Leon B. Fray

(Probably) The most Committed Application You've Received For Your Chrome Extension Engineer Role

Prefer a video? ([source if embed doesn't work](#))

Hi OneText team (Jonathon? Daniel?),

About four weeks ago, you opened a role for a browser extension engineer at OneText. Maybe you've already received some great applications. Maybe you're still waiting for the right candidate.

Am I that right person?

I hope so. But- after reading all of this, you'll either shoot me an email or just think I'm crazy.

That's because this is not a conventional application. I'm not spray-and-praying my resume at job openings and appending a ChatGPT-written cover letter. **This is the exact opposite.**

As you'll see, everything here was carefully considered and thought out.

But before we get into what I created for you, let's answer a few questions:

Why do I want to work at OneText?

Your product and mission are awesome. But what's most exciting is your focus on a small, high-impact team.

Your build fast, ship fast and if it doesn't work- kill it culture —that's what I love.

But the most important aspect is growth: Besides working on an awesome product with impressive people, I love growing and learning, which you seem to embody.

What makes me qualified for this?

You'll gain someone who has experience (since 2021) in many areas of software development, ranging from project management to backend development; from reviewing software to selling software.

And, you'll work with someone who cares about this space and keeps learning.

Those are Normal Parts of an Application, but I don't believe in Normal Applications.

Instead, I believe in the following:

The best way to get the job is to do the job before you get the job.

-Noah Kagan

That's why, after looking at your github I thought of a better way to handle your conversational flow, a flow chart (its even in the name) so I immediately got to making it because I thought it was a good idea. Such a good idea in fact, that I read your blogs and realized you had already implemented one- so I killed it. Then went back to the drawing board to think of something else, a little bit more off the wall. Then got the polarizing thought, "Winning back customers who have abandoned carts- with a negotiation campaign for the sms bot". Here you can see a demo of what I'd imagine this idea to look like as well as a 10 page article on how I think it could add value to OneText.

And, because you're not looking for a one-track browser extension engineer, I've also created a figma design for the dashboard home. Before you get the article link, you should know *why* that article

1. It gives customers a more fulfilling and human like experience
2. It can help market managers hold more profit by saving on discounts.
3. If it doesn't work we kill it

Feel free to click the link, [have a read and (hopefully) enjoy](). Just don't forget to come back here to unwrap your next present.

Back from reading? I hope you enjoyed—and that you're ready for the next thing. Sure, you value skills. But other things matter as well, right?

While you can always find out more on a call, why not get some questions answered now? Drag that cursor to the right and open HelpHub (or just cmd+k).

If you enter something and feel it's reading your mind—that's because I asked GPT-4 to be you for the source material. I fed it:

- My resume
- [My user's manual]() (how I like to work, also added as a help doc)
- The job description
- As well as some of the questions already on your github

And then prompted it *"What questions would you ask me if you were the founder?"*

I uploaded those questions to HelpHub and answered the questions. So click that open book in the bottom right corner, hit "Ask AI" and ask it some questions. You can always find the longer-form answer by going to the source in the chatbot.

That'll tell you a lot more about me.

Before you leave this page, here's a few ideas ranging from obvious to insane. Feel free to steal, ignore or laugh at:

- "Share & Save": If a cart is abandoned, offer a larger discount if the user shares a unique SMS link with a friend who then makes a purchase.
- "Design Your Discount": For abandoned carts over a certain value, let the user choose their discount type via SMS (e.g., "Reply 'PERCENT' for 15% off or 'FREE' for free shipping"). This gives them a sense of control.
- "Dynamic Stock Alert & Purchase Race": For popular items in an abandoned cart, send a text like: "Heads up! Only 2 left of that [item name]. Reply 'CLAIM' to jump the queue and purchase instantly!" This creates immediate pressure.
- "Abandoned Cart Escape Room": When a cart is abandoned, instead of a standard reminder, send a text saying, "Your items are trapped! Solve this riddle within 5 minutes for a secret discount code to free them!" The riddle's difficulty could be tiered based on the cart value.

Those are a few content ideas in addition to all the awesome ones I'm sure you have. And if you'd like to chat now, send me an email, and let's chat!

-Leon

P.S.: While you just read and saw a lot of stuff, I wanted to share something a bit more heartfelt too. There's a reason I put dozens of hours into building all of this: I'd really love to work with you—From the product to the team and the culture to the role itself, this sounds like an awesome fit for me. I love building awesome things, I love solving problems and I love technology.

P.P.S.: Resume