



# ***Power Positioning Blueprint***

**STAND OUT & ATTRACT  
OPPORTUNITIES**

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# POWER POSITIONING BLUEPRINT CHECKLIST



## 1 Clarify Your Message (aka Know Your Value)

- Identify your unique strengths.
- Create a simple value proposition.
- Make sure your messaging aligns with your target role and industry.

## 2 Position Yourself as a Solution

- Share the **impact of your work**.
- Align with the company's **pain points**.

## 3 Tailor Your Marketing (Resume, Cover Letter & LinkedIn)

- Focus on results over responsibilities.
- Customize your resume and cover letter.
- Align your messaging across platforms.

## 4 Stay Consistent & Top of Mind

- Show up online weekly.
- Follow up after conversations or interviews with insight or value.
- Share relevant articles, comment on others' posts, or post your own stories.

## 5 Network with Intention, Not Just Volume

- Focus on meaningful outreach to recruiters, hiring managers, and peers.
- Ask for informational interviews, not just jobs.
- Be specific about what you do and what you're looking for.

## 6 Treat Interviews Like Consultations

- Research the company: pain points, goals, culture.
- Position yourself as the answer to their challenges.
- Use storytelling: Challenge → Action → Result

## 7 Show Up Where Decision-Makers Hang Out (LinkedIn = Your Stage)

- Optimize your LinkedIn headline and About section.
- Engage 1–3x per week.
- Think of LinkedIn as your personal brand's **PR platform**.

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# POWER POSITIONING BLUEPRINT



## 🧠 Step 1: Clarify Your Message (aka Know Your Value)

### Why it Matters:

Your message is the foundation of your professional brand. If you don't clearly articulate your value, hiring managers won't either.

### How to Do It:

- Identify your **unique strengths**: Think skills, leadership style, accomplishments, niche expertise, or cross-industry perspective.
- What part of your career **excites** you so much that it keeps you up at night?
- Create a simple value proposition:  
“I help [X kind of company/team] solve [Y kind of problem] by doing [Z].”
- Make sure your messaging aligns with your **target role and industry** — not a laundry list of everything you've ever done.

### ✨ Before & After Example:

#### Before:

“I'm a results-driven professional with experience in various areas of business operations.”

#### After:

“I help SaaS startups scale efficiently by building agile operational strategies that cut overhead and boost team performance.”

## 💡 Step 2: Position Yourself as a Solution

### Why it Matters:

Companies don't hire resumes — they hire problem solvers. Your brand should answer the question:

*“Why should we choose you over someone else?”*

The job market has also moved toward **skills-based** hiring, and companies increasingly want to see tangible impact and problem-solving rather than just responsibilities.

### How to Do It:

- Share the **impact of your work**: revenue growth, cost reduction, efficiency gains, customer satisfaction, retention, etc.
- Align with the company's **pain points** — what challenges are they facing based on their job description, recent news, or industry trends?
- Lead with demonstrable hard + soft skills and **outcomes** that align with the company's needs.

### ✨ Before & After Example:

#### Before:

“Managed cross-functional teams across various projects.”

#### After:

“Led a cross-functional team that reduced product delivery times by 35%, helping the company accelerate a \$2.5M go-to-market launch.”

## 🎯 Step 3: Tailor Your Marketing (Resume, Cover Letter & LinkedIn)

### Why it Matters:

Your resume, cover letter, and LinkedIn are **marketing tools**, not just work history. If you're not customizing your resume for every job, you've already missed the mark.

### How to Do It:

- Focus on **results over responsibilities** — what changed because you were there?
- Customize your resume and cover letter for each job using keywords, priorities, and tone **from the job posting**.
- Ensure accomplishments, hard + soft skills, and outcomes that align with the company's needs are reflected here as well.

### 🌟 Before & After Example:

#### Before:

"Experienced HR professional seeking a new opportunity."

#### After:

"People-First HR Leader | Driving Scalable Culture, Engagement & Growth in High-Growth Tech Environments."

### 🌟 BONUS FREEBIE TIP: Tailor Your Resume in 20 Minutes

- Highlight keywords from the job description.
- Match your top 3 achievements to their top 3 priorities.
- Update your headline and summary to mirror the job's focus.

## Step 4: Stay Consistent & Top of Mind

### Why it Matters:

Focus on the **human** side of your job search. One post or message does not build your brand – consistency and value do.

Treating your job search like a **digital transaction** will not get you noticed or remembered. Visibility comes from showing up, engaging, and building genuine connections over time.

### How to Do It:

- Show up weekly on LinkedIn – share insights, engage, and stay visible.
- Follow up after conversations or interviews with a thoughtful note or resource.
- Share relevant articles, comment on industry posts, or post your own takeaways and stories.
- Maintain an up-to-date, **keyword-rich** LinkedIn profile and regularly engage so you show up in recruiter searches.

### ✨ Before & After Example:

#### Before:

Posting occasionally or only when job searching.

#### After:

Showing up weekly to share leadership insights, comment on industry trends, and reflect on lessons from recent projects – building familiarity and credibility with your network.

## 🤝 Step 5: Network with Intention, Not Just Volume

### Why it Matters:

Networking isn't about collecting contacts — it's about creating opportunities. Build relationships so that when you apply, you're already connected with someone inside the company.

Familiarity builds trust and increases your chances of being seen and remembered.

### How to Do It:

- Focus on meaningful outreach to recruiters, hiring managers, and peers.
- Ask for informational interviews, not just jobs.
- Be specific about what you do and what you're looking for.

### ✨ Before & After Example:

#### Before:

“Hi, I’m looking for a job in tech. Let me know if you hear of anything.”

#### After:

“Hi Jane, I admire your work in digital transformation. I help companies streamline complex workflows — I’d love to learn more about your team’s focus this year.”



## Step 6: Treat Interviews Like Consultations

### Why it Matters:

You're not begging for a job — you're offering a solution. Hiring relies increasingly on storytelling, value demonstration, and problem-solving capabilities (not just Q&A)

### How to Do It:

- Research the company: pain points, goals, culture.
- Present yourself as the answer to the company's challenges.
- Use storytelling: Challenge → Action → Result (STAR method works great here)

### ✨ Before & After Example:

#### Before:

"I'm a hard worker and great with people."

#### After:

"When our client retention dropped 15%, I led a task force that redesigned the onboarding process, resulting in a 40% improvement in retention within six months."



# POWER POSITIONING BLUEPRINT



## 📢 Step 7: Show Up Where Decision-Makers Hang Out (LinkedIn = Your Stage)

### Why it Matters:

Visibility creates credibility — and credibility builds trust. LinkedIn remains a primary platform for professional branding.

Also, emphasizing your presence where decision-makers are is simply smart.

### How to Do It:

- Optimize your LinkedIn headline and About section to clearly show what you do, who you help, and how.
- Engage 1–3x per week: comments, shares, original posts.
- Think of LinkedIn as your personal brand's **PR platform**.

### ✨ Before & After Example:

#### Before:

LinkedIn Headline: “Marketing Professional”

#### After:

LinkedIn Headline: “B2B Growth Marketer | Helping SaaS Companies 3x Pipeline through Demand Gen + Brand Strategy”

## Step 8: Position Yourself for an AI-Driven Job Market

### Why it Matters:

AI now plays a **major role** in how candidates are screened, assessed, and even interviewed. Just as Applicant Tracking Systems (ATS) stand between your resume and hiring managers, AI now stands between job seekers and hiring managers for interviews.

Understanding how to interact with AI — and how to humanize your presence beyond it — gives you a strategic edge. This is learning how to work with it, **not** compete with it.

### How to Do It:

- **Use AI-smart keywords:** Review target job descriptions and include key skills, tools, and role-specific language into your resume and LinkedIn profile.
- **Prepare for AI interviews:** Practice with mock AI interview tools to refine tone, pacing, and clarity in recorded responses. Being refined and comfortable *matters* with AI.
- **Balance data with personality:** Be clear, concise, and human — AI can assess how you communicate, but authenticity still resonates with hiring managers.
- **Highlight digital literacy:** Don't forget to show awareness of AI tools, data analytics, or automation relevant to your field. It signals adaptability in a tech-forward market.



# READY TO RAISE THE BAR & LAND A JOB?

My mission is to teach professionals what we did not have to do before, market ourselves in order to advance our careers.

The technology and human complexity does not need to slow you down. In fact, there are strategies to consider for each.

As a commitment to your career goals, I'm offering a complimentary strategy session to talk about your career goals and how we can achieve them together.

To schedule your free consultation click the button below to select a time that suits you best.

**START NOW!**

Thank you for joining me along this journey.

Here's to marketing your career to Empower, Encourage, and Equip.

Cheers,

*Angelle Ferrer*

