AdvantEdge Toolkit

Selling You

THE ADVANTEDGE JOB SEARCH PROCESS™

Tools, Templates, Exercises and Resources
to Accelerate the Job Search and Land the Job

AdvantEdge Toolkit: Overview

This document provides you with a detailed list of each of the 25 job search tools, templates, exercises, and resources included in the AdvantEdge Toolkit.

The toolkit is a cloud-based repository available on Box (MS Office and PDF file formats) or Google Drive (Google and PDF file formats). ***Note: In this overview document, the hyperlinks to each file are not active.***

In the table displayed on Pages 3 – 11, you will find the following information:

- Tool name and description
- Available file formats for each tool
- File name for each tool

The *Navigator Edition of Selling You* automatically includes the AdvantEdge Toolkit at no additional charge. Hyperlinks to each of the 25 tools are embedded directly into the relevant sections of the guidebook.

With the *Pathfinder Edition of Selling You*, you can purchase ($24.99 USD) the companion AdvantEdge Toolkit directly from the AdvantEdge Careers website. Upon purchase, you will receive a new copy of this overview document with **active** hyperlinks to each file providing you with complete access to the AdvantEdge Toolkit.

Questions about the AdvantEdge Toolkit?

Connect with Dan Troup:

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AdvantEdge Toolkit: Overview

Index	Item Name & Description
1	**AdvantEdge Job Search Process Toolkit & Resources (Box)** Complete AdvantEdge Toolkit located on Box Cloud Repository. *Available Formats:* MS Office | PDF
1A	**AdvantEdge Job Search Process Toolkit & Resources (Google Drive)** Complete AdvantEdge Toolkit located on Google Drive Cloud Repository. *Available Formats:* Google Docs & Google Sheets | PDF
2	**Self-Assessment Worksheet** A worksheet designed to determine whether you have effective alignment between your value proposition and the target position in your job search. Guides you through a process to analyze job descriptions and then answer a series of seven questions to align critical elements of your value proposition to the target position. Includes example and instructions. *Available Formats:* MS Word | Google Docs *File Name:* AC Toolkit 01_Self-Assessment Worksheet
3	**Job Search Daily Scheduling Tool** A scheduling tool designed to automate the organization of daily job search activities depending on what phase you are currently at in the search process. The tool identifies appropriate job search activities for each phase and month of the job search. Enter the number of hours you plan to dedicate weekly to your job search. The tool calculates how much time you should commit to each job search activity per day. Includes example and instructions. *Available Formats:* MS Excel | Google Sheets *File Name:* AC Toolkit 02_Job Search Daily Scheduling Tool

AdvantEdge Toolkit: Overview

Index	Item Name & Description
4	**Target Job Title Research Tool** A guided exercise to ensure that you utilize the correct job title vocabulary for today's job market. Using the job title research exercise, you can validate the target job titles for your job search in a matter of one or two days. Includes instructions. *Available Formats:* MS Excel | Google Sheets *File Name:* AC Toolkit 03_Target Job Title Research Tool
5	**Job Search Executive Summary Tool** An executive summary tool and template that you can utilize as both an action and marketing plan document for your job search. Similar to an executive summary document that a sales professional would reference before entering any critical sales meeting. This tool functions in a similar manner. All the essential information for you is in a single file that you can reference before each exploratory networking meeting and all types of interviews. Includes instructions. *Available Formats:* MS Word | Google Docs *File Name:* AC Toolkit 04_ Job Search Executive Summary Tool
6	**Baseline Elevator Pitch Template** A tool and template that will help you to construct a baseline elevator pitch from the ground up. Guided questions to answer for each essential element of an elevator pitch (Introduction, Hook Statement, Value Proposition, Competitive Advantage, Call to Action). Then assemble your answers into a consolidated pitch that you can deliver in a conversational manner. Includes example and instructions. *Available Formats:* MS Word | Google Docs *File Name:* AC Toolkit 05_Baseline Elevator Pitch Template

AdvantEdge Toolkit: Overview

Index	Item Name & Description
7	**Custom Elevator Pitch Template** A tool and template to guide you through a process to take your baseline elevator pitch and quickly modify that pitch for any target opportunity. A technique to analyze critical elements of a target job posting and then apply that research to adjust the baseline elevator pitch to optimize alignment with the job opportunity. Includes example and instructions. *Available Formats:* MS Word	Google Docs *File Name:* AC Toolkit 06_Custom Elevator Pitch Template
8	**Action and Success Verbs** A tool to support the development of a more robust and compelling resume. This tool will assist you in utilizing a wider variety of practical action and success verbs in your resume. The tool includes 270 plus verbs tagged across nine specific action and success categories. You can easily use the embedded pivot function to focus on a subset of critical verbs aligned with a particular category. Includes instructions. *Available Formats:* MS Excel	Google Sheets *File Name:* AC Toolkit 07_Action and Success Verbs
9	**Resume Template_Recent Grad** A one-page ATS compliant resume template developed from a clean MS Word (or Google Docs) template. Simple, modern, and straightforward design. When filled and completed with properly targeted content, this resume template effectively opens the door to an initial screening interview. This specific template is designed for recent college graduates. *Available Formats:* MS Word	Google Docs *File Name:* AC Toolkit 08_Resume Template_Recent Grad

AdvantEdge Toolkit: Overview

Index	Item Name & Description
10	**Resume Template_Career Professional** A two-page ATS compliant resume template developed from a clean MS Word (or Google Docs) template. Simple, modern, and straightforward design. When filled and completed with properly targeted content, this resume template effectively opens the door to an initial screening interview. This specific template is designed for Early, Mid & Late Career Professionals. *Available Formats:* MS Word	Google Docs *File Name:* AC Toolkit 09_Resume Template_Career Professional
11	**Baseline Cover Letter Template** A tool and template that will help you draft a baseline cover letter for a target position title. Also includes tools to customize the baseline cover letter for a specific job posting or opportunity. The baseline cover letter will include 60-75% of the content that will remain static across all your cover letters if drafted correctly. The remaining 25-40% of the content (Target Contact, Hook Statement, Value Proposition Messaging, Keyword Optimization) is customized for each cover letter. Includes example and instructions. *Available Formats:* MS Word	Google Docs *File Name:* AC Toolkit 10_Baseline Cover Letter Template
12	**Network Development Database** A basic contact management spreadsheet tool that you can use to maintain all the information on your potential contacts. Use this tool to track and manage all networking activity as you progress through the job search process. Includes example and instructions. *Available Formats:* MS Excel	Google Sheets *File Name:* AC Toolkit 11_ Network Contact Development Database

AdvantEdge Toolkit: Overview

Index	Item Name & Description
13	**Network Activity Target Tool** A spreadsheet-based tool to automate establishment and tracking of individual progress against network development activity targets. Covers two essential steps in the network development process: Research and Identify Potential Network Contacts; and Send Outreach Messages to Schedule Exploratory Meetings. Includes example and instructions. *Available Formats:* MS Excel | Google Sheets *File Name:* AC Toolkit 12_ Network Development Activity Target Tool
14	**LinkedIn Connection Request Template** A tool and template that will help you quickly create compelling and targeted connection requests. With personalized LinkedIn connection requests, you will realize an increase in the acceptance rate for your connection requests and improvement in your professional network's depth, quality, and value. Includes example and instructions. *Available Formats:* MS Word | Google Docs *File Name:* AC Toolkit 13_LinkedIn Connection Request Template
15	**Exploratory Meeting Request Template** A tool and template that will help you to quickly draft effective and targeted requests to schedule an exploratory meeting with a potential network contact. A series of guided questions to answer for each element of the request (Introduction, Hook Statement, Value Proposition, Meeting Rationale, and Call to Action). Then assemble your answers into a consolidated message to send to each contact. Includes example and instructions. *Available Formats:* MS Word | Google Docs *File Name:* AC Toolkit 14_Exploratory Meeting Request Template

AdvantEdge Toolkit: Overview

Index	Item Name & Description
16	**STAR Story Template** A tool and template that will help you to analyze the essential requirements from a job posting and then create an effective STAR (Situation, Task, Action, and Result) story for each requirement. Use these STAR stories to win the interview and advance in the sourcing process for the target position. Includes example and instructions. *Available Formats:* MS Word	Google Docs *File Name:* AC Toolkit 15_STAR Story Template
17	**Interview Story Alignment Matrix** A tool that will help you align your STAR story library to the requirements of a job opportunity in advance of an interview. A technique to analyze critical elements of a target job posting and then apply that research to line up a STAR story for each requirement. Includes example and instructions. *Available Formats:* MS Word	Google Docs *File Name:* AC Toolkit 16_Interview Story Alignment Matrix
18	**90 Day Action Plan Template** A tool that will help you create a customized 30-60-90 day action plan in advance of a hiring manager interview. Use the plan document to demonstrate how you will ramp up quickly to full productivity in the target position. This plan will elevate your status as a thoughtful, informed, and highly organized candidate. Includes example and instructions. *Available Formats:* MS Word	Google Docs *File Name:* AC Toolkit 17_90 Day Action Plan Template

AdvantEdge Toolkit: Overview

Index	Item Name & Description
19	**Job Offer Calculator** A tool that will help you quickly calculate the economic value of the complete compensation package (financial and non-financial) included in your job offer. Use this tool to evaluate and compare single and multiple job offers. Includes example and instructions. *Available Formats:* MS Excel | Google Sheets *File Name:* AC Toolkit 18_Job Offer Calculator
20	**Career Search and Personality Tests** The first step in a job search self-assessment process is to get an in-depth understanding of your specific personality type as it relates to your targeted career path. This resource is a list of several free or inexpensive options on the internet that you can complete in a short time. *Available Format:* PDF *File Name:* AC Resource 01_Online Career Search and Personality Tests
21	**Resume Example_Recent Grad** This resource is a visual representation of recommended content principles and placement on a sample resume. This specific example is designed for recent college graduates. *Available Format:* PDF *File Name:* AC Resource 02_Resume Content Example_Recent College Grad
22	**Resume Example_Career Professional** This resource is a visual representation of recommended content principles and placement on a sample resume. This specific example is designed for Early, Mid & Late Career Professionals. *Available Format:* PDF *File Name:* AC Resource 03_Resume Content Example_Career Professional

AdvantEdge Toolkit: Overview

Index	Item Name & Description
23	**Resume Customization Process** This resource is designed to assist you in customizing (and optimizing) your baseline resume for a specific job posting to which you plan to apply. You need to take your baseline resume and customize the resume for submission to each position you target. Step-by-step instructions to follow on the Jobscan platform to leverage the tool for quick and easy resume customization before submission. *Available Format:* PDF *File Name:* AC Resource 04_Baseline Resume Customization Process
24	**LinkedIn Profile Development Checklist** A checklist to guide you step-by-step in creating your initial LinkedIn profile or optimizing an existing profile. Each step in this resource includes a hyperlink to the relevant LinkedIn help article, which contains detailed instructions to execute each step in the process. *Available Format:* PDF *File Name:* AC Resource 05_LinkedIn Profile Development Checklist
25	**Job Search Funnel** This resource is a visual representation of the job search funnel and a guide to the associated metrics. Winning your search starts at the top of the job search funnel by building the database of potential network contacts and then moving on to engage with your prospects and build out a well-maintained job search network. *Available Format:* PDF *File Name:* AC Resource 06_Job Search Funnel

AdvantEdge Toolkit: Overview

Index	Item Name & Description
26	**Social Selling Process** This resource is a method and a guide to walk you through the steps required to execute an effective social selling strategy to develop and expand your job search network. Social selling is a powerful technique to initially "warm-up" the targeted prospect before attempting to establish a formal relationship and schedule a meeting. *Available Format:* PDF *File Name:* AC Toolkit 03_Target Job Title Research Tool