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# Get Companies Chasing You: Job Search Re-Invention



## Synopsis

Get Companies Chasing YOU! ...Works by helping you to understand exactly what it is that companies are looking for, we have a greater chance of success. As a Career Coach, I can help GET COMPANIES TO CHASE YOU! My philosophy is derived from the following three core goals:

1. You're the Service Provider - you develop your employer toolkit i.e. your CV/Resume, LinkedIn profile and website (if applicable), with the organisation in mind.
2. You're the Problem Solver - you recognise a business only employs staff because they have a problem to solve. If they did not have a problem, they wouldn't need you! You get hired because you can fix those issues.
3. You're the Communicator - you recognise the need to communicate your message in a clear, concise way, focusing on your Unique Selling Point (USP) and combining this with what the company needs! Learning to do this can not only help you get hired, but it has numerous other benefits. It can redundant-proof your job and help to build you as a brand so that you never have to apply for a job again. All of the services I offer are built by living and breathing this concept, so if you don't see this as the right strategy for you, basically stop reading now! This is what I stand for and what makes me different from other career coaches! I actively believe every job seeker, freelancer, and employee needs to harness their own power by:

- 1 BREAKING DOWN THE FOUR WALLS & GETTING COMPANIES CHASING YOU! Unless your reputation transcends the four walls where you work; you're always going to be stuck back at square one when you next want to get hired! Break the cycle and build the "like, know, trust factor" before you even get to that stage!
- 2 TREATING YOURSELF AS A BUSINESS Recognise that you only get hired for one reason - You solve an employer's problem. Treat yourself as a business and create your Resume/CV and LinkedIn profile with this in mind!
- 3 THE MONEY IS IN YOUR MESSAGE! End the vanilla status and stop the carbon copy. It's time to become real and stop that nonsensical paraphrasing on your longwinded CV/Resume. Say goodbye to boring buzz words, writing that you are a forward-thinking, hands-on, think out of the box employee - won't get you anywhere. Let's stop sending the Hiring Manager to sleep!
- 4 CREATING A JOB SEARCH STRATEGY & BINNING THE AD HOC APPROACH Wouldn't it be nice if you knew exactly what you needed to do every single day in order to get hired and build a 2-way funnel where interested companies are seeking you out? Well, you can. Learning via trial and error won't help - you need to do this properly No job is for life these days, so how are you protecting yourself from redundancy? Branding and positioning yourself is key! Ready to dive deeper, grab yourself a coffee and let's go from here |

## Book Information

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## Customer Reviews

I just received my issue of this book yesterday. Read it the same day. I like Susan's recommendations. Among other lessons, I learned some new advice on page 23. Regardless, I like her enthusiasm and confidence laced throughout these helpful pages. The chase is awaiting my next move!

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