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You take 10+ hours to create your interview questions & answers.

But ChatGPT will do it in <30 seconds...

7 more ways to use ChatGPT to land your dream job (& save you 10+ hours):

ChatGPT		
 Examples	 Capabilities	 Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021





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# Create Your Interview Answers in 30 Seconds

Not sure how to answer a question?

Just ask...

*"How to answer what are your strengths and weaknesses if my strength is communicating and my weakness is details"*

(read next slide for the answer)



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# Example Strengths and Weaknesses Answer



How to answer what are your strengths and weaknesses if my strength is communicating and my weakness is details



If your strength is communicating and your weakness is details, you might answer the question "What are your strengths and weaknesses?" as follows:

"One of my strengths is communication. I am able to clearly articulate my ideas and thoughts, both in written and verbal form, and I am comfortable presenting to groups or leading team discussions. I have found this skill to be particularly valuable in my previous roles, as it has helped me to effectively convey information and collaborate with others.

On the other hand, one of my weaknesses is attention to detail. While I am generally very organized and efficient, I sometimes struggle with paying close attention to the finer details of tasks or projects. I have been working on improving this skill by setting clear goals and priorities, and by using tools and techniques such as checklist and time management to help me stay focused. I believe that with continued practice and effort, I will be able to further improve my attention to detail and become even more effective in my work."

By acknowledging both your strength and weakness, you can demonstrate to the interviewer that you are self-aware and willing to work on areas for improvement. It is also important to emphasize how you are actively working to address your weakness, as this shows that you are proactive and committed to personal and professional growth.



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# Create Questions for Your Next Coffee Chat

Not sure what to ask?

Ask ChatGPT:

*"List 10 questions to ask a Product Marketing Manager at Google for a coffee chat."*

Too generic?



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# **Give More Context to Get Better Questions**

*"Take into account they've been at the company for 3 years, they're a manager, and they switched from a competitor"*

You'll now have 10 specific questions.

P.S. Check out questions on next slide



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# 10 Questions for Your Next Coffee Chat



Could you take into account that they've been at the company for 3 years, they are a Manager, and they switched from Apple



Sure, here are some revised questions that take into account the specific details you provided:

1. What motivated you to switch from Apple to Google, and how has your experience been so far as a product marketing manager at Google?
2. As a manager with three years of experience at the company, what have you learned about effective product marketing at Google?
3. How have you grown and developed in your role as a product marketing manager over the past three years at Google?
4. Can you share any examples of how you've helped to drive product success at Google over the past three years?
5. How do you balance the needs of different stakeholders (such as customers, sales, and engineering) in your role as a product marketing manager at Google?
6. What challenges have you faced in your role at Google, and how have you overcome them?
7. How do you stay up-to-date on industry trends and competitor products at Google?
8. What tools or processes do you use to gather customer insights and feedback at Google?
9. How do you prioritize which products or features to focus on at Google, and how do you measure their success?
10. Can you share any advice for those interested in pursuing a career in product marketing, based on your experience at both Apple and Google?



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# Create a Negotiation Script

Not sure how to negotiate?

Use ChatGPT to draft a script:

*"Can you create a script to negotiate my job offer for Product Marketing at Adobe [copy job offer]"*

Too generic? Specify details:

*"I want a 20% increase on my bonus"*





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# Your Negotiation Script

"Thank you for offering me the opportunity to join your team as a product marketing manager at Adobe. I am excited about the opportunity and am confident that my skills and experience make me a strong fit for the role.

I have reviewed the details of the offer, including the base compensation of \$110,000 per year, the incentive compensation of \$137,500 per year, and the restricted stock unit award with a target value of \$26,300. I appreciate the generous compensation package that has been offered to me.

However, after researching the market rate for similar roles in my industry and location, I believe that my skills, experience, and value to the company warrant a higher base salary. Based on my research, I would like to request a base salary of \$[desired salary].

In addition to salary, I am also interested in discussing the terms of the incentive compensation and restricted stock unit award. Could we revisit the target value of the restricted stock unit award and consider increasing it to [desired amount]? And could we discuss the pay mix for the incentive compensation, to ensure that it is fair and aligns with my contributions to the company?

I understand that these are important considerations for both myself and the company, and I am willing to be flexible and open to compromise in order to come to an agreement that works for everyone.

Thank you again for considering me for this role. I am excited about the opportunity to join your team and contribute to the success of the company. Is there any way we can move forward with this offer, with the requested base salary and revised terms for the incentive compensation and restricted stock unit award included?"





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# **Get Project Ideas for Target Role to Gain Experience**

Do you have the experiences you need to switch to your dream job?

If not... you need to create them.

Ask ChatGPT for help:

*"What projects can I work on to get Product Marketing experience?"*



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# 5 Projects to Gain Product Marketing Experience



What's a project I can work on to get Product Marketing experiences



There are a variety of projects you can work on to gain product marketing experience, depending on your interests and goals. Here are a few ideas:



1. **Conduct market research:** You can research a specific product or industry to understand market trends, customer needs, and competitive landscape. You can also conduct surveys or focus groups to gather more in-depth insights.
2. **Develop a go-to-market strategy:** You can create a plan for launching a new product or service, including identifying target markets, developing messaging and positioning, and creating a marketing and sales plan.
3. **Plan and execute a product launch:** You can work on all aspects of launching a new product, including creating marketing materials, building a launch plan, and working with cross-functional teams to ensure a successful launch.
4. **Create a product roadmap:** You can develop a roadmap for a product or service, outlining the key features and milestones that need to be achieved over a specific time period.
5. **Analyze product performance:** You can review data and metrics to understand how a product is performing in the market, and identify areas for improvement or potential new opportunities.



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# **Ask for a Step by Step Guide for Each Project**

For example:

If you wanna gain GTM experience...

Copy this:

*"How do I create my own project to gain go to market experience?"*

(read answer on next slide)



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# Step by Step Guide to Create Go to Market Project



How do I create my own project to show go to market experience?



To create your own project to demonstrate go-to-market experience, you can follow these steps:  

1. **Identify a product or service:** Start by choosing a product or service that you are interested in and that you believe has potential in the market. This could be a new product idea that you have come up with, or it could be an existing product or service that you want to reposition or relaunch.
2. **Research the market:** Conduct market research to understand the needs and preferences of your target customers, as well as the competitive landscape. You can use a variety of methods to gather this information, such as surveys, focus groups, or online research.
3. **Develop a go-to-market strategy:** Based on your market research, create a go-to-market strategy that outlines how you will position, promote, and sell the product or service. This should include identifying your target market, developing messaging and positioning, and creating a marketing and sales plan.
4. **Create marketing materials:** Develop marketing materials such as a product brochure, website, or social media posts to promote the product or service to your target audience.
5. **Test and refine your strategy:** Test your go-to-market strategy by launching a small pilot or running a limited marketing campaign. Use the feedback and data you gather to refine your strategy and make any necessary adjustments.



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# Identify 10 Companies You're Interested in Applying to

Not sure where to start?

Ask ChatGPT for a list:

*"Could you give me a list of 10 medium sized (\$100-500M) technology companies I could apply to"*

If they don't align with your interests...



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# Specify Your Values and Role to Get a Personalized List

*"Could you specify based on my values of collaboration & kindness + companies that would need a Product Marketer"*



Could you specify based on companies that would need a Product Marketing Manager



Sure, here is a list of 10 medium-sized technology companies that may have a need for a product marketing manager:

1. AppFolio: AppFolio is a software company that provides cloud-based property management and legal practice management solutions to businesses. As a product marketing manager at AppFolio, you would be responsible for driving the go-to-market strategy for new products and features, as well as managing product launches and messaging.
2. DocuSign: DocuSign is a digital transaction management company that provides e-signature and document management solutions. As a product marketing manager at DocuSign, you would be responsible for developing the marketing strategy for new products and features, as well as driving product adoption and growth.
3. Eloqua: Eloqua is a marketing automation company that helps businesses automate and manage their marketing campaigns. As a product marketing manager at Eloqua, you would be responsible for developing the marketing strategy for new products and features, as well as driving product adoption and growth.





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# **Get LinkedIn Featured Media Examples Aligned to Your Role**

You could link your projects, portfolios, or content on your LinkedIn...

But what'll add the most value for your target role?

Lets ask ChatGPT:

*"I want to be a Product Marketer, what media should I feature on LinkedIn"*



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# 6 Specific Product Marketing Media Examples to Display



If I want a product marketing role, what featured media should I add on LinkedIn?



If you are seeking a product marketing role, it can be helpful to showcase your relevant experience and skills on LinkedIn by adding the following types of media:

1. **Blog posts or articles:** Writing about product marketing topics, such as product launches, go-to-market strategies, and market trends, can demonstrate your knowledge and expertise in the field.
2. **Presentations or slideshows:** Sharing presentations or slideshows on product marketing topics, such as product roadmaps or market analyses, can showcase your ability to communicate and present ideas effectively.
3. **Videos:** Sharing videos on product marketing topics, such as product demos or thought leadership content, can help you stand out and showcase your expertise in a visually engaging way.
4. **Case studies:** Sharing case studies of product marketing campaigns or projects that you have worked on can demonstrate your ability to drive results and make an impact.
5. **Infographics:** Creating infographics on product marketing topics, such as market trends or customer personas, can help you communicate complex ideas in a visually appealing and easy-to-understand way.
6. **Portfolios:** Creating a portfolio of your product marketing work, including campaigns, projects, and marketing materials, can provide a comprehensive overview of your skills and experience.



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# Summarize Key Learnings From Famous Books

Most books take 20+ hours to read...

But ChatGPT will summarize any book  
for you in <30 seconds.

Relate the takeaways to your job hunt:

*"Summarize takeaways from 'Never Split the Difference' & relate them to the job search process"*



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# Negotiation Takeaways From Never Split the Difference



Specify these learnings on negotiation during the job process



Sure, here are some ways in which the key learnings from "Never Split the Difference" can be applied during the job negotiation process: 

1. Empathy is key: During the job negotiation process, it can be helpful to try to understand the employer's perspective and motivations. This can involve asking questions about their needs and goals and actively listening to their responses.
2. Find the "black swan": In the job negotiation process, it can be helpful to identify the underlying interests and needs of the employer, even if they are not immediately apparent. This can involve asking questions to gain insight into what is most important to them and using that information to your advantage.
3. Use the "what if" technique: During the job negotiation process, you can use the "what if" technique to explore different scenarios and options with the employer, and to help them see the potential benefits of your proposal.
4. Take control of the process: In the job negotiation process, it can be helpful to take control of the process by setting the agenda, setting the tone, and managing the flow of information. This can involve preparing a list of topics you want to discuss and making sure you are clear and concise in your communication.
5. Be willing to walk away: In the job negotiation process, it is important to remember that you have options and that you should be willing to walk away from a deal if it does not meet your needs or goals. This can involve having a clear understanding of your minimum requirements and knowing your worth.



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# Disclaimer

Don't copy and paste from ChatGPT.

Use it as a first draft...

Then add your human touch.

ChatGPT should save you time NOT  
destroy your personal voice.

P.S. Check out TL;DR on next slide



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# **7 Ways to Use Chat GPT to Land Your Dream Job (Pt 2)**

1. Project Guides
2. Company Lists
3. Book Summaries
4. Negotiation Script
5. Interview Answers
6. Coffee Chat Questions
7. LinkedIn Media Examples





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