Welcome, Mohammed! 🚀

Your Onboarding Package

📞 Strategy Call Summary

Your Current Situation

School:
University of Wisconsin-Madison

Major:
Biological Systems Engineering (Junior)

Applications Sent:
50 (last 90 days)

Goal:
Land Summer 2026 Internship

🎯 The Core Challenge

🎯 The Core Challenge

You've been sending out applications consistently—**50 apps in the last 90 days**—but despite your effort:

- ✗ **Zero callbacks** from those 50 applications

- ✗ Resume is **"a little bland"** with no prior internships or standout academic projects

- ✗ **GPA concerns** (lower than you'd like) affecting competitiveness

- ✗ **No clear target**—open to "anything mechanical related, maybe manufacturing" but lacking specificity

- ✗ Likely using a **"spray and pray"** strategy rather than targeted, strategic applications

✅ What's Already Working For You

✓ Strong Campus Involvement

Finance Chair of LAM (Muslim fraternity chapter)—shows leadership and commitment beyond academics

✓ Technical Interests Identified

Favorite classes: ME201 (geometric modeling, AutoCAD/SolidWorks) and Thermodynamics—clear mechanical design + systems focus

✓ Open to Manufacturing

Interest in mechanical systems and how thermodynamics translates to real-world applications—strong foundation for internships

✓ Ready to Start

Starting week of December 29th, evenings work well—you're committed and ready to put in the work

💡 The Insight

You're experiencing what I call the **"Generic Resume Trap"**—you're competing in the same applicant pool as everyone else, and without prior internships or standout projects, your resume isn't passing the **ATS (Applicant Tracking System)** or catching recruiter attention in the first 6 seconds.

The good news? You have **hidden assets** that we can showcase:

1. **Leadership experience** as Finance Chair (budgeting, resource management, team coordination)

2. **Technical coursework** (CAD, SolidWorks, thermodynamics) that can be framed as project-based skills

3. **Biological Systems Engineering** background overlaps heavily with MechE— we can position you for roles in manufacturing, HVAC, product design, etc.

4. **UW-Madison network**—strong alumni base in manufacturing companies (John Deere, Caterpillar, GE, etc.)

The Launch Path is designed specifically for this situation.

📋 The Plan Moving Forward

The 21-Day Job Launch Blueprint

3 × 90-minute 1-on-1 sessions over ~21 days

Each session includes **live resume building, story development, and mock practice** tailored specifically to your internship search.

📅 Session Timeline

NOW

Pre-Session 1 Materials
"The Quick Win Package" — Job sourcing + networking prep before we even meet

Week 1

SESSION 1: Deep Resume Transformation
Turn your "bland" resume into an interview magnet using the Impact Bullet Formula™

Week 2

SESSION 2: Interview Strategy & Story Mastery
Build your Master Story Vault and learn to answer behavioral questions with confidence

Week 3

SESSION 3: Live Mock Interview & Refinement
Full mock interview experience with real-time feedback and final polish

✅ What You'll Walk Away With

✓ A fully transformed, ATS-optimized resume that stands out

✓ A modular bullet library for quick tailoring to each application

✓ A Master Story Vault with 15 polished STAR stories

✓ Interview Cheat Sheet for quick reference during interviews

✓ Full mock interview experience with detailed feedback

✓ Strategic job sourcing plan targeting 20+ companies

✓ Alumni networking strategy with warm intro scripts

✓ Cover letter template and application tracking system

🎁 Pre-Session 1 Materials

"The Quick Win Package" — Feel the value BEFORE our first call

🎯 1. The Job Sourcing Strategy™

Stop spraying and start sniping

What it is: A framework that explains why "spray and pray" (sending 50 generic apps) fails, and how to use strategic targeting instead. You'll learn the 70/20/10 rule, the Supplier Hack, and the Hidden Job Market Timeline.

Why it matters for you: Your 50 applications got zero callbacks because you're competing in saturated pools. This teaches you to find roles with 10-50 applicants instead of 500+.

📎 Attached separately

📊 2. The Job Board Hierarchy™

Where to apply for maximum ROI

What it is: A ranked list of job boards from Tier 1 (company career pages, 15% response rate) to Tier 10 (Indeed, <1% response rate). Includes discipline-specific recommendations for MechE/Biosystems roles.

Why it matters for you: You've been fishing in the wrong waters. Handshake (UW-exclusive), ASME boards, and direct company pages will 10x your odds.

📎 Attached separately

🗣️ 3. The Warm Intro Protocol™

Turn alumni into advocates

> **What it is:** The exact 4-step process to reach out to UW-Madison alumni at target companies and convert those conversations into referrals. Includes the "Researcher Script" that gets 30-50% response rates.
>
> **Why it matters for you:** Referrals boost your odds 4x. UW has a massive alumni network—this shows you how to activate it ethically and effectively.

📎 Attached separately

📊 4. The Application Pipeline™ (Template)

Track every application like a sales pipeline

> **What it is:** A Google Sheets template to track every application: company, role, date applied, source (LinkedIn/referral/direct), status, and next steps. Includes dashboard for response rates.
>
> **Why it matters for you:** Right now you've sent 50 apps with no system. This prevents duplicates, helps you follow up, and shows what's working.

📎 Attached separately

⏰ 5. The Application Timing Strategy™

When to apply for maximum visibility

What it is: Data-driven guide on the best days/times to submit applications (hint: Tuesday-Thursday mornings beat Friday afternoons 3x). Includes posting age strategy.

Why it matters for you: Most students apply at random times. Strategic timing = higher odds your resume gets seen first.

📎 Attached separately

🏢 6. The Resource Activation System™ (Worksheet)

Map your entire university network

What it is: A worksheet to map the 4 pillars of university resources: Career Center, Alumni Database, Engineering Societies (ASME/IEEE), and Professors. Includes specific action items.

Why it matters for you: You're paying $20K-$50K/year for resources you're not using. This shows you exactly how to activate them for maximum job search ROI.

📎 Attached separately

7. The Networking Mindset Shift™

Reframe networking from awkward to valuable

What it is: A mindset reset that reframes networking from "begging for jobs" to "seeking advice from people who want to help." Includes 4 mental reframes and the "Asset in Training" mentality.

Why it matters for you: Most students hate networking because it feels awkward. This makes it feel natural and authentic.

📎 **Attached separately**

8. The Career Center Activation Checklist™

Extract maximum value from UW resources

What it is: A checklist of services to request from UW-Madison's Career Center: resume review, mock interviews, alumni database access, exclusive job postings, industry panels.

Why it matters for you: Most students ignore the career center. Those who use it strategically get 1.5x more interviews.

📎 **Attached separately**

9. The Asset Mindset Shift™

See your experience as valuable before Session 1

What it is: A mindset prep guide that teaches you to see every class project, leadership role, and skill as a "hidden asset." Prepares you for resume transformation work.

Why it matters for you: You think your resume is "bland" because you don't see the value in Finance Chair work or CAD projects. This shifts that before we build your resume.

📎 **Attached separately**

📑 Actions Before Session 1

Please complete before our first session (week of Dec 29):

- ☐ Complete the **Resource Activation System worksheet** (map your UW-Madison network: Career Center, Alumni, Societies, Professors)

- ☐ Set up the **Application Pipeline spreadsheet** (track your 50 past applications + new ones going forward)

- ☐ Identify **10-15 target companies** in manufacturing/mechanical (we'll use these in Session 1)

- ☐ Send **3-5 LinkedIn connection requests** to UW-Madison alumni at target companies (use Warm Intro Protocol)

- ☐ Schedule a **career center appointment** at UW (if you haven't already—we'll prep you on what to ask for)

- ☐ Gather all **resume materials**: old resume, job descriptions you've applied to, ME201/Thermo project notes, Finance Chair responsibilities

- ☐ **Bring your current resume** to Session 1 (even if it feels "bland"—that's what we're fixing)

- ☐ **Bring 1-2 job postings** you're targeting (manufacturing/mechanical roles for Summer 2026)

> 💡 **Pro Tip:** Don't stress about perfection. The goal is to gather data and start building momentum. We'll refine everything together in Session 1.

Let's land you that internship. 🚀

You've been stuck in "cold apply hell" long enough.

Time to break out and get the callbacks you deserve.

— Mansour