



## The Pragmatic Get Un-Unemployed Career Transition Program

*"Matt, will you or your team just guide me every week?"*

**We Help Senior Contributor, Management and Leadership Professionals Land Their Next Perfect Career Faster, With Higher Salary, and More Fulfillment From My 20+ Years of Experience As a Career Transition Expert**



*"My goal here is to support you with finding a long-lasting career that will reward you financially."* – **Matthew Warzel, CPRW (Founder/President, MJW Careers)**

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### We cover these five key areas in our program:

1. Identify your perfect next role – Let's combine your passions, skills, experience, and education to identify your ideal and logical career move and trajectory
2. Identify Your Key Value Offerings (KVOs) for your documents, and how you aim to make the hiring manager's life easier and be their Tylenol to their pain points
3. Building your digital profile (LinkedIn), resume, and all the letters you'll need to have an effective job search
4. Identify pragmatic ways to job hunt so you aren't spinning your wheels, getting frustrated or hopeless, and start to see momentum and tangible results, while also learning about networking and landing interviews quickly; also I can offer a handshake to any of my contacts in my network, and make those introductions for you; plus I'll send your information to over 3,000 decision-makers per week
5. Nailing the interviews with strategic preparation and self-confidence, as well as negotiating the right salary

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## Identify Your Perfect Next Role - Know what are the right roles for you

First, we need to identify your perfect fit roles and find some clarity.

Why? Because there are major consequences if you don't. How can someone help you if you don't know what you want to do

Specifically, let's figure out your:

1. Dream life vision so that you know exactly what you want out of your life so you can achieve it
2. Strengths through an assessment to get clarity around your best strengths so that you can easily find a job to match that value offering
3. Marketability through an assessment and targeting exercises – let's figure out just why someone should pay you to do anything!
4. Let's figure out what gets that tickle in your belly?

Time to internalize, realize, and visualize. Try to identify your relevance in terms of value to a prospective employer, internalize on what your passions are and some transferable skills and accomplishments to relay to hiring managers, a solid resume and some email communication templates (or cover letter), and a lot of patience and willpower.

A good rule of thumb for the job hunter seeking a new role in a new industry is to identify your transferable skills and portray those first on your LinkedIn profile and resume. Reverse-engineer your career path from your ideal job description and see what you have and what needs up-skilling.

Think the long game. Have a vision of your dream job. Think of your job drivers. What's important to you? Time, money, benefits, 401(k), location, product offerings, company image, culture, values, progressive versus traditional setting, remote versus on-location, passionate project opportunities, etc. Each is different for each person. What motivates you? What's your passion? What can you do that will make you happy in 2 weeks, 3 months, a year?

In addition to the work, there are other benefits we get from work that we value. We all have a list of things we need and want including salary, benefits, working conditions, and corporate culture. Without the right combination, some jobs are more hobby than vocation. Can you meet at the perfect crossroads of blending your passion with a career (meaning, someone will pay you to do it). Someone has to be convinced to pay you every couple of weeks to do something for them. You have to present your value, and quickly.

Be realistic in what you can achieve. While taking chances and risks are a good thing, do not over-stretch yourself into a role you simply are not a fit for (yet).

What industry do you want to live in, and in what role? Together, we will get this figured out. Be specific in what you want, clarify it, write it down, consume knowledge of it, live it. Recruiters

cannot help you if you nor they know what you want to do. Most people have skills and experience that can transfer nicely to another industry or job.

The key is knowing how those skills reasonably transfer, and what sort of value they bring to the prospective employer. The challenge is that most are unsure of how their skills are exchangeable to other duties. If you're an accomplished professional, it's best to use actual methodologies, processes, skills, or technologies relating directly to the open job description and your experience.

## **Develop Your Key Value Offerings (KVOs), Unique Selling Proposition (USP), and your Tylenol Pain Point Relievers**

Let's not miss out on your peak earning years!

It's crucial we identify all your Key Value Offerings. Figure out just exactly what those main functions of the new role will entail and start to build your narratives that check those boxes that the hiring managers have in mind when thinking of the ideal candidate.

Show them you have value, and within this specific role. Then, think of why you're better than the other 5 people in the candidate pipeline. How are you unique? This is the USP we need to figure out. Finally, let's relieve the hiring manager's pains because of having this open requisition.

Without a differentiator, it's easy to get lost in a sea of applicants or end up invisible in the industry. The right KVOs, USP and Pain Relievers will attract the right opportunities and connections to you. There are what makes you different from your peers and what's of most value to the organization in which you lead and serve.

When you can clearly articulate these 3 selling points to others:

- Recruiters will seek you out for right fit jobs.
- It's easy for your network to recommend you for opportunities.
- You'll be able to say Yes or No to opportunities with confidence.

## **Identify Pragmatic Ways to Job Hunt, Networking & Resume Building**

Identify pragmatic ways to job hunt so you aren't spinning your wheels, getting frustrated or hopeless, and start to see momentum and tangible results.

Did you know people are using backdoor workarounds to find a job? They aren't just spraying (applying to a lot of jobs online) and praying (hoping someone calls you back about your application).

Each week, we will tackle individual job hunting strategies outside of the normal job opening boards. We'll look in each nook and cranny to identify strategies and take action to push your closer to the finish line.

Specifically, we can start to:

- Find hiring managers and recruiters at actual companies you want to work with, and build a plan to communicate with them!
- Figure out specific pain points of hiring managers and devise actionable resolution strategies as bait for cold conversations
- Utilize social and content of companies to plan creative ways for networking and relationship building
- Engaging in active groups and sharing insights for building rapport and brand awareness
- And many, many more!

Meanwhile, we'll build a resume that communicates your value and in the least amount of verbiage so you can make an impact on the reader and pass that 6-second eye test. Remember, the resume is the final meal you're presenting to the hiring committee. The interview is when it's time to discuss all of the ingredients within that fine meal. Plus, we'll build out proper narratives you can use during the interview that will directly tug on the right heart strings by addressing your ways to relieve the pains of the hiring managers. Use these narratives as a crutch for the interview as they will help build confidence because you will be chock-full of things to discuss that are relevant to that role.

## **Nail The Interviews and Salary Negotiations**

Interviews these days! People aren't telling compelling stories, especially about themselves and can come off robotic and not memorable. You know what happens? You get passed over.

My strategy helps you articulate your stories that directly relate to what their idea of what an ideal candidate looks like. Let's cut to the chase together!

Hiring managers do not have time to figure you out. You need to help them, help you!

Let's curate the right narratives to better position your candidacy, and help you qualify yourself in the room! Reverse-engineer your answers, and consider their standpoint so when you deliver your value offerings, they will resonate directly with the hiring team. This knowledge creates confidence.

I will help you gain this confidence through strategic preparation including researching the role and company, investigating the industry, major players, products/offerings/services, and news, and negotiating the right salary.

It's known that every single pay raise is based off that initial salary offer. This is why it's important to get as much as you can, benefits or salary, when negotiating your initial offer with a new company. Negotiations are not something to be taken lightly! With every negotiation you

initially complete with a new company, the rest of your salary increases are based directly on that number in most cases.

You need to make sure it's a salary that's fair and worthy of the time you are sacrificing away from your family to go to a company and gift them 40+ hours each week.

We will work through my 5 key negotiation tactics and ways to increase your perceived worth!

### **Schedule:**

- 5 one-on-one coaching sessions with Matt or a certified career coach on Matt's team
- Unlimited email support with Matt in case you need a sounding board for ideas, rants, resources or anything job-hunting related until you land that next role

### **The Solutions:**

- ✓ Custom resume + 1 revision
- ✓ Custom cover letter + 1 revision
- ✓ LinkedIn profile makeover
- ✓ ASCII/electronic resume
- ✓ Job hunting kit
- ✓ Reference sheet template
- ✓ "Thank You" letter template
- ✓ Follow-up letter template
- ✓ Copy of the book "How to Get UnUnemployed: An A-to-Z Guide on Finding a Career You Like: Crackerjack Insight from a Human Resources Recruiter"
- ✓ Free resume retrieval for life
- ✓ Resume distribution
- ✓ 60-minute one-on-one sessions with Matthew
- ✓ Hiring manager research of your top 5 desired companies

Plus:

- ✓ 8-week period of fully custom, individualized job search coaching

✓ 1:1 job hunt coaching

✓ 1:1 interview coaching

✓ Tailored-specific strategies to your niche, so you aren't only doing the general job-hunting stuff; let's find those niche avenues that your competition is most likely also doing

**Your Investment: \$3,500**

## Client Success Stories:

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← Kristen

to me ▾

Fri, Dec 3, 2021, 8:45 PM



Reply



Hi Matt,

Apologies for my delay in responding. I went ahead and updated the projects and awards section, removed the awards from the individual positions, and updated the title to Business Analyst from Business Systems Analyst. I did have two interviews for that position and did not feel like that was a good fit.

However, I am pleased to announce that I have accepted a position as an HR Business Analyst, which will be an internal promotion with a 12% increase in pay.

Now for my dilemma - I still have my job candidacy with two other positions. One is internal and I had a second interview yesterday before the job offer. One is external and I told the recruiter I was still interested yesterday before the job offer. Out of the three positions, the HR Business Analyst position that I felt was the best fit for me. What is the best way to withdraw my application for the other two positions after I very recently expressed interest?

Thanks again for all your assistance.

Kristen

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Joseph - 10:00 AM

Matt- Good news, I have landed a new job in Charlotte at Team Technology as Director of Operations. Thank you for all your help and support!



Joseph - 10:08 AM

Matt-

Thank you - I start December 1st. Currently packing up and searching for a new home in the Charlotte area.

Was able to snag a 15k pay increase as well as a great incentive and bonus pay scale.

Regards.

Joe

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TODAY



**Shreya** [redacted] PMP® · 11:34 AM

Hello Matt,  
I would like to thank you for your help with my resume. I did land a job with a 35% salary increase at a Fortune 100 company.  
A BIG THANK YOU!  
I do have another ex-colleague looking for help with his resume and is also making a career switch. I am referring your business to him - his name is Dr. [redacted].  
I know you had a referral program so definitely wanted to mention that to you if he does end up reaching out to you :)

Thank you for all your help. You are awesome!

Regards,  
Shreya

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Re: Job/Interview Questions > Inbox x



**Gregory** [redacted]  
to me ▾

2:00 PM (1 minute ago) ☆ ↩ Reply

Matt,

Sorry for the delay! Hope this helps:

Matt- thanks for being a confidant and immense help during my job search. Thanks to you I was able to increase my salary 20k, work at a remote friendly company, and allow me to be a part of a up and coming industry. All the encouragement and tips along the way really helped me!



**Tyler Bailey** (He/Him They/Them) · 1:21 PM

Aaaaand I just accepted an offer with Foot Locker through a staffing agency as a procurement analyst. Comes with a 33% raise and it's fully remote. Right on target for the trajectory we discussed when redoing my resume. Thanks again for your amazing knowledge and help

Re: Happy day follow up ➔ Inbox x



**JAMES**  
to me ▾

12:52 PM (1 hour ago) ☆ ↩ Reply ⋮

Good afternoon Matt,

Hope things have been going well for you. Just wanted to give you an update. I have been offered another position with another company making double what I am making today. Thanks to your dedicated work helping those that want to succeed has open an amazing opportunity for me. I will be starting in just a few short weeks.

With that said, not enough thanks for what you do can be expressed. I do have one question, can I ask for assistance in a resignation letter expressing my heartfelt thanks to the company I am leaving as over the years they have helped me get to where I am as a business professional that I am.

Thanks again,



**Carolina Izaguirre** · 9:05 AM

Good day Matt!

I'm in! I have been hired. Your resume writing skills really accentuated my own academics, my experience, knowledge & skills.

I have been hired at 55% increase.

Many blessings to you!

Thank you 🙏🏻🙏🏻

**For more Client Stories visit [mjwcareers.com/testimonial](https://mjwcareers.com/testimonial) and watch a review right now [here](#).**

Matt has earned over 810 LinkedIn recommendations, over 19,000 LinkedIn followers, over 100 Google recommendations, and over 100 Facebook recommendations.

Matt and/or MJW Careers have been featured in media and publications that include Forbes, Money, US News and World Report, AARP, SHRM, Yahoo! Finance, Yahoo! Australia, Yahoo! UK, Yahoo! News, Yahoo! Life, Yahoo! Sports, AOL, Glassdoor, The Ladders, Monster, Bestcolleges.com, Fatherly, Dollar Sprout, The Chicago Tribune, San Francisco Chronicle, LongIslandWeekly, Suffolk News Herald, MSN Money, Healthline, FairyGodBoss, PissedConsumer, Elite Learning, CourseHero, HR C-Suite, Wealthysinglemommy.com, Medium, KTVN Reno, WICZ-TV Fox 40, The Star-News, North Carolina Latino News, MySanAntonio.com, WTOP.com (Washington's Top News), Balkans Times, ShesAFullOnMonet.com, The Beaumont Enterprise, The Daily Courier, Jacksonville Journal-Courier, TheFacts.com, Millie Magazine, WealthofGeeks.com, MilitaryHire.com,



TAOnline.com, PutVeteransToWork.com, Lattice, Patch, Upjourney, Lee Enterprises, HigherEdJobs, CareerAddict, Career Sherpa, Tribune Content, The Network Journal, The Waterloo-Cedar Falls Courier, College Recruiter, Talent Egg, Zippia, Taffeta and Deseret News National among others.



*“My goal isn’t to be a band-aid. I want to cultivate a long-term relationship to ensure you have someone in your corner whenever you are considering a career transition. I’ll be on your contact list between Accountant and Mechanic. You need someone to call when it comes to your livelihood.”*  
– **Matthew Warzel, CPRW (Founder/President, MJW Careers)**

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