ways you can leverage this Outreach System to generate income.

👉 *In a tough job market, it's smart to explore multiple income streams.*

👉 *These outreach skills aren't just for landing a full-time job—they can create unexpected opportunities you may not have even considered. 🚀*

🚀 **Freelance or Consulting Work:** Use these same skills to pitch your expertise, find clients, and build your own business.

(Work on Contract or 1099)

👛 **Sales Careers:** *If you can sell yourself, you can sell anything. Companies are always looking for strong communicators who can close deals.*

🔗 **Recruiting Roles:** *like networking and connecting people with opportunities? You could thrive as a recruiter or headhunter.*

😊 *Just saying! (Hey, **options are a good thing, right?**)
Let's keep going!*



🔥 **AI~The Elephant in the room. AI might generate a perfect resume, but a real human connection gets you hired.**



👉 **Automation is speeding up hiring, but at the end of the day, real people make hiring decisions. (So true! So don't give up!)**

👉 **That's why creating direct outreach touchpoints with decision-makers is the smartest move** you can make. *(It increases your chances)*

When you know how to get seen and stand out, you don't just land a job—you **take control of your career. You make things happen with your efforts.**

You're here because you're ready for that.

🔥 **YOU MADE THE RIGHT MOVE—NOW LET'S TURN IT INTO JOB OFFERS!**

🚀 **The Power of Discovery Tools | Your Advantage!**



The Crux of it:

Once you have their contact info, send a **simple, friendly message** like this (we will build better messages):

"Hi, I'm interested in a role at your company and wanted to introduce myself. I'd appreciate the opportunity to be considered."

OR

"Hi [Name], I came across [Company] and was impressed by [specific project, value, or team]. I'd like to introduce myself and explore potential opportunities."

That's really it. **No need to overthink it.** Just customize your message with the job details and anything that highlights why you'd be a great fit, who you know, who you recently spoke to, or anything to start a convo.

💡 **The key?** 🔑 Do this **enough times** with the right people, and you'll start gaining real traction in your job search. 🚀

🔥 **These tools are 100% legal and ethical when used correctly. (Just use them for job inquiries. No spam.)**

🌟 **Using these tools with automation tools comes with rules and limitations—but don't worry, we won't be using them long enough for automation.** 🚀

I will **teach you how to use these tools to your advantage** and give you my golden nuggets of **tips & tools** that come with my 20 years of experience.

💡 **What's so special about these Discovery Tools? With these tools, you can find direct contact info, bypass the black hole of ATS systems and career pages, and reach people in real inboxes.** 🕒



With my scripts, you will be able to **send custom emails that get directly in front of decision-makers – hiring managers, recruiters, and industry leaders**—who can actually help, actively or passively, **to get you hired.**

I'll reveal some rules we all play by and show you how to maximize your efforts!

Breaking Through the Noise:

In today's competitive job market, **it's crucial to go above and beyond to get noticed. I'll teach you the etiquette** and **strategies to interrupt the standard** application process and **land directly in front of decision-makers' eyes.** 👁️

You ***don't have to sell yourself in a hard salesy way.*** **Polite outreach** that is **persistent, concise** and **tracked** will **get you to the offer finish line.**



I put together **this program for you to go along with my custom Job & Contact Tracker** so you **can rise above the rest and get that job you want faster.** 🚀

🔧 How do Discovery Tools work?

✅ **They find email addresses & contacts** from public sources like company websites, press releases, and verified databases.

Email finders gather data from publicly available sources like company websites, LinkedIn, press releases, professional directories, and even past job postings. Some tap into domain records, trade publications, and networking events where emails are listed. They also predict common email structures and verify accuracy through email server responses—ensuring you connect with real, working contacts. 🚀

The Golden Path of Referrals

Before we dive into the set-up modules, I want to share a powerful corporate phenomenon—one you’ll want to leverage at every opportunity. It’s called:

The Golden Path of Referrals!



The Power of Internal Referrals



When you reach out to the right people, a fascinating process unfolds:

- ✅ **Your message and resume gets forwarded to the right person.**
- ✅ **95% of the time, that person passes it up the chain.**



✓ **This continues until it reaches the ultimate decision-maker—the Hiring Manager or Recruiter.**

Why? Because in most companies, **referrals always get passed up**. It's an unwritten rule. The **Golden Referral** gets your name in front of the right people—**fast**.

But here's the secret—**you don't just ask for a referral**. You guide the conversation in a way that makes them **want to pass you along**.

How to Turn Cold Outreach Into a Golden Referral

Most job seekers ask too soon. Instead, **start a natural conversation and lead them toward referring you**.

- 1 **Find the Right Contact** – A recruiter, hiring manager, or employee in your target department.
- 2 **Start the Conversation** – Keep it **short, professional, and direct**.
- 3 **Guide Them to the Referral** – Once engaged, make it **easy** for them to forward your info.

Here's how you **turn a cold message into your Golden Referral**:

Example 1: The Employee Forward (*Reaching Out to Someone Inside the Company*)

✉ **Subject:** Quick Question About [Company]

"Hey [Name], I saw you're at [Company] and wanted to reach out. I'm really interested in [Job Title] and was hoping to connect with the right person. If you know who's hiring for this, I'd truly appreciate any guidance!"

👉 **Follow-Up to Turn It Into a Golden Referral:**

"Thanks so much, [Name]! If it makes sense, would you be open to passing my resume along to them? I'd like to be considered!"

◆ **Why This Works:** Employees often pass resumes to hiring teams because **internal referrals are trusted**.

Example 2: The Mutual Connection Play (Leveraging a Shared Contact or Interest)

✉ **Subject:** Quick Intro – [Mutual Interest/Connection]

"Hey [Name], I noticed we have [Mutual Connection] in common and wanted to reach out. I'm very interested in opportunities at [Company] and was hoping to connect with the right person on the hiring team. If you happen to know who's best to reach out to, I'd really appreciate it!"

👉 **Follow-Up to Turn It Into a Golden Referral:**

"That's super helpful—thank you! If you think my background is a fit, would you be open to forwarding my resume to them? I'd like to be on their radar!"

◆ **Why This Works:** People are more likely to refer someone when there's a **shared connection**.

Example 3: The Hiring Manager Forward (Going Directly to a Decision-Maker)

✉ **Subject:** Interested in [Job Title] – [Company]

"Hey [Hiring Manager's Name], I came across [Job Title] at [Company] and wanted to introduce myself. I have experience in [your expertise] and think I'd be a strong fit for your team.

If this role is still open, I'd like to be considered. If there's a recruiter handling this, I'd appreciate any direction!"

👉 **Why This Works: Hiring managers** don't always handle applications, but they **pass strong candidates directly to recruiters**—giving you an **instant Golden Referral**.

The Power of The Golden Referral



Think of the Golden Referral like a VIP pass—once you're in, you **stay in consideration** until a final decision is made or they officially “close you out.” As a referral, you're typically treated better, often receiving a formal email or phone call.

Why? **It's smart PR.** Companies want to handle referrals carefully—**just in case you have connections higher up.** Even if you're not the perfect fit, they make sure referrals move up the chain. 🔥

Even if you don't get a reply, **your resume is moving up. 95% of the time.** 💡 So don't feel bad if you don't get a lot of replies. But when you get that call from HR a week later, **you will know your efforts paid off!** 😊

Think of the referral system as the fabled streets paved with gold that drew people to **California during the Gold Rush.** In the corporate world, a referral is your golden ticket. Once you're on this path, you're likely to remain in consideration until a recruiter or hiring manager makes a final decision or “closes you out” politely. It's better than just being “ghosted” entirely. At least you will know you were seen and considered instead of totally ghosted. 🙄 Brush yourself off and plow forward.



OR they just might say, “Can you talk today at 4pm?” 😊

Your Mission: Get on The Golden Path

- 📌 **Identify the best people to contact**
- 📌 **Start the right conversation**
- 📌 **Guide them toward referring you**

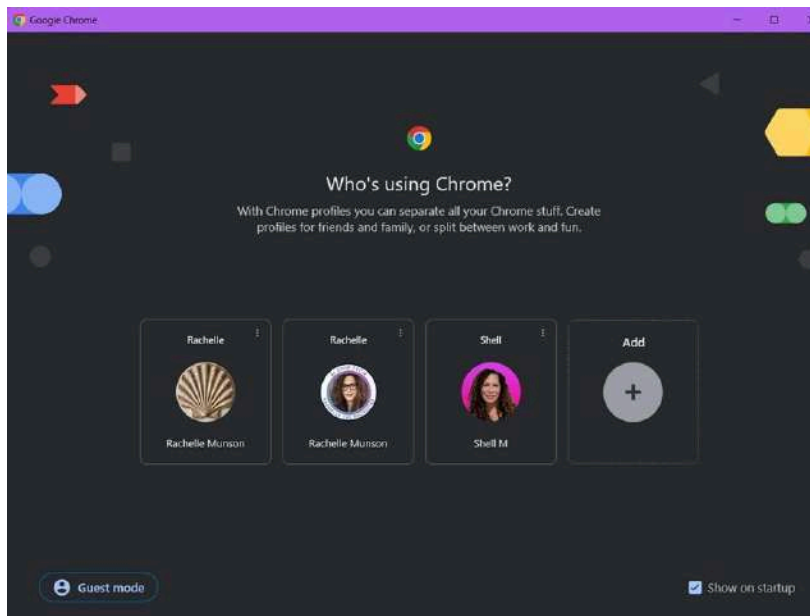
Until you get a hard no, **you're still in the game**. And as a **Golden Referral**, you'll get **better communication, better treatment, and better chances**.

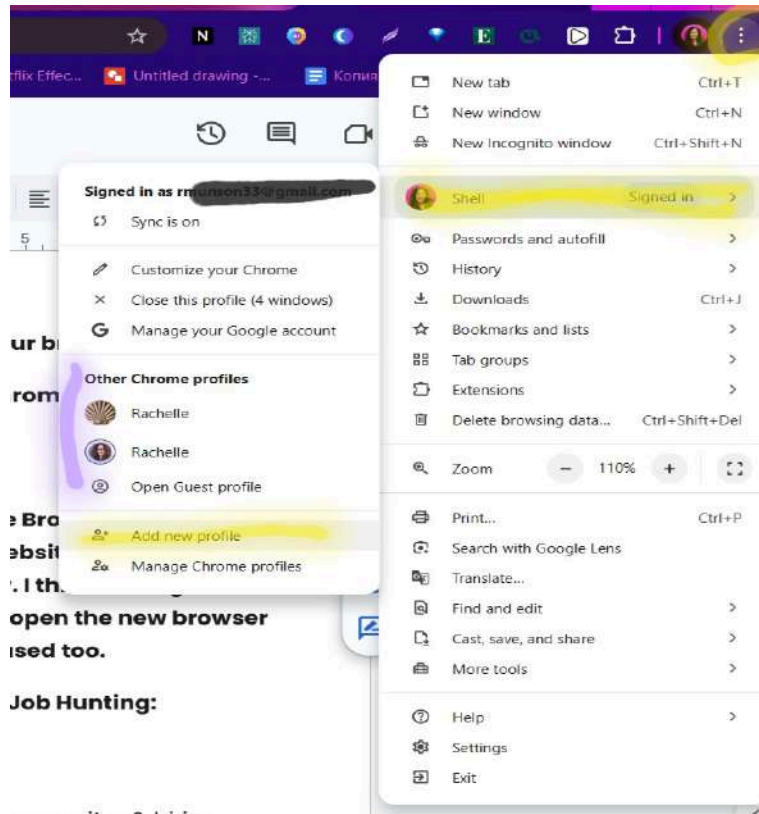
Master this strategy, and you'll **be seen, be remembered, and get hired**. 🚀

✅ **MISSION 2: Build Your Job Search HQ**


🔧 **Let's set up your New Chrome Job Hunting profile with Discovery Tools!**

- 1. Your New Dedicated Chrome Profile just for Job Hunting.**
- 2. Install the Chrome Extensions**






1. These images are screenshots of what to select when setting up the Chrome Profile.

 How to Set It Up:

- ✓ **Open Google Chrome.**
- ✓ **Click the three dots (⋮) in the top-right corner.**
- ✓ **Select “Settings” or “Manage Profiles”.**
- ✓ **Click “Add New Profile”.**
- ✓ **Choose a name (e.g., “Job Search”) and an icon.**
- ✓ **(Optional) Sign in with a Google account to sync bookmarks and extensions.**
- ✓ **Install helpful job-hunting Chrome extensions you like (e.g., Grammarly, JobScan, job trackers).**

 **Why This Works:**

 **Pop-up icons appear on LinkedIn profiles, corporate websites, expos, and conference pages, so you’ll want to keep them separate from your personal browsing—no need for job search tools popping up while you’re shopping on Amazon!**

- ✓ **Keeps Your Job Search Organized** – No mixing with personal browsing.
 - ✓ **Saves Time** – Stay logged into job boards, LinkedIn, and tracking tools.
 - ✓ **Minimizes Distractions** – Focus only on job-related tasks.
 - ✓ **Boosts Productivity** – Open this profile and instantly switch into "job search mode."
-

🎯 **Set Your Job Avatar (5 minutes)**

Before you start searching, define your targets clearly. This is the foundation of everything that follows - without clear criteria, you'll waste time on the wrong opportunities:

Define Your Non-Negotiables: 🎯 **Title(s):** Be specific but flexible. "Senior Marketing Manager," "Growth Marketing Lead," "Digital Marketing Director"

🌐 **Location/Remote:** Set realistic boundaries. "SF Bay Area +100 mi," "Fully remote, U.S. only," "Hybrid within 50 miles of NYC"

🏢 **Industry/Company Size:** Know your sweet spot. "SaaS companies, Series B-C," "Fortune 500 tech," "Healthcare startups 50-500 employees"

💰 **Minimum Total Comp:** Include base + bonus + equity. "\$120k-\$150k total," "\$180k+ all-in compensation"

Write Your Ideal Company Profile:

- Company culture values (innovation, work-life balance, diversity)
- Growth stage (startup energy vs. established stability)
- Team size you want to join (small scrappy team vs. large established department)
- Learning opportunities available (mentorship, training budget, conference attendance)

Create Your "Hell No" List:

- Industries you absolutely won't work in
- Company red flags (high turnover, bad Glassdoor reviews, toxic leadership)
- Deal-breakers (excessive travel, weekend work expectations, micromangement)

This targeting exercise saves you from wasting time on companies that aren't a fit. You can't effectively use the detective tools without knowing exactly what you're hunting for.



Y E A H! You're ready to Install Discovery Tools! Your New SuperPower!

8. 🛠️ Install Discovery Tools | Chrome Extensions

Here are 8 of my favorite Chrome extensions to get you started. I've also curated a Master List of 60+ **Discovery Tools** also include Firefox, Edge, and desktop/SAAS options. **Chrome is the most popular—and it's what I use, so I know it works well.** Go ahead and set up different ones that work better for you. That is why I made the comprehensive list for you!

Now that your job-hunting browser is set up with a fresh theme and quick links (LinkedIn, Indeed, Perplexity.ai, Wellfound, etc.), it's time to power up with email finder tools via Chrome Extensions.

Start by installing 3–5 Chrome Extensions. Most support Google sign-in and these 6 offer great free plans.



🌟 **Make a copy of this Master List of over 60 Discovery Tools:**

[Discovery Tools! 60+ Master List](#)

(*Avail at top too*)

✓ [ContactOut](#) – One of the most accurate tools for finding recruiter & hiring manager emails. Free Acct - 5 emails a day/5 phone numbers a day. \$49/mo Unlimited

<https://bit.ly/ConOut>

✓ [GetProspect](#) – Perfect for verifying professional email addresses. Free Plan 50 valid emails and 100 verifications. \$49 1000/2000

<https://bit.ly/GetPr>

✓ [SignalHire](#) – Easy LinkedIn integration for direct contacts. Free Acctn 10 Free a month. \$49/mo 350 credits

<https://bit.ly/SignalHi>

✓ [RocketReach](#) – Find emails and phone numbers globally and create accurate prospecting lists with AI-powered recommendations. Free Plan: 5 emails a month. Their paid plan is not that good. \$99 for only 100 emails.

<https://bit.ly/RockRe>

✓ [Datanyze](#) – Users can access contact and company data directly from the places they prospect most, in real-time. 90 Day Free Trial 10 Free a month

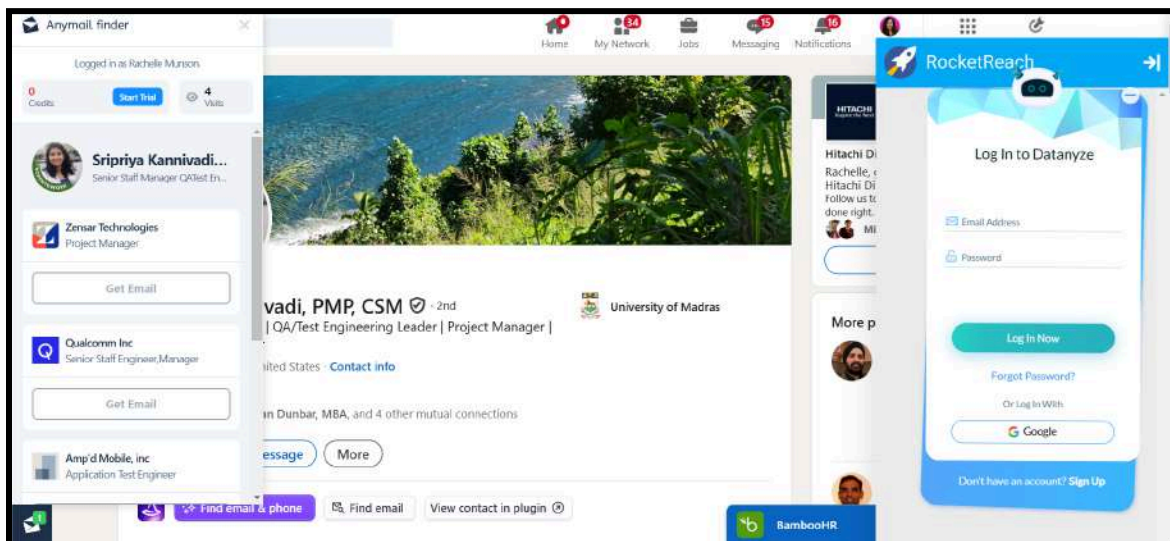
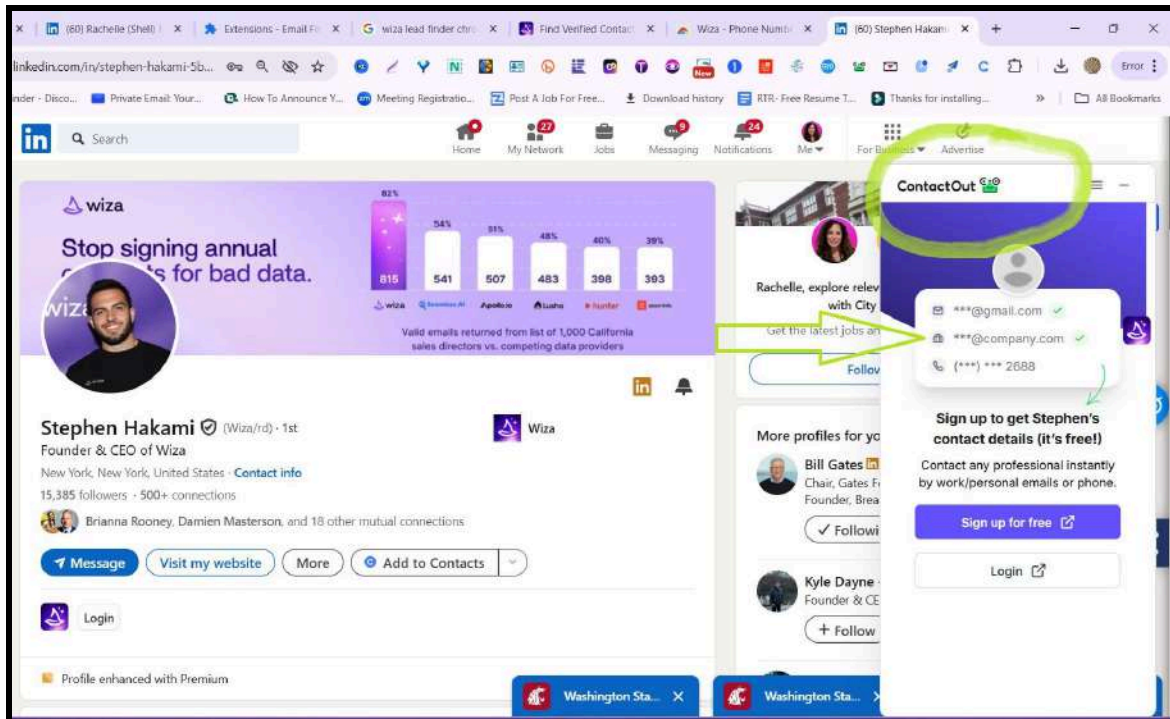
<https://bit.ly/DatNyze>

✓ [Kendo](#) – Kendo Sourcing Ninja will help you find and verify business and personal email addresses and phone numbers, so you can connect with your deal prospects. Free Plan: 50 emails free a month. \$17 600/emails month.

<https://bit.ly/KendoEm>

(These are my favorite 6)

Examples of the apps that pop out on the sides of profiles:



These screenshots show: ContactOut, RokatRaech, Datanyze, Anymail Finder

✓ MISSION 3: Build Your Target List + Messaging Toolkit

🔧 You Have Them Installed. Now How Do You Use Them?

1. Visit a LinkedIn profile of the person you want to look up.

2. **Click on any of the installed chrome extension icons that are in the margins (see image), and they will automatically search for and extract potential email addresses**, work phone...whatever they can find. They usually tease you with the info, not showing you until you click to reveal.
3. **Save** the contacts' information in the **JobTracker Pro** for **easy access and tracking** job hunting activities! 📁
4. **Now you start your Outreach Campaign!** Whatever contact info you can find, use it for Outreach: *It's time to Go Fishing!* 🎣

How you can reach out: (Outreach)

1. Send email work
2. Send email personal
3. Send LinkedIn Connection request
4. Send LinkedIn InMail is possible (If you're in the same LinkedIn Group, InMails are Free to send. Or if you pay \$99/month for 50 InMails. LinkedIn Sales Navigator (*Best plan*))
5. Cold Calls

Outreach Strategy: Maximize Your Time & Impact

You can send all outreach at once or space it out over a few days—it's up to you.

- ♦ **Best Practice:** Use **2-3 outreach channels per contact** during each job-hunting session. This keeps your efforts focused on one job and increases your chances of getting noticed.
- ♦ **Why?** A drip-feed strategy can be harder to track and less effective. Staying in the zone and pursuing a role with intent saves time and keeps momentum strong.
- ♦ **Time Management Tip:** Below is my recommended approach to streamline your outreach and maximize results. 🎯📁

For example send all 3 in the same 15 minutes:

- 1) work email
- 2) personal gmail email
- 3) linkedin connection request

OR if you have this combo of contact info:

- 1) LinkedIn InMail (Free) because you're in a "Mutual Group"
- 2) Work email

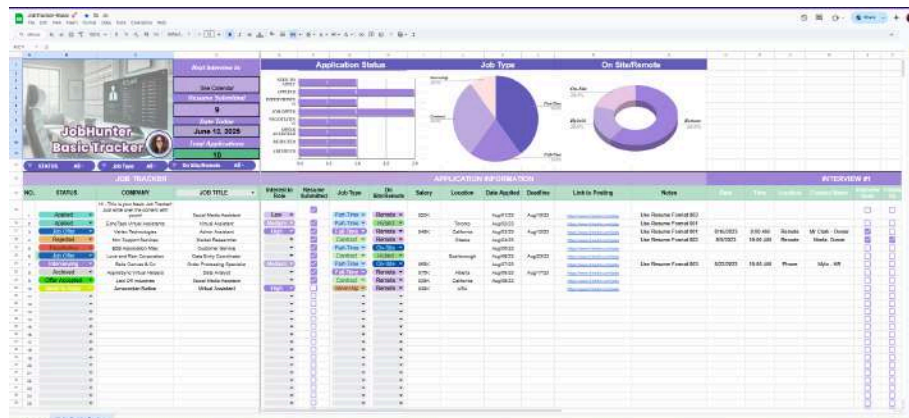
3) linkedin connection request

Whatever the combo of info you get, do the Outreach.

The person will see you are trying to reach out. They say a person reacts after seeing you multiple times, not just on the 1st time. It is just the science of it all. So do assertive Outreach. It is what top successful people do and you can do it too! That is why you are leveling up your skills with this program!

AND ALWAYS TRACK & FOLLOW UP!

🔥 Here are links to both of the Job Trackers. The Basic and the Pro. In case you want something more simple, I have included the basic.



📄 Copy of JobTracker-Basic 🚀

📄 JobTracker Pro | Job & Contact CRM (Avail on 1st page too)

You will get any variation of data points with these discovery tools. *Use the best lead info first.* (work email, personal email, alumni email, work phone number, cell phone number, social media)

Making Bold Moves: Phone Outreach & Gatekeeper Strategy

Most job seekers stick to email. But if you're bold enough to pick up the phone, you'll stand out instantly. Direct calls are rare — which makes them memorable. I don't get many, but when I do, they *always* catch my attention.

Getting Past the Gatekeeper

Here's what doesn't work:

"Hi, I'm looking to speak with someone in HR about a job opening."

✗ That triggers the auto-response: "Please apply online" or "We don't give out that info."

Instead, go in with confidence — and a plan.

Start with someone specific.

Look up your target on LinkedIn — someone in HR, recruiting, or the department you're applying to. Then call the company and say:

"Hi, can you please connect me with Sharri Jones in HR?"

Say it directly. Like you're already in the loop.

If they ask who you are or what it's about:

"This is Rachelle Munson — just getting back to her about something related to marketing."

This calm, confident approach increases your chances of being transferred without extra questioning.

Pro Tip: Call around 12–1 PM when a front-desk backup may be covering. If you don't get through, try again — that window can make a difference.

What If They Won't Transfer You?

Ask this:

“Would you mind confirming Sharri’s email address for me?”

Even if you get it slightly wrong, they’ll often correct you. That’s a win — now you have direct email access to follow up.

When You Reach Your Target Contact

Print this out and keep it in front of you. Fill in the blanks. Then call with confidence.

Phone Scenario 1: Expressing Interest in a Job

Introduce Yourself:

“Hi, I’m [Your Name]. I’m very interested in the [Job Title] role at [Company]. I’d love to be considered.”

Highlight a Key Strength:

“I bring [skill or experience], and I believe I’d be a strong fit for your team.”

Express Enthusiasm:

“I’m really excited about the opportunity and how my background aligns with the role.”

Ask for Next Steps:

“May I send my resume directly to you, or is there a time we could connect further?”

Close the Call:

“Thanks so much for your time. I look forward to staying in touch.”

After the Call:

Log the details in your JobTracker Pro.

Follow up in 5–10 days if you haven’t heard back.

✔ Phone Scenario 2: Following Up on an Application

Introduce Yourself:

“Hi, I’m [Your Name]. I recently applied for the [Job Title] position and I’m really excited about it.”

Check Status + Express Interest:

“I wanted to follow up on the status of my application and see if I can provide any additional info.”

Highlight a Key Skill:

“I bring [skill or experience] that really fits what you’re looking for.”

Ask for Next Steps:

“Would it be helpful to resend my resume, or is there someone else I should follow up with?”

Close the Call:

“Thank you again — I appreciate your time and hope to connect soon.”

After the Call:

Log details in your JobTracker.

Set a reminder to follow up in 5–10 days.

🎯 Final Thought

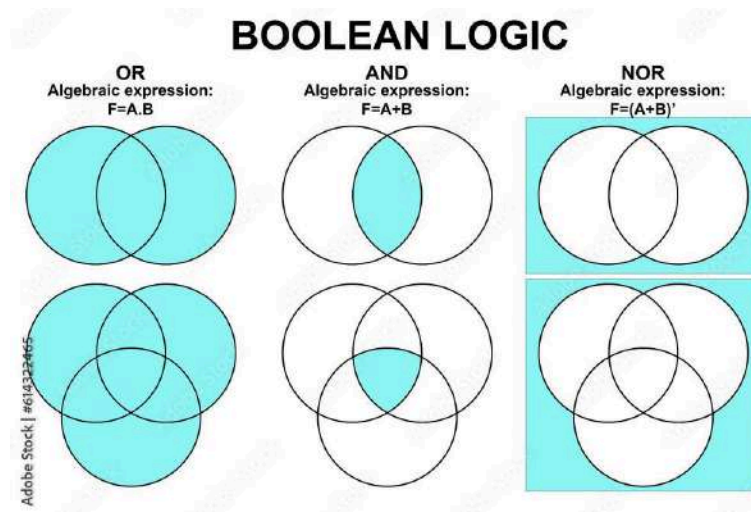
Whether you get through or not, calling builds courage — and sometimes, opportunity. The goal isn’t to be perfect. It’s to *be heard*.

✔ MISSION 4: Launch Strategic Outreach

🔥 Now Let’s Search for Some People to Contact with Boolean Search!

(Spoiler alert: **Most job seekers have no idea how to use this, but after today, you will.**)

🔥 **Ready? Let's get after it!**



What is a Boolean Search?

It's your gateway to much better, quicker results.

Here's a completed list of where Boolean search can be a game-changer:

- 🔍 **Job Searches** – Find the most relevant job postings without endless scrolling.
- 🔍 **LinkedIn Profile Searches** – Pinpoint recruiters, hiring managers, and key contacts.
- 🔍 **LinkedIn Post Searches** – Locate posts mentioning job openings, #Hiring hashtags, networking events, or industry insights.
- 🔍 **Job Board Searches** – Use precise filters to surface hidden job opportunities.
- 🔍 **Recruiter Searches** – Identify recruiters in your industry who actively place candidates.

(3rd party external recruiters specializing in your niche)

🔍 **Industry Expert & Thought Leader Searches** – Discover key influencers to follow and engage with.

🔍 **Networking Contact Searches** – Uncover professionals with the right job titles for outreach.

🔍 **Salary & Compensation Research** – Locate discussions and reports on pay trends in your field. Or go to [Salary.com](https://www.salary.com). Sometimes a boolean search with [salary.com](https://www.salary.com) in the search yields really good results on median salary ranges.

🔍 **Remote & Hybrid Job Searches** – Filter for flexible work options with precision.

🔍 **Freelance & Contract Gig Searches** – Find short-term and project-based work efficiently.

This one skill gives you an edge in finding the right jobs, people, and information—faster and more effectively than traditional searches! 🚀

I am going to teach you what you need to know in a 2 STEP PROCESS.

- 1. I will teach you the normal basic way someone would go about a boolean search for people, posts and job search on linkedIn. (Because that is a hard concept on its own.)**
- 2. Then, I am going to teach you how the Pro's do it. They do a boolean search in the google search bar and mine the LinkedIn's Database by listing X:LinkedIn.com/in. This way you get MORE results. You get results that are usually hidden from you. Some private and 3rd connection profiles. Using Google, you search the WHOLE DATABASE of LinkedIn without restrictions.** 🔍

A Boolean search is a **powerful search method** that uses specific operators (AND, OR, NOT, quotation marks, and parentheses) to narrow or expand search results.



💡 **Want to know a secret?**

Most job seekers...👾👾👾 rely only on **LinkedIn's basic search bar**—but that's like fishing in a tiny pond when you could be casting a net in **the entire ocean**. 🎧

(I'll tell you more about that in the next section. But first, let's do Boolean basics.



Boolean search is your shortcut to finding exactly who you need—hiring managers, recruiters, HR leaders, and key decision-makers—without wasting time scrolling through irrelevant profiles.

🔥 **Boolean Search Basics—How It Works**

Boolean search **isn't just typing words into Google or LinkedIn**. It uses **operators** to refine and target your results. And OR NOT " " ()

Here are the **core Boolean commands** you'll use to find decision-makers:

Command	What It Does	Example
"" (Quotes)	Finds exact phrases	"Software Engineer" → Only shows pages with that exact phrase
OR	Broadens search	("Product Manager" OR "Project Manager") → Finds either term
AND	Narrows search	("Software Engineer" AND "Machine Learning") → Finds profiles that must contain both
NOT (-)	Excludes terms	"Marketing Manager" -assistant → Excludes assistant roles

site:	Searches a specific website	site:linkedin.com/in "Technical Recruiter" → Finds recruiters on LinkedIn
intitle:	Searches page titles	intitle:"Hiring Now" site:linkedin.com → Finds active job posters

Boolean Search on Google for better results finding people on LinkedIn—

 By typing “[site:linkedin.com/in](#)” into the front part of the google search bar, you are [telling google to search the entire LinkedIn Profile Database](#).

Examples of How to use This Boolean Formula to Find Hiring Managers

- ◆ **Hiring Manager Search Formula:**

[site:linkedin.com/in](#) ("VP of Engineering" OR "Director of Engineering") AND "Company Name"

- ◆ **Recruiter Search Formula:**

[site:linkedin.com/in](#) ("Technical Recruiter" OR "Talent Acquisition") AND "Company Name"

- ◆ **Find People Who Recently Posted Jobs:**

[site:linkedin.com](#) ("Hiring Now" OR "We're Hiring") AND "Software Engineer"

INSIDER TIP:

- Replace "**Company Name**" with your target company.
- Change **the job title** to match the type of hiring manager you need.
- The **"/in"** forces Google to show personal LinkedIn profiles, not company pages.

Why This Works:

 Most LinkedIn users **don't lock their profiles** from Google. [This bypasses LinkedIn's](#)

search restrictions and finds the exact people you need. And you didn't have to upgrade your LinkedIn account!

Here's another way to learn what Boolean is (Because this is hard for some people)

Essential Boolean Commands & How to Use Them

Use these commands to refine your searches on Google and LinkedIn.

- 1 "Quotes" → Finds exact phrases
 - ♦ Example: "Software Engineer"
 - ♦ Result: Only shows pages with that exact phrase

- 2 OR → Broadens search
 - ♦ Example: ("Product Manager" OR "Project Manager")
 - ♦ Result: Finds either job title

- 3 AND → Narrows search
 - ♦ Example: ("Software Engineer" AND "Machine Learning")
 - ♦ Result: Only shows profiles with both terms


- 4 NOT (-) → Excludes terms
 - ♦ Example: "Marketing Manager" -assistant
 - ♦ Result: Removes assistant roles from results

- 5 site: → Searches a specific website
 - ♦ Example: site:linkedin.com "Technical Recruiter"
 - ♦ Result: Finds Technical Recruiters on LinkedIn

- 6 intitle: → Searches page titles
 - ♦ Example: intitle:"Hiring Now" site:linkedin.com
 - ♦ Result: Finds job postings actively hiring

Tip:

Find Emails for Direct Outreach (sometimes you can find emails this way in addition to Discovery Tools)

 Search on Google:

("Hiring Manager" OR "VP of Product") AND ("@company.com")

 This helps uncover company email structures so you can reach out directly.

◆ LinkedIn VS. Google Boolean Search. Which is better? 🙄

Most job seekers rely only on **LinkedIn's basic search bar**—but that's like fishing in a tiny pond when you could be casting a net in **the entire ocean**. 🎣

🎯 Why use Google instead of LinkedIn's search bar?

✓ **More Results:** Google searches **ALL** public LinkedIn profiles—even those beyond your 1st Connection Network. In many cases, it even lets you see **restricted 3rd-level connections** that users have made public.

✓ **No Limits:** LinkedIn restricts the number of searches you can do before forcing an upgrade. **Google doesn't**. LinkedIn also **doesn't count profile views when you right-click** to open them in a new tab.

✓ **Faster & Smarter:** Google finds **only** relevant profiles **without** making you scroll endlessly.

🎯 Who to Reach Out To?

When reaching out, **focus on decision-makers & connectors:**

- 👤 **Hiring Managers** → The leaders of the team you want to join.
- ◆ **Recruiters (Corporate & Agency)** → The gatekeepers to open roles.
- ◆ **Talent Acquisition & HR Directors** → Oversee hiring strategy.
- ◆ **Peer-Level Employees** → Your potential teammates (great for referrals!).
- ◆ **RPO Recruiters (Outsourced Staffing)** → Work externally but fill internal roles.
- ◆ **Industry Professionals & Alumni** → Can introduce you to key contacts.

~ When your outreach sounds human, not scripted, people respond. One real message in your voice can open a door faster than 50 silent applications. ~



✓ MISSION 5: Activate Warm Leads + Visibility

🔥 LinkedIn Connection Requests- To Connect or Follow?

- ◆ Free LinkedIn Account Limits

✓ **200** connection requests per month (**without a note**).

✓ **Only 10** connection requests with a **note** (desktop-only). (They lowered it from 200 Notes a month, trying to force you to buy Premium LinkedIn)

💡 **Challenge: Send 50 requests a week without a note!**

- ◆ **Following vs. Connecting on LinkedIn—Why Connections Win**



On LinkedIn, you have two ways to stay updated on someone's activity: **Following** or **Connecting**—but they're not equal in power.

✓ **Following Someone:**

When you follow someone, you see their posts in your feed, but **they don't see yours**. You can't message them unless they have open InMails, and you won't have access to any of their personal contact details. It's a one-way street.

✓ **Connecting with Someone:**

When you **connect**, you become part of each other's networks. That means:

✓ **Access to More Information** – You can see their contact details if they've shared them, including email and sometimes phone numbers.

✓ **Direct Messaging** – You can send messages anytime, without needing InMail credits.

✓ **Visibility Boost** – Your posts can now appear in their feed, increasing your chances of staying top of mind.

Bottom line? Connecting is **far more powerful** than just following. It opens up direct lines of communication and gives you an advantage in networking. If you want to reach decision-makers, **always aim to connect.** 🚀

🔥 LinkedIn Video on my YouTube Unlisted account:

Free vs. Premium LinkedIn



LinkedIn Premium vs. Free PIP Tutorial-Tips
This is for JobHunter Pro | Get Seen Get Hired

Link: <https://youtu.be/vpbXQWMdLac>

✉️ **Short & Effective Connection Request Scripts**

*(300 Characters Max if you have an older LinkedIn Account or a paid Premium LinkedIn Account.
200 characters if you have a newer LinkedIn account.)*

👤 **Hiring Manager:**

💬 “Hi [First Name], I came across your profile while researching [Company Name]. Your team’s work on [specific project] caught my interest—I’d like to connect!”

🎯 **Recruiter:**

💬 “Hi [First Name], I see you specialize in hiring for [Industry/Role]. I’d like to connect and stay updated on roles that fit my background. Looking forward to connecting!”

🏢 **HR Director / Talent Acquisition:**

💬 “Hi [First Name], I admire [Company Name]’s work in [Industry]. If you’re open to it, I’d like to connect and explore opportunities to contribute to your team!”

Peer-Level Referral:

💬 “Hi [First Name], I saw your profile while researching [Company Name] and enjoyed your insights on [topic]. I’d like to connect and exchange ideas!”

Industry Professional / Alumni:


💬 “Hi [First Name], I noticed we share an interest in [Industry]. I’d like to connect and exchange insights—always great to meet like-minded professionals!”

~When your outreach sounds human, not scripted, people respond. One real message in your voice can open a door faster than 50 silent applications.~

Track Your Outreach: This is a numbers game.

Each **connection request, comment, and message** is a **touchpoint**.

- ✅ **Track your outreach in your JobTracker Pro.**
- ✅ **Follow up smartly**—1 to 2 polite follow-ups are normal.
- ✅ **Every outreach = a step closer to interviews & offers!**

 **Reality Check:** Networking **takes effort**, but if you **track it and stay consistent, it WILL pay off.**

LinkedIn Transformation (25 Minutes)

Optimizing Your LinkedIn Profile to Attract Opportunities

Your **LinkedIn profile is your digital storefront**—it’s the first thing recruiters, hiring managers, and decision-makers see when they check you out.

 **Does your profile make them want to reach out to you?**

If not, **we’re about to change that.**

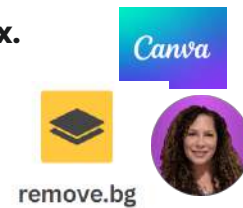
Let’s **turn your LinkedIn into a recruiter magnet!** 

🔥 Step 1: Your Profile Photo = First Impressions Matter 📸 (10 minutes)

A **clear, professional-looking photo** increases profile views by **14x**.

✅ How to Do It Right:

- **No selfies, no sunglasses, no party pics.**
- **Crop your headshot** to include **your head, shoulders, and a little space above your head. Image Shape: Square**
- **Use a free background remover app** like **remove.bg** or **Background Eraser – Remove BG** (iOS/Google Play). Download.
- **Upload to Canva (Free Account)**, choose **“Use to Create New Image.”** You will see your image in the square. Go above the image to “Effects” and pick a **clean bold color for your background. I like the gradient background colors near the bottom choices** (blend of two colors looks great!).
- Download & **upload your new Profile image to LinkedIn**—done! ✅😊



Your profile is your 24/7 salesperson. Let's make it work.

🎨 Step 2: Create Your Professional LinkedIn Banner (8 minutes)

While you're setting up your visual branding, let's create a stunning LinkedIn banner that makes you stand out:

Banner Creation Checklist:

- ✅ Go to Canva.com and create a free account
- ✅ Type "LinkedIn banner" in the search bar - Canva will automatically show you LinkedIn-sized templates
- ✅ Browse through the professional templates and pick something clean and sophisticated
- ✅ Look for designs with:
 - Clean, minimal layouts
 - Professional color schemes (navy, gray, white work great)
 - Space for your professional headline or industry
- ✅ Customize the template with your professional title or industry focus
- ✅ Keep text minimal - your banner should complement, not compete with your profile
- ✅ Download as PNG and upload to your LinkedIn profile header

Pro tip: Choose a banner that reflects your industry but stays timeless. Avoid trendy designs that might look dated in six months.

⚡ Step 3: Quick Profile Optimizations (7 minutes)

These final touches help recruiters *stop scrolling* and actually *click*:

Headline (2 minutes):

 Skip: “Seeking Opportunities”

 Use: “Marketing Specialist | Growth Expert | Problem Solver”

About Section (3 minutes):

Tell your story in a few sentences. Include the phrase “Open to Work” and the hashtag #OpenToWork – recruiters search these keywords directly, and they’re also built into LinkedIn’s filter system. If it’s not there, they won’t find you.

Featured Section (1 minute):

Upload your resume as a PDF. Make it easy for recruiters to grab it quickly.

Open to Work Setting (1 minute):

Turn it ON and make it visible to *everyone*. LinkedIn is a networking tool – let it work for you.

Why This Works:

Recruiters filter searches by who’s “Open to Work.” If you don’t have it enabled or mentioned, you won’t show up – you’re literally invisible.

Insider tip: With thousands of profiles to sort through, recruiters rely on filters. “Open to Work” is usually the first one they check.


Headline + Make It Clear & Impactful

Your **LinkedIn headline** is one of the **first things people see**.

 **Bad Example:** *Job Seeker Open to Work*  (Too vague!)

 **Better Example:** *Marketing Specialist | Digital Ads | SEO | Brand Growth*

 **Pro-Level Example:** *Senior Marketing Strategist | 7+ Years Driving Growth for SaaS & Tech Brands* 

 **Pro Tip:** If you have multiple skills (Marketing + Data Analytics, for example), make sure they’re **listed in your headline** to get picked up in recruiter searches!

Your LinkedIn profile is optimized—now it’s time to get seen, get connected, and get hired.

🗣️ Leveraging Google Voice for Privacy and Professional Contact



🌟 Why Use Google Voice?

You get 1 free google phone number with gmail. I recommend using it on all of your resumes.

🛡️ **Privacy:** Protects your personal number.

👛 **Professionalism:** Creates a dedicated job search line.

📱 **Convenience:** Forwards calls directly to your mobile.

📊 **Call Tracking:** Lets you know when a call is work-related, helping you answer with professionalism and get to a quiet place.

🔧 Setting Up Google Voice:

🌐 Go to voice.google.com and sign in.

1 2
3 4 Select a number by area code.

✅ Verify your mobile number.

➔ Download the Google Voice app.

📞 Enable call forwarding on your Google number to your mobile.

💡 **Pro Tip:** Use your Google Voice number on all resumes and online job profiles. This ensures consistency, privacy, and professionalism while making it easy for recruiters to contact you.

This will be a dedicated line to Job Hunting. When you get a call on this number, **you will see** it is a **forward from google voice** and **you will know it is a job related call**. You will be able to answer professionally and confidently. Get to a quiet place maybe. Also, you get the messages transcribed if they leave a message.

☒ Adding Your Resume to LinkedIn's Featured Section

The image shows a screenshot of a LinkedIn profile for Isaac Anderson. The profile header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, and Messaging. Below the header is a banner for 'Zeeko' with the text 'Get Funded in 4-6 Weeks - SaaS founder? Get funded fast so that you can focus on growing'. The profile name is 'Isaac Anderson' with a LinkedIn logo, followed by the title 'LinkedIn Expert - Agency Founder & Educator' and location 'Kansas City, Missouri Area · 500+ connections · Contact info'. There are two company logos: 'Zeeko®' and 'North Dakota State University'. A section titled 'Providing Marketing services' lists 'Lead Generation, Digital Marketing, and Social Media Marketing' with a 'See all details' link and a 'Public' privacy setting. Below this is an 'About' section with the text 'B2B leads are expensive and hard to come by. I built a company that uses LinkedIn to create meaningful relationships between businesses and their customers so they can make more money in less time. ... see more'. The 'Featured' section is highlighted with a large red arrow and contains three items: 'wo Minute Tip linkedin Success' with a video thumbnail titled 'WIIFT - What's In For Them?', 'Using The LinkedIn QR Code' with a QR code image, and another 'wo Minute Tip linkedin Success' video thumbnail. The text '253 FREE LINKEDIN VIDEOS' is visible below the first video.






How to Upload Your Resume to LinkedIn:

 Go to **Featured section** and **+ Click 'Add Media'** to upload your resume as a pdf. *(Make sure to not list your street address, just list town. For privacy reasons.)*


Privacy Essentials:

-  **Use your Google Voice number for contact info.**
-  **Remove your street address to protect your privacy.**

Why This Matters:

-  **Increases Visibility:** Recruiters can quickly review your resume.
-  **Creates a Complete Profile:** Your LinkedIn becomes a comprehensive showcase.
-  **Facilitates Contact:** Makes it easy for recruiters to reach you.

AI Prompt for Creating a LinkedIn Post with a Resume Upload

 Use this AI prompt in ChatGPT or any AI tool to help you write a LinkedIn post when sharing your resume:

Prompt:

***"I'm creating a LinkedIn post to share my resume and let my network know I'm open to new opportunities.**

Here's what you need to know about me:

My name: [insert name]

Current role or target job: [insert current role or desired position]

Top skills: [list 3-5 key skills]

Experience: [X years] in [industries, specific roles, or key achievements]

Career goal: [what roles, industries, or types of companies you're aiming for]

Please provide:

3 powerful LinkedIn post titles that hook the reader immediately and include "Open to Work" or #OpenToWork. Use curiosity-driven language or questions to draw people in. (Examples of hooks: "Why I'm the Perfect Fit for Your [Job Role] Team" or "Looking for Top Talent in [Industry]? Let's Talk.")

A compelling LinkedIn post description that:

Starts with a strong hook or question to grab attention.

Highlights my experience, key skills, and what makes me stand out.

Ends with a call to action encouraging connections, referrals, or job leads.

Includes industry-relevant keywords and "Open to Work" or #OpenToWork at the end.

Keep the tone professional but approachable, and use short, punchy sentences that keep readers engaged. Thank you!"*

Pick the best one and set it up.

Set up the Subject Title and Description. Upload your resume as a pdf and now you are visible!



Activating 'Open to Work' and Using Hashtags for Visibility

This **version leverages attention-grabbing hooks and open loops to keep readers curious** while ensuring **essential info (like #OpenToWork)** is included. You want to include the phrase “Open to work” and/or #Opentowork. Why? Because us **Recruiter use those words and phrases to find people to fill our open positions.** If you don't have that, you're missing out on showing up in the search results for the Recruiter. Same thing with the Check mark (coming up next)

💡 **Introduction: Use LinkedIn's 'Open to Work' and strategic hashtags to ensure recruiters can find you easily.**

🔧 **How to Enable 'Open to Work':**

📌 **Click “Open to” on your profile.**

👛 **Select “Finding a new job” and set your preferences.**

⚙️ **Choose “Recruiters only” for privacy, but I suggest you let everyone see it. You are on LinkedIn where people do three things (networking for a job, sharing industry insights, and building professional relationships), and networking for a job is one of them. There is nothing to be ashamed of. It does not make you seem desperate.**

✅ **Save your settings.**

💡 **Hashtag Strategy for Searchability:**

Use #OpenToWork in your posts and profile.

Include phrases like “Open to Work” in your summary or headline.

Us recruiters use “Open to work” to search for people looking for work.

We also use #opentowork to search.

We also use the drop down menu choice Show me people “Open for Work.”

So make sure us recruiters can find you!

🚀 **Why It's Critical: Recruiters using LinkedIn Recruiter Lite often filter for candidates with 'Open to Work' enabled. Without this setting, you may be invisible in their searches.**

🌟 **Final Thought: Combining your Google Voice number, Featured resume, Open to Work signal, and strategic hashtags ensures maximum recruiter visibility. 🚀**

The AI Part of the Playbook!

AI Fun: Find Your “Sizzle” and Make Your Outreach Stand Out

When using discovery tools to find leads, you’ll gather different contact points—**work email, personal email, alumni email, work phone number, cell phone number, or social media**. Start with the strongest contact info first.


Most people default to sending emails. But if you’re feeling bold, pick up the phone and call. Direct calls are rare—but memorable. I don’t get many, but when I do, they *stand out*.

No matter how you reach out, **be yourself. Your goal is simple: to express your interest in the role and share why your talent could be a perfect fit for their team.**

To make your message pop:

- **Tie your outreach to something meaningful:** Mention what you admire about the company, connect to a shared skill, or reference someone or something that drew you to the role.
- **Find your “sizzle”**—that unique spark that sets you apart. Highlight what makes you a great match without overhyping.

As a recruiter, I always find and refine the “sizzle” points that sell the job I’m hiring for. It works. And it can work for you.

So, here’s my challenge to you: **Work with AI  to craft your “sizzle” for each job or title niche you’re pursuing.** Tailor your strengths to the role and let your passion come through. The more personalized your outreach, the more you’ll stand out.



Use this AI to help find your sizzle:

 AI Prompt: Find Your “Sizzle” Selling Point for the Job

Use this AI prompt to create a short, impactful email to a hiring manager or recruiter that highlights your unique value and excitement for the role.

🧠 AI Prompt to Use:
(Find your sizzle) 🍖 🌟

AI Prompt

🤖 "Help me write a brief, compelling email to introduce myself for this job opportunity. I want it to feel confident, engaging, and tailored to the role. Use my top strengths and experiences to show why I'm a strong fit."

- **Focus on my top 3 reasons why I'm a match:** [List 3 reasons, e.g., leadership experience, technical skills, industry knowledge]
- **Keep the email short and scannable (under 150 words).**
- **Make the tone enthusiastic and professional.**

Here is my resume:

[paste resume]

Here is the job description:

[paste job description]

Include a closing that:

1. **Thanks the reader** for their time.
2. **Asks for an interview, consideration, feedback, or a conversation. (Open Loop)**
3. **Restates excitement** about the opportunity.

📝 Example Short & Impactful Email (AI-Generated):

Subject: Excited to Apply for [Job Title] at [Company Name]

Hi [Hiring Manager's Name],

I'm excited about the [Job Title] role at [Company Name]! Here's why I'm a strong fit:

- **[Sizzle Point 1]:** [Key skill or experience aligned with the role]
- **[Sizzle Point 2]:** [Career accomplishment relevant to the company's goals]

- **[Sizzle Point 3]:** [Personal quality that fits the company culture]

I'd like to bring my experience to [Company Name] and contribute to [specific company goal or value]. Are you open to a conversation?

Thank you for your time!

Best,

[Your Name]

[Your Contact Info or LinkedIn]

END _ _ _ _

Why This Works: 🧑

Crafting your “sizzle” makes your **outreach personal, memorable,** and directly **aligned with what hiring managers care about.** But here's the key—**short is better.**

As a recruiter myself, I can tell you: we don't have time 🧑 to read through long, *AI-generated essays.* The shorter and more direct your message, the more likely we are to actually read it—and respond.

So, keep it sharp. Lead with your best points. Make every word count.

💬 Messages That Actually Get Responses (10 Minutes to Learn)

Stop sending essays. Start creating curiosity.

🎬 The Netflix Formula:

1. Hook them with something specific
2. Open a loop (create curiosity)
3. Micro ask (make it easy to respond)


📝 Template:

"Hi [Name], saw [specific thing about them/company]. I [relevant experience]. Quick question - [easy ask]?"

🎯 Real Example:

"Hi Jennifer, noticed your team at Spotify just launched that personalization feature. I built something similar at my startup last year. Quick question---who's the best person to chat with about engineering roles?"

Why this works: It's personal, shows you did research, and asks for help (people love helping).

 Length rule: 2-3 sentences max. People are busy.

AI Assistant: Master Message & Script Generator (5 minutes to set up)

Want AI to write these messages for you? Use this prompt in ChatGPT:

Copy & Paste This Prompt:

"Write a short LinkedIn message (under 300 characters) using this formula:

Use the **The Netflix Formula:**

4. **Hook** them with something specific
5. **Open a loop** (create curiosity)
6. **Micro ask** (make it easy to respond)

HOOK: Start with something specific about their recent work, post, or company news

OPEN LOOP: Create curiosity without giving everything away

MICRO ASK: End with an easy question they can quickly answer

My background: [Insert your 1-line professional summary]

Their role: [Job title]

Company: [Company name]

What I noticed about them: [Specific project, post, or achievement]

My goal: [Get intro, learn about openings, build connection]

ADVANCED SEMANTIC MATCHING: Analyze my background and their role to identify semantic relationships, adjacent skills, and related terminology. Use industry-specific language that shows I understand their world. Connect my experience to their challenges using relational concepts, not just exact keyword matches.

Make it sound conversational and genuinely curious, not salesy.

Note: LinkedIn connection requests have a 300-character limit for all account types.

Example AI Output: "Hi David, saw your post about the new AI features at Slack. I've been working on similar ML projects at my startup. Curious---who's leading the expansion of that team?" END PROMPT

AI Follow-Up Email Generator

Use this prompt when you need to follow up after applying or sending an initial message:

Copy & Paste This Prompt:

Write a polite follow-up email (under 200 words) for someone who hasn't responded to my initial outreach about a job opportunity. Include:

Use the Netflix Formula:

7. Hook them with something specific
8. Open a loop (create curiosity)
9. Micro ask (make it easy to respond)

Their name: [Name]

Company: [Company name]

Role I'm interested in: [Job title]

When I first reached out: [Date - e.g., "last week"]

One new piece of value I can add: [Recent achievement, skill, or insight]

SEMANTIC RELATIONSHIP ANALYSIS: Review the job role and company context. Identify semantic connections between my background and their needs. Use related terminology, adjacent skills, and industry concepts that show deeper understanding beyond surface-level keyword matching. Connect my value proposition to their likely challenges using relational thinking.

Make it brief, professional, and add genuine value rather than just asking again. Include a soft ask for next steps.

AI Interview Prep Generator

Use this to create custom interview stories using the PROVE IT method:

Copy & Paste This Prompt:

Help me create a PROVE IT story for an interview using this format:

Position: Set up the challenge I faced

Result: What I achieved (include specific numbers if possible)

Obstacle: What I had to overcome

Value: What I brought to the company

Explain: How this applies to their role

The challenge I want to discuss: [Describe a work situation/project]

The outcome I achieved: [Your result with numbers if possible]

Skills this demonstrates: [2-3 relevant skills for the target job]

ADVANCED SEMANTIC MATCHING: Analyze the target job requirements and identify semantic relationships between my experience and their needs. Use relational concepts, adjacent skills, and industry terminology that shows I understand their specific challenges. Connect my story to their role using contextual understanding, not just surface-level skill matching.

Write this as a 60-90 second story I can tell in an interview.

✅ MISSION 6: Create Monthly Momentum

🔥 The Power of Strategic Networking

Most job seekers wait for opportunities to come to them. But Not You.

You're taking a proactive approach to connecting with recruiters, hiring managers, and industry professionals.

The goal? To be top of mind when the right opportunity opens up.

✅ **More conversations = More interviews**

✅ **More interviews = More job offers**

🗨️ **Your job search is about relationships, not just resumes.**

~ Cold outreach doesn't have to feel awkward. When you show up with a genuine, confident voice, you'll be surprised how many doors start to open.~

🔥 LinkedIn Connection Requests = Smart Strategy, Big Results

 Connect

 Message

Who Should You Connect With?

- ◆ **Recruiters & Talent Acquisition Pros** (They find candidates for open jobs).
- ◆ **Hiring Managers** (Your future boss, the person making hiring decisions).
- ◆ **Senior Team Members** (They can refer you internally).
- ◆ **Industry Peers & Thought Leaders** (*They expand your network & open doors*).

🚀 Pro Tip: Sending Connection Requests the Smart Way

LinkedIn recently changed their limits from 200 personalized connection requests to just 10 per month.

💡 **Solution? Send most requests without a note—it works better anyway!**

👉 **Want to upgrade? If you invest in LinkedIn Premium, I recommend LinkedIn Sales Navigator Core—it comes with 50 InMails to message key decision-makers directly. (\$99/mo)**

🔥 High_Impact LinkedIn High-Impact LinkedIn Engagement Strategy

💡 **Don't just connect—engage. This keeps you visible and builds relationships organically.**

How to Stay on Their Radar Without Being Annoying

- ✓ **Comment on Their Posts** (Leave insightful, valuable responses).
- ✓ **Engage in Industry Discussions** (Show you're knowledgeable & involved).
- ✓ **React to Their Content** (Like, celebrate, support—just stay visible).

🔥 LinkedIn InMails & Direct Messages=Getting Responses

If you're reaching out directly, you need messages that actually get replies.

Here's an AI Based prompt to help you with messages using the C.H.A.T Formula.

 **The C.H.A.T. Formula (Easy to remember & HIGHLY effective!)**

✓ **C – Catch Their Attention (Hook) – Start with something relevant—a shared connection, mutual interest, or company news.**

✓ **H – Hint at Value (Open Loop) – Give them a reason to care—how can this conversation be useful for them?**

✓ **A – Ask & Align (Call to Action) – Clearly state what you want—a quick chat, a referral, or their insight.**

✓ **T – Tie It Up (Close with Gratitude & No Pressure) – Make it easy to say yes—“No pressure, just thought I'd reach out!”**

 Message Example

Hey Sarah,

I came across your post on scaling sales teams and found your insights really valuable. As someone passionate about driving SaaS growth, I'd like to connect.

I noticed XYZ Tech is hiring for an Enterprise Sales Manager role, and it seems like a great fit given my experience in [specific skills]. I'd like to hear your thoughts on what's most important for success in this role.

If you're open to a quick chat, I'd truly appreciate it! No pressure—just thought I'd reach out.

Looking forward to staying in touch!

[Your Name]

This structure ensures clarity, relevance, and a high response rate. Now you can simply copy, paste, and personalize their LinkedIn outreach messages for maximum impact!



What Not To Do: Convo Killers

- ❌ Never Start With “How Are You?” (*It’s overused, boring, and a momentum killer.*)
 - ❌ Avoid Asking Generic Questions (“Can you help me?” is vague—be specific!).
 - ❌ Don’t Send Paragraphs of Text (*Short, clear messages get way more replies!*).
 - ❌ Do Not Ask for Informational Interviews (*It’s an outdated approach that rarely leads to anything!*)
-

Mastering Outreach eMails & Follow-Ups

(How to Send Messages That Actually Get Replies!)

The biggest job search mistake people make? They send one email, hear nothing, and give up. ❌

 Reality Check: People are busy! Your message got buried, they meant to reply, or they just forgot.

 That’s why follow-ups work.

When you reach out the right way—clear, confident, and professional—you’re not “bothering” anyone. You’re showing initiative.

And that’s exactly what gets you hired.

Follow-Up Mindset: YOU’RE NOT “BOTHERING” ANYONE!

If someone didn’t reply to your first message, assume they were busy—not that they’re ignoring you.

- ✅ Recruiters & hiring managers appreciate follow-ups.
- ✅ It shows you’re serious, persistent, and professional.
- ✅ Many candidates don’t do this—which is why you’ll stand out!

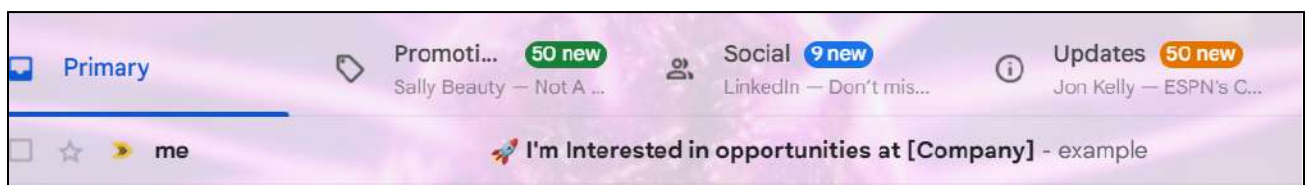
 Your new rule: One email/message isn’t enough. You follow up. Always.

🔥 eMail Outreach: How To Make Contact & Get a Response.

1 SUBJECT LINES THAT GET OPENED 📧

(🔥 Make Your Email Stand Out in a Crowded Inbox!)

Emojis work in subject lines! Use these to capture eye balls. I use them to get more traction with my Outreach.



The flame, and rocket and megaphone work in the subject line. Use them when you want to pop out among all the other emails that they must be getting.

👉 **The goal: Keep it short, clear, and intriguing.**

✅ Examples for Hiring Managers & Recruiters:

- 📌 *Quick question about [Job Title] role at [Company]*
- 📌 *Interested in opportunities at [Company]*
- 📌 *Excited about [Company]—Who's the best contact?*
- 📌 *Would like to connect about [Job Title] role*

✅ Examples for Networking & Referrals:

- 📌 *[Mutual Contact] suggested I reach out!*
- 📌 *liked your post on [Topic]—Quick follow-up*
- 📌 *Fellow [Industry/Alumni]—Quick question!*

🔥 **Pro Tip: If your first email doesn't get a response, change the subject line in your follow-up to grab attention.**

🔥 Follow-Up Formula: When & How to Follow-Up

👉 **If no response? Follow up in 3–5 days.**

✅ **Follow-Up Subject Line Ideas:**

📌 ***Following up on my last message***

📌 ***Quick follow-up on [Job Title] role at [Company]***

📌 ***Just checking in—would like to connect!***

🔥 **Final Thoughts: Follow-Up Until You Get a Response!**

If someone doesn't reply, it doesn't always mean no—it usually means they're busy. But I will admit, some recruiters are just bad. But if you have their email, email them again. It's perfectly normal to ask if you will be considered for the role.

✅ **Be polite, be persistent, and keep following up.**

✅ **You'll stand out just by doing what 90% of job seekers don't.**

✅ **MISSION 7: 🔥 Sealing the Deal—Interviews & Negotiations** 📁 🚀

(How to Ace Your Interviews & Negotiate Like a Pro to Get the Best Offer!)

💡 **You made it! Your networking and outreach worked—you've landed interviews!**

Now, it's time to turn those interviews into job offers and make sure you get paid what you're worth.

👉 **Most job seekers stop here. But you won't.**

Because this module gives you the inside edge on how to:

✅ **Nail your interviews and stand out from the competition.**

✅ **Build instant rapport with hiring managers.**

✅ **Negotiate like a pro to secure the best salary and benefits.**

🔥 **Interview Strategy—What Really Matters?**

Interviews aren't just about answering questions—they're about:

- ✓ Creating a connection.
- ✓ Showcasing confidence.
- ✓ Proving you're the best fit.

💡 **Reality Check: Hiring managers don't just hire the most qualified person... They hire the person who makes the best impression.**

- ✓ **Confidence & storytelling > Memorizing "perfect" answers.**
 - ✓ **People hire who they like, trust, and believe will add value to the team.**
-

🔥 The "Be Seen" Interview Framework

(Forget memorizing stiff answers—use this to make a real impact!)

🔥 STEP 1: SET THE STAGE (First Impressions Matter!)

- ✓ Smile, sit up straight, and make eye contact.
 - ✓ Start with high energy & enthusiasm. *(People remember how you make them feel!)*
 - ✓ Show genuine interest in the company & role—hiring managers like engaged candidates.
 - ✓ Use NLP (Neuro-Linguistic Programming) Mirroring Techniques to build instant rapport.
-

MASTER ANY INTERVIEWER!

USE PSYCHOLOGY TO WIN! I SEE ...

I HEAR ...

I FEEL ...

visual auditory kinesthetic

**COPY & BUILD
INSTANT RAPPORT**

YouTube Link to my video: <https://youtu.be/sGskutn3R38?si=yyjhzztArP-51t2H>

🔥 How to Build Instant Rapport Using NLP Mirroring

💡 What is NLP Mirroring? 🗣️

Mirroring is an advanced communication technique where you subtly reflect the other person's:

- ✓ Body language
- ✓ Speech patterns
- ✓ Tone & energy

🔥 Why does it work?

- ✓ People naturally like those who are similar to them.
- ✓ Mirroring makes them feel comfortable and connected to you.
- ✓ It's subtle & subconscious—they won't even realize you're doing it!

🔥 How to Use NLP Mirroring in Your Interview:

- 1 Match their body language. *(If they lean forward, lean forward slightly. If they sit back, relax into your chair.)*
- 2 Match their speech pace & tone. *(If they speak fast, pick up your energy. If they're slow and calm, slow your tone slightly.)*
- 3 Repeat key words or phrases they use. *(This signals alignment and shows you're actively listening.)*

🔥 Step 2: Show Them You're The Right Fit (Sell Yourself the Right Way)

Most candidates list their responsibilities. You're going to sell your impact.

- ✓ Talk about RESULTS, not just duties.
- ✓ Use storytelling to make your experience memorable.
- ✓ Tie your skills directly to what the company needs.

💡 Use the "PROVE IT" Formula:

- ✓ P = Position the challenge or situation.
- ✓ R = Result you achieved.
- ✓ O = Obstacle you overcame.
- ✓ V = Value you provided to the company.
- ✓ E = Explain how it applies to this new role.

🔥 Example Answer Using the PROVE IT Formula:

Interviewer: *“Tell me about a time you solved a problem.”*

You:

“At my last company, we were struggling with [Position]. The issue was [Obstacle]. I implemented [Solution] which led to [Result]. It improved [Metric] by [Percentage]. This experience showed me how to [Lesson], which is why I know I’d bring [Value] to this role at [Company Name].”

💰 Get Paid What You’re Worth ⚖️



New pay “transparency laws” are changing the game for job seekers! These laws make companies give you critical salary information that was once hard to access **because they *didn’t* legally have to tell you.** But that has **changed in California, as of 📅 January 1, 2023, employers are required to disclose pay ranges** for positions **when directly asked.** Many other states have implemented similar laws, with more expected to follow. Knowing this can help you **ask properly so they will tell you the salary range.**

🔑 **Key Points About Pay Transparency Laws:**

🛡️ **Legal Right to Know:** In many states, including California, employers must share the salary range for a role IF YOU ASK DIRECTLY.

🕒 **Timing Matters:** You can ask about salary early in the process—no need to wait until the final offer stage. Ask during the 1st conversation.

🗺️ **More States to Come:** States like Colorado, Washington, and New York already have similar laws, and others are joining soon.

💰 **Why It's Important:** Knowing the pay range helps you avoid wasting time on roles below your expectations and gives you leverage in salary discussions for later when closing and negotiating your compensation package. 🤝

📞 **How to Ask About Salary During Your First Recruiter Call**

Bringing up salary can feel tricky, but **with pay transparency laws on your side**, you can **confidently address it in your first conversation with a recruiter.**

Here are scripts to help you navigate this:

📝 **Script 1 (Direct and Professional):**

"Thanks for sharing details about the role. I'd like to know—what's the salary range for this position? I understand that in California [or your state], employers are required to provide this information, and it helps me determine if we're aligned before moving forward."

📝 **Script 2 (Casual but Clear):**

"This role sounds exciting! Can you share the pay range for this position? I know many states now require that, and it's helpful to have that info upfront."

📝 **Script 3 (Polished and Informed):**

"I appreciate you walking me through the role. Before we dive deeper, could you let me know the salary range? I'm aware that pay transparency laws require this, and it helps me evaluate opportunities effectively."

📝 **Script 4 (Confident and Simple):**

"Just to align expectations early, could you share the pay range for this role? I know many states, including California, have made salary transparency a requirement."

💡 **Pro Tip:** Asking about salary early not only saves time but also shows recruiters you're informed and prepared—a powerful combination in today's competitive job market.

Write notes about your salary conversation in your Job Tracker! That recruiter is taking notes, you should too. This makes the offer process go smoother. **They will try to hit your target or just below your target if it gets to the offer stage.** They expect candidates to negotiate, **so never take the first offer.** Read the end of this book to get the full goods on negotiating.

🔥 Negotiation: Never Accept The First Offer, Always Counter! 💰

39% of people dread salary negotiations and so they don't do it. But here's the truth:

- ✅ Employers EXPECT you to negotiate.
 - ✅ You will NEVER lose an offer just for negotiating professionally.
 - ✅ One simple counteroffer can add \$5K–\$20K+ to your salary!
-

🔥 3 MUST-KNOW SALARY NEGOTIATION STRATEGIES

💡 🔥 RULE #1: NEVER ACCEPT THE FIRST OFFER



Recruiters expect you to counter. Companies rarely lead with their best offer.

🔥 How to respond:

"I'm very excited about this role and the opportunity to contribute. Is there flexibility in the offer? I was expecting something closer to [\$X] based on market data and my experience."

💡 🔥 RULE #2: ASK FOR MORE THAN YOU EXPECT

(During the initial phone screens and in-person interviews, when they ask about your salary package, start a little above where you will settle.)

✓ **Always aim high—but stay reasonable.**

🔥 **Example:**

💰 **If they offer \$90K, counter with \$100K–\$105K.**

💰 **If they offer \$120K, counter with \$130K–\$135K.**

💡 **They may meet you in the middle—which is exactly what you want.**

💡 🔥 **RULE #3: NEGOTIATE MORE THAN JUST SALARY**

Money isn't everything. You can negotiate:

- ✓ **Bonus structure (*More annual Bonus, or a 1 time sign-on bonus*).**
 - ✓ **Stock options or equity (*If applicable*).**
 - ✓ **Remote work or flexible hours (*If it matters to you*).**
 - ✓ **More vacation time (*Ask for 3 weeks like we give europeans!*).**
-

📝 **Daily JobHunter Pro Checklist**

📅 **Daily Tasks (15-20 minutes):**

- ✓ **Identify and research 3 new decision-makers at your target companies**
- ✓ **Send 3 personalized Netflix-style outreach messages (Hook, Open Loop, Micro Ask)**
- ✓ **Log every outreach message and contact info in your tracker**
- ✓ **Follow up on any replies or conversations started**

📅 **Weekly Tasks:**

- ✓ **Build or refine 3 Boolean search strings for new roles/companies**
- ✓ **Add at least 5 new target companies to your research list**
- ✓ **Review responses and adjust messaging based on feedback**
- ✓ **Plan next week's outreach schedule**

📝 **6 Week- JobHunter Pro Sprint Worksheets**

Open this link to the Worksheets, click “Make a Copy” and save to your google drive:

📄 🔥 **JobHunter Pro: 6-Week LinkedIn Sprint (Worksheet) Master**

LinkedIn Monthly Allowances (2025)

Account Type	Connection Requests (No Note)	Connection Requests (With Note, Desktop Only)	InMail Credits	Special Free InMail (Groups)
Free	200/month	10/month	0	Yes, if in mutual group
Sales Navigator Core	400/month	400/month (all can include a note)	50/month	Yes, if in mutual group

Weekly Goals to Max Out Allowances

Account Type	No Note Requests	With Note Requests (Desktop Only)	InMail Credits	Special Free InMail (Groups)
Free	50/week	2–3/week	0	Yes, if in mutual group
Sales Navigator Core	100/week	100/week	12–13/week	Yes, if in mutual group

How to Use These Limits Effectively

- **Free Account:**
 - Send up to 50 connection requests per week (no note, any device).
 - Use your 2–3 personalized requests per week (desktop only) for high-priority targets.
 - If you share a mutual group with a 2nd or 3rd degree connection, you can send them a free InMail message even on a free account.


- **Sales Navigator Core:**

- Send up to 100 connection requests per week (all can be personalized if sent from desktop).
 - Use your 12–13 InMail credits per week for reaching out to people you can't connect with directly.
 - If you share a mutual group with a 2nd or 3rd degree connection, you can send them a free InMail message.
-


Quick Tips for Job Seekers

- **Don't waste your monthly limits:** Spread your outreach evenly each week.
 - **Prioritize personalized notes** for your most important contacts.
 - **Use mutual group InMail** on both free and Sales Navigator Core plans for extra outreach to 2nd/3rd degree connections.
-

Key Terms You Need to Know


 **Discovery Tools:** Browser extensions that find real emails and phone numbers of hiring managers and recruiters


 **Netflix Formula:** Hook + Open Loop + Micro Ask messaging structure designed to get replies

 **Boolean Search:** Advanced search using AND, OR, NOT to pinpoint specific results on Google and LinkedIn

 **Golden Referral:** An internal connection who can refer you, dramatically improving your chances

 **JobTracker:** Your system to track companies, contacts, outreach, and applications

 **ATS:** Applicant Tracking System software that filters resumes before humans see them

 **Micro Ask:** Small, easy-to-answer question that encourages responses

Final Words: Your Shortcut to Job Offers

You now have the tools, the system, and the mindset to leave Universe 1 behind and join the 1% who get seen, get calls, and get hired.

Remember: Success is about consistency and connection. Use your tracker daily. Send those Netflix formula messages. Build referrals. Master Boolean search.

Every message you send is a step closer to your next opportunity.

🚀 Send your first 3 outreach messages today. You're officially in the top 1% of job seekers!

☀️ YOU'VE GOT EVERYTHING YOU NEED TO WIN

You just learned what took me 20+ years in recruiting to master. You now know:

- ✓ How the hiring game really works - and how to win it
- ✓ The exact tools recruiters and salespeople pay thousands for
- ✓ The Netflix Formula that makes your messages irresistible
- ✓ Boolean search secrets that unlock the hidden job market
- ✓ Salary negotiation tactics that add thousands to your offers
- ✓ The Golden Path that gets you referred instead of rejected

💪 You're No Longer Playing Their Game - You're Playing Yours

- While others apply online, you connect directly with hiring managers
- While others wait for responses, you build relationships that lead to referrals
- While others accept first offers, you negotiate like a pro
- While others get ghosted, you get called back

🔥 The Market Is Tough, But You're Tougher

Every successful person you admire got there by taking initiative, being persistent, and asking for what they wanted. You now have the exact roadmap to do the same.

Stop waiting for permission. Stop waiting for the "perfect" opportunity.

Your next great job is three strategic messages away.

Go show them what you're made of.

🚀 I can't wait to hear about your success story!

- With Kindness, *Rachelle* 🌸

📺 Rachelle the Recruiter

👛 [linkedin.com/in/rmunson](https://www.linkedin.com/in/rmunson)

🌐 rachellettherecruiter.com

P.S. When you land your next role (*not if, when*), send me a message. I love hearing success stories. It makes my day! 💛

 **You Did IT! YOU COMPLETED THE COURSE!**  **WHOOT WHOOT!!!!!!** 

- ✓ You optimized your LinkedIn profile to attract opportunities.
- ✓ You used advanced outreach & networking to connect with decision-makers.
- ✓ You aced your interviews & negotiated like a pro.

 You now have a system you can use for LIFE.

 Congratulations! Now go get that job—and don't forget to celebrate!  

Let's Stay Connected!

Once you have landed your new role, send me a LinkedIn message and let me know—Whoot Whooo!!!!   

www.linkedin.com/in/rmunson

rachelle@racheltherecruiter.com

I'd love to share your success story. If you have found this program valuable, please consider sending a testimonial or review I can feature on my website. Your feedback helps me improve and inspires others!

Google Survey for JobHunter Pro

If you're able, please complete this quick survey and share a few lines about what you have learned from the program:

<https://forms.gle/PRUeihuTLbqdsZVB7>

With gratitude and excitement for your success!

With Kindness,
Rachelle

© 2025 Rachelle Munson, Sr. Technology Recruiter

 Your Job Search Playbook for Landing Interviews & Offers—Faster!

 Bypass the ATS & Get in Front of Key Decision-Makers.

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