



Research

Messaging

and Formatting

Too many people ignore. Do the work!

Accurate dates, Job titles and responsibilities matters.

'Evidential Data' is the key differentiator

Draft a robust & compelling 'Elevator Pitch'

Use the messages and language consistently across all sales 'Sales Toolkit' collateral

KISS

Keep It Simple Stupid!

Use a template if you want to but stay away from 'flaming logo' syndrome

Simple: Clean: Clear

CV Creation Process



Draft 'Base' CV

You won't get it perfect first time.

Don't add the pressure of perfection or controlled length.

Get it all down and work from there

Polish Base CV

This is the clever stuff

Focus on advanced formatting, language and space

This is how a CV ages from average to good

Specific

CV

CV

'Generic

sells you when ou don't have a target employer or role

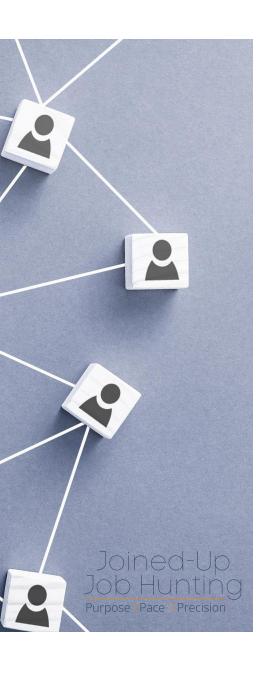
> s used primarily on Job Boards and with Recruiters

Draft

CV

The generic CV

This is how a CV goes from good to great



Messaging

and Formatting

Too many people ignore. Do the work!

Accurate dates, Job titles and responsibilities matters.

'Evidential Data' is the key differentiator

Draft a robust & compelling 'Elevator Pitch'

Use the messages and language consistently across all sales 'Sales Toolkit' collateral

KISS

Keep It Simple Stupid!

Use a template if you want to but stay away from 'flaming logo' syndrome

Simple : Clean : Clear

CV Creation Process

Draft 'Base' CV Polish Base CV

You won't get it perfect first time. clever stuff

Don't add the pressure of perfection or controlled length.

Get it all down and work from there

This is the

Focus on advanced formatting, language and space

This is how a CV goes from average to good

Specific

CV

CV

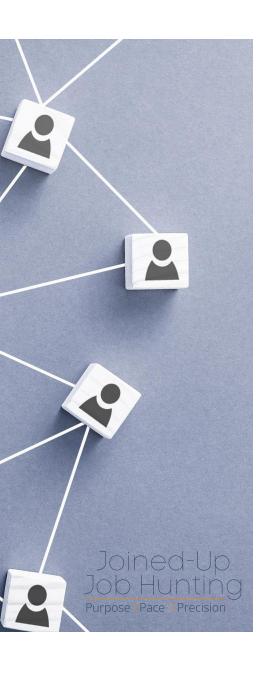
Draft 'Generic CV

The generic CV sells you when ou don't have a target employer or role

> on Job Boards Recruiters

This is how a CV goes from good to great

s used primarily and with



Messaging

and Formatting

Too many people ignore. Do the work!

Accurate dates, Job titles and responsibilities matters.

'Evidential Data' is the key differentiator

Draft a robust & compelling 'Elevator Pitch'

Use the messages and language consistently across all sales 'Sales Toolkit' collateral

KISS

Keep It Simple Stupid!

Use a template if you want to but stay away from 'flaming logo' syndrome

Simple: Clean: Clear

CV Creation Process

Draft 'Base' CV Polish Base CV

You won't get it This is the perfect first time. clever stuff

Don't add the pressure of perfection or controlled length.

Get it all down and work from there

Focus on advanced formatting, language and space

This is how a CV goes from average to good

Draft 'Generic CV

The generic CV sells you when Specific ou don't have a target employer or role

> s used primarily on Job Boards and with Recruiters

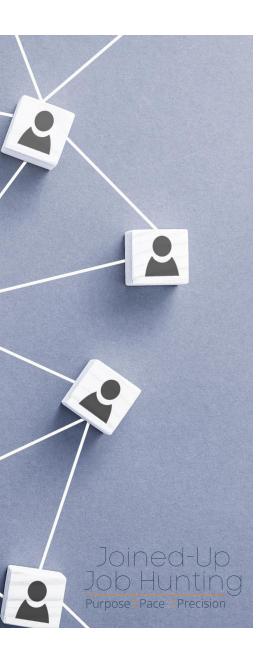
CV

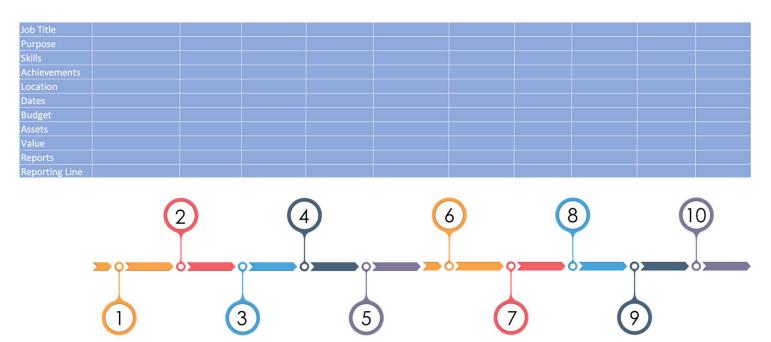
This is how a CV

goes from good

to great

CV









Messaging

and Formatting

Too many people ignore. Do the work!

Accurate dates, Job titles and responsibilities matters.

'Evidential Data' is the key differentiator

Draft a robust & compelling 'Elevator Pitch'

Use the messages and language consistently across all sales 'Sales Toolkit' collateral

KISS

Keep It Simple Stupid!

Use a template if you want to but stay away from 'flaming logo' syndrome

Simple : Clean : Clear

CV Creation Process



Draft 'Base' CV

You won't get it perfect first time.

Don't add the pressure of perfection or controlled length.

Get it all down and work from there

Polish Base CV

This is the clever stuff

Focus on advanced formatting, language and space

This is how a CV goes from average to good

Draft 'Generic CV

The generic CV sells you when ou don't have a target employer or role

s used primarily on Job Boards and with Recruiters

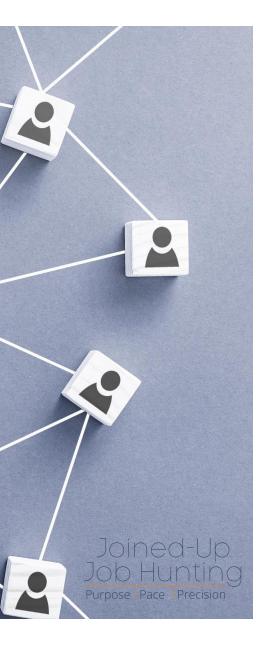
CV This is how a CV

to great

Specific

CV

goes from good







- Use the JobzLab™ Elevator Pitch Template to draft your Elevator
- Determine five situations in which you will use your elevator pitc
- Clarify your job target where do you want to get to?
- Clarify your strengths
- Clarify your drivers, motivators
- Clarify your key 'experience strengths' and make sure they are your target job
- Consider what your ideal company would be
- 8 Write down everything you'd want a prospective employer to I about you
- 9 Delete anything that's not relevant to your pitch
- 10 Format your pitch into Who you are, What you do, What you c looking for
- Tailor the pitch to what value you can bring to them
- 12 Tailor your pitch to suit each employer
- 13 Eliminate industry jargon
- 14 Read your pitch out loud alter the words to make it sound mo authentic
- 15 Practice in front of a mirror until it no longer sounds rehearsed
- 16 Run by your friends ask them what they thought your key poin
- 17 Use word count on your computer 150 words should take abo
- 18 Keep it brief most pitches should last between 15 30 seconds
- Deliver your message with confidence
- 20 Smile even if you are on the telephone as it will come across in voice

comments:

not€

This is a step that so many job hunters miss out, and yet in may ways it is the single most important activity in your whole job search.

If done correctly, your Elevator Pitch will accurately and succinctly define your key sales messaging, giving your job hunt a focus and consistency that is hard to achieve without an Elevator Pitch.

Elevator Pitch Template

Think of yourself as a solution to a problem. An Elevator pitch" is a short 30 second summary of 'your skills and what you can do for the listener' that would make a prospective employer want to hire you. It is short because you may only get a small window of opportunity to get the listener's attention. In order to get that all important follow up meeting, you need to get them hooked fast and wanting to hear more. Use this template to create a 'ready to go' elevator pitch (you can tailor it and create different versions to suit your chosen audience). Your elevator pitch should have the following elements:

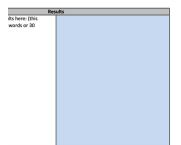
- 1. Once you have researched and identified a potential problem or gap within the market or within a particular organisation, you need a plan of how you would provide a solution to this issue.
- 2. Your pitch should have four attributes:
 - a. Make it succinct
 - b. Make it easy to understand
 - c. Make it attractive to the listener
 - d. Make it indisputable keep the facts clear

Target Audience & Topic

Elevator Pitch Specifics	Your Answers
Specify your target audience: (Examples: potential employers, networking contacts	
Specify topic: (Example: the issue or gap in the market that you are providing a solution for)	

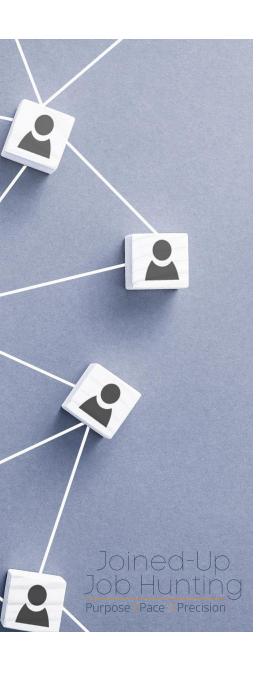
Questions	Your Answers
Who do you do it for? (Who it will help)	
Why will your listener (or their organization) care? What's in it for them? (For example, include "so that they can," "who can no longer afford," or "who are tired of")	
What do you do? (For example, start with "I provide")	
Why are you different? (For example, include "as opposed to" or "unlike")	
What specific market are you in? (For example, start with "I specialize in the financial investment market")	

	Your Answers
perating within? ecialize in ent solutions")	
better than anyone st in the industry at area.")	









Messaging

and Formatting

Too many people ignore. Do the work!

Accurate dates, Job titles and responsibilities matters.

'Evidential Data' is the key differentiator

Draft a robust & compelling 'Elevator Pitch'

Use the messages and language consistently across all sales 'Sales Toolkit' collateral

KISS

Keep It Simple Stupid!

Use a template if you want to but stay away from 'flaming logo' syndrome

Simple : Clean : Clear

CV Creation Process

Draft 'Base' CV Polish Base CV

You won't get it perfect first time.

Don't add the pressure of perfection or controlled length.

Get it all down and work from there

This is the clever stuff Focus on

advanced formatting, language and space

This is how a CV goes from average to good

Specific

CV

Draft 'Generic CV

The generic CV sells you when ou don't have a target employer or role

> s used primarily on Job Boards and with Recruiters

CV

to great

This is how a CV goes from good