

THE PRODUCT OF YOU

A Unique Search Strategy



Pedagog

Recruiting & Careers

**Your Career is a
Product and
YOU are the
CEO**



Resume, LinkedIn and Professional Credentials Review



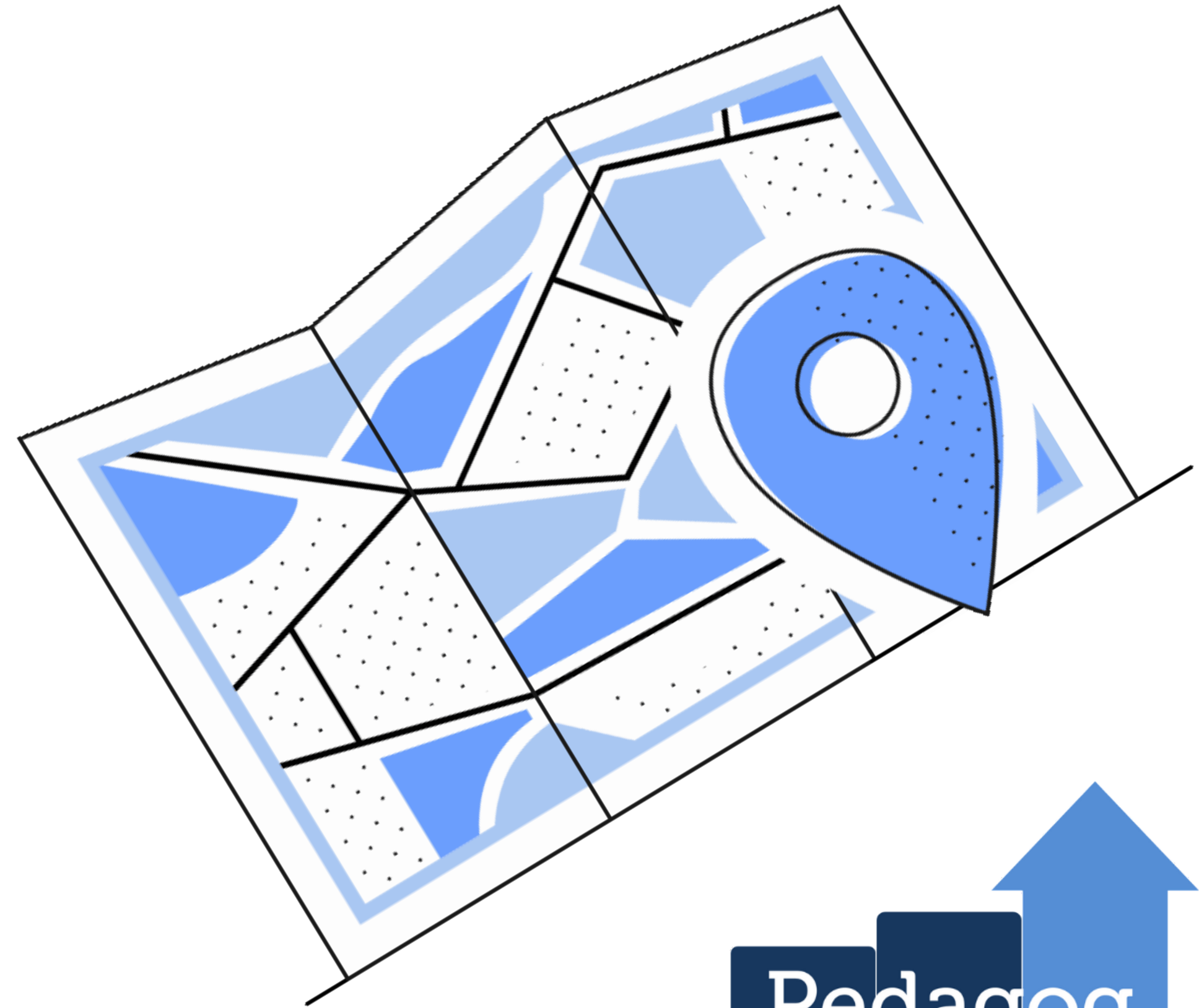


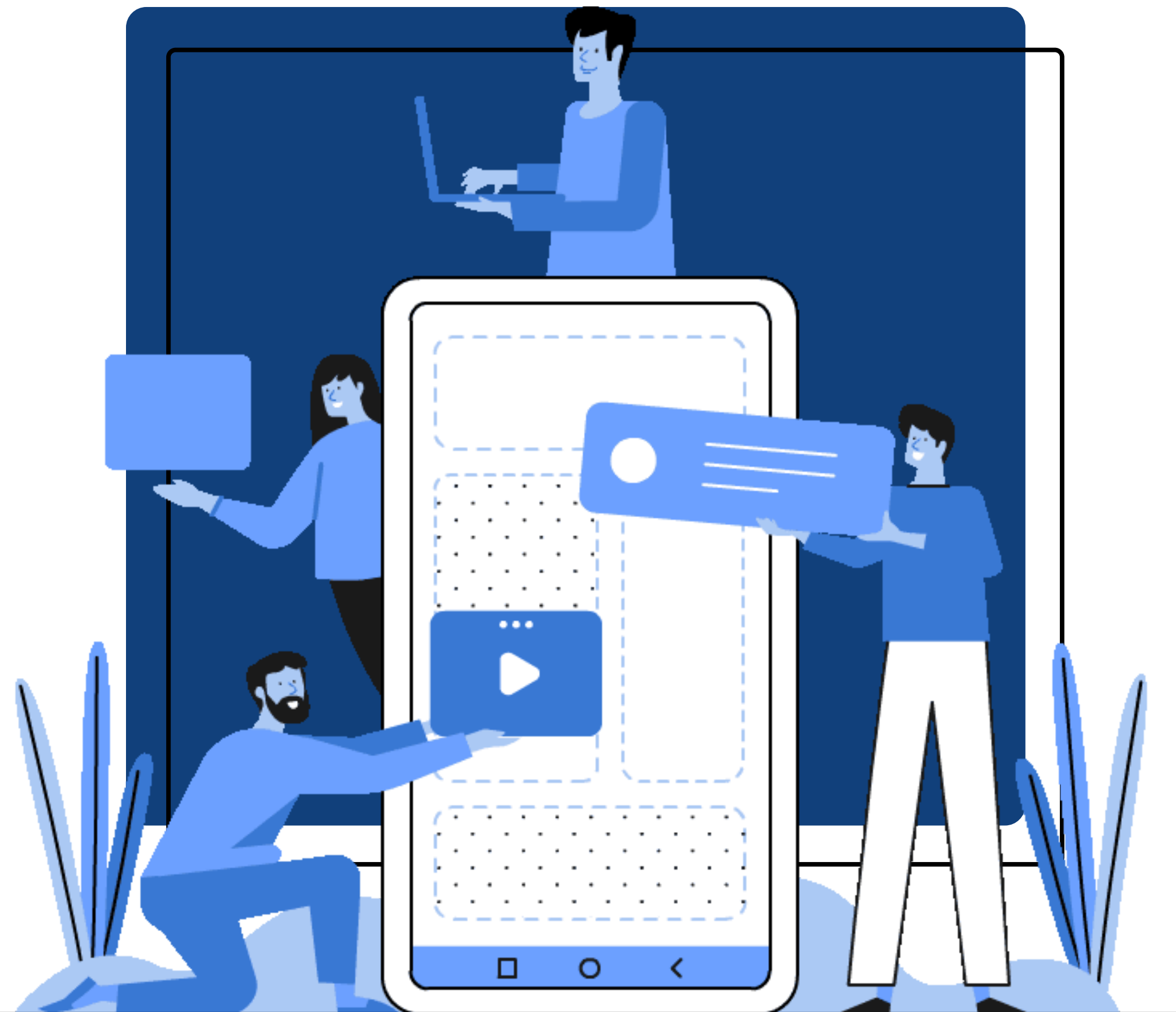
Your Current Search Approach and Strategy?



A New Way to Search

Guaranteed to Increase Activity.





How to Execute

- ❑ LinkedIn Premium Account
- ❑ Search Features and Filters
- ❑ Campaigns
- ❑ Connect and Message Strategy
- ❑ Weekly Goals for Success



LinkedIn Premium Accounts

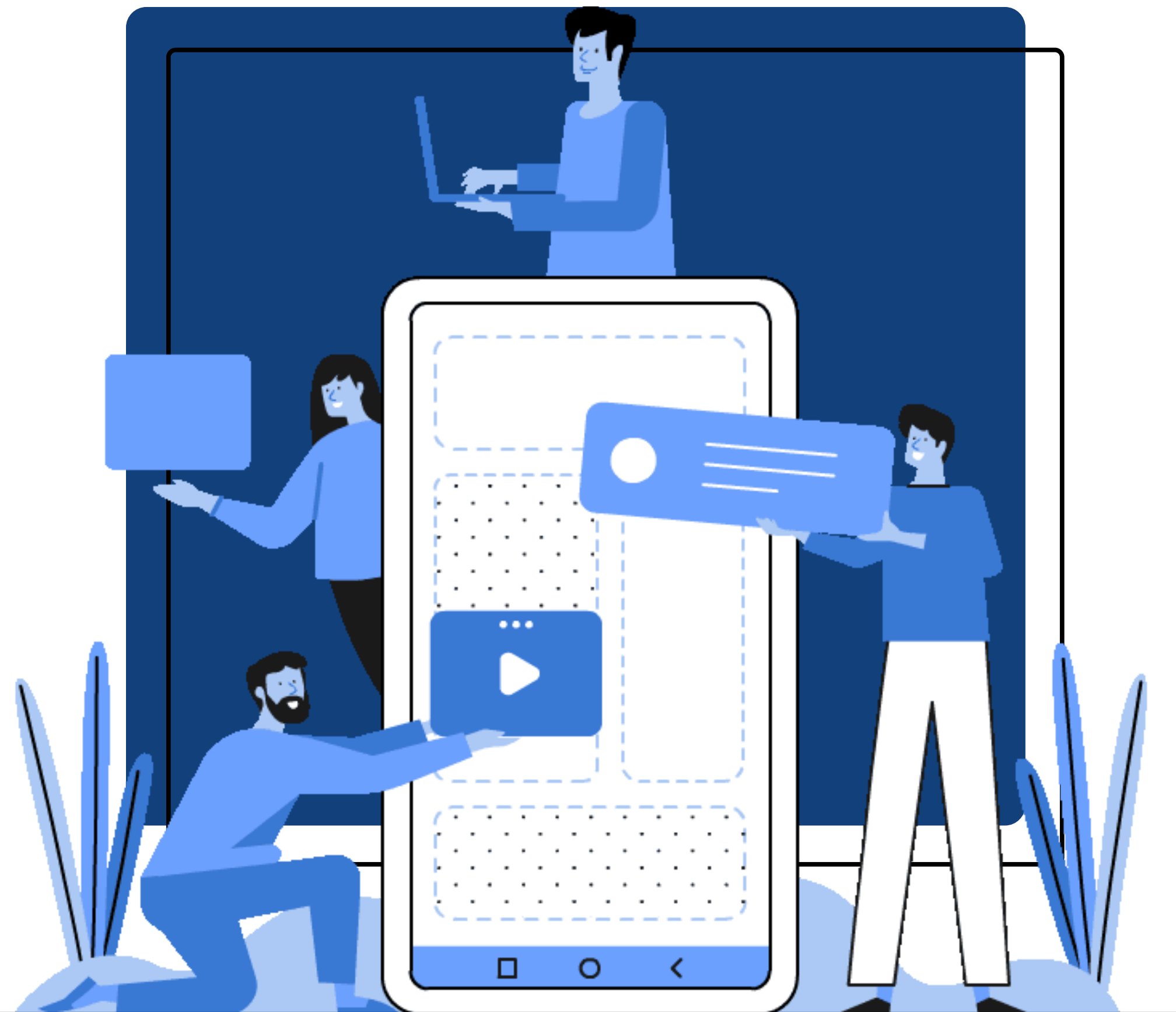
All Premium Options Offer a Free Month Trial

Normal pricing rates reflected after free trial:

CAREER	BUSINESS	SALES	HIRING
\$29.99 *monthly	\$47.99 *monthly	\$64.99*monthly	\$99.95*monthly

*billed annually





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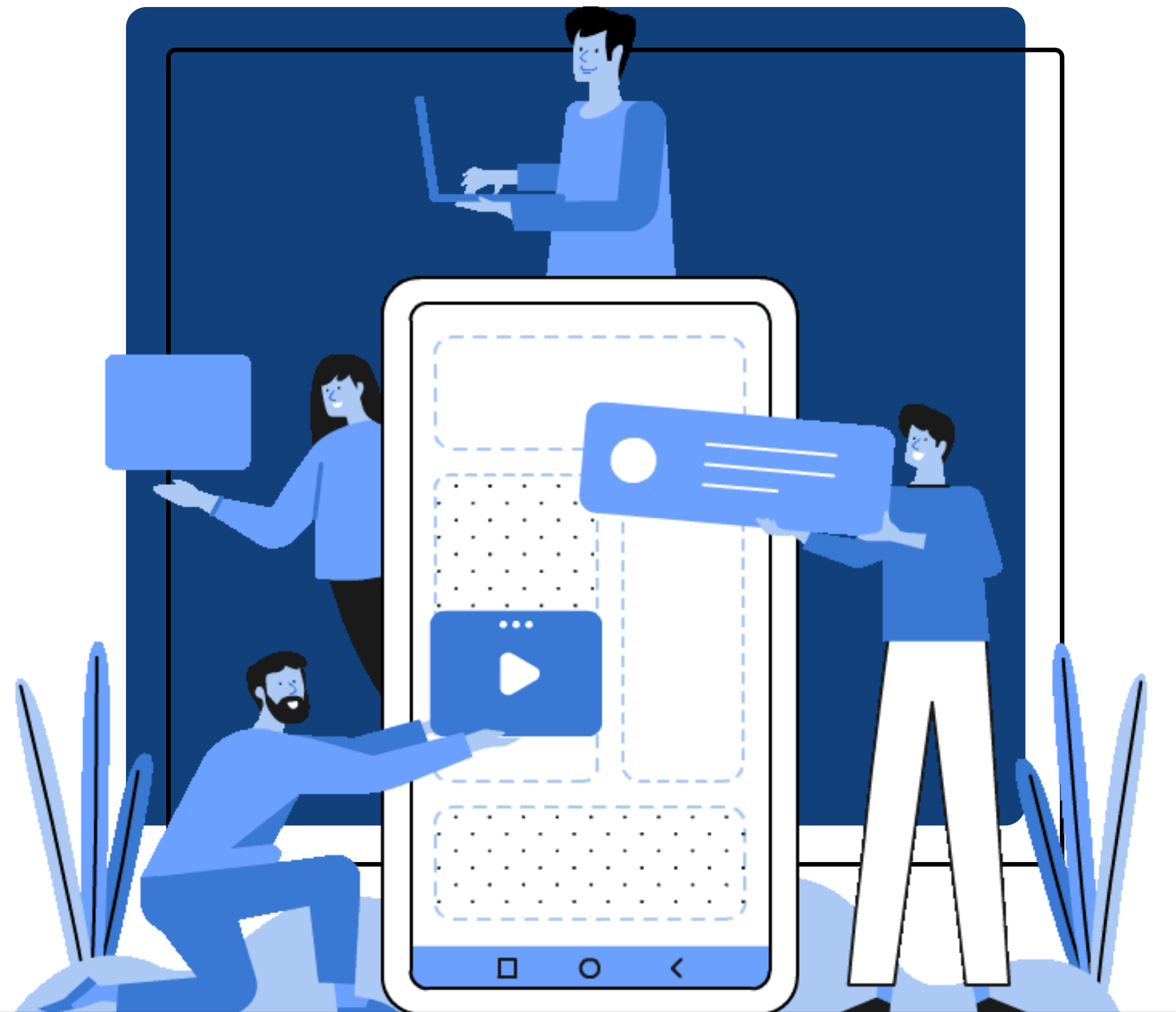
Search Features & Filters

Search

Filter

The screenshot displays the LinkedIn Recruiter Advanced Search interface. It is divided into several sections:

- Left Column (Filters):** Includes categories like Employment type, Network relationships, Current companies, Last names, First names, Seniority, Spotlights, Job titles, Locations, Skills and Assessments, Companies, Schools, Year of graduation, Industries, and Keywords.
- Right Column (Filters):** Includes categories like & candidate activity, Custom fields, Tags, Projects, Notes, Travel, and Commute.
- Center Section:** Shows 'Recruiter Advanced Search' with '0 total candidates' and a 'Candidate details' section with filters for Spoken languages, Postal code / Zip code, Profile languages, Recently joined LinkedIn, Education & experience (Years of experience, Years in current company, Years in current position, Military veterans), and Company (Past companies, Company types).
- Bottom Right:** Contains the Pedagog Recruiting & Careers logo.

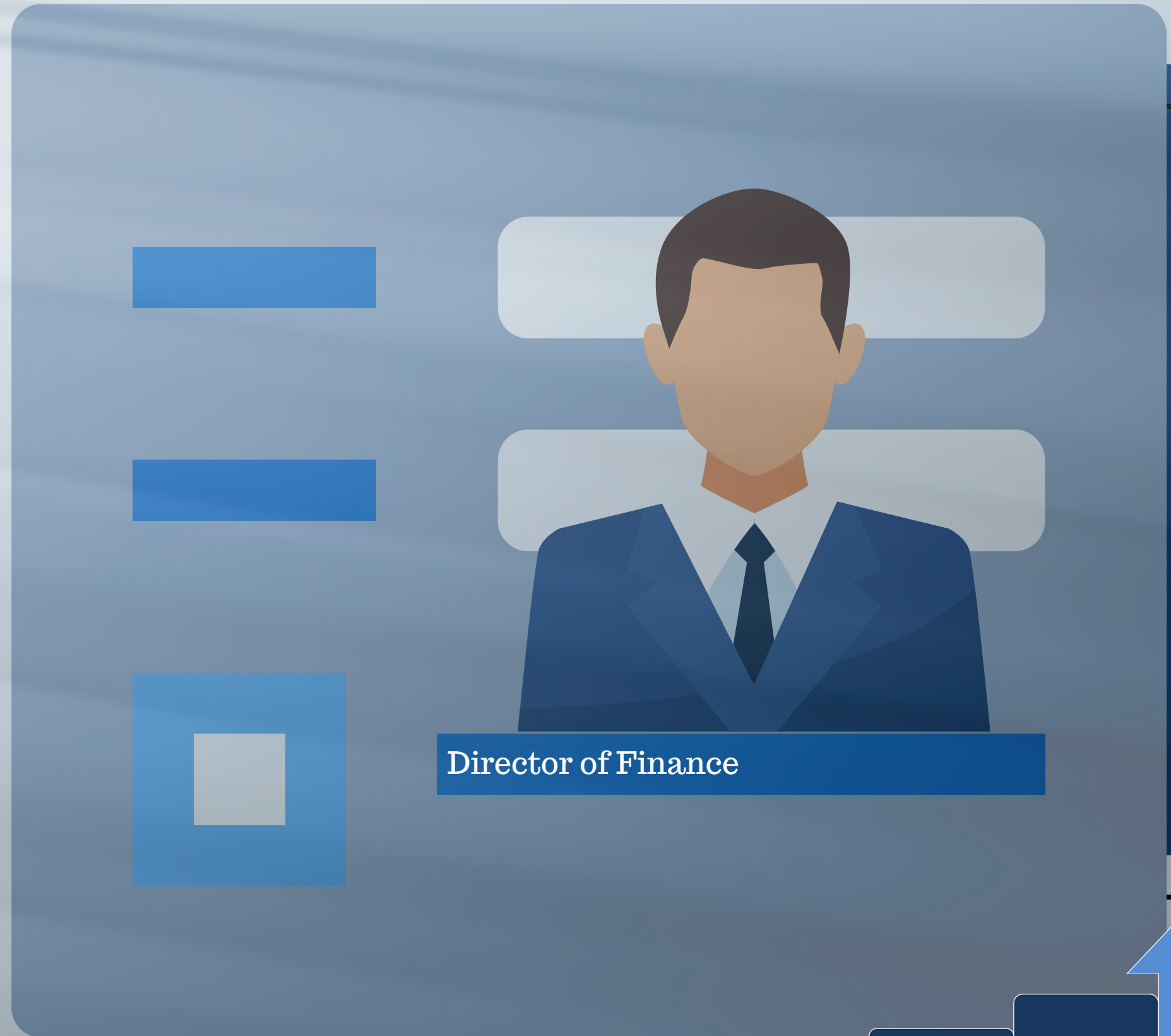


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Campaign #1

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Director of Finance

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Campaign #2

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Internal Acquisition Manager



Campaign #3

CLASSIFIED



Campaign #4

CLASSIFIED

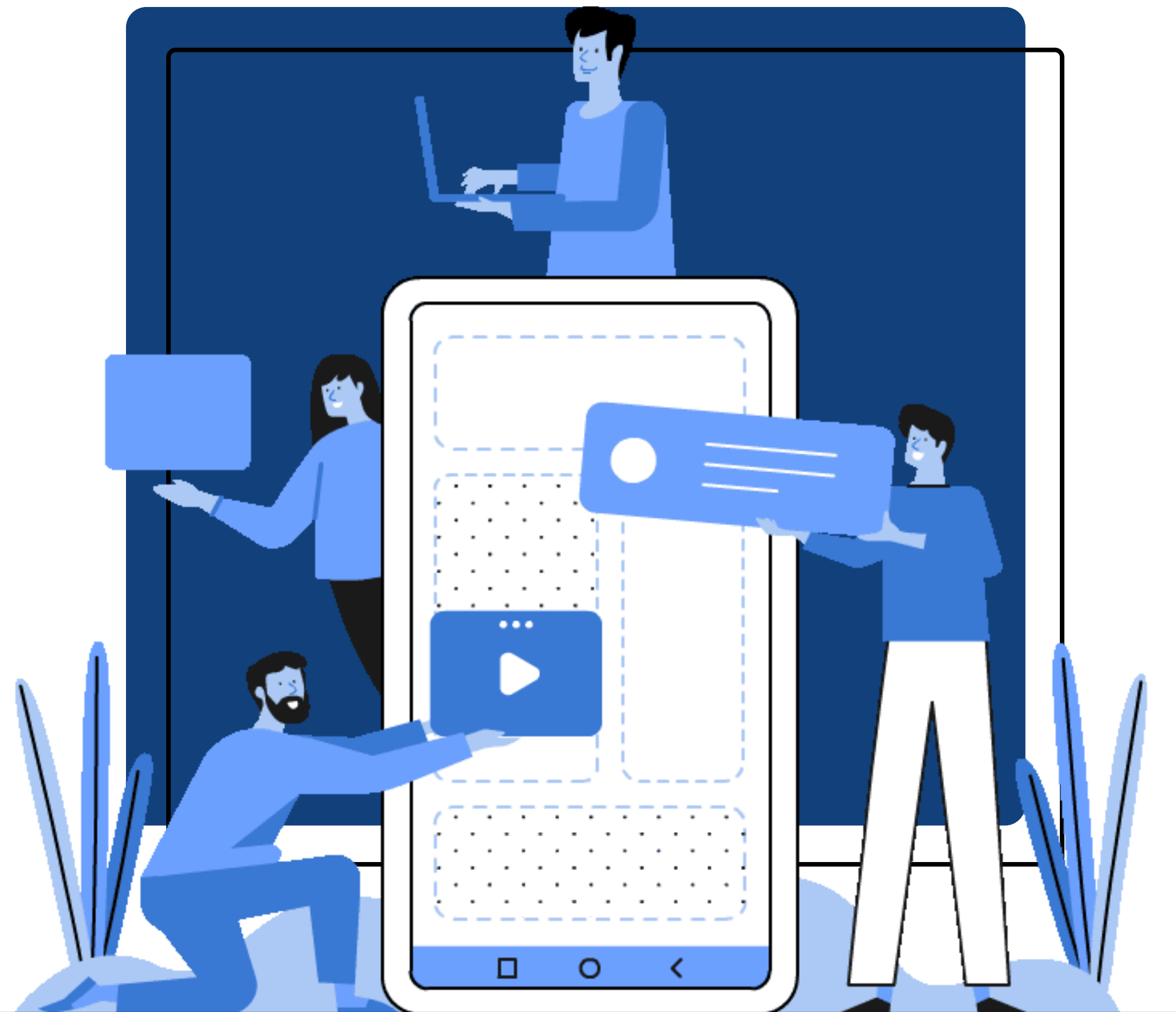


Director of Sales & Marketing

Pedagog

Recruiting & Careers

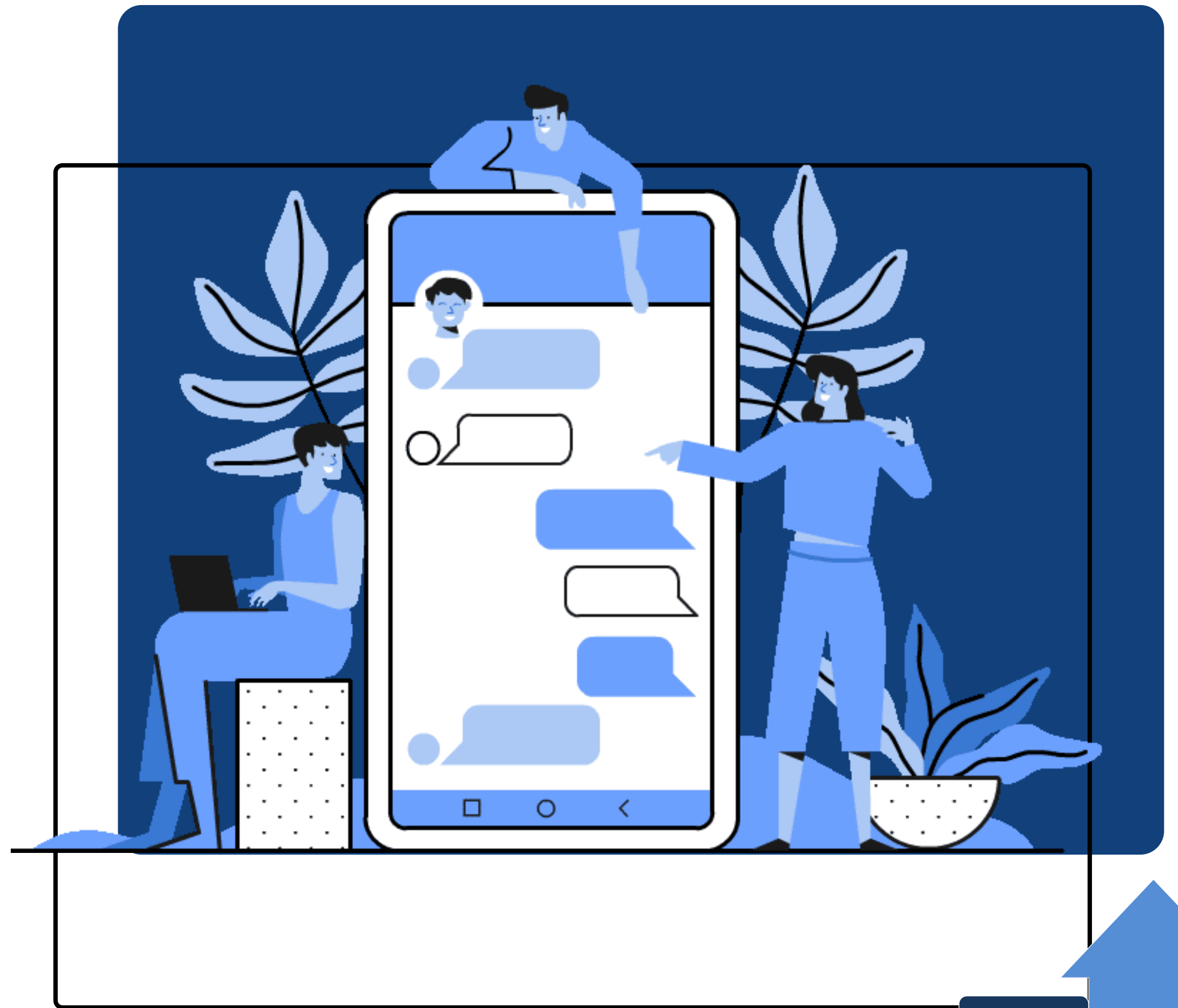




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Connect and Message Strategy



Keep Track of Your Activity

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Connection Note!

Hi {first name},

It's no surprise you'll recognize my name, but I'm trying to make an effort to reach out and connect with other professionals from the engineering success stories here. I don't have anything to offer, but if you can't hesitate to reach out, please let me know.

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Kind regards,
Your Name



Message 1 -

Follow up to Connection Acceptance

(wait 2-3 days)

Hi {first name},

I just wanted to thank you for connecting with me recently. I meant it when I said I'd do anything I can ever help you with. Let me know. In return, I'd like to ask your permission to reach out to you in the future on the rare occasion I might be working on a project where your insight could be helpful.

Thanks so much.

Your Name

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Message 2 - After

receiving response to Message 1

(wait 3-5+ days)

Hi {first name},

Thank you for your response to my message. I genuinely didn't expect you to respond so quickly. Your company seems to keep me up to date on the latest news. I've also noticed some of the long talent working there. I'd love to hear of any opportunities in your professional area of expertise, i.e. (Finance, Marketing, Sales, HR, Legal, Operations, Engineering, etc.) area that someone with my profile and story might be a good fit?

I know how busy you must be, so I appreciate any feedback. It never hurts to ask.

Kind regards,

Your Name

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Positive Response -

Opportunity or Direct Referral

Pursue it

Negative Response -

"Sorry, nothing at this time."

Thanks, [first name].

Do appreciate someone you

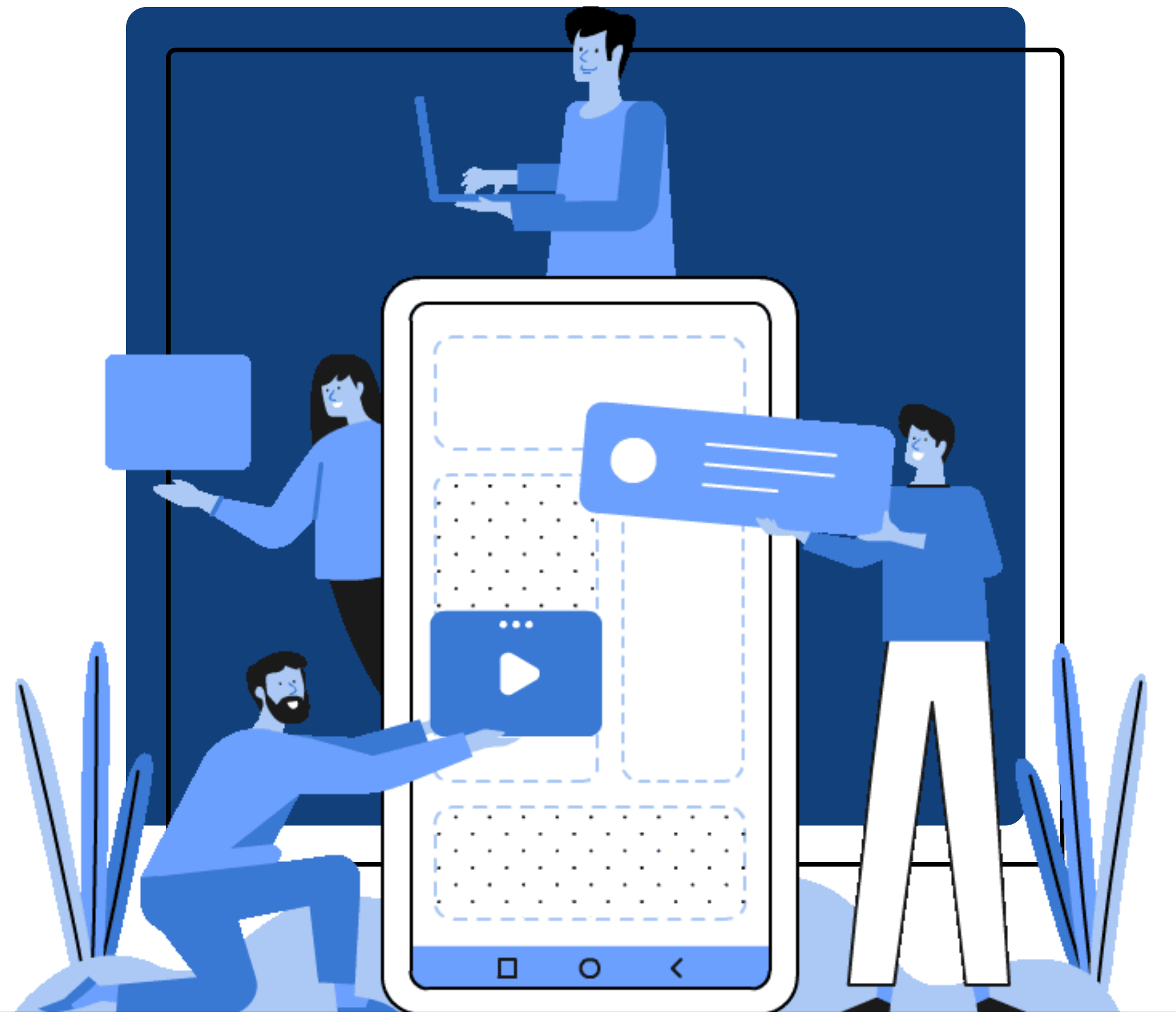
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Your

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Weekly Goals For Success

Focus

1 New Campaign

100 Invitations

100 Connections

30 Message #1 to New Connections from the past week

10 Responses to Message #1 from the past week

10 Message #2 to Responses to Message #1 from the past week

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Review Results & Metrics



Lifelong Career Success





Share your success

Did you find value in this coaching experience? If so, please feel free to share with others



Calendly

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