

### Job Search Boot Camp Lesson Plan

Day	Video(s)	Template(s) Download	Action Step
<b>Introduction to the Program</b>			
	Introduction Video (7-8 min)		Create your Spark Boot Camp Vision (5 min) Upload resume and link to LinkedIn Profile (2 min)
1	7 Steps Overview & Job Search Status (9 min)		Take Job Search Status Quiz (6 min)
<b>STEP 1 – Establish Daily Routine</b>			
2	Busting the Goal Stealers (7-8 min) Cultivating Positive Attitude (2 min)	Emotions vs. Actions Log (2 min)	Visualize yourself pursuing and reaching vision (1 min) Track today's Emotions vs. yesterday's Actions (2 min)
<b>STEP 2 – Build Target Company List</b>			
3	Target Company List Intro (3-4 min) Target Company List – Part 1 (12 min)	Target Companies Follow Up (2 min)	Write down search criteria (2 min)
4		Short Email Cover Letter (2 min)	Add a Target Company and Contact to your List (15 min) Optional: if find job you like, use cover letter to apply
5	How to Build List with Google Search (3-4 min) Target Company List – Part 2 (8 min) 3 <sup>rd</sup> Way to Build List with LinkedIn (1-2 min)		
6			Add 2nd Target Company and Contact to List (15 min)
<b>STEP 3 – Describe Benefits You Deliver</b>			
7	Skills & Benefits Inventory (3-4 min)	Skills & Benefits Inventory (2 min)	Answer Skills & Benefits Inventory questions (10 min)
8	LinkedIn Basics (5 min)		Change LinkedIn privacy settings and profile link/URL (2-3 min) Find appropriate LinkedIn picture or set up time to take a good one (5 min)

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9	LinkedIn Headline – Option 1 (10 min) LinkedIn Headline – Option 2 (4 min)		
10		LinkedIn Headline & Summary (2 min)	Review LinkedIn Headline examples in Template (3 min) Revise LinkedIn Headline (10 min)
11	LinkedIn Summary – Option 1 (12-13 min) LinkedIn Summary – Option 2 (8-9 min)		
12		LinkedIn Headline & Summary (Day 10 download)	Review LinkedIn Summary examples in Template (5 min) Revise LinkedIn Summary (10 min)
13	Generic Benefit-Focused Resume – Top (4-5 min)	Benefit-Focused Resume (2 min)	Copy desired job title, headline, summary, areas of expertise bullet points from LinkedIn profile into Resume Template (10 min)
14			Search on LinkedIn or Indeed for descriptions of 3 jobs that interest you and print, save on PDF or copy link for future reference (10 min) Tweak your resume’s desired job title, headline, summary and areas of expertise bullet points to better match types of jobs that interest you (5 min)
15	Generic Benefit-Focused Resume – Bottom (13 min)		
16			Tweak Relevant Professional Experience and Education sections of your resume to better match types of jobs that interest you (15 min)

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17	Tailored Benefit-Focused Resume (5 min)		Find new job you would like to apply for on LinkedIn or Indeed (3 min) Create a Tailored Resume by editing your Generic Resume to better match the requirements of the job you found (7 min)
18	LinkedIn Profile Bottom (14-15 min)		
19			Tweak bottom of your LinkedIn Profile (15 min)
20	30-Second Pitch 2 Options (4 min) 30-Second Pitch #1 – Tweak (3 min)	30-Second Pitch (2 min)	Write down your 30-Second Pitch (5 min) Use 30-Second Pitch when asked “What do you do?”
21	Interview Responses (5 min)	Interview Response Script (2 min)	Write down response to “Tell me about yourself” interview question (8 min)
<b>STEP 4 – Apply to Jobs</b>			
22	Find-Analyze Job Posting (3 min)	Find-Analyze Job Description (2 min)	Find job to apply for and analyze its job description (10 min)
23	Find Hiring Manager’s Email (9 min)		Find Hiring Manager’s name, title and email for job found on Day 22 (6 min)
24	Write Email Cover Letter – Option 1 (2-3 min) Write Email Cover Letter – Option 2 (1-2 min) Track Sent Email (30 sec)	Cover Letter – Option 1 (1 min) Cover Letter – Option 2/ Short (Day 4 download) Cover Letter – For Recruiters (1 min)	Go to Bananatag.com and set up email tracking (7 min)
25			Write Cover Letter for job found on Day 22 (10 min) Check Bananatag is properly set up for email tracking (3 min) Send Email Cover Letter and Resume to Hiring Manager found on Day 23 (2 min)

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<b>STEP 5 – Activate Current Network</b>			
26	SMART Goals (2-3 min) Activate Current Network – Basics (2-3 min) Networking Mindset (3-4 min)		Write down 2 SMART Goals: 1- Related to applying to jobs by email 2- Related to contacting people you already know (5 min)
27	Current Network Defined (2 min) Active Network Script (8 min) Introduction Email (3-4 min)	Activate Current Network Scripts (2 min)	
28	Introduction Follow-up (3 min)  Passive Network Script (7 min)		Prepare what to say to a person in your Active Network (3 min) Email 1 person in your Passive Network to catch up (2 min)
<b>STEP 6 – Make New Connections</b>			
29	Finding New Connections (2-3 min) New Connections Script – Part 1 (1 min) New Connections Script – Part 2 (5-6 min) Email Follow-up Script (1 min)	New Contacts Scripts (2 min)	Read pages 1 & 2 of New Contacts Scripts (3 min)
30			Find 5 new connections at Target Companies and invite them to join your LinkedIn Network (15 min)
31	Informational Interview Request – Intro (1-2 min) Informational Interview Request – Examples 1&2 (1 min) Informational Interview Request – Example 3 (2-3 min) Asking for Introduction Email (1-2 min)	New Contacts Scripts (Day 29 download)	Read pages 3 to 5 of New Contacts Scripts (7 min)

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32			Find Hiring Manager at a Target Company and email them an Informational Interview Request (15 min)
33	Phone Follow-Up – Person Answers (6-7 min) Phone Follow-Up – Get Voicemail (6-7 min) Phone Follow-Up – Assistant Answers (6-7 min)		
34		Phone Follow-Up Scripts (2 min)	Google phone number for company you emailed on Day 25 (applied for job) or Day 33 (informational interview request) (3 min) Tailor Phone Follow-Up Scripts to Hiring Manager you will be calling (5 min) Print Tailored Script to use as guide for talking and call Hiring Manager (5 min)
<b>STEP 7 – Showcase Your Expertise</b>			
35	Showcase Your Expertise – Intro (3 min) Content From Google Alerts (5 min) Content From LinkedIn Groups (6-7 min)		
36			Set up a Google Alert (5 min) Find/read recent article related to your field (7 min) Write 1-2 sentences summarizing article content, post it on LinkedIn (3 min)
37	How to Write an Article in 30 Minutes (7-8 min) Research Interviews – Intro & Request (5 min) Research Interviews – Questions (3 min) Research Interviews – Follow-Up (2-3 min)		

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38		Research Interview Scripts (2 min)	Write down 1 question you get asked about your area of expertise (2 min) Record answer to question on your smartphone (5 min) Write down bullet points that summarize answer you recorded in a slide (3 min) Read Research Interview Scripts and write down one topic in your field that you want to research (3 min)
<b>Working the 7-Step System</b>			
39	Your Daily Routine (5-6 min)	Search Activity Log (2 min)  Emotions vs. Actions Log (Day 2 download)	Write down your goals for the rest of the week (3 min) Track today's Emotions vs. yesterday's Actions (3 min)
40	The Most Important Thing About You (5-6 min)		Write down how knowing the most important thing about you can help you keep your job search in perspective (5 min) Fill out Job Search Boot Camp Evaluation (5 min) <b>Celebrate what you have achieved by participating in this course!</b>