



WONSULTING

A WONSULTING BOOK

# THE ULTIMATE GUIDE TO LANDING YOUR DREAM CAREER

ROADMAP TO SUCCESS



## 7 RULES OF LIFE

### 1. LET IT GO

NEVER RUN A GOOD DAY BY THINKING ABOUT A BAD YESTERDAY.

### 2. IGNORE THEM

DON'T LET OTHER PEOPLE LIVE A LIFE THAT'S EMPOWERING TO YOU.

### 3. GIVE IT TIME

THE HEALING EVERYTHING.

### 4. DON'T COMPARE

THE ONLY PERSON YOU SHOULD TRY TO BEAT IS THE PERSON YOU WERE YESTERDAY.

### 5. STAY CALM

IT'S GREAT NOT TO HAVE EVERYTHING FIGURED OUT. KNOW THAT IN TIME, YOU'LL GET THERE.

### 6. IT'S ON YOU

ONLY YOU ARE IN CHARGE OF YOUR HAPPINESS.

### 7. SMILE

LIFE IS SHORT. ENJOY IT WHILE YOU HAVE IT.

BY JONATHAN JAVIER & JERRY LEE

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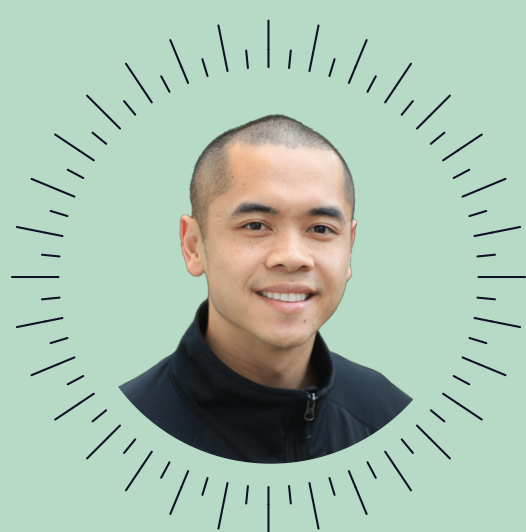
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SUCCESS STORIES

# What is Wonsulting?

Wonsulting was founded in 2019 with a mission of turning underdogs into winners: helping those who come from non-target schools/non-traditional backgrounds to get them into their dream careers. So far, we've helped tens of thousands receive offers from top companies including the Googles, Deloittes, and Goldman Sachs of the world.

## The Founders



**Jonathan Javier**  
CEO  
Wonsulting

Jonathan Javier is the CEO/Founder of Wonsulting, which mission is to “turn underdogs into winners”. He's also worked in the Strategy and Operations team at Snap, Google, and Cisco coming from a non-target school/non-traditional background. He works on many initiatives, providing advice and words of wisdom on LinkedIn and through speaking engagements.

In total, he has led 160+ workshops in 8 different countries including the Mena ICT Forum in Jordan, Resume/Personal Branding at Cisco, LinkedIn Strategy & Operations Offsite, Great Place To Work, Talks at Google, TEDx, and more. He's amassed 75,000+ followers on LinkedIn in 8 months as well as 15+ million impressions yearly on his content.

Jerry is an ex-Senior Strategy & Operations Manager at Google. He is from Torrance, California and graduated summa cum laude from Babson College. After graduating, Jerry was hired as the youngest analyst in his organization by being promoted multiple times in 2 years to his current position. Outside of work, Jerry partners with universities & organizations (135+ to date) to help others land into their dream careers. He's amassed 80,000+ followers and has reached 15M+ professionals.



**Jerry Lee**  
COO  
Wonsulting

# Chapter 1:

## What is LinkedIn?

By definition, LinkedIn is “the world’s largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.”

LinkedIn can be utilized in two ways:

<b>Passively</b>	<b>Actively</b>
<p>✓ You use it fairly seldomly only to send messages to some professionals or recruiters</p> <p>✗ Don't engage nor create LinkedIn content</p>	<p>✓ You send messages to other LinkedIn users and stay in touch with them regarding your career/life</p> <p>✓ You create LinkedIn content and engage with others content regularly, providing insight and input on questions relative to fields you're interested in or are an expert in</p>

People define LinkedIn as an “extension” of your resume, but it’s more than just that. You can utilize LinkedIn to build your own profile, prepare for recruiting, actively be recruited, and stay in touch with people.

In this book, we’ll go over the ways you can stand out on LinkedIn and be active rather than passive. By doing so, we hope that you’ll turn from an underdog into a winner.

# Chapter 2:

## Finding Your Dream Job

What is your dream job?

Maybe it's working at Google, Goldman Sachs, or Deloitte. Defining your dream job is important because when you do, you'll know exactly where you want to go into your career, and by doing so, you'll be able to learn more about what it means to be in that company/position.

Now, how do you determine your dream job?

- Learn more about yourself: find out what you like & don't like
- Finding roles that relate closely with your preferences
- Validating your knowledge

### HOW DO YOU DO THIS?

You Create a List of Attributes

- List out 3 attributes that you really like
- List out 3 attributes you don't like

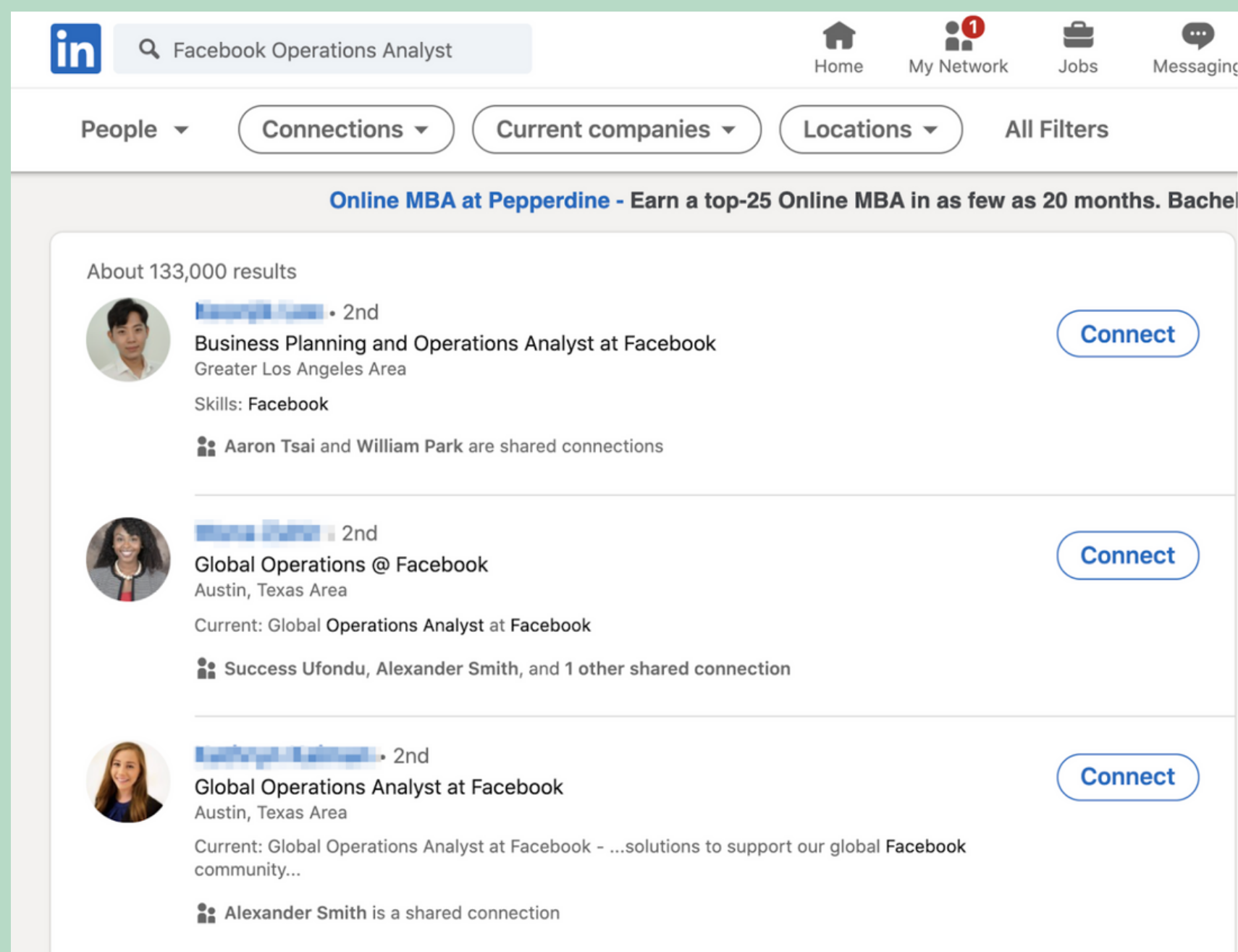
Find Roles that relate closely to your preference

- Align with a list of roles (Find list here)
- Narrow down the list of roles to 3
- Think of your 3 most ideal companies
- Then create a 3x3 Matrix such as the one below:

	Google	Facebook	Netflix
Ops Analyst	Ops Analyst @ Google	Ops Analyst @ Facebook	Ops Analyst @ Netflix
Sales	Sales @ Google	Sales @ Facebook	Sales @ Netflix
Partnerships	Partnerships @ Google	Partnerships @ Facebook	Partnerships @ Netflix

## Validate your knowledge

- Use the 3x3 matrix and find the roles on the company's career pages and read through the job description. Most neglect the job description because they don't think it's helpful. Sometimes that's the case, but most times it is meant to provide insight onto the role.
- Example: Go to the LinkedIn Search Bar and type in "Company + Position". Let's say "Facebook Operations Analyst". You'll find hundreds of thousands!



After identifying these professionals, reach out with a template just like this:

Hi! My name is Jerry and I'm currently a student. I'm reaching out to you to learn more about your role as a product manager at Google. I'm looking to validate whether or not product manager is in line with my passions. Please let me know if you have 30 minutes to chat.

## Chapter 2 Checklist

### Finding Your Dream Job

- Make a copy of the Finding Your Dream Job spreadsheet
- Fill in the companies & roles you're interested in
- Reach out to a minimum of 30 people on LinkedIn; add a note!

# Chapter 3:

## Creating Your Profile

Creating a LinkedIn profile can sometimes be difficult: what should I include? Do I make it personal or more professional? What skills do I add? Should it be similar to my resume?

Your LinkedIn profile is similar to your resume but is even more extensive. In this chapter, we'll go over the most important sections of your LinkedIn and what details you should add for each.

### The About Section

The About Section is one of the most important parts of your LinkedIn profile. It shares who you are, what you're interested in, your passions and interests, and your story.

There are a lot of questions that may arise when creating your LinkedIn profile. Here are some typical ones:



How do I structure my About Section?



Should it be more personal or professional? Should I include my contact information?



If you've asked yourself these questions, you're not alone. We've been asked this question thousands of times by LinkedIn users; we will go in depth of what to add for each of these.

### The About Section Structure

#### *Section 1: The Introduction*

In the introduction, ask yourself these questions:

- Who am I?
- What am I interested in?
- What makes me, me?

Most people say it should just be an overview of yourself; however, it goes far more into just that.

Your intro should:

- ✓ Have a brief introduction of yourself with your name
- ✓ Have a brief introduction of yourself with your current occupation / position / school, and your background
- ✓ Be around 3-5 sentences

Here's an example of what you can write:

I am a first generation student majoring in Finance at the University of California, Riverside. In my career, I'm interested in getting into the Finance field, specifically being an Analyst in the technology sector.

## ***Section 2: Your Passions + Story***

In this section, ask yourself these questions:

- How did I get interested in my interests?
- What am I passionate about?
- What makes me, me?

By answering these questions, you can fill out this example as seen below:

Ever since I was in high school, I've had a passion for making an impact in the world through numbers. From helping my parents manage their investments to analyzing large corporation businesses on stock investments, Finance has helped me grow and develop my skills.



### ***Section 3: What you like to do for fun + Contact Information***

In this section, ask yourself these questions:

- What do I like to do outside of work?
- How do I tie my story together towards my career goals?
- How can people contact me?

Outside of work, I like to play basketball and cook delicious Filipino food. If you're looking for someone who has experience in Financial Analysis, Stock Investing, and crunching numbers, let's connect!

#### ***Tying It Together***

By putting all of these parts together, you can structure about section similar to below:

I am a first generation student majoring in Finance at the University of California, Riverside. In my career, I'm interested in getting into the Finance field, specifically being an Analyst in the technology sector.

Ever since I was in high school, I've had a passion for making an impact in the world through numbers. From helping my parents manage their investments to analyzing large corporation businesses on stock investments, Finance has helped me grow and develop my skills.

Outside of work, I like to play basketball and cook delicious Filipino food. If you're looking for someone who has experience in Financial Analysis, Stock Investing, and crunching numbers, let's connect!

## **The Experience Section**

The Experience section is one of the most VITAL parts of our LinkedIn; why? Because this section exemplifies what you bring to the table in terms of skills and impact.

The question that presents itself is: how do I make my Experience section optimized for recruiters/hiring managers? In this part, we'll go over the structure your Experience Section should have.

### ***Section 1: The Summary***

In this section, you should put a brief overview of what you did in the role that is tailored towards your core responsibilities. By doing so, you give the recruiter/hiring manager a brief background of what you specifically did in your core role.

At Cisco, I worked on the Go-To-Market Strategy and Operations team as a Business Analyst II. In my role, I collaborated with multiple stakeholders and teams including Sales, Customer Success, and Renewals to improve processes around our internal communities. I collected feedback from teams to create solutions for problems surrounding our sales teams in terms of communication, attaining customers, and decreasing churn rates.

### ***Section 2: The Bullets***

The next section, you should have bullets that show both the responsibility and impact you made in the position; ask yourself these questions:

- What was my core role responsibility, and what was the impact I made in that role?
- Are there any numbers that I can add to my bullets?

For this, make sure to keep in between 3-5 bullets! You can also be sure to add any organizations or groups you joined internally so others can find you.

- Collaborated with Sales, Product, and Operations teams by interpreting feedback to make strategic solutions which improved processes for 100+ account executives
- Utilized Excel and SQL to break down millions of numbers for senior leadership which resulted in implementation of a new SaaS system for 5,000+ employees
- Developed internal databases for 50+ clients to maintain contract negotiations which resulted in increasing demand by 13% to \$5M a year

### **Section 3: The Skills Section + Media**

Most LinkedIn Users add this part as it's own where you can endorse your skills; however, we recommend to actually have a "Skills section" inside of your experience. Why?


- By adding skills, you're able to add keywords for recruiters/hiring managers to find you
- If someone is going through your LinkedIn profile, they can find your skills easily in this section to show you're a qualified candidate.

For this, make sure to keep in between 3-5 bullets! You can also be sure to add any organizations or groups you joined internally so others can find you.

Skills: Salesforce, SQL, Microsoft Excel, Data Analysis, Strategy Implementation

*Lastly, be sure to add pictures or infographics to each position you've done. By doing this, you can help visual learners interpret better and also it shows that you legitimately worked there (there have been cases where LinkedIn users "fake" that they work at specific companies).*

*When you tie it all in together, it should look like this:*



**Google**  
1 yr 3 mos

**Sales Strategy and Product Operations | Product Trainer**  
Dec 2018 – Jun 2019 · 7 mos  
Mountain View, CA

At Google, I worked as an Operations Analyst and then transitioned to be a Product Trainer for Local Services. I analyzed provider feedback and deliver solutions to make our internal process tools better, whether it is regarding automation or creating time efficiency in our sales operations org. As the subject matter expert (SME) for our Sales Pipeline and operations processes, I create trainings for our remote sales teams in both Phoenix, Arizona, and Farmington Hills, Michigan. I work with them cross-functionally regarding our launches into new verticals and process improvements.


Other Highlights:

- Panelist/moderator for 3 panels with Googlers regarding career journeys into tech
- Hosted 2 Talks at Google: First one with Asian award-winning actor, Joel de la Fuente (Sep 2018) and second with LinkedIn Top Voice Goldie Chan (Feb 2019)
- Speaker for 40 San Jose State students through HOLA regarding LinkedIn Networking and Personal Branding (Nov 2018)
- Led HOLA Hard Skills Seminar regarding Public Speaking, Importance of Networking, and Resume Building (January 2019)


ERGs: Asian Googler Network (AGN), Filipino Googler Network (FGN), Hispanic Googler Network (HOLA)

Skills: Salesforce, Prosperworks, Sales Strategy, Sales Operations, Product Operations, Product Management, Operational Processes, Quality Analysis, Strategy & Analytics, CRM, Microsoft Office

[see less](#)



**HOLA Lunch & Learn**



**Talk at Google: Goldie Chan**

## LinkedIn Premium Tip:

If you haven't used your FREE LinkedIn Premium, do this:

For your 1-month FREE LinkedIn Premium, you should be getting "LinkedIn Recruiter Lite".

By getting LinkedIn Recruiter Lite, you now see from a Recruiter's lens how you'd look for candidates. Now that you have Recruiter Lite, go to the search bar and search your field/location. Let me provide an example below:

- Field: Accounting
- Location: Los Angeles

In Recruiter Lite, search this and relevant skills in your field (Ex: Quickbooks, Excel).

After searching, you'll see "top results" sorted by relevance. After identifying these people, do the following:

- ✓ Click/analyze their profile, then copy RELEVANT skills they have throughout their profile and put it on yours
- ✓ Send an invite to connect: "Hi (Name), my name is (name), (position/school). I saw that you're in (field) and have an amazing track record. Would love to connect with you!"
- ✓ By connecting with this professional, you now have more people in your field of interest that are being seen by recruiters, meaning their mutual connections are now your 2nd connections

## Chapter 3 Checklist

### The About Section

- The Introduction
- Your Passions + Story
- What you like to do for fun + Contact Information

### The Experience Section

- The Summary
- The Bullets
- The Skills Section + Media

### LinkedIn Premium

- If you have 1 month for free, get LinkedIn Recruiter Lite
- Click/analyze top profiles, then copy relevant skills for your profile
- Send an invite to connect

# Chapter 4: Overview of Recruiting

## What is recruiting?

In layman terms, recruiting is “the act of attracting, engaging, assessing, and onboarding talent for work” (David Smooke).

One of the most important factors of recruiting is **timelines**; most people will try to get into companies at the wrong times, meaning they wait until they start applying and networking. However, companies tend to recruit very early especially for the top ones in their respective field.

In recruiting, the system teaches us that we should apply to hundreds of jobs on the career websites of companies we're interested in, whether it's the Google's, Deloitte's, or Goldman Sachs' of the world. Another part of recruiting is doing it directly from your career center and career fairs where companies come to directly recruit talent into their respective companies.

But then the question comes about which is this: What happens if you attend a non-target school or come from a non-traditional background where these opportunities do not come to your school? The answer to this is to be recruited specifically from LinkedIn.

Throughout our careers, we've utilized LinkedIn to get recruited for all of the companies we've worked for without applying: Snap, Google, and Cisco. There are so many other ways to get recruited from simply just applying, and we're going to break it down for you in 2 different parts which are as follows:

- Proactive Recruiting
- Reactive Recruiting

# Chapter 5:

# Proactive Recruiting:

# Finding Opportunities

## **Proactive Recruiting**

What is Proactive Recruiting? Proactive Recruiting is when a job-seeker proactively goes and tries to land opportunities by reaching out to professionals, recruiters, or hiring managers.

The problem with Proactive Recruiting is that most job-seekers will treat recruiting as not only a full-time job but will allocate time to things in their search that don't need time. For example, especially during times like COVID-19, job-seekers will apply and network with companies that aren't hiring at the moment due to the effects.

In this chapter, we'll go over how you should look at proactive recruiting, how to strategize who to reach out to, some strategies you can use to network, and ultimately receive referrals.

### ***Step 1: Identifying Your Field of Interest***

The first step into Proactive Recruiting is identifying which jobs and companies you are particularly interested in. Whether you're in non-tech such as Finance or tech such as Software Engineering, you should first identify which field you want to go into.

After identifying the field you're interested in, now it's time to find jobs and companies that fit those interests.

### ***Step 2: Finding Jobs + Opportunities in Companies***

Identifying your field is vital to knowing what job or career you want to get into; you don't want to have 50 interests because recruiters and professionals will be confused about whether or not you're trying to work at a company because you truly want to work there or just because of the company names.

Let's give an example below:

Let's say your field of interest is Finance;

- ✓ You must identify jobs in Finance that are particular to your interests. Example: Finance professionals usually start as Financial Analysts
- ✓ After identifying the position, which in this case is Financial Analyst, write down companies you're interested in getting into that have Financial Analysts

By doing so, you then identify which job and company you're interested in working for.

### ***Step 3: Reaching Out to Professionals/Recruiters***

Now that you've identified your field, position, and companies, it's time to reach out to professionals and recruiters! Reaching out to professionals can be nerve-wracking; however, it doesn't have to be. When reaching out to professionals, you probably feel like this:



What happens if they don't respond to me?



What happens if they think I'm weird?



What happens if they are too busy?

The feeling of "rejection" comes to you even when it hasn't already happened yet. Instead of thinking in this way, change your mindset to thinking this:

- The more people I reach out to, the more chances I get to connect!
- What happens if they think our conversation was one of the best they've had?
- They WILL make time for me



By changing your mindset, you change your perspective when reaching out to professionals in fields you're interested in. By doing so, you'll gain the confidence necessary to keep going and find those individuals that are willing to help.

Now, how do you reach out to professionals? There's one thing you **MUST** take into consideration when reaching out: find a similarity between the two of you. The easiest way is finding those who are:

- Alumni from your university
- Part of your organization from university
- Part of similar groups on LinkedIn

Why should you reach out to these professionals first?

- ✓ They are more willing to help because you both graduated from the same university or are part of the same organizations/groups
- ✓ It's easier and you feel "more comfortability" reaching out to those who share something similar to you
- ✓ It's simpler to identify these professionals through LinkedIn

Now, how do you find these professionals? Let me show you exactly how:

- 1) Search your University / Organization on LinkedIn.  
Let's say UC Berkeley
- 2) Select your University / Organization.  
On the left side, there should be an alumni/people tab. Select that and you'll be taken to the Alumni / People page
- 3) While on the Alumni / People page, you can now search for professionals who are in the fields, positions, and companies you're interested in
- 4) Search "Field", "Position", and "Company".  
Example: Let's say "Financial Analyst Google"
- 5) You have now found every person who is in that particular field, position, and company that is a part of your university, organization, and group

This strategy should take less than 30 seconds; as we've mentioned before, we want to make your job search process easier and much simpler. After finding the professionals, reach out to them on LinkedIn through a simple template as follows:

Hi (Name), hope you're doing well! My name is (your name), (current occupation/university). I saw that you (similarity of the person) and work at (company). I'd love to connect with a fellow (mascot/professionals/student).

*Template 1: General*

Hi Jerry, hope you're doing well! My name is Jonathan Javier, current 4th year Business Finance student from UC Berkeley. I saw that you also graduated from UC Berkeley and work at Google. I'd love to connect with a fellow Golden Bear!

*Template 2: For Students*

Hi Jerry, hope you're doing well! My name is Jonathan Javier, currently working at Cisco in Strategy & Operations. I saw that you were a part of ALPFA and currently work at Google. I'd love to connect with a fellow professional!

*Template 3: For Professionals*

Why is it important to send a personalized invite like this?

- ✓ Shows that you took time to read their profile before reaching out
- ✓ Shows that you put effort into writing a note rather than simply just connecting
- ✓ No one does it; most people simply click connect. Imagine you being the one person who sends a personalized invite!

After adding them on LinkedIn, they will either respond to your message OR just add you and not reply.

After they add you, send them a message similar to this:

Hi (Name), thanks for connecting on LinkedIn! Really appreciate connecting with a fellow (mascot/professional/student).

While on LinkedIn, I came across your profile and was intrigued about your experience with (field/company). I also saw that you graduated from (university) before working in (field) at (company). I'd love to learn more about your career story coming from your background. Would you have 15 minutes to chat in the next few weeks?

Thank you and have a great day!

*Message 1: The Cold Message*

Hi (Name), thanks for connecting on LinkedIn! Really appreciate connecting with a fellow (mascot/professional/student).

While on LinkedIn, I came across your profile and was intrigued about your experience with (field/company). I'm currently working on a project for the #WonsultingProject2020 which incorporates (field/company). I'd love to interview you and gain insight regarding your experience in (field/company) which will be displayed in our final project! Please let me know if you'd have 15 minutes to chat in the next few weeks, as I appreciate your time!

Thank you and have a great day!

Message 2: The Cold Message + Wonsulting Project 2020

Hi (Name), thanks for connecting on LinkedIn! Really appreciate connecting with a fellow (mascot/professional/student).

While on LinkedIn, I came across your profile and was intrigued about your experience with (field/company). I also saw that you recently posted content regarding (field/company) which I enjoyed reading because (why you enjoyed reading it). I'd love to gain more insight from you regarding your post, as it has been very beneficial to me.

Would you have 15 minutes to chat in the next few weeks? Thank you and have a great day!

### *Message 3: The Cold Message + LinkedIn Content*

After using these templates, we hope that they will respond with the answer "YES" to your phone chat! During your phone chat, be sure to exemplify the following:

- Your interests for the role/company
- Your interest in hearing their story + career journey
- Asking follow-up questions which show you were listening

Now the question is: how do I get a referral? You simply just ask:

You go to the hiring manager. You identify the hiring manager by asking the person who referred you who the hiring manager is.

Due to them being an employee, they have internal access to the job board system and simply have to type in the job name/req to see who the hiring manager is on the role (unless it is being recruited with multiple recruiters). When asking, you can either ask for the professional to:

- Send you an introduction to the hiring manager via email
- Ask for the hiring manager's email and then reach out directly
- Ask for the hiring manager's name and look them up on LinkedIn, then sending an invite to inquire.

Now due to you having the referral, you are now in the referral pile! What do you do with the referral?

## Chapter 5 Checklist

### Proactive Recruiting

- Identify Your Field of Interest
- Find Jobs + Opportunities in Companies
- Reach Out to 50+ Professionals/Recruiters
- Add them to your Excel Reach Outs Sheet
- Secure Phone Chats
- Get Referred / Interviews

# Chapter 6:

# Reactive Recruiting:

# Digital Presence

As a job-seeker, you're probably reaching out to hundreds of professionals and receiving responses back from some but others not. However, there is more to just reaching out to people; the next step in recruiting is what we call "Reactive Recruiting" specifically with your digital presence. Now, what is "Digital Presence"?

Let's provide an example of 3 known influencers you know:

- Bill Gates
- Oprah Winfrey
- Kobe Bryant

When you think of these 3 influencers in their respective fields, what words come to mind? Some that come up may include inspirational, hard-working, intelligent, and caring.

Have you met any of these 3 influencers? Then how do you know that those words apply to them? That is their digital presence: a digital presence is your digital footprint on the world through social media, and they're words that describe you when you come to mind.

Now, there are two ways we look at Reactive Recruiting which we will go into detail below:

## ***Part 1: Your LinkedIn Profile***

Your LinkedIn Profile is essential to building your digital presence. Why? Let's take an example.

Go to your LinkedIn Profile and take 30 seconds to read your whole page which includes your About Section, Experience, Skills, and more. Now, in those 30 seconds, what words would you use to describe yourself? Is your LinkedIn profile organized?

Does it share your story in your About Section or is it empty with a few words? Does it have filled out sections in your experience or simply the position and company?

If a professional/recruiter were to look at your LinkedIn profile, they should have similar words that come to mind just as the 3 influencers did in our previous section. This creates a great first impression for those who look at your LinkedIn profile which then translates to your work. You don't want to be reaching out to people on LinkedIn with a profile that isn't complete; it would show you're disorganized and that you're a "bare minimum" person.

When creating your LinkedIn profile, make sure the following is included:

- ✓ Your story, which should be exemplified in your About Section
- ✓ Your skill set, which should be exemplified in your Experience Section
- ✓ A clear profile picture which should be a headshot of yourself
- ✓ A cover photo with pictures/information that you want others to see; you can make one through Canva or see an example on Jonathan Javier's profile

If you'd like more information on how to have your About Section and Experience stand out, please refer to Chapter 2!

## ***Part 2: Creating LinkedIn Content***

The second part of Reactive Recruiting is creating LinkedIn Content. There are so many more LinkedIn users creating content, whether it's regarding their stories or events they've attended. However, most LinkedIn content creators create content just to post without any call-to-action. Thus, here are a few things you should ALWAYS include in your content:

- ✓ Tags: Be sure to tag people for more visibility
- ✓ Hashtags: Use popular hashtags (less than 5) to become trending on threads
- ✓ Call-To-Action: Having a purpose behind creating your content

Don't post just to post; have a purpose. Is it to showcase your skills and experiences? Is it to connect with professionals/recruiters in your industries of interest? Is it to ask a question which will hopefully be answered?

When we created our first LinkedIn posts a few years ago, we didn't expect the amount of engagement we have today with easily 100,000+ views per post. We want to translate that into your own success; therefore, we are going to give you 3 ways you can create LinkedIn Content to help yourself with reactive recruiting.

## **#1 Your First LinkedIn Post**

If you haven't created a LinkedIn post before, read below! If you have, still read below. Now, creating LinkedIn content can be scary and nerve-wrecking, but it doesn't have to be.

Many users are getting out of their comfort zone and making their first posts due to Wonsulting and other factors which is amazing to see!

## **#2 Takeaways**

One of the easiest ways to make a LinkedIn post is to do takeaways based off an event you attended, a book/article you read, or a phone/video conversation you had with someone.

Now, what is the purpose of creating a "Takeaways" post? The purpose of your takeaways post is not only to provide value to your followers but to also NETWORK.

How? Your structure should go as follows:



It was great attending the Wonsulting Speaker Series: Unheard Stories of Global Leaders this past Friday hosted by Wonsulting, Jonathan Javier, and Jerry Lee! I've been attending their events since March and learn a huge deal in terms of my #career. Here's what I learned from the event:

- **Lead by Example:** As George Andeers, Senior Editor at Large from LinkedIn, states, leadership comes by us giving the example for others to follow. Remember that you set the precedent for future generations to follow!
- **Take risks:** Bihan Jiang, Business Analyst Intern at Cisco and incoming Facebook intern, shared that she took risks to get into the tech world both in tech and non-tech roles; without risks, there is no reward.
- **Build a community:** Ravina Ahmed from FLIK grew her community from 0-3,000+ in just a year by empowering female founders and leaders; find your community and help them build, as they'll do the same for you.

Special thank you to all of the other panelists as well including \_\_\_\_\_. As I search for my own career, I'd love to connect with more leaders in the marketing industry. If you're in this field, let's connect!

#Wonsulting #StudentVoices

### ***Part 3: Engaging with Content***

Although creating LinkedIn Content is vitally important to growing your digital presence, so is engaging with others content.

The definition of engaging with others content is not only interacting with the post but also commenting something insightful or of support. The reason why you do this is to provide value but also grow your digital presence. So how do we recommend this?

Let's say you see either of our content; we collectively have 100,000+ followers. If you are someone who comments EARLY in the post and people like it, it will become a TOP comment.

*By becoming a top comment, you'll show up first when people view the comments section and filter to "most relevant".*

*Why is this a value prop for you?*

- ✓ You will get more visibility to your profile due to the amount of followers the person has
- ✓ You'll grow your personal brand as someone who is an expert at x field/industry
- ✓ You'll be able to connect with those who like your comment + view your profile

*After making the comment on someone's post and it becomes a top comment, look at both who liked your comment and viewed your profile. Then look at where they work or if they would provide value to you if they were in your network. After send them a connection request with a note such as the following:*

Hi (Name), hope you're doing well! My name is (your name), (occupation/university). I saw that you recently (liked my comment/viewed my profile) due to my recent comment on (name of person's post you commented). I'd love to connect and share insight!

*By doing this, you gain more connections but you also add people who support your content which then increases engagement. Not only that, you're able to connect with those in your fields of interests from a simple comment.*

## Chapter 6 Checklist

### Reactive Recruiting

- Complete Your LinkedIn Profile
- Create LinkedIn Content
- Engage with Content
- Add People That Support Your Content

# Chapter 7: How to Build A Relationship with a Professional

There are 3 types of professionals on LinkedIn:

- ✓ Recruiters / Hiring Managers
- ✓ SMEs / Industry
- ✓ Mentors / Champions

## Recruiters / Hiring Managers



### *Who Are They?*

In the introduction, you should be welcoming but also recognize the last time you spoke with the person you're following up with. By doing so, you show that you were paying attention in your conversation and are at top of mind when staying connected.



### *How do you approach them?*

If you know they are recruiting/hiring for the role you're interested in and qualify for, you can ask them right away to inquire about opportunities.



### *What Types of Recruiters/Hiring Managers are there?*

- Recruiting Coordinator: Coordinates the phone screens, onsite interviews, interview times, and more.
- Sourcer: Finds the qualified candidates for roles through platforms including LinkedIn Recruiter, Indeed, ZipRecruiter, and more. They reach out to the potential candidate to see if they are a fit.

- **Technical Recruiter:** Recruit for **technical** roles. They are the bridge between candidates and the company. They communicate with candidates to help them throughout the whole recruiting cycle.
- **University Recruiter:** Recruit for **university** roles. They are the bridge between candidates and the company. They communicate with candidates to help them throughout the whole recruiting cycle.

## SMEs



### ***Who Are They?***

Also known as Subject Matter Experts (SMEs) for their respective industries, they work in specific positions at companies and are insightful in terms of learning more about their specific role/industry.



### ***How do you approach them?***

If they are in a role you're interested in, ask more-so about their career journey. Before asking for the referral, hop on the phone with them to build rapport



### ***What Types of SMEs / Industry Professionals are there?***

- **Industry:** These professionals are currently in the roles you're interested in (Example: Software Engineer, Product Manager, Operations Analyst).
- **Mentors:** Professionals who help guide you during your job search process.
- **Champions:** Professionals who advocate for your work to those either at their company or others.

**Recruiters / Hiring Managers**

Hi (Name),

Hope you're well! I saw that you are currently recruiting for (Job Title) at (Company). I believe my experiences in (your experience/or interests) are a great fit for this role. Would love to connect and learn more about this opportunity!

*Recruiter / Hiring Managers Template*

**SMEs**

Hi (Name),

I hope your day is well! Thanks for all of the helpful resources you put out regarding (field). They've really helped me in my search. It would be great to connect and engage with your content!

I hope your day is well! My name is (your name), (position/occupation). I saw your career story coming from (past company) to (current company). It would be great to connect to learn more about your story and insight!

*SMEs Template*

## Chapter 7 Checklist

### How to Build A Relationship with a Professional

- Identify What Type of Professional You're Connecting With
- Send the Professional a Personalized Invite
- Maintain the Relationship by Staying in Touch

# Chapter 8: Importance of Cultivating Relationships: The Art of Following Up

The importance of the “follow up” is the most important part of maintaining a relationship. Out of the hundreds of workshops we’ve done and tens of thousands of attendees we’ve spoken to, how many do you think actually follow-up consistently?

Most people will think 15%-25%; sometimes, we get as high as 50%. However, the number is much lower than that.

Out of 100 students we help, only 1 truly follows up. Before going into details, let’s define what “follow up” means:

## **The Definition of “Follow-Up”**

Following up is an art, and there is a structure we teach that turns follow-ups into opportunities.

In career terms, following-up is to stay in touch with those you’ve cultivated relationships with throughout your career, whether as a student or professional, and in this definition, staying in touch means knowing them on a “first name basis” or as a mentor figure.

Now how do you actually follow-up? The simple answer: you just do.

How you can do this is simply following this structure when you’re following up with someone you haven’t spoken to in x amount of time.

## ***Part 1: The Introduction/Inquiry***

In the introduction, you should be welcoming but also recognize the last time you spoke with the person you’re following up with. By doing so, you show that you were paying attention in your conversation and are at top of mind when staying connected.

Find an example below:

Hi (name),

I hope you've been well since we last spoke (when you last spoke)! Thank you again for your help throughout my career, (what you're thankful for from them). I really appreciate everything you've done for me thus far.

*Follow-Up Template*

Hi Jerry,

I hope you've been well since we last spoke in March! Thank you again for your help throughout my career, whether it's in regards to mentorship or opportunities at Google. I really appreciate everything you've done for me thus far.

*Example Follow-Up*

## **Part 2: The Update**

In the body of your email/message, you should update the person you're following-up with on what you've been up to since you last spoke, whether it's regarding your career, classes, positions, etc. Lastly, end it with an "excited" statement to show your enthusiasm and thankfulness throughout the time period you last spoke. This section should be less than 5 sentences. Here's an example:

I wanted to update you on what I've been up to since we last connected. (Your update). I'm excited for what the future holds and opportunities that are in store for the future.

*Update Template*

I wanted to update you on what I've been up to since we last connected. In June, I graduated from the University of California, Berkeley with a degree in Marketing and Summa Cum Laude honors! It's been a surreal experience, as I've been networking as best as I can to find opportunities in the marketing field. I'm excited for what the future holds and opportunities that are in store for the future.

*Jobseeker Update Template*

I wanted to update you on what I've been up to since we last connected. In June, I graduated from the University of California, Berkeley with a degree in Computer Science and Summa Cum Laude honors. Not only that, I secured a role as a Software Engineer at Google where I'll be starting in August! I'm excited for what the future holds and opportunities that are in store for the future.

*Already Secured A Job Update Template*

**Part 3: The Call to Action + The Ask**

When people send follow-ups, they usually will end the conversation and say "thanks again for everything and have a great day!". However, there should be a purpose of why you sent the follow-up in the first place, whether it is to congratulate the person on an accomplishment or inquiring about opportunities they may know about. Thus, the last part should have a "Call to Action" or an ask because this should be the purpose of what the follow-up entails. We'll provide some examples below:

It would be great to hear from you; (Your Call to Action, Ask, or Question). Thanks again for everything and have a great rest of your day.

*Call-To-Action Template*



I wanted to update you on what I've been up to since we last colt would be great to hear from you; congratulations on your new role at Facebook! How has it been going so far for you? Thanks again for everything and have a great rest of your day.

### *New Role Call-To-Action Template*

It would be great to hear from you; how has it been going to Facebook? I was interested in the Marketing Specialist role (Job ID: 123456) and wanted to ask you if you had any insight on getting an interview for this role. Please let me know when it's convenient for you, as I appreciate any help. Thanks again for everything and have a great rest of your day.

### *Opportunities Call-To-Action Template*

You're probably asking: When should I follow-up?

*You should follow-up in the following occasions:*

- ✓ After an interview: send them an email/message to thank them for taking time to interview you for roles
- ✓ With professionals/recruiters who have helped you throughout your career: follow-up with them every quarter (or 2-3 months) with the structure we just taught you
- ✓ Update from LinkedIn: If you see that they moved into a new role or a post that caught your eye, reach out to them about it and include it in your email/message

By following up, you become a part of the 1% who truly do every few months. By doing so, you'll stand out as a person which may lead to opportunities in your dream career.

## Chapter 8 Checklist

■ The Introduction/Inquiry

■ The Call to Action + The Ask

■ The Update

# Chapter 9:

## How To Crush Your Interviews

Interviewing is an art; it's what shows your experiences when speaking to the interviewer, whether it is a hiring manager, recruiter, or professional.

There are 3 parts of the interview that you must consider:

- Before the Interview
- During the Interview
- After the Interview

In this section, we'll go over each of these parts of the interview so you can crush your interview.

### ***Before the Interview***

Before your interview, it's important to be prepared with 3 different things:

"How are you?"

One of the questions we always get is "how do I break the ice during my interview?". The answer to this question is actually in the first question. When the interviewer asks "How are you?", most people will say the following:

- Doing good, how about you?
- I'm alright!
- Good!

However, answering like this is incorrect because you should actually say how you are doing. For example, a better answer would be this:

- Doing good, just made an amazing breakfast with eggs & cheese, how about you?
- Wonderful! Went on a short walk/workout this morning and now I'm excited to speak with you!
- Great! Woke up early this morning because I'm always an early riser and was able to get a lot of things done! How about you?

By doing this, you start a conversation with the interviewer because they may also share common ground with you in terms of cooking breakfast, taking short walks, or being an early riser. You'll then spend a couple of minutes diving away from the actual scripted questions, which then increases your confidence and breaks the ice.

Additionally, preparation is key. This means you'll need to do your research on the company/position you're applying to via resources such as [Glassdoor](#) and [LinkedIn](#) or alternatively ask identifying questions to professionals in the role or the recruiter themselves.

- Go to [glassdoor.com](#)
- Filter to company and search company
- Select company and go to "interviews"
- Search Job Title and write down questions
  
- Go to [linkedin.com](#)
- Search the person you're interviewing with
- Review their profile for things they like to do outside of work
- Write down for reference to use in interviews







"Hi Jonathan, hope you're doing well! I'm currently interviewing for the Account Strategist role at Google and was wondering if you had any advice or insights for crushing my interview. Please let me know, as I appreciate your help!"

*Reach out to professionals in role*

"Hi Jonathan, thanks for taking time to help me prepare for my interviews. I was wondering if you had any advice or could share with me what questions I should expect during my interview. Please let me know, as I appreciate all of your help!"

*Ask the Recruiter for the questions*

### ***During the Interview***

<b>DO NOT</b>	<b>DO</b>
 Have answers that are more than 2 min	 Have answers that are around 1 min
 Babble / go off topic	 Remain clear and concise
 Rush your answers	 Use the STAR or CAR method

### **The STAR Method**

In our course, we talk about CAR (Context, Action, Result). In this chapter, we'll give you another method which is STAR (Situation, Task, Action, Result).

**Situation**

- What did you need to accomplish?
- Describe an event/situation you were in
- Give enough details for interviewer to understand

The Situation: A time when I worked on an impactful project was when I was at Cisco. At Cisco, I worked with Product and Strategy on figuring out our product lifecycle model. I was in charge of figuring out how we could scale and analyze data on what was having the most impact.

**Task**

- What did you have to do in terms of the situation?
- What was your goal from the situation?

The Task: how was I going to figure out how we would scale and find out where we were having the most impact?

**Action**

- What steps did you take to address the situation?
- What did YOU do to contribute to your team etc.?
- Use first person pronouns like "I" to show your impact

The Action: The action steps I took were that I worked with fellow team members to analyze data through SQL and Tableau from all of our sales teams. We then realized that 20% of the Account Executive team was accumulating 80% of our revenues for the quarter,

**Result**

- What was the outcome from the actions you took?
- What was the accomplishments you achieved?
- Add metrics / numbers to show your impact!

The Result: What resulted from this was we were able to gather data to present to C-Suite level executives on how we should proceed in scaling out our sales programs, leading to an increase of \$5M in ARR for the year.

**Example Question**

Question: Tell me about a time when you worked on a team and someone wasn't pulling their own weight.

A time when I was working on a team and someone wasn't pulling their own weight was when I was an Operations Analyst at Google. At Google, we worked on many metrics specifically for our product, Local Services. When I was slicing data to find what sectors were doing great in terms of ARR, one of my teammates was putting in half the effort, thus affecting our work schedule to completing the task on time. My task was: how was I going to complete the project while also motivating my teammate? The action steps that I took were that I met with my teammate 1-on-1 to see why they were struggling to complete their tasks. I found out the reason was because they had no direction, so what I did was I assessed their strengths and had them work on tasks that correlated with those strengths. I then set specific goals for us to meet to ensure the project was done on time. What resulted from this was we were all able to work together to complete our tasks, leading to the launch of 50+ more locations for Local Services across the United States.

***After the Interview***

What do you do after your interview?

- Follow-Up
- Add on LinkedIn

**Follow Up**

- Be sure to ask for the interviewer's email
- Ask for a timeline of when you should hear back
- Send a thank you to both their email and LinkedIn

"Hi (Name), thank you for taking time to speak with me regarding the (role) at (company)! I appreciate speaking to you regarding (what you spoke about), specifically (details). I look forward to next steps and am excited about the opportunity!"

## Add on LinkedIn

- Note the interviewer and find them on LinkedIn
- Send them a personalized invite with a thank you

“Hi (Name), thank you for taking time to speak with me regarding the (role) at (company)! I appreciate speaking to you regarding (what you spoke about), specifically (details). I look forward to next steps and am excited about the opportunity!”

## Chapter 9 Checklist

- Record yourself and practice
- The STAR/CAR Method during interview Q&A
- Follow Up and add on LinkedIn post interview

# Chapter 10:

## Negotiating Your Compensation

Negotiating your salary can be scary; however, it's important to ask for because as we always say "if you never ask, you never know, and if you never ask, the answer is always no".

Salary negotiation is all about fairness & listening. Your end goal is to be paid FAIRLY. As long as you hold that principle to be true, then you should have no problem making progress.

Now, we must first understand your market value. You should ask yourself these 3 questions:

- Am I being underpaid?
- If so, how do I know?
- What am I OK with?

How do you find the answers to the questions? You should use these two websites: Glassdoor.com and levels.fyi.

Let's say you're going for an Entry-Level Software Engineer (SWE) role at Microsoft. Their initial offer to you is \$100K in salary and \$20K in stock, which totals to \$120K in compensation.

After doing this, go onto levels.fyi and find how much the average salary is of an entry-level Software Engineer at Microsoft.

📍 Filter Locations

Microsoft

## SDE

Levels.fyi Estimate

### Total: \$160,471

Salary	Stock (/yr) <small>?</small>	Bonus
\$111,087	\$29,543	\$19,841



According to levels.fyi, Entry-Level Software Engineers get paid around \$160k at Microsoft, meaning that they offered you less than the market value because it should be around \$160K. If we go back to the 3 questions:

- Am I being underpaid? **Yes.**
- If so, how do I know? **All entry level software engineers get paid around \$150K - \$180K.**
- What am I OK with? **I am OK with my total compensation being around \$150K.**

The more data you have, the stronger your argument becomes. Once you have this information, we move onto the negotiation process.

When you're ready to negotiate, make sure you do 3 things:

- Schedule a time with a recruiter over the phone.
- State facts and keep the conversations focused around compensation.
- Stop and listen.

### **Schedule a time with a recruiter over the phone.**

- To start, send the recruiter an email asking about their availability and schedule a call as soon as you can.
- You want to use language like

"Hi <Recruiter>. I am very excited about the offer and would like to talk more about the details of the offer. I have a couple of quick questions I'd like to discuss over the phone. Here is my availability for the next week: ... Thank you!"

## **State facts and keep the conversations focused around compensation.**

- Remember, the negotiation process starts the second you hop on the phone call.
- Break the ice by asking how the recruiter is doing and when they ask it back, ACTUALLY tell them how you're doing.
  - E.g. "I feel great today! I woke up, showered, and had a great day at work. I'm excited because I have plans to see my family this weekend!"
  - This will enable you to ease your nerves but also make the recruiter feel connected to you.
- Once you're done breaking the ice, ease into the conversation by saying:

I'd like to thank you for being my champion throughout this process. I wouldn't have gotten this far without you and am so grateful. I enjoyed getting to know you, the team, the culture & most importantly the job. Before I sign the offer, I'd like to discuss the compensation. From my research, it feels like the market value for an entry level software engineer is between \$150K - \$180K and I am being offered \$120K. What can we do to ensure my total compensation is closer to the market average?

## **Stop and listen.**

- This is the hardest part here because this is where you WAIT. Do what you need to do to not talk. Go on mute. Scream internally. You want to hear your recruiter out.
- They might start talking about benefits or the team culture and why it's better than everyone else, but you should bring it back to discussing compensation using phrases like "While I appreciate you telling me about the team and culture, which are reasons why I'd love to join Microsoft, I'd like for us to go back and discuss compensation."

- **They might say 1 of 3 things:**

- “How’s \$140K?” (Remember, the range we shared was \$150K - \$180K)”
- Let me get back to you and see what we can do”
- “Sorry there’s no wiggle room here”

- If they say how’s 140k? Then you want to reply with the following. That way you are consistent with your logic and have a basis for why you want to move.

“I appreciate the offer and it is getting closer to the range. But I would feel more comfortable if we arrived at the number in the range.

- If they say “Let me get back to you and see what we can do” then they might email you back with an offer shortly after. You want to hop back on the phone call with them and continue negotiating.
- If they say “Sorry there’s no wiggle room here” then you want to make a call on whether you are OK forgoing salary and potentially add in another aspect of the deal (e.g. more vacation days, an earlier promotion based on merit, WFH privileges etc.)

## Chapter 10 Checklist

- Ask yourself if you're being underpaid | if so, how | what am I OK with
- Ready to negotiate? Schedule a time with a recruiter over the phone
- State facts and keep the conversations focused around compensation
- Stop and listen | Respond accordingly

# Chapter 11:

## Our Challenge To You

By the end of this mini-book, we hope you have the tools it takes to turn from an underdog into a winner.

Our challenge to you is this: make your own LinkedIn post and do either of the following:

- ✓ Share your story: what makes you, you?
- ✓ Your takeaways: What did you learn from this book?

Make a post and tag us (Jonathan, Jerry, and Wonsulting) as well as use our hashtags **#Wonsulting #WonsultingBook #JWoW #JustJerry;** if you enter our contest, you'll have the chance to have a 1-on-1 with Jonathan and Jerry.

Another reason why you tag us is because we collectively have 180,000+ followers who are mostly in industries you're interested in. By tagging us and we engage with your post, your post will be seen by the thousands who follow us. Then our network becomes your network, as we call the **#WonsultingEffect**

Be sure to follow us on these social media platforms:



If you would like to attend more of our events, you can register **[HERE](#)**

# Success Stories



**Patricia Young**  
**BOLD Intern**  
**Google**

"Jonathan and Wonsulting is a motivator, a role model, and most importantly a mentor. At the start of my college career, I had the goal of interning for a company that aligned with my personal passions and values. With Wonsulting's help, I was not only able to identify Google as a company that did so, but also achieve the goal of interning with them in the California Bay Area. How Wonsulting helps others pursue their dreams is undeniably remarkable. Their advice has helped me highlight and build confidence in my capabilities to pursue my career dreams."



**Jose Correa**  
**Technical**  
**Marketing Engineer**  
**Cisco**

" I can say I personally found value in all the advice that Wonsulting provided for me that helped me eventually land a role. The conversation we had didn't feel awkward and we shared common interests and experiences. To this day, I continue to follow Wonsulting's posts, articles, and content. I highly recommend Wonsulting for insight and advice if you need help with professional and career goals. Whether you are a seasoned professional, recent graduate, or still in college, I believe Wonsulting has value to bring to all."



**Iman Bendarkawi**  
**Strategy Analyst**  
**Accenture**

Wonsulting is amazing! They have a unique talent of connecting with people and understanding their needs to guide them onto the right path through his advice and expertise. They have helped mentor me in my preparation for careers in the technology industry. His advice not only drove me to become a more knowledgeable individual in the tech world but also shown me what it takes to be an expert in tech and strategy. A humble, hard-working and driven individual, Wonsulting never fails to teach me the mindset of self-improvement as a professional and as a business leader in an honest, effective and clear manner. I recommend Wonsulting to anyone looking to grow as a business professional, accomplish their career goals, and connect with an incredible life teacher."