



Change Your Stripes | Love what you do for a living!

*"It worked! In just 15 days. Thank you SO MUCH." - Gina M.*

# The JOB HUNT TOOLKIT online

**A New Alternative | A Revolutionary Approach**  
Video coach in a bottle | Online and On Target

## **WE'LL SHOW YOU HOW TO SLASH MONTHS OFF YOUR JOB SEARCH!**

The toughest (and most critical) part of any job search is not writing a resume, networking or even interviewing. It is knowing *what to do* and *when to do it* ... when you are all alone, stuck in your own head. Over 20 years of professional recruiting & insider secrets. Easy, proven strategies for success which will save you months of frustration and get you that dream job faster!

**Stop guessing. Get the answers you need now.**

Created by **Catherine Byers Breet**: 20-year recruiting veteran



## **Why It Works**

**It's by recruiters | It's proven**

**It's step by step | It's easy & Inspiring**

## **Affordable & Accessible**

- **Resume Builder:** Build, edit + clone
- **QuickStart** will slash months off search
- **Videos:** 50+ short (2-3 min) videos
- Over 30 **Worksheets, checklists + samples**
- **Easy, proven exercises**
- **A to Z:** Including how to launch for success!
- **Webinars:** Interactive & fun
- **Weekly newsletters & and much more!**

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## Job Hunt Quick-start (Best method)

The Quick-start is the **very best** way to navigate through the Toolkit. It will walk you through the most important job search steps & celebrate your progress.

### Goal One: Explore & Plan

- ☐ Analyze your job search readiness
- ☐ Remember what makes you great!
- ☐ Know what you want (isolate target)
- ☐ Ditch the biggest barriers to success

*"Wow. Your program really works. I got 12 interviews + 2 job offers in just 2.5 weeks!" – Paul P.*

### Goal Two: Tell your best story

- ☐ Tell your best story
  - ✓ Personal brand
  - ✓ 30-second pitch
  - ✓ 10-second pitch
  - ✓ Get clear! (Networking "kid test")
- ☐ Create and test your resume

### Goal Three: Go get it!

- ☐ Find the jobs (especially the "hidden" ones)
- ☐ Take the right kind of action & figure out what's working
- ☐ Network for success (and find the job you want)
- ☐ Work smart online
- ☐ Work smart with recruiters
- ☐ Ace every interview (including prep + follow up)
- ☐ Know how to handle the "money talk"
- ☐ Prep your references well (to avoid disaster)
- ☐ Pick the job that's right for you & avoid last-minute deal busters
- ☐ Launch for success (and keep your great new job)

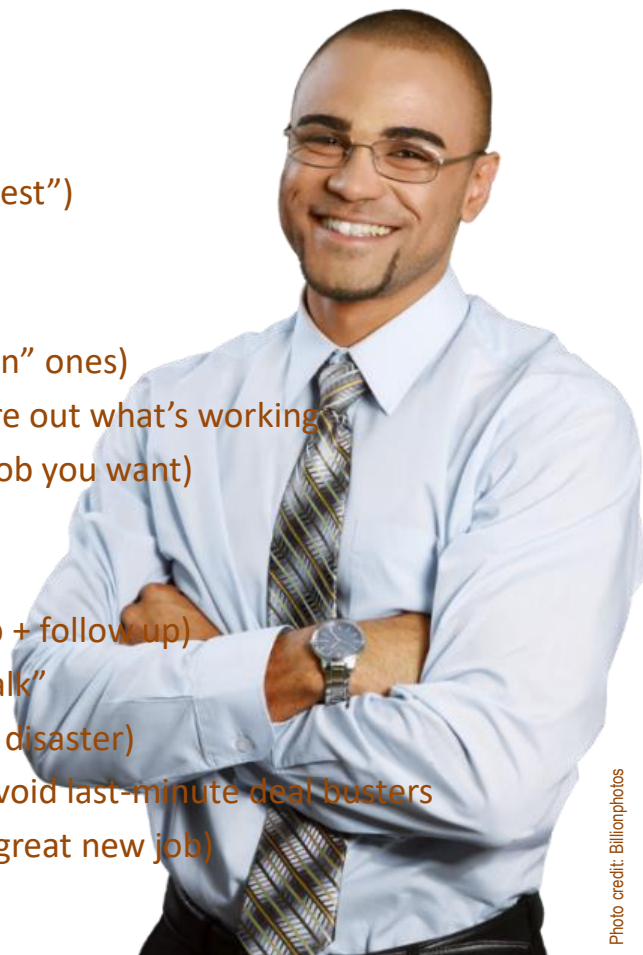


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# Full Table of Contents

166 modules | 50+ videos | 30+ exercises

Resume Builder | Asset manager | Community

## Get started:

- Welcome!
- Table of contents
- Real people. Real results.
- Dream job: POSSIBLE!
- The Job Hunt Checklist
- Top 10 confessions from the hiring side of the desk (video)
- Set your stage for success (video)
- Find a Champion (video)
- What about job clubs? (Are those helpful?)
- Get a brag book
- Find your happy place

"Two weeks. Six interviews.  
Three job offers. I cannot  
believe how easy this was! Plus,  
I'm making more money than I  
ever have AND I'm not on call  
anymore." Mollie K.

## Explore & Plan (Step one)

- The 4 biggest barriers to your success
- Step One: Know what you want (video)
- "Help! I don't know what I want!"
- Meet Joe (How to stand out from the herd) (video)
- Self-discovery: How to find out what you want (video)
  - ✓ Remember your dreams
    - When I was a kid (worksheet)
    - Other people thought ... (worksheet)
    - Did you chase your dreams (worksheet)



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### Step One - Continued ...

- ✓ Recapture your passion **(video)**
  - My passion in life (worksheet)
- ✓ Your work history **(video)**
  - Assessment: The Career Happiness Chart (worksheet)
  - My favorite teenage job (worksheet)
  - My favorite adult job (worksheet)
- ✓ Know what you do NOT want (non negotiables) **(video)**
  - The job I hated most (worksheet)
  - My non-negotiables (worksheet)
- ✓ Isolate your target: *Now* do you know what you want? **(video)**
  - What I want (worksheet)
  - My “perfect job” (worksheet)
- **Wait! Is the grass *really* greener out there?**
- **Money matters**
- Identify the gaps (are you *really* qualified?) **(video)**
  - ✓ Identify the gaps (worksheet)
- Name your fears (worry and concern) **(video)**
  - ✓ Name your fears (worksheet)
- **“So, why do you want a new job?”**
- Job hunt scorecard: Pick the right job for you! **(video)**

*“6 months of unemployment, and I had not gotten even one offer. Your program changed all that. I got a job just two weeks later. ” – Ed B.*



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## Step One - Continued ...

- Other options to consider
  - ✓ Consulting and the new world of work
    - 10 great reasons to consider consulting
    - 6 risks to consider before taking a contract gig
    - You need to know how to get paid
  - ✓ Want to start your own business?
    - Top 10 traits of a successful entrepreneur
    - 5 ways to start your own business
    - Top 10 entrepreneur mistakes
    - How to write a business plan
    - 10 ways to boost your success

*"It's crazy. I got a job in just 3 weeks by asking for referrals the way you recommended. Thank you." – Bob*

## Tell your best story (Step two)

- Step Two: Know how to get it **(video)**
- Get a game plan, get a job!
  - ✓ Identify your target market **(video)**
  - ✓ Job titles + industries + companies (worksheets)
  - ✓ Networking contacts (worksheet)
  - ✓ Groups & Associations (worksheet)
- Personal branding
  - ✓ Personal brand: Too precious to leave to chance
  - ✓ STAR stories: A great way to keep it short & sweet
  - ✓ Tell a compelling story (what makes you great) **(video)**
  - ✓ Proudest career accomplishments (worksheet)
  - ✓ Least-proud career moments (mistakes) **(video + worksheet)**
  - ✓ Strengths & weaknesses **(video + worksheet)**
  - ✓ Your features and benefits **(video + worksheet)**
  - ✓ 30-second pitch (tell me about yourself) **(video + worksheet)**



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### Step Two - Continued ...

- ✓ 10-second pitch (bumper sticker)
- ✓ Get clear! (Take the kid test)
- Target marketing plan (**video**)
  - ✓ Write a target marketing plan (worksheet)
- Resumes & cover letters
  - ✓ The biggest resume myth - busted! (video)
  - ✓ When & how to use your resume (video)
  - ✓ The 3 things that matter most on your resume (video)
  - ✓ Know what makes you great: stand out resume! (video)
  - ✓ 8 keys to a winning resume (write a great resume) (video)
  - ✓ Top 5 resume dos (video)
  - ✓ Top 5 resume don'ts (video)
  - ✓ 5 more resume bloopers to avoid
  - ✓ Prove it! How to add metrics to your resume
  - ✓ Professional summary examples (resume)
  - ✓ Don't list references on your resume (video)
  - ✓ Resume length: How long should it be?
  - ✓ How to test your resume
  - ✓ 15 tips for writing a terrific cover letter
  - ✓ Let go of perfect (resume)
- Get business cards
- Strategy: Make a plan (action planning)
- Take action: The 7 little bites that matter most
- Track your activity (daily hash sheet) (worksheet)
- Time for a break!

*"It worked! Everything you taught worked **within 3 weeks!** Within minutes of covering the first two (video) courses **my fear turned into a focused, confident job search.**" – Carol C.*

### Go get it! (Step three)

- Step three: Go get it! (**Video**)
- Go yell it from the mountain! (**Video**)
- Where the jobs are (how most people get hired)



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### Step Three - Continued ...

- Go find the jobs (pick your path) (Video)
- How to find the gigs (contract work)
- Network for success (video)
  - ✓ Top 10 networking tips (video)
  - ✓ Where to start networking
  - ✓ The first 50 (networking treasure trove)
  - ✓ Company websites
  - ✓ Groups & associations | Publications
  - ✓ A networking nightmare (and a gift)
  - ✓ What to say (networking scripts)
  - ✓ Never start a conversation w/ your 30-second pitch
  - ✓ Networking for introverts
  - ✓ How to keep track of your contacts
- How to work smart online (video)
  - ✓ Why bother looking online at all?
  - ✓ Social networking sites
  - ✓ Employers are looking you up online
  - ✓ The 7 Deadliest Social Media Mistakes
  - ✓ Job boards & search engines
  - ✓ Indeed delivers 6x more interviews
  - ✓ 9 great places to post your resume
  - ✓ 8 ways to avoid ATS (online screening) traps
- LinkedIn Lucky Kit
  - ✓ LinkedIn: Why bother?
  - ✓ How to create a winning LI profile
  - ✓ LinkedIn Checklist makes it easy
  - ✓ LinkedIn Lucky Profile Booster (put the WOW in your profile!)
  - ✓ 9 tips for a great LinkedIn photo
  - ✓ How to get LinkedIn Lucky (3 simple steps!)
  - ✓ What to say on LinkedIn (scripts & messages that work)
  - ✓ Daily 8 LinkedIn action planner

*"Wow. Your program really works. I got 12 interviews + 2 job offers in just 2.5 weeks!" – Paul P.*



Photo credit: Billionphotos

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### Step Three - Continued ...

- Recruiters: How to work smart w/ them (video)
  - ✓ What recruiters do (video)
  - ✓ What recruiters do not do (video)
  - ✓ Types of recruiters (video)
  - ✓ How recruiters get measured (video)
  - ✓ 9 things recruiters want from you (video)
  - ✓ 7 ways recruiters can help you
  - ✓ 5 ways recruiters can hurt you
  - ✓ Company confidential (why recruiters hide client names)
  - ✓ 4 ways to stand out from the herd
  - ✓ 20 great questions to ask recruiters
- Job fairs & career fairs: 5 ways to stand out
- Interview with a bang! (Video)
  - ✓ One secret you need to know (video)
  - ✓ Top 10 tips for interviewing (video)
  - ✓ The 5 interview questions that matter most
  - ✓ 10 toughest interview questions
  - ✓ Prepare yours: 10 questions to ask in an interview
  - ✓ 11 ways to ask about company culture
  - ✓ 5 great ways to end every interview ("close the deal")
  - ✓ Overcome the gaps (interview prep)
  - ✓ Research the people & the company
  - ✓ "Practice" interviews (video)
  - ✓ Now practice! (Mock interviews)
  - ✓ Feedback: 5 reasons it's so hard to get
  - ✓ Hooray! It's over! How did it go? (Debrief)
  - ✓ How to follow up after an interview
  - ✓ Why are they taking so long? (8 reasons employers stall)
  - ✓ The interview to win guide (printable)

*"15 months. 29 phone screens. Not ONE SINGLE in - person interview. Your program changed everything. I was BACK TO WORK in just 6 weeks ... at a job I love!" - Vince S.*





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## Step Three - Continued ...

- How to handle references well (video)
  - ✓ Prep your reference to avoid disaster
- Money: How and when to talk about it (video)
  - ✓ 12 factors that affect your value
  - ✓ How to figure out what you're worth
  - ✓ W2 or 1099: 9 things to consider before you choose
  - ✓ Negotiate for what you want (video)
  - ✓ If you don't ask, you won't get
  - ✓ 6 reasons they may not pay you what you want
- How to evaluate a job offer (video)
- Caution at the finish line! Deals fall apart (video)
- Quit your job the right way (video)
- How to quit your job like a pro (video)
- Be ready for a counter offer (they might beg you to stay)

## Keep it! (Step Four)

- Step 4 - Keep it! (video)
- Launch for success: The first 90 days (video)
- Pay it forward: help other people (video)
- How to keep accelerating your career

*"Unbelievable! Just 2 weeks ago I was in high anxiety about whether I could make a living, and I just accepted an offer! It worked! Thank you!" - Terry T.*



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# The **JOB HUNT TOOLKIT** online

## People are talking



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"Using your **internal networking tactics**, I got a new job at my company that I would have never known about or considered. Thank you so much."

- Keith J., Attorney

"Recently, I made a transition to working as a VP for Amazon.com. Amazon had a very intense screening process for candidates which required me to go through 12 separate interviews. Catherine (+ her program were) absolutely invaluable in helping me to prepare. She

helped me to develop a clear message, understand what my interviewers were looking for and make my mistakes before I went into intense interviews. In addition, she is wonderful in helping people think through their goals in life and clearly evaluate which market opportunities will best help them pursue their dreams."

- Pat B., VP & Chief economist

"Inspiring, Empowering, Transformational, the ARBEZ Methodology provides a unique and tested approach to accelerating success for people in all stages of their careers. Catherine has a diverse & versatile style which attracts her to all levels from college students to CEOs, women & men, from all walks of life. She's the real deal; she has successfully lived what she teaches and it works."

- Anne Pryor, Marketing Exec & LinkedIn trainer

"Your program helped me focus my energy and time on the (things) that really mattered." - Eric T.

"What an awesome person to work with! Catherine brings an energy & enthusiasm that is truly rare. I watched her work w/ a number of recruiters in our organization and transform completely the way they approach their career and their professional practices. I love her optimism and zest for helping people discover their true professional purpose in life. I look forward to working with her again!"

- Joe H., VP & Development Leader

"Catherine is by far the most credible and informative presenter I have seen. You feel inspired and know you're in the presence of a true (career) partner, that she really is interested in helping you be successful. Her energy, enthusiasm, experience, and encouragement are unmatched."

- Susan H., Contract & compliance analyst

"I could never have had these confident conversations without you! Thank you! I LOVE my new role."

- Jane R., IT Leader

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## More success stories

*"I got the job I really, really wanted. I'm still there 3 years later, and I STILL love going to work!" - Kate S., Product Development*

"This was fabulous! It was exactly what I needed to **re-energize myself and pull myself out of the darkness!** You got me excited to keep moving forward. Thank you! Thank you! Thank you!" – Jill K.

**"You bring something that none of the others do ...** years of experience actually getting people hired. It shows. I've never seen anyone who can break through barriers and take the kind of questions you do along the way. **You & your system are worth every penny.** Thank you!" - Sue D.

"People everywhere told me **what** to do in my job hunt. You told me **how**, and gave me the **tools** and **inspiration** to go out and do it" – Steve B., COO

"This program ROCKS! Concise, insightful, and easy to execute! **I would never have gotten my new job without Catherine's program.** Everyone told me to **get off the internet**, but nobody told me *how*. This system did! Even better, it helped me create the pieces I needed to do it **with confidence** (like networking scripts, and email conversations). – Jennifer F., interior designer

"It opened my eyes to **what I have been doing wrong in my search.** " – Mark G.

**"If you need a job, you need this system!** I got the job I really!" – Kate S., project manager

"After 5 months of no success, I used your program and got a job in just 5 days. I'm still pinching myself!" – Karen R., Executive Administrator

**"THE VIDEO MADE THE DIFFERENCE! " Ironically, I am someone who learns best from a book and never considered how helpful a (video coach) can be. "** – Catherine C., Marketing



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