
Reverse Attraction

Overview

- In this module you will learn the exact steps you need to take to have hiring managers refer and/or interview for the high paying job opportunities you desire.

Lesson Overview

- Resume Makeover
- Quick Cover Letter
- LinkedIn Profile Makeover
- LinkedIn Sales Navigator (Overview)
- Creating your List of Hiring Managers
- The Habit v.1 (Linkedin)
- The Habit v.2 (Email)

Foundation First: Why Profile Optimization Matters

- You can't attract what you haven't prepared to receive
- Hiring managers will review your profile before responding to outreach
- These three elements (Resume/LinkedIn/Cover Letter) form your professional foundation
- Complete these steps before executing the outreach habits
- Time Investment: 2-4 hours now saves months of ineffective outreach

Resume Makeover

Why

- Your resume content directly populates your LinkedIn profile's searchable fields
- Hiring managers search LinkedIn using specific keywords and job titles
- A keyword-optimized resume makes you discoverable in recruiter searches
- 87% of recruiters use LinkedIn to find candidates - if you're not optimized, you're invisible

How

- Extract 15-20 keywords from your target job descriptions (titles, skills, tools)
- Place top keywords in your headline, summary, and most recent role
- Quantify achievements with specific metrics (% , \$, #)
- Remove outdated skills and irrelevant experience (keep last 10-15 years)
- Add certifications and relevant training to skills section

Quick Cover Letter

Why

- Hiring managers may request a cover letter before scheduling interviews
- A strong cover letter reinforces your value proposition from LinkedIn conversations
- Differentiates you from candidates who only submit generic applications
- Demonstrates communication skills and professionalism hiring managers value

How

- Opening: Reference your LinkedIn conversation with the hiring manager by name
- Paragraph 1: State the specific role and why their company/team excites you
- Paragraph 2: Highlight 2-3 relevant achievements that match their needs
- Paragraph 3: Address how you'll solve their specific challenge (from conversation)
- Closing: Reinforce enthusiasm and propose next steps

LinkedIn Profile Makeover

Why

- Hiring managers validate your claims by reviewing your profile
- A polished profile reinforces everything you said in your outreach message
- Incomplete or outdated profiles create doubt about your professionalism
- Your profile should answer questions before hiring managers ask them

How

- Headline Formula: [Job Title] Helping [Target Industry] [Achieve Specific Result]
- About Section: Start with your unique value, not job history
- Experience Bullets: Lead with metrics (%, \$, #) then explain how
- Skills Endorsements: Ask 5-10 connections to endorse your top skills
- Activity: Post or comment 2-3x/week to stay visible in feeds

LinkedIn Sales Navigator (Overview)

[INSERT SCREENSHOT: LinkedIn Sales Navigator Dashboard]

Recommended screenshot: Sales Navigator dashboard showing key features and navigation

Sign-up For Linkedin Sales Navigator

Purpose

- Sales Navigator will supercharge your prospecting efforts for reaching out to hiring managers

Cost

- Sales Navigator provides a one month free trial to new subscribers (if you take the process seriously, you probably will only need one month of using this tool before you begin landing interviews)
- After 1-month trial, \$80/mo for subscription

Linkedin Sales Nav

(Sign-up & Live Demo)

Create Your List of Hiring Managers

Creating Your List of Hiring Managers

Purpose

- Create a short list of managers with power who can hire you or refer you to a role to be hired for

Action

- Create Persona with following criteria:
- Function: Sales, Business Development
- Seniority Level: CXO, Vice President
- Geography: North America
- Name Persona: Active Offer- Hiring Manager List
- Workflow > People You Interacted with > Messaged > Excluded

Creating Your List of Hiring Managers

Action (cont.)

- Save search
- Re-name saved search for easy reference

Optional

- Turn on additional filters for more targeted messaging
- Recent Update > Changed Jobs
 - (New leaders hire new AEs quickly when starting a new role)
- Recent Update > Posted on LinkedIn
 - (Shows they are active on Li and will respond to your message)
- Recent Update > Mentioned in news
 - (Easy talking point in your outreach message, reference the article they were mentioned in)

Insert Video

(Me creating my list)

The Habit (v.1) LinkedIn Method

The Habit

Purpose

- Getting interviewed for a high paying role is simply a numbers game at this point
- Establishing a simple habit of copy and pasting a standard outreach message for 30mins a will get you more interviews and connections than you know what to do with.

Understanding LI- Open Profile

Purpose

- Within LinkedIn there are people that you have to purchase InMail credits to message, but also those who you can message for free. Understanding the difference can help you leverage access to hundreds of hiring managers.

Understanding LI- Open Profile

Gold LinkedIn Indicator

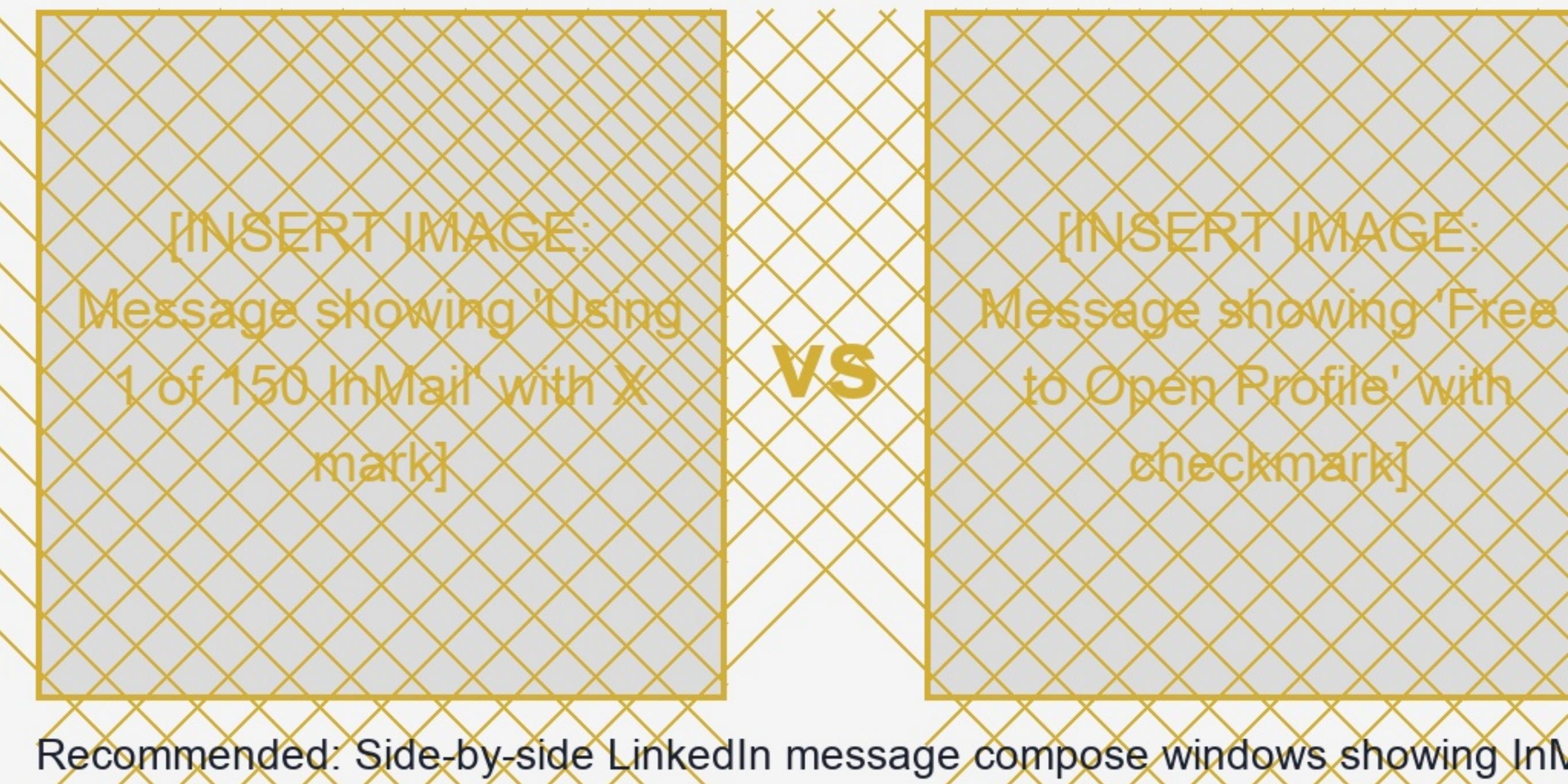
- As you're sorting through your list look for profiles with the gold icon next to their name.
- The icon indicates that you may be able to message them freely without have to use InMail



Recommended: Screenshot showing profile WITH gold icon indicator

Understanding LI- Open Profile

- Roughly 20% of all hiring managers' profiles will be "Free to Open Profile"
- Remember that all you need is a single person to say "yes" to land a job making \$100k more than what you're making today!



Insert Video

(Me reviewing profiles for free open profile)

The Habit

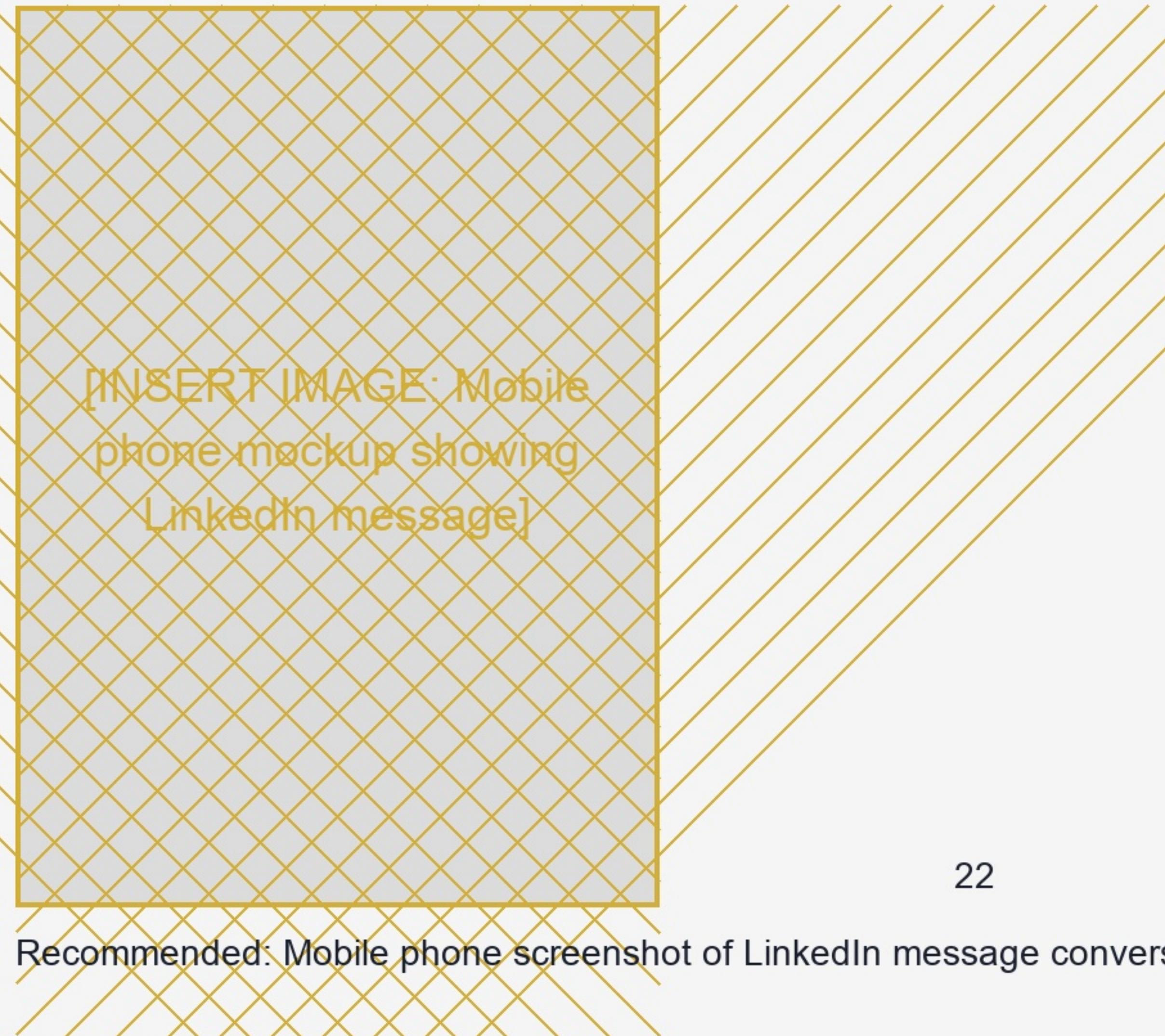
Refining Your Message

- Open the Active Offer Scripts Playbook (page 6) to select one of the proven messages to use for the purposes of Hiring Manager Outreach
- Once you've selected your message, update with your name and any other relevant information that makes sense

The Habit

Example Message

- Here is an example of the exact message I used to land a job at Salesforce making \$90k more than my previous role.



Recommended: Mobile phone screenshot of LinkedIn message convers

The Habit

- Most Important Step:
- The most important step in this entire training is that you commit to doing the habit of sending out these outreach messages to your list
- 30mins a day, no exceptions!
- Keep the habit going until you've secure the position you wanted.

The Habit (v.2) Email Method

Why Email Outreach?

The Problem with LinkedIn Only

- LinkedIn message limits (100-150/month with Sales Nav)
- Inboxes get flooded (hiring managers receive 50+ LinkedIn messages/week)
- Messages often go to 'Message Requests' folder (70% never seen)
- Algorithm filters impact visibility

The Email Advantage

- Direct to inbox (bypasses LinkedIn filters)
- Unlimited sends (no platform restrictions)
- Better deliverability (90%+ reach possible)
- Professional channel for executive outreach
- Multi-touchpoint strategy increases response 2-3x

When to Use Email vs. LinkedIn

Use LinkedIn When:

- Connecting with peers at your level
- Building relationships before asking
- Target is active on LinkedIn daily
- Company culture is casual/social
- You want to leverage mutual connections

Use Email When:

- Reaching VP-level and above executives
- Target has limited LinkedIn presence
- You need formal communication trail
- Following up after no LinkedIn response

Finding Hiring Manager Email Addresses

- Step 1: Research company email pattern (firstname.lastname@company.com)
- Visit company website 'About' or 'Team' pages to find 2-3 employee emails
- Step 2: Apply pattern to hiring manager's name from LinkedIn
- Step 3: Verify email with Hunter.io (free: 25/month) or NeverBounce
- Step 4: Backup option - Use general department emails (sales@, careers@)
- Pro Tip: Never guess emails. Always verify. One bounced email damages sender reputation.

Email Outreach Tools & Setup

Recommended Tools

- Gmail or Outlook (Professional email required)
- Hunter.io - Email finding (Free: 25/month, Paid: \$49/month for 500)
- Mailtrack - Open tracking (Free Chrome extension)
- Boomerang - Send scheduling (Free: 10/month)
- Investment: \$0-50/month depending on volume

Setup Checklist

- Professional email signature with LinkedIn profile link
- Profile photo (professional headshot)
- Clear from name (FirstName LastName format)
- Email tracking enabled

Video: Email Tool Setup

(Setting up your email outreach stack - 12 minutes)

The Perfect Cold Email Structure

- Part 1: PERSONALIZED HOOK (1-2 sentences) - Reference something specific about them/company
- Part 2: CREDIBILITY STATEMENT (1 sentence) - Your relevant background/results
- Part 3: VALUE PROPOSITION (2-3 sentences) - Why you're reaching out + what you bring
- Part 4: CLEAR CALL-TO-ACTION (1 sentence) - Specific, low-friction ask
- Critical Rules: Keep under 150 words total, No attachments on first email
- Mobile-friendly formatting (short paragraphs), Professional but conversational tone

Email Template #1 - Hiring Manager Direct

- Subject: Enterprise Sales Leader | [Your Name]
- Hi [First Name], I came across [Company]'s recent [specific news] and was impressed by [detail].
- I'm an Enterprise Account Executive with 7 years scaling revenue at [Companies], consistently hitting 150%+ of quota.
- I'm exploring my next role and believe my experience in [skill] aligns with [Company]'s expansion.
- Would you be open to a brief 15-minute call next week to discuss whether there might be a fit?
- Best regards, [Your Name] [Phone] [LinkedIn URL]

Email Template #2 - Recruiter Introduction

- Subject: Sales Leader | [Your Specialty] Expert
- Hi [First Name], I noticed you're recruiting for [specific role] at [Company]. I'm very interested.
- I'm currently a [Title] at [Company], where I: Grew territory from \$3M to \$12M ARR in 18 months
- My background in [industry] sales and proven track record with [customer type] aligns well with [Company].
- I'd love to schedule a conversation to discuss how I can contribute. Are you available this week?
- When to Use: Responding to posted job openings or reaching out to known recruiters

Email Template #3 - The Follow-Up

- When to Send: 5-7 days after initial email with no response
- Subject: Re: [Original Subject] (keeps thread together)
- Hi [First Name], I wanted to follow up on my email from last week about potential sales opportunities.
- I understand you're busy - I'm an Enterprise AE interested in [Company] because of [specific reason].
- If now isn't the right time, I completely understand. Should I reach back out in 30/60/90 days?
- Follow-Up Strategy: Email 1 (Day 0), Email 2 (Day 5-7), Email 3 (Day 14), Then nurture list

The Habit v.2 - Daily Email Routine

- Time Commitment: 20 minutes/day (100 minutes/week)
- Daily Workflow: 1) Send 5 new initial emails (10 min) - Personalize from templates
- 2) Send 3-5 follow-ups (5 min) - Follow up on emails sent 5-7 days ago
- 3) Respond to replies (5 min) - Schedule calls, update tracker
- Weekly Target: 25 new emails sent, 15-20 follow-ups, 40-45 total touchpoints
- Expected Results: 2-4 responses, 1-2 phone calls per week
- Monthly Target: 100-125 hiring managers contacted, 8-15 conversations, 3-5 interview opportunities

Email Tracking & Metrics

Track These Metrics

- Sent: Total emails sent this week/month
- Open Rate: % of emails opened (target: 40-60%)
- Response Rate: % who reply (target: 5-10%)
- Positive Response Rate: % interested (target: 2-4%)
- Meetings Booked: Actual calls scheduled

Optimization Triggers

- If open rate < 30%: Improve subject lines, verify emails, check spam score
- If response rate < 3%: Increase personalization, shorten email, test templates
- If positive responses but no meetings: Strengthen CTA, offer specific times
- Pro Tip: Review metrics weekly. A/B test one element at a time

Combining LinkedIn + Email (Multi-Touch Strategy)

- Touch 1 - Day 0: LinkedIn connection request (with personalized note)
- Touch 2 - Day 3: If accepted, send LinkedIn message thanking them + value prop
- Touch 3 - Day 5: Send email (use Template #1) - 'Following up on LinkedIn...'
- Touch 4 - Day 10: Second LinkedIn message or email follow-up
- Touch 5 - Day 17: Final email follow-up offering to reconnect later
- Why This Works: Multi-channel increases visibility 250%, shows persistence without annoying
- Expected Results: Single-channel 3-5%, Multi-channel 8-12%, Strategic multi-touch 12-18% response

Your First Week Action Plan

- Day 1 (60 min): Optimize resume, draft cover letter, update LinkedIn headline/about
- Day 2 (45 min): Sign up for Sales Navigator, complete LinkedIn profile optimization
- Day 3 (60 min): Build hiring manager list (50 people), organize in spreadsheet
- Day 4 (30 min): Install email tracking tools, set up Hunter.io, create email templates
- Day 5 (30 min): Send 5 LinkedIn connection requests, find/verify 10 email addresses
- Days 6-7 (30 min each): Send 5 LinkedIn messages, send 5 cold emails, track metrics
- Result: By end of Week 1, you'll have contacted 25 different hiring managers

The 30-Day Reverse Attraction Challenge

- Daily Habit (50 minutes/day): 30 min LinkedIn outreach + 20 min Email outreach
- Weekly Targets: 25 LinkedIn messages, 25 emails, 15-20 follow-ups (both channels)
- By Day 30 You Will Have: Contacted 200+ hiring managers across multiple channels
- Expected Results: 15-30 meaningful conversations, 3-8 phone/video calls, 1-3 actual interviews
- Make the Commitment: 'I commit to executing The Habit every day for 30 days.'
- Accountability: Share this commitment in the community and find an accountability partner

Module 2 Summary - Key Takeaways

- Foundation First: Profile optimization precedes outreach (Resume, Cover Letter, LinkedIn)
- Multi-Channel Approach: LinkedIn for relationships + Email for direct communication = 3x response
- The Habit v.1 (LinkedIn): Sales Navigator, hiring manager lists, daily outreach (30 min/day)
- The Habit v.2 (Email): Email discovery, 4-part formula, daily routine (20 min/day)
- Success Formula: Optimized Profile + Daily Habits + Multi-Channel Outreach + Consistency = Interviews

Troubleshooting & Support

Common Issues

- Not getting responses: Review templates, increase personalization, shorten messages
- LinkedIn account restricted: Slow down requests (max 20/day), personalize always
- Can't find email addresses: Focus on LinkedIn-only, use company careers email backup
- Low open rates: Improve subject lines, check spam score, verify email addresses

Get Help

- Community Support: Post questions in channel, share messages for peer review
- Weekly Office Hours: Join every Thursday, 2pm EST
- 1-on-1 Coaching: Schedule 30-min strategy session (premium tier)
- Resource Library: Scripts Playbook, video tutorials, case studies

Next: Module 3 - Interview Mastery

- Coming Up Next: Now that you're generating interviews, it's time to convert them into offers
- What You'll Learn: Phone screen success, panel interviews, executive interview prep
- Also: Technical/case interviews, handling objections, following up to close the loop
- Your Assignment: Complete at least 2 weeks of The Habit (LinkedIn + Email) before M3
- Don't Skip Ahead: The best time to learn interview skills is right before you need them
- Ready to Begin M3? Master Reverse Attraction first, then advance.

You've Completed Module 2!

The next 30 days will determine your career trajectory