

Job Search

[Step 1: Identify Targets + Research](#)

[Step 2: Cold Outreach Messages](#)

[Step 3: Resume](#)

Summary

Step 1 - Identify Targets and Research

Step 2 - Cold Outreaches

Step 3 - Resume

Step 4 - Interviews

Step 5 - Offer + Negotiation

Top Hints + Mistakes to Avoid:

- Funnel: Outreaches (100) - Replies (25) - Interviews (8) - Offers (3)
- Send a lot of messages - you ideally want a lot in your pipeline
- Don't lead with needs in cold outreaches
- Remember F Search

Step 1: Identify Targets + Research

Outcome:

Here's an open role I want to apply to

Here's a recruiter looking for roles in a hot market

- Find an open job posting
- Look for companies
 - Look at your connections
 - Look at changes in the market (promotions, open positions)
 - Look in your vertical
- Do research: closely review linkedin for common connections, interests, or hobbies, posts or articles to understand perspective, clues about current initiatives they're working on (company blogs, press releases), recent job changes or promotions that could open up new opportunities (check personal websites, socials, or blogs for insights into personality and communication style, values, additional context about professional journey, accomplishments you can congratulate them on, or specific challenges you've shared you could help them out with), look for creative ways to engage or add value (share a post with a thoughtful comment, answer a question on a recent post, offer a relevant post, article, or an introduction that could help them out in their career)

Step 2: Cold Outreach Messages

Outcome:

Send a message to a recruiter, champion, connection related to the role.

Have a resume ready to go for this.

Do research + create some value add components.

Message:

Subject: Amazon PM and Podcast Fan Exploring Your Growth Product Role at Patreon

Hi Colin, I saw you were looking for someone scrappy who can test-and-learn fast for your Senior Growth Product Manager role at Patreon. I think I would be successful in the role because:

1. I launched over 50 experiments to improve shopping for millions in my 4 years at Amazon.
2. I have experience with multi-sided marketplaces working with sellers and buyers
3. I am a big podcast enthusiast. I'm a fan of the History Film Club and am excited about how Patreon can help more creators make a living.

I actually created a log of the feedback about Patreon the podcast hosts mentioned, here are some of my thoughts: <link>

If you think I could be a fit, would you mind forwarding this along to the recruiter? I'm also happy to jump on a call to see if it's the right fit.

Regards,
Nik

Analysis:

How this works with the 5 steps

1. Relevant and impressive hook (subject line)
2. Research (history podcast, help creators make a living, someone scrappy who can test and learn) on person and the role (mentioning social posts, background, shared interests too)
3. Credibility with achievements (launched over 50 experiments, experience with multi sided marketplaces). Can also reference mutual connections for this.
4. Showed Added Value with customer feedback (link). Could also put together a work sample or presentation to go the extra mile.
5. Easy Ask (can forward note to recruiter in 15s, instead of just high effort phone call, but can call if they want)

-----Steps to a perfect cold outreach message-----

1. Relevant and impressive hook
2. Research on person and the role
3. Credibility with achievements or people references.
4. Showed Added Value
5. Easy Ask

These 5 steps work reliably for most people in either long or short versions of hook emails. Do not lead with your needs - jump into asking for a referral without building familiarity, connection, or rapport (not looking for 3mo relationship, just temporary rapport).

Examples:

Don't write messages like this:

Hi Colin,
Hope you are doing well. I came across the product role that you are looking to hire. I have 4+ years of experience in product management at Amazon and prior to that I was a business analyst. Based on my experience as a Product Manager, I believe I could be a good fit. Are you open to a quick chat to discuss the position? I'd love to learn more about it, and share more about my own qualifications. I look forward to hearing from you.
Best regards,
Nik

Do write messages like this:

Short Outreach version, LinkedIn Connection Request (to a hiring manager):

Hi Colin, with 4 yrs launching 50+ experiments at Amazon and a passion for podcasts, I think I'm a great fit for Patreon's Senior Growth Product Manager role. Happy to chat or you can forward my note to a recruiter if you think I'm a fit.

Longer Email Version (email or linked in message after they connect):

Subject: Amazon PM and Podcast Fan Exploring Your Growth Product Role at Patreon

Hi Colin, I saw you were looking for someone scrappy who can test-and-learn fast for your Senior Growth Product Manager role at Patreon. I think I would be successful in the role because

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****MY SPECIAL THING WILL BE OFFERING 2-3 INSIGHTFUL, INDUSTRY SPECIFIC SOLUTIONS TO CHALLENGES THAT THEY'RE FACING IN THE INDUSTRY, OR LISTED IN THE POSTING. THAT'S MY THING: I'M AN IDEAS PERSON.**

Another Example:

Hi Ariel, I shared your post on experimentation and left a comment. It reminded me of a project I led at my last startup where I had to fix a similar problem. I'd love to share more about my approach and learn more about the Data team at Instacart to see if there is a good fit. Would you be opposed to a call?

Clearly includes: Homework, Value Add, Clear Call to Action

Irresistible outreach has 3 clear components

1. Personalized and specific
2. Leads with Value
3. Clear Ask

Step 3: Resume

How to create the perfect resume:

- 1. Show don't tell**
- 2. Be concise**
- 3. Prioritize**
- 4. Cut the fluff**
- 5. Use the right amount of keywords**

Summary
Skills
Experience
Education

Summary

- Different recruiters use this / look at this differently. Some don't look at all; some rely heavily. Write a good one anyway.
- Who you are professionally
 - Begin with a clear statement of professional capacities
 - E.g. Experienced marketing manager with a proven track record in digital marketing and brand management.
- Value proposition and evidence
 - Follow with a value prop that includes evidence
 - E.g. successfully led a campaign that boosted social media engagement by 40%
 - Provide evidence early on to make later claims credible.
- Supporting trait or memorable item
 - Something that makes you stand out, like an award or unique project.
 - E.g. Recipient of the 2022 marketing excellence award for innovative campaign strategies.
 - Avoid generic language (good communicator.)
- Career Goals
 - Clearly state why you're applying for the position
 - E.g. Aiming to apply my expertise in digital marketing to help a dynamic company drive innovation and achieve its growth objectives.

Scientific Breakdown of Experience

1. Show don't tell

- using concrete numbers and showing achievements can make you 40% more likely to get an interview
- "¾ of resumes had less than 5 metrics" - is that bad?
- Metrics are eye catching and break up blocks of words, making it easier to read
- Metrics show that you know how to measure your work and improve
- Simple XYZ formula for metrics
 - X - state what you achieved
 - Y - how you measured its success
 - Z - how you did it
 - E.g. Improved new user conversion rate by 13% in 1 month by integrating mental wellness content tailored to specific user needs, resulting in a community growth to 30k members
 - Led the launch of 2 new pricing tiers that lifted signups by 75% by conducting pricing sensitivity analysis

- Growth PM - Decreased cost of support product by 30# (\$12M+) by developing an automated system using OpenAI
- If you're having trouble, could highlight the impact of the entire project + your contribution
- Designed marketing creative for the spring launch that beat the previous year's sales by +60%, incorporating sales team feedback in designs.
- Include how much you saved or earned for your company. "Led the launch of 2 new pricing tiers that lifted signups 75% resulting in +\$29M in incremental revenue"
- If nothing - use other measure like awards, enabling project success, new customers and talk about how quickly you did it

2. Be concise

- 475-600 words (no more than 600) and 1-2 pages
- Resumes over 600 words are 43% less likely to get an interview

3. Prioritize

- Goal: put 3 best bullet points for each role so the hiring manager can't miss them
 - Recruiters prefer 2 page resumes for senior candidates (1 page per 5-10 years experience)
- Eye tracking
 - Scan resume in F shaped pattern
 - Recruiters scan down the left side of the page looking for key brand names, companies, role titles.
 - Make the most important info and titles left aligned with company names and roles bolded
 - Give some context to make lesser known companies more relevant
 - Tabi, \$1.5B buy now pay later platform
 - They scan down the page and across the role, reading only the first few words per bullet, less of each down the list
 - Put the most impactful and relevant bullets at the top of each section
 - Only 5-8 words per bullet to hook them for the rest of the bullet
 - Put the accomplishment and reason it's impressive OR swap the order and put the metric first
 - E.g. Launched the company's first ever X, resulting in...
 - Improved Y +30% by doing Z
 - Visibility
 - Add a single color for title and company names
 - If you folded your resume vertically so only the front third was showing, would the recruiter still be intrigued enough to interview you?
- Use chronological order but use more details about recent roles
 - 3-4 bullets each, with only 1-2 for earlier jobs
 - Eye tracking showed that recruiters skipped the last 1-2 bullets for each role
 - Recruiters barely read the later roles on the resume

4. Cut the fluff

- Dislike: buzzwords, cliches, adverbs, personal pronouns, passive/team works, subjective self-rating
 - Chat GPT does a lot of this
 - E.g. avoid “team player” and “detail oriented”
 - Go deeper. Avoid “customer life cycle management”, entrepreneurial thinker, agile, test driven developer - empty words that fill the top of resumes. Not demonstrating soft or hard skills by adding these.
 - Instead, show examples: instead of “scrappy and entrepreneurial”, show “brought X new product from concept to launch with limited resources”
 - Instead of “cross functional team leadership” show “hit a product launch deadline with 10 million dollars at stake by leading cross functional partner teams to unblock critical issues”
 - Adverbs are bad verbs - take them out and replace with evidence
 - Instead of “successfully implemented X software” use “implemented X software resulting in 95% usage daily by support team”
 - A single personal pronoun like “I, we, you” hurt chances of getting an interview
 - Team oriented words like collaborated or assisted hurt resume if used much. Replace with leadership words like “led” or “managed” that increase interview rates
5. Use the right amount of job keywords
- Adding 15-20 industry buzzwords increased hireability by +59%
 - BUT only 51% of job description words and skill matched in candidate resumes
 - Recruiters want to see at least half of requirements met
 - How to include job keywords and skills
 - Include them in a skills section at the end of the resume, but only
 - Put a skills or technology bullet as the last bullet to show those things in context
6. Other
- Use the action - results format
 - Include a number in most bullet points (percent, number, something that increased, something that decreased)

Appendix: Crafting Irresistible Cold Outreaches

1. Types of VIP Contacts

2. Irresistible Outreach System

3. Outreach Multipliers

Reasons you’re having trouble with cold outreaches

1. Afraid of rejection (obsessing over wording, not sending)

2. Lead with needs

3. Only pursuing posted jobs

Number 1 Mistake:

Underestimating the number of outreaches you need.

Funnel: Outreaches (100) - Replies (25) - Interviews (8) - Offers (3).

You need to do a **lot****.**

-----How to Craft Irresistible Cold Outreaches-----

Reasons you're having trouble with cold outreaches

1. Afraid of rejection - psych yourself out over perfect wording and don't reach out
2. You lead with your needs - jump into asking for a referral without building familiarity, connection, or rapport (not looking for 3mo relationship, just temporary rapport)
3. Only networking with companies with public open listings - make sure to tap into those
 - a. Hidden job market you need to tap into
 - b. Make the extra effort to craft an irresistible outreach hook + craft a clear ask
 - c. Aim for being a senior with warmer connections and deeper relationships

Types of VIP Contacts

Step 1: Identify Your VIPS

- Key Groups
- Insiders: People who currently work at your target company and can champion you to the decision makers (Recruiters, Hiring Managers, Peers at the new job)
- Champions: people who have seen your work in action and would be glad to sing your praises (former managers, colleagues, vendors)
- Connectors: social butterflies, who know everyone and can open doors with a single email (former colleagues, well respected creators and thought leaders, even former clients)
- More advanced: Executive recruiters and venture capital firms talent partners (leadership opportunities)
- "But I don't have any of those"
 - They don't have to be in your network
 - Cousin of former coworker on linkedin, someone who went to your college
 - Linkedin: 1st, 2nd, Same school/employer/city/previous role, similar interests/background - look for insiders, connections, champions
 - Do your research: closely review linkedin for common connections, interests, or hobbies, posts or articles to understand perspective, clues about current initiatives they're working on (company blogs, press releases), recent job changes or promotions that could open up new opportunities (check personal websites, socials, or blogs for insights into personality and communication style, values, additional context about professional journey, accomplishments you can congratulate them on, or specific challenges you've shared you could help them out with), look for creative ways to engage or add value (share a post with a thoughtful

comment, answer a question on a recent post, offer a relevant post, article, or an introduction that could help them out in their career)

- Note down info for the next step
- You're probably looking in the wrong places

Irresistible Outreach System

- DO NOT write a message like this:
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- He could have sent this to 100 people, it's generic.
- Instead
 - Short Outreach version, LinkedIn Connection Request (to a hiring manager): Hi Colin, with 4 yrs launching 50+ experiments at Amazon and a passion for podcasts, I think I'm a great fit for Patreon's Senior Growth Product Manager role. Happy to chat or you can forward my note to a recruiter if you think I'm a fit.
 - Loner Email Version (email or linked in message after they connect):
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 - Review
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- Irresistible outreach has 3 clear components
 - 1. Personalized and specific
 - 2. Leads with Value
 - 3. Clear Ask
- If you interview well but they pick someone else, turn that into multiple gains
 - They asked the hiring manager if they knew anyone else who was hiring inside the company or outside, and **because they liked the candidate**, they introduced him to two other leaders who were hiring.
 - Outreach multiplier - if you impress someone on a call or interview, they're now a potential champion. Ask them like you would any other champion.
 - 1. Do they know anyone hiring inside their company?
 - 2. Do they know anyone hiring outside their company
 - 3. If they know anyone with good connections.
 - A lot of the time, a new role will magically appear for a connection they like.
- Mistake: don't underestimate the number of reaches you need to do
 - Like a marketing funnel. Only 1 in 10 (or later when you're good 1 in 4) will get a reply; and 32%-37.5% of those might turn into an offer. 100-25-8-3 for outreach, replies, interviews, offers.
 - Need to send 100s of outreach offers
 - Need to have great linkedin and resume (+ personal site/blog)
 -

TREAT ALL THESE PEOPLE LIKE YOU ALREADY KNOW THEM. (LOVE) WHEN YOU TALK TO THE HIRING MANAGER, YOU'RE NOT TRANSACTING, YOU'RE BUILDING. WHETHER OR NOT YOU GET THE ROLE, THIS IS YOUR PERSON. THIS IS WHAT YOU DO WITH

LINKEDIN. TALKED TO EVAN AND IT WENT WELL AND HE LIKED YOU? ADD HIM ON LINKEDIN. LATER - HEY EVAN, I know rentsync isn't currently hiring... etc.
