

CHAPTER 4 · 4 EXERCISES

YOUR PERSONAL SEARCH PLAN

(a plan you can actually keep)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/4/.

★ **CORE ACTIVITY** 20 minutes · in the lesson

PART 1 · SHARPEN YOUR POSITIONING

Start from the pitch in your Positioning Statement from Chapter 1. Replace any evidence that Chapter 3 has bettered, and check the target still matches what you learned in Chapter 2. Write three versions using the formula, read each aloud, and choose the one that sounds most like you. Then shorten it until nothing in it is wasted.

MY POSITIONING, IN TWO SENTENCES

TRY THIS 15 minutes, then daily for a week

YOUR THREE LENGTHS

Write your ten-second line and your hundred-word bio, and update your thirty-second pitch. Say the two spoken versions out loud every day for a week, without reading, until they sound natural rather than learned. You'll build a longer, two-minute version for interviews in Chapter 8.

TRY THIS 30 minutes · once

THE LINKEDIN HEADLINE REWRITE

Rewrite your headline using this pattern: **professional identity | main strength or speciality | the value you bring**. For example: "Head of Engineering (Payments) | Scaling teams in regulated fintech | 5 → 14 engineers, release time halved." Then update your About section with a first-person version of your positioning statement.

★ CORE ACTIVITY 40 minutes · in the lesson

PART 2 · YOUR 12-WEEK SEARCH PLAN

Set your weekly targets, then block the time in your calendar, as you would any important appointment. Write down when and where you'll do the work.

WEEKLY ACTIVITY	MY TARGET PER WEEK	WHEN AND WHERE I'LL DO IT
Tailored applications		
Conversations with contacts and search consultants		
New outreach messages		
Follow-ups		
Informational conversations		
Interview practice		
Skills gap work (from Chapter 2)		

Then set up your Application Tracker with these columns: organisation · role · source · date applied · contact name · next action · next action date · stage · notes. Review it every Friday: what did I do, what moved, what's my plan for next week?