



TALENTGUY

THE NO-BULLSHIT GUIDE TO LANDING YOUR DREAM JOB

A GRIZZLED HEADHUNTER'S PLAYBOOK



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INTRODUCTION



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I'm **Bill Heilmann**, and I've been hunting my whole career. The target changes — oil deals, military contracts, enterprise software, executive talent, now dream jobs for my clients — but the instinct never does. Find the opportunity. Build the relationship. Close.

From Drilling Engineer to Desert Storm

It started at 23 when I got recruited out of Washington State University to work for J. Paul Getty. I spent eight years as a drilling engineer at Kern River Field in California, learning how multimillion-dollar projects actually get done.

Then I got restless.



I left oil for headhunting, and within a year I'd taken an even bigger risk: a 100% commission sales role working for an Iraqi businessman based in Malibu. No salary. No safety net. Just a handshake and an opportunity.

That opportunity took me to Saudi Arabia in 1991 — right into Desert Storm. While most people were watching the war on CNN, I was on the ground closing a \$30 million military contract to support our troops. Fortune magazine ran a feature on the deal.

[Read the full story →](#)

From International Deal-Maker to Executive Recruiter

That launched a decade of international business development. The Russian Far East. Taipei. Hong Kong. High-stakes deals in places where a handshake still meant something.

When my family started growing, I came back stateside. I partnered with a Korean OEM building some of the first IP-based video systems, sold them into the restaurant and QSR space, and teamed up with the largest point-of-sale dealer in America. Together we deployed hundreds of installations into Panda Restaurant Group.

From there, I moved into enterprise software sales — 15 years of complex solution selling through acquisitions and startups, eventually landing at Radial (eBay) where I helped major retailers make the jump to omnichannel. I was one of the top sellers, closing deals with marquee retail brands.

Then I went back to my roots: recruiting. For the past five years, I've placed executives at companies across tech — the same caliber of leaders I'd been selling alongside my entire career.



Now I'm on Your Side of the Table

For two decades, I was the person hiring managers called first when they needed to fill a \$250K-\$500K role. Now I teach this system to executives who are tired of applying online and want to learn how hiring actually works.

I've closed deals in war zones, boardrooms, and everything in between. I've been acquired, laid off, bet on myself, and won. I know what it takes to land a \$300K+ role because I've been the one filling them — and I've lived the career transitions myself.

Whether you're targeting your next executive role, pivoting into something new, or ready to launch your own thing, I'll hunt alongside you until you win.

That's what I do. That's what I've always done.



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The Brutal Truth About Executive Job Searches

Why Everything You've Been Told About Job Hunting Is Wrong

If you're reading this, chances are you've been following the "traditional" job search advice. You know the drill:

- Craft the "perfect" resume and cover letter
- Apply to dozens of jobs online every day
- Network at industry events and hope someone remembers you
- Wait for recruiters to call with opportunities
- Cross your fingers and hope for the best

Here's the problem: This approach has a 2% success rate. Let me repeat that - you have a 2% chance of landing an interview when you apply online, even if you're perfectly qualified for the role.

The Shocking Statistics

Let's start with some numbers that will make your blood boil:

- **80% of executive positions are never posted publicly.** That means 4 out of 5 opportunities you're qualified for, you'll never even see.
- **Only 2% of online applications result in interviews.** You're literally competing with 250+ other applicants for those 5-10 spots that make it past the ATS system.
- **82% of ATS systems accidentally reject qualified candidates** due to keyword mismatches or formatting issues. Your resume might be perfect, but if the software can't read it properly, you're out.
- **The average executive job search takes 10 months.** That's nearly a year of uncertainty, stress, and potentially declining savings.



- 80% of hiring managers admit to ghosting candidates during the hiring process. Even if you make it to final rounds, there's a good chance you'll never hear back.

The "Application Black Hole" Reality

Here's what actually happens when you hit "submit" on that online application:

- **Your application enters a pool with 250+ others.** You're now one resume in a massive stack.
- **ATS software scans for keywords** and spits out 5-10 resumes (4% at best). If you don't have the exact keywords they're looking for, you're eliminated instantly.
- **Recruiters quickly scan the surviving resumes** and rule out several more based on factors you can't control.
- **2% of original applicants get interviews.** After all that filtering, only 5 people out of 250 even get a phone screen.
- **The job often goes to someone who didn't apply online.** The kicker? It's far more likely to be filled by a referral or someone who reached out directly.

The Shocking Statistics

The higher your salary target, the more broken this system becomes. Here's why:

- **Smaller Candidate Pool:** Companies can afford to be extremely selective when hiring executives. They're not just looking for skills - they want cultural fit, leadership presence, and someone who can hit the ground running.
- **Multiple Stakeholders:** Executive hires require approval from CEOs, board members, and sometimes investors. The process involves 4-8 interview rounds and can take 4-6 months from start to finish.



- **Risk Aversion:** A bad executive hire can cost a company millions. HR departments and hiring managers are terrified of making the wrong choice, so they default to the "safe" option - which is usually someone who came through their network.
- **Outdated Advice:** Most career advice is designed for \$50K-\$100K roles, not \$250K+ executive positions. The strategies that work for mid-level professionals actually hurt your chances at the executive level.

The Hidden Job Market

Remember that 80% of executive roles that never get posted? Here's where they actually get filled:

- **Internal referrals** from current employees
- **Executive search firms** with existing relationships
- **Direct outreach** from candidates to hiring managers
- **Board connections** and investor networks
- **Industry conferences** and private networking events

Notice what's missing from that list? Job boards. Career websites. Online applications. The executives who land roles quickly understand this. They're not wasting time on Indeed or LinkedIn job postings. They're going directly to the source.

The Executive Prospecting Mindset

How Top Performers Get Meetings With Anyone

I think about the most successful people you know in business. How do they get meetings with prospects, investors, or potential partners? Do they send their company brochure to the HR department and hope for the best?

Think Like a Deal Closer, Not a Job Seeker

Here's a statistic that should change how you think about job searching: **20% of hiring managers have hired candidates who reached out directly via direct messages, and 34% have interviewed job seekers who initiated contact this way.**

Compare that to the 2% success rate of online applications. Direct outreach is 10x more effective than traditional job searching.

Why? Because you're bypassing the gatekeepers and speaking directly to the person who has the power to hire you. You're also demonstrating initiative, confidence, and business acumen - precisely the qualities they want in an executive.

The Psychology of Executive-to-Executive Communication

When you apply online, you're positioning yourself as a supplicant - someone asking for a favor. When you reach out directly with insights or observations about their business, you're positioning yourself as a peer - someone who understands their challenges and might be able to help solve them.

This psychological shift is everything. Executives don't want to hire someone who's desperate for any job. They want to hire someone who's selective about opportunities and brings unique value to the table.



The Direct Access Strategy

Successful business development professionals know something that most job seekers don't: Every decision maker is accessible if you know how to reach them.

They don't send RFPs to procurement departments. They find the VP of Sales or Chief Revenue Officer and start a conversation about growth challenges.

They don't submit vendor applications through HR. They connect with the Chief Technology Officer and discuss technical innovations that could impact their business.

They don't wait for inbound leads. They systematically identify target companies and reach out to key stakeholders with valuable insights.

Your job search should follow the same principles. Instead of hoping hiring managers will find your resume in a stack of 250, you're going to find them first.

LinkedIn InMail vs. Cold Email: The Numbers

Here's what the data shows about direct outreach:

- **LinkedIn InMail response rates: 18-25%** when properly personalized
- **LinkedIn connection requests: 10-15%** with a compelling message
- **Cold email response rates: 3-5%** for executive-level outreach
- **Phone calls: Variable**, but extremely effective when you've warmed up the prospect first
- The key is starting with LinkedIn, building a connection, and then moving the conversation to email or phone where you have more control.

Networking vs. Prospecting: The Critical Difference

Most executives confuse networking with prospecting. They're completely different activities:



Networking is a long-term relationship-building strategy. You meet people at industry events, stay in touch periodically, and hope they remember you when an opportunity arises. It's passive and unpredictable.

Prospecting is systematically identifying and reaching out to people who have current needs. You research their company, understand their challenges, and initiate contact with a specific value proposition. It's active and measurable.

Both have their place, but if you're looking for results in the next 90 days, prospecting is what moves the needle.

The Compound Effect of Direct Outreach

Here's what happens when you start prospecting systematically:

Week 1-2: You send 20-30 personalized messages to hiring managers at target companies. You get 4-6 responses.

Week 3-4: You follow up with the non-responders and add 20-30 new prospects. Your response rate improves as you refine your messaging.

Week 5-6: Some of your early connections start bearing fruit. You're having exploratory conversations and learning about upcoming needs.

Week 7-8: You're getting referrals from your initial contacts. Your network is expanding exponentially.

Week 9-12: Opportunities start materializing. You're no longer chasing jobs - companies are reaching out to you.

This is how the executive job market actually works. It's not about applying to more jobs. It's about building relationships with the right people who can create opportunities for you.

LinkedIn Sales Navigator Mastery

Building Your Target List of Decision Makers

LinkedIn is the most powerful prospecting tool ever created for executives, but 99% of people use it wrong. They treat it like a digital resume repository instead of what it really is: a database of every decision maker you need to reach.

LinkedIn Sales Navigator takes this to the next level. For \$80/month, you get access to advanced search filters, unlimited searches, and the ability to save and organize your prospects. If you're serious about landing your next role quickly, this is non-negotiable.

Setting Up Your Search Parameters

The key to effective prospecting is getting laser-focused on your ideal decision makers. Here's how to build your target list:

Start with job titles. Look for:

- Chief Executive Officer
- Chief Operating Officer
- Chief Revenue Officer
- VP of Sales
- VP of Marketing
- VP of Engineering
- Head of [Department]
- Director of [Function]

Add industry filters. Focus on 3-5 industries where your experience is most relevant:

- Software/SaaS
- Financial Services
- Healthcare Technology
- E-commerce
- Professional Services



Geographic targeting. Unless you're open to relocating, limit your search to:

- Your current metro area
- Remote-friendly companies
- Specific cities where you'd consider moving

Company size matters. Filter by:

- Employee count (50-500 for growing companies, 500+ for established)
- Funding stage (Series B+ companies are usually hiring executives)
- Revenue range (if available)

Boolean Search Strings for Advanced Targeting

Sales Navigator's basic filters are powerful, but Boolean searches give you surgical precision. Here are some examples:

For finding recently funded companies:

(CEO OR "Chief Executive Officer") AND (funding OR "series B" OR "series C" OR investment)

For companies expanding into new markets:

("VP Sales" OR "Chief Revenue Officer") AND (expansion OR "new market" OR "scaling")

For companies with recent leadership changes:

(CEO OR "Chief Executive Officer") AND (joined OR "new role" OR "recently joined")

Identifying "Green Banner" Prospects

Not all companies are created equal when it comes to hiring. You want to focus on organizations that are in active growth mode:

Recently Funded Companies: Series B, C, or later stage companies that just raised capital are usually expanding their leadership teams.



Fast-Growing Organizations: Look for companies that have doubled their employee count in the last 12-18 months.

Market Expansion: Companies entering new geographic markets or launching new product lines need experienced executives.

Recent Leadership Changes: When a new CEO or department head joins, they often bring in their own team within 6-12 months.

Industry Disruptors: Companies that are challenging established players usually need experienced executives to scale rapidly.

The 80/20 Rule of Executive Targeting

Here's a mistake most people make: They create a list of 500+ companies and spray their resume everywhere. This is the wrong approach.

Instead, follow the 80/20 rule: Identify 20 companies that represent 80% of your ideal opportunities. These should be:

- Organizations where your experience is highly relevant
- Companies you're genuinely excited about joining
- Businesses that are actively growing or expanding
- Organizations that align with your values and career goals

Research these 20 companies deeply. Understand their:

- Recent news and announcements
- Leadership team and reporting structure
- Strategic initiatives and challenges
- Competitive landscape and market position
- Company culture and values

Focus 80% of your outreach efforts on these 20 companies. You're much better off having 5 deep conversations with your ideal targets than 50 surface-level interactions with companies you don't really want to join.



Organizing Your Prospect Pipeline

Sales Navigator allows you to save prospects and organize them into lists. Here's how to structure your pipeline:

Tier 1 Prospects (Dream Companies): Your top 20 targets where you'd be thrilled to work.

Tier 2 Prospects (Strong Fits): Good companies where your experience aligns well, but they're not quite as exciting as Tier 1.

Tier 3 Prospects (Backup Options): Decent opportunities that might work if Tier 1 and 2 don't pan out.

Warm Connections: People in your network who might be able to make introductions.

Active Conversations: Prospects you're currently in dialogue with. This organization helps you prioritize your outreach and ensures you're spending time on the highest-value opportunities first.

Advanced Search Techniques

Once you've mastered the basics, here are some advanced techniques:

Find Second-Degree Connections: These are people who are connected to someone in your network. You can ask for warm introductions instead of cold outreach.

Company Growth Tracking: Set up alerts for your target companies so you're notified when they announce funding, new hires, or expansion plans.

Competitor Analysis: Look at who your target companies are hiring from. This gives you insights into the types of backgrounds they value.

Board Member Connections: Many executives sit on multiple boards. Finding these connections can open doors to several opportunities.

The goal isn't to connect with as many people as possible. It's to identify the right people at the right companies and start meaningful conversations that lead to opportunities.

The Executive Outreach Framework

Messages That Get Responses From Busy Decision Makers

Most executives think they need to write the perfect cold email to get a response. The truth is, your first message doesn't need to be perfect - it just needs to be opened, read, and worthy of a reply.

Here's what matters more than perfect writing: timing, relevance, and value. If you can hit those three elements, you'll get responses even if your grammar isn't flawless.

The 3-Touch Sequence

Successful sales professionals don't send one message and give up. They follow a systematic sequence designed to build familiarity and trust. Your job search outreach should work the same way.

Touch 1: The Insight Opener

Your first message should demonstrate that you understand their business and industry. Lead with an observation, insight, or relevant news that shows you're paying attention to their company.

Touch 2: The Value Follow-Up

Your second message (sent 5-7 days later) should add additional value. Share a relevant article, insight from your experience, or introduce a useful connection.

Touch 3: The Soft Close

Your third message (another 5-7 days later) should include a soft call-to-action. This is where you mention your background and suggest a brief conversation.



Subject Lines That Work

Your subject line determines whether your message gets opened. Here are proven formulas:

The Industry Insight:

- "Thought you'd find this interesting"
- "Quick observation about [industry trend]"
- "Saw the news about [company announcement]"

The Mutual Connection:

- "[Name] suggested I reach out"
- "Following up on [Name]'s recommendation"
- "[Name] thought we should connect"

Avoid these subject lines:

- "Job opportunity"
- "Seeking new role"
- "Resume attached"
- "Looking for work"

The "Peer-to-Peer" Approach

This is the most important concept in executive outreach: You're not asking for a job. You're starting a business conversation between peers.

Wrong approach: "I'm looking for a VP of Sales role and would love to discuss opportunities at your company."

Right approach: "I noticed your recent expansion into the healthcare market. Having led similar initiatives at [Company], I'd be curious to hear how you're approaching the regulatory challenges."

See the difference? The first message screams "I need a job." The second message says "I'm a peer who understands your business and might have valuable insights."



Leading with Insights, Not Needs

Executives get dozens of messages from people who want something from them. They rarely get messages from people offering genuine value.

Your outreach should always lead with insights or observations that demonstrate your expertise:

- Industry trends that might impact their business
- Competitive intelligence from your network
- Lessons learned from similar challenges at previous companies
- Introductions to valuable connections in your network

Only after you've established value should you mention your own situation.

Template Library

Here are proven templates you can customize for your outreach:

The Insight Opener

Subject: Quick observation about [industry trend]

Hi [Name],

I noticed [Company] just announced [specific news/development]. Having navigated similar [challenges/opportunities] during my time at [Previous Company], I found myself curious about how you're approaching [specific aspect].

The [industry trend/challenge] creates some interesting dynamics, particularly around [specific insight from your experience].

Worth a brief conversation to compare notes?

Best, [Your name]



The Mutual Connection

Subject: [Mutual Connection] suggested we connect

Hi [Name],

[Mutual Connection] mentioned you're leading [specific initiative] at [Company]. Given my background in [relevant area], they thought we might have some interesting perspectives to share.

I was particularly intrigued by [specific company development] - it reminds me of a similar situation we faced at [Previous Company] where [brief relevant experience].

Would you be open to a brief call to exchange insights?

Best, [Your name]

The Problem Solver

Subject: Thought you'd find this relevant

Hi [Name],

Just read about [Company]'s [expansion/initiative/challenge]. This caught my attention because we dealt with something very similar at [Previous Company].

The key insight we discovered was [specific learning/solution]. Not sure if it's relevant to your situation, but happy to share more context if it would be helpful.

Either way, impressive work on [specific company achievement].

Best, [Your name]



The Follow-Up

Subject: Following up - [original subject]

Hi [Name],

I know your calendar's probably packed, but wanted to circle back on my note about [original topic].

Since I reached out, I came across [new relevant information/article/development] that reinforced my thinking about [original insight].

Still interested in comparing notes if you have 15 minutes in the coming weeks.

Best, [Your name]

The Soft Close Strategy

Never end your first message with a hard ask for a meeting. Instead, use soft closes that make it easy for them to respond:

"Worth a brief conversation to compare notes?"

"Happy to share more context if it would be helpful."

"Curious to hear your perspective on this."

"Would love to exchange insights if you have a few minutes."

These phrases invite dialogue without creating pressure. The goal is to start a conversation, not book a meeting immediately.



Response Rate Expectations

Here's what you should expect from your outreach:

Overall response rate: 15-25% for well-researched, personalized messages

Positive responses: 8-12% (meaning they're interested in continuing the conversation)

Meeting bookings: 3-5% from your initial outreach

Quality matters more than quantity. It's better to send 5 highly personalized messages than 50 generic ones.

Following Up Without Being Annoying

The fortune is in the follow-up, but most people either don't follow up at all or do it in a way that seems desperate.

Wait 5-7 days between touches. Executives are busy, and immediate follow-ups seem pushy.

Add new value in each follow-up. Don't just repeat your original message.

Reference current events or company news to stay relevant.

Know when to stop. After 3 touches with no response, move on to other prospects. Remember: You're not trying to convince someone to hire you through your outreach. You're trying to start a conversation that might lead to an opportunity down the road.

The LinkedIn Profile That Attracts Recruiters

Positioning Yourself as the Executive They're Looking For

Your LinkedIn profile is your digital storefront. When someone searches for executives in your field, you want to be the obvious choice. But here's what most people get wrong: They optimize their profile for job seekers instead of decision makers.

Think about it from a hiring manager's perspective. They're not looking for someone who "seeks new opportunities." They want someone who's crushing it in their current role and might be open to an even better opportunity.

The CEO-Level Headline

Your headline is prime real estate - 220 characters to make a powerful first impression.

Most executives waste this space with boring job titles:

Weak headlines:

"VP of Sales at ABC Company"

"Experienced Marketing Leader"

"Senior Executive Seeking New Opportunities"

Strong headlines:

"VP of Sales | Scaled Revenue from \$10M to \$50M | SaaS Growth Expert" "Marketing Executive | Led 3 IPOs | B2B Tech Specialist"

"Operations Leader | Built Remote Teams of 200+ | Efficiency Expert"

Notice the pattern? Strong headlines include:

1. Your functional area
2. A quantified achievement
3. Your specialization or industry focus



The Executive Summary Formula

Your summary section is where you tell your story. Here's the formula that works:

Paragraph 1: Current Role and Key Achievements Start with what you're doing now and your biggest wins. This establishes credibility immediately.

"Currently leading sales operations at [Company], where I've scaled revenue from \$25M to \$75M over 3 years while expanding into 5 new markets."

Paragraph 2: Unique Value Proposition and Specialties What makes you different? What specific expertise do you bring?

"I specialize in building high-performance sales teams for B2B SaaS companies in the 50-500 employee range. My expertise includes sales process optimization, international expansion, and building scalable revenue operations."

Paragraph 3: Call to Action for Opportunities End with a soft invitation for relevant opportunities, but don't sound desperate.

"Always interested in connecting with fellow revenue leaders and exploring opportunities where my experience in scaling SaaS businesses could add value."

The "Consultant" Positioning Strategy

Position yourself as a consultant or advisor, not just an employee looking for work.

Many successful executives do advisory work or consulting between roles. This positioning:

- Makes you seem in-demand rather than unemployed
- Allows you to be "selective" about opportunities
- Positions you as someone who solves problems, not someone who needs a job

If you're currently employed, you can mention your openness to "advisory opportunities" or "board positions." If you're between roles, consider doing some consulting work to maintain this positioning.



Keywords That Executive Recruiters Actually Search For

Executive recruiters use specific search terms when looking for candidates. Make sure these appear naturally throughout your profile:

Leadership Keywords:

- P&L responsibility
- Team building
- Organizational development
- Change management
- Strategic planning

Functional Keywords:

- Revenue growth
- Cost optimization
- Market expansion
- Digital transformation
- Operational excellence

Industry Keywords:

- SaaS/Software
- Financial services
- Healthcare technology
- E-commerce
- Professional services

Scale Keywords:

- Scaled from X to Y
- Built teams of X+
- Managed \$X budget
- Grew revenue by X%
- Reduced costs by X%



Social Proof That Matters

Your LinkedIn profile should include multiple forms of social proof:

Strategic Recommendations Don't just collect recommendations from anyone. Get them from:

- Board members or investors
- C-level executives you've worked with
- High-profile clients or customers
- Well-known industry leaders

Media Mentions and Speaking Engagements Include any:

- Industry conference presentations
- Podcast appearances
- Published articles or thought leadership
- Media interviews or quotes

Board Positions and Advisory Roles If you serve on any boards or advisory positions, highlight them. This immediately elevates your perceived status.

Awards and Recognition Industry awards, company recognition, or other honors that establish your credibility.

The Activity Strategy

LinkedIn rewards active users with better visibility. But posting random content won't help your job search. Focus on content that:

Demonstrates Industry Expertise Share insights about trends in your industry, comment intelligently on relevant news, and engage with content from leaders in your field.

Shows Leadership Philosophy Occasionally share thoughts on leadership, team building, or business strategy. This helps potential employers understand how you think.

Highlights Your Network Congratulate connections on new roles, company achievements, or industry recognition. This keeps you visible to your network and shows you're well-connected.

Attracts Opportunities Sometimes share content about interesting challenges you've solved or projects you've led. This can spark conversations with potential employers.



Profile Optimization Checklist

Professional Photo: High-quality headshot in business attire

Compelling Headline: Include role, achievement, and specialization

Detailed Summary: Use the three-paragraph formula

Complete Work History: Last 10-15 years with quantified achievements

Skills Section: Include relevant keywords and get endorsements

Recommendations: At least 3-5 from senior leaders **Activity:** Post or engage at least 2-3 times per week **Contact Information:** Make it easy for recruiters to reach you

What Not to Include

"Open to Work" Banner: This screams desperation and can actually hurt your negotiating position.

Desperate Language: Avoid phrases like "seeking opportunities," "looking for my next role," or "available immediately."

Too Much Personal Information: Keep personal interests brief and professional.

Controversial Opinions: Avoid political or divisive topics that might alienate potential employers.

Outdated Information: Remove old roles, certifications, or skills that aren't relevant to your target position.

Your LinkedIn profile should position you as a successful executive who might be open to the right opportunity, not someone desperately seeking any job. This subtle but important distinction affects how recruiters and hiring managers perceive you.

The 90-Day Job Search System

Your Week-by-Week Action Plan

Most executives approach job searching like a part-time hobby. They send out a few resumes when they feel motivated, attend the occasional networking event, and hope something materializes.

This passive approach is why the average executive job search takes 10 months.

If you want to land your next role in 90 days, you need to treat your job search like a full time business development role. That means systematic daily activities, measurable goals, and consistent execution.

Days 1-30: Foundation Building

The first 30 days are all about laying the groundwork for success. Most people skip this foundation phase and jump straight into applying for jobs. This is a mistake that costs them months of wasted effort.

Week 1: LinkedIn Profile Optimization and Target Company Research

Days 1-2: LinkedIn Profile Overhaul

- Update your headline using the formula from Chapter 5
- Rewrite your summary section
- Audit your work experience for quantified achievements
- Gather 3-5 recommendations from senior leaders
- Upload a professional headshot

Days 3-5: Target Company Research

- Create your list of 20 Tier 1 companies using Sales Navigator Research each company's recent news, funding, leadership changes Identify 2-3 decision makers at each company
- Document key insights about their business challenges and opportunities



Days 6-7: Message Template Development

- Customize the templates from Chapter 4 for your industry and background Write 3-4 different opening messages you can use
- Prepare follow-up sequences
- Test your messages with trusted contacts for feedback

Week 2: Initial Outreach Campaign

Monday-Wednesday: First Wave Outreach

- Send 5 personalized messages to Tier 1 prospects daily
- Focus on your top 20 companies first
- Track responses and engagement in a spreadsheet

Thursday-Friday: Response Management

- Follow up on positive responses immediately
- Schedule calls with interested prospects
- Research additional contacts at responsive companies

Week 3: Follow-Up Sequence and Relationship Building

Monday-Wednesday: Second Touch Campaign

- Send follow-up messages to non-responders from Week 2
- Add new value or insights to your follow-up
- Continue first-touch outreach to new prospects

Thursday-Friday: Conversation Deepening

- Have exploratory calls with interested prospects
- Ask about their challenges and future hiring needs
- Request introductions to other team members
- Offer to stay in touch about relevant opportunities

Week 4: Network Expansion Through Warm Introductions

Monday-Tuesday: Introduction Requests

- Reach out to your existing network for warm introductions
- Target 2nd-degree connections at your target companies
- Offer reciprocal value to your connection sources



Wednesday-Friday: Warm Introduction Follow-Up

- Connect with new introductions immediately
- Reference your mutual connection in outreach
- Focus on relationship building over immediate opportunities

Days 31-60: Momentum Building

By day 31, you should have 10-15 active conversations and 3-5 companies showing genuine interest. Now it's time to accelerate.

Weeks 5-6: Interview Preparation and Advanced Outreach

Interview Preparation (Ongoing)

- Research each interested company deeply
- Prepare specific examples of relevant achievements
- Practice articulating your value proposition
- Develop thoughtful questions about their challenges

Advanced Outreach

- Expand to Tier 2 companies if Tier 1 conversations are progressing well Reach out to companies where you've had initial conversations
- Ask for referrals from current connections

Weeks 7-8: Pipeline Expansion and Relationship Nurturing

Pipeline Expansion

- Add 20 new target companies to your list
- Identify decision makers at these new targets
- Begin outreach to second-tier prospects

Relationship Nurturing

- Stay in touch with all positive connections
- Share relevant industry insights or articles
- Offer introductions to valuable contacts when appropriate
- Continue to position yourself as a peer and resource



Days 61-90: Closing Phase

The final 30 days are about converting conversations into offers and managing multiple opportunities.

Weeks 9-10: Interview Management and Final Outreach

- Interview Process Management
- Navigate multiple interview rounds at 3-5 companies
- Maintain momentum with all active opportunities
- Prepare references and check in with them
- Begin salary and compensation research

Final Outreach Push

- Send third-touch messages to remaining prospects
- Add new companies if current pipeline needs strengthening
- Continue networking and relationship building

Weeks 11-12: Offer Negotiation and Decision Making

Offer Management

- Evaluate multiple opportunities against your criteria
- Negotiate compensation packages appropriately
- Manage timing between different companies
- Make your final decision based on long-term career goals

The Weekly Scorecard

Track these metrics every week to ensure you're on track:

Outreach Metrics:

- 5 new decision maker contacts per week
- 15-25% response rate to initial outreach
- 3-5 meaningful conversations per week



Pipeline Metrics:

- 3-5 companies in active dialogue
- 1-2 companies in interview process
- 10-15 total opportunities in various stages

Time Investment:

- 2 hours daily on outreach and relationship building
- 3-4 hours weekly on company and industry research
- 1-2 hours weekly on interview preparation

Adjusting Your Strategy Based on Results

If you're getting low response rates (under 10%):

- Review your message templates for personalization
- Research your prospects more thoroughly
- Try different subject lines or approaches
- Get feedback on your LinkedIn profile

If you're getting responses but no interviews:

- Focus on building relationships before pitching yourself
- Ask better questions about their challenges
- Provide more value in your conversations
- Request introductions to other team members

If you're getting interviews but no offers:

- Improve your interview preparation
- Work on articulating your value proposition more clearly
- Ask for feedback after each interview
- Consider whether you're targeting the right level of roles



The Compound Effect

Remember, this system builds on itself. By week 4, your initial outreach efforts start paying dividends. By week 8, you should have a robust pipeline of opportunities. By week 12, you're choosing between multiple offers.

The key is consistency. Daily execution of these activities will generate exponentially better results than sporadic bursts of activity followed by periods of inaction.

Most executives give up after 2-3 weeks because they don't see immediate results. The ones who land great roles in 90 days are the ones who trust the process and execute consistently, even when it feels like nothing is happening.

Your network and opportunities compound over time. The conversation you have in week 2 might not turn into an interview until week 8. The connection you make in week 4 might refer you to your dream job in week 10.

Stay consistent, track your metrics, and trust that the system works.

Common Pitfalls and How to Avoid Them

Mistakes That Keep Executives Unemployed

After working with hundreds of executives, I've seen the same mistakes over and over again. These aren't small tactical errors - they're strategic blunders that can add months to your job search or prevent you from landing the role you really want.

The good news? Once you know what these pitfalls are, they're easy to avoid.

The Desperation Signals

Nothing kills your negotiating power faster than appearing desperate for any job. Yet most executives unknowingly broadcast desperation signals that make hiring managers nervous.

The "Open to Work" Banner LinkedIn's "Open to Work" feature seems helpful, but it's actually counterproductive for executives. It signals that you're unemployed and actively searching, which raises questions about why you're available.

Hiring managers want executives who are in demand, not executives who need jobs. Remove the banner and position yourself as someone who's "open to the right opportunity" through your summary and activity.

Applying to Jobs Below Your Level When you apply for roles that are clearly beneath your experience level, you send two negative signals:

1. You're desperate enough to take anything
2. You might be a flight risk who will leave as soon as something better comes along



Stick to roles that match or slightly exceed your current level. If you're willing to take a step back for the right opportunity, address this proactively in your outreach rather than applying blindly.

Accepting Interviews for Clearly Mismatched Roles Every interview should be a strategic use of your time. If a recruiter reaches out about a role that's obviously not a fit, politely decline and ask to be considered for more appropriate opportunities. Taking interviews just for "practice" wastes everyone's time and can damage your reputation with that recruiter or company.

The Over-Qualification Trap

"You're overqualified" is one of the most frustrating objections executives face. Here's how to address it before it becomes a problem:

Rightsizing Your Resume If you're targeting VP roles but your resume reads like a CEO, you'll trigger over-qualification concerns. Tailor your resume to emphasize experience relevant to your target level.

For example, if you're a former CEO targeting CMO roles, lead with your marketing achievements rather than P&L responsibility for the entire company.

Managing Compensation Expectations Sometimes "overqualified" really means "too expensive." Address this proactively:

- Research market rates for your target roles
- Be prepared to discuss compensation flexibility
- Focus on the value you bring rather than the salary you've earned
- Consider total compensation, not just base salary



Explaining Your "Why" Be ready to articulate why you want this specific role at this specific company. Generic answers like "looking for new challenges" don't work. You need specific, compelling reasons that demonstrate genuine interest.

The Reference Check Landmine

Many executives lose offers at the reference check stage because they didn't prepare properly. Here's how to avoid this:

Choose References Strategically Don't just list your most recent managers. Choose references who:

- Can speak to the specific skills required for your target role
- Will be enthusiastic advocates for your candidacy
- Are available and responsive when contacted
- Represent different aspects of your experience (boss, peer, direct report)

Prepare Your References Before you give out their information:

- Ask permission and confirm their willingness to serve as a reference
- Brief them on the opportunity and why you're interested
- Remind them of specific projects or achievements they can discuss
- Provide them with your updated resume and the job description

Manage Difficult Previous Relationships If you have a challenging relationship with a former boss or colleague, address it proactively:

- Find alternative references who can speak to the same time period
- Be prepared to explain the situation honestly if asked
- Focus on what you learned from difficult situations
- Don't badmouth previous employers or colleagues



The Backdoor Reference Check Many companies do informal reference checks by reaching out to their network. They might ask:

- Board members if they know you
- Current employees who worked at your previous companies
- Industry contacts who might have insights about your reputation

This is why maintaining your professional reputation and relationships is so important throughout your career.

The Negotiation Disasters

Many executives sabotage great opportunities by negotiating poorly. Here are the most common mistakes:

Negotiating Too Early Don't discuss compensation until you have a firm offer. Premature salary discussions can eliminate you from consideration or anchor expectations too low. When asked about salary expectations early in the process, respond with: "I'm sure you have a fair range in mind for this role. I'm more interested in finding the right fit and am confident we can work out the compensation details if we both feel this is a good match."

Focusing Only on Base Salary Executive compensation packages are complex. Consider:

- Base salary
- Bonus structure and targets
- Equity or stock options
- Benefits and perquisites
- Severance protection
- Vacation and flexibility

Sometimes a lower base salary with strong equity upside is more valuable than a higher salary with no equity.



Making Ultimatums Collaborative negotiation works better than adversarial tactics. Instead of "I need \$X or I can't accept," try "Based on my research and the scope of this role, I was hoping we could get closer to \$X. Is there flexibility in the offer?"

Not Understanding the Business Context If the company is cash-strapped or going through a difficult period, demanding top-of-market compensation might not be realistic. Understand their constraints and find creative solutions.

The Cultural Misalignment Problem

Skills get you interviews, but cultural fit gets you hired. Many executives focus so much on demonstrating their qualifications that they forget to show how they'll fit into the organization.

Research the Company Culture Before any interview:

- Read the company's values and mission statement
- Look at employee reviews on Glassdoor
- Check out the leadership team's backgrounds and communication styles
- Understand their approach to remote work, work-life balance, and decision-making

Ask Cultural Questions Show that you care about fit by asking questions like:

- "How would you describe the leadership style that works best here?"
- "What does success look like in this role after the first year?"
- "How does the team typically approach problem-solving and decision-making?"

Share Relevant Examples When answering questions, include examples that demonstrate cultural alignment:



If they value collaboration, share stories about cross-functional teamwork. If they emphasize innovation, discuss how you've driven change in previous roles. If they focus on customer success, highlight your customer-centric achievements.

The Follow-Up Failures

Many executives lose momentum by failing to follow up appropriately after interviews or conversations.

The Thank You Note Strategy Send personalized thank you notes within 24 hours of every interview:

- Reference specific topics you discussed
- Reiterate your interest in the role
- Add any additional thoughts or information that strengthens your candidacy
- Keep it concise but personal

Staying Top of Mind For longer interview processes, stay connected without being annoying:

- Share relevant industry articles or insights
- Update them on any timeline changes or competing offers
- Ask thoughtful questions about the business or role
- Offer introductions to valuable contacts when appropriate

Managing Multiple Opportunities When juggling several opportunities:

- Be transparent about your timeline without creating false urgency
- Don't accept an offer just to have something if you're waiting on a better opportunity
- Communicate professionally with all parties throughout the process
- Give companies reasonable time to make decisions



The Mindset Mistakes

Finally, some of the biggest pitfalls are mental:

Taking Rejection Personally Not every rejection is about your qualifications. Companies have internal politics, budget constraints, timing issues, and cultural considerations that have nothing to do with your abilities.

Learn what you can from each experience and move on quickly.

Comparing Yourself to Others LinkedIn makes it easy to see when former colleagues land new roles or get promoted. Don't let this distract you from your own search.

Everyone's timeline is different, and comparing your behind-the-scenes struggles to someone else's highlight reel is a recipe for discouragement.

Giving Up Too Soon The 90-day timeline in this guide is aggressive but achievable. However, some searches take longer due to market conditions, timing, or the specific nature of your target roles.

If you're executing the system consistently and getting positive feedback, trust the process and stay persistent.

Remember: Every "no" gets you closer to the right "yes." The key is learning from your mistakes, adjusting your approach, and maintaining momentum even when things don't go according to plan.

The Executive's AI Toolkit: Prompts That Actually Work

Why Executives Should Use AI

Let me be direct: AI won't replace you in your job search. But executives who use AI strategically will absolutely outperform those who don't.

Here's why this matters for your search:

Speed is everything. The 90-day system in this guide requires consistent execution across research, outreach, follow-up, and interview prep. AI lets you do in 10 minutes what used to take 2 hours.

Quality compounds. When you can research 20 companies deeply in an afternoon instead of struggling through 3, your outreach becomes more targeted. Better research leads to better conversations. Better conversations lead to better opportunities.

But here's the catch: Most executives are using AI wrong. They're asking it to "write a cover letter" or "make my resume better" and getting generic, obviously AI-generated garbage that screams "I'm desperate and lazy."

The difference between generic AI output and executive-level results comes down to **how you prompt it.**

This chapter gives you the exact prompts I use with clients who are landing \$300K+ roles in 90 days. These aren't theory—they're copy-and-paste templates you can use today.



The 5 AI Use Cases for Executive Job Search

Use Case 1: Company Research & Intelligence

The Problem: You need to understand a target company's challenges, strategy, and competitive landscape before reaching out to their leadership.

The AI Solution: Let AI do the heavy research lifting, then you add the insights that matter.

Prompt Template:

I'm targeting [Company Name] for a [Target Role] role. Here's what I know about them:

- They just [recent news: funding round, acquisition, leadership change, market expansion]
- They operate in [industry] with approximately [employee count/revenue if known]
- Their main competitors are [list if known]

Generate a research brief that includes:

1. Their top 3 business challenges in the next 12-18 months
2. 5 insightful questions I could ask their [CEO/CRO/CTO] about their strategy
3. 3 relevant industry trends they're likely focused on
4. Potential areas where my background in [your expertise] could add immediate value

Format this as if you're briefing me before a high-stakes meeting.



Example in Action:

I'm targeting Snowflake for a VP Sales role. Here's what I know about them:

- They recently announced expansion into financial services vertical
- They operate in cloud data platform space with ~6,000 employees
- Their main competitors are Databricks, Google BigQuery, AWS Redshift

Generate a research brief that includes:

1. Their top 3 business challenges in the next 12-18 months
2. 5 insightful questions I could ask their CRO about their go-to-market strategy
3. 3 relevant industry trends they're likely focused on
4. Potential areas where my background in enterprise SaaS sales and financial services could add immediate value

Format this as if you're briefing me before a high-stakes meeting.

Use Case 2: Personalized Outreach Messages

The Problem: You need to send 20-30 personalized outreach messages per week. Writing each one from scratch is time-consuming.

The AI Solution: Use AI to create the first draft, then customize with specific details only you would know.



Prompt Template:

I'm reaching out to [Name], [Title] at [Company]. Here's the context:

- Recent company news: [specific development, funding, expansion, leadership change]
- My relevant background: [1-2 key achievements that relate to their situation]
- My goal: [exploratory conversation / learn about their challenges / discuss specific opportunity]

Write a peer-to-peer LinkedIn message (under 150 words) that:

- Opens with a specific reference to [the news/development]
- Positions me as someone who's navigated similar situations (mention: [your relevant experience])
- Ends with a soft ask for a brief conversation
- Tone: confident, peer-level, consultant-like (NOT job seeker or salesy)
- Avoid: any mention of "looking for opportunities" or "exploring roles"

Do not use phrases like "I hope this message finds you well" or "I came across your profile."

Example in Action:

I'm reaching out to Sarah Chen, CRO at Workday. Here's the context:

- Recent company news: Workday just announced expansion into mid-market segment
- My relevant background: I scaled mid-market revenue from \$15M to \$60M at Oracle in 18 months
- My goal: exploratory conversation about their mid-market strategy



Write a peer-to-peer LinkedIn message (under 150 words) that:

- Opens with a specific reference to their mid-market expansion announcement
- Positions me as someone who's navigated similar situations (mention: my Oracle mid-market scaling experience)
- Ends with a soft ask for a brief conversation
- Tone: confident, peer-level, consultant-like (NOT job seeker or salesy)
- Avoid: any mention of "looking for opportunities" or "exploring roles"

Do not use phrases like "I hope this message finds you well" or "I came across your profile."

Use Case 3: Interview Preparation

The Problem: You have a final-round interview and need to prepare a compelling presentation or anticipate tough questions.

The AI Solution: Use AI as your prep partner to build frameworks, anticipate objections, and practice responses.

Prompt Template for Presentation Prep:

I have a final-round interview for a [Target Role] at [Company]. Here's what I know:

- Company stage: [Series B startup / \$500M public company / etc.]
- Key challenge they mentioned: [specific business problem]
- Interview ask: Present a [30/60/90-day plan / strategic assessment / specific project proposal]



Create a presentation framework that includes:

1. Slide-by-slide outline (10 slides maximum)
2. 3 "quick wins" I could execute in the first 30 days
3. Key metrics I should propose tracking
4. Potential objections the [CEO/Board/Hiring Manager] might raise and how to address them
5. A strong closing slide that reinforces why I'm the right choice

Focus on being strategic and specific, not generic. Assume I'm presenting to experienced executives who will challenge assumptions.

Prompt Template for Question Prep:

I'm interviewing for [Role] at [Company]. Based on this role and company stage, generate:

1. The 10 toughest questions they're likely to ask me
2. The underlying concern behind each question
3. A framework for answering each one (not a script - just the key points to hit)

Make these questions realistic for a [VP/C-suite] level interview - not generic HR questions.

Use Case 4: Resume & LinkedIn Optimization

The Problem: Your resume bullets are too operational and don't showcase executive-level impact.

The AI Solution: Transform weak bullets into achievement-focused statements that hiring managers actually care about.



Prompt Template:

I'm a [Current Title] targeting [Target Role] roles. Rewrite this resume bullet to be more achievement-focused and quantified:

[Paste your current bullet point]

Requirements for the rewrite:

- Lead with the business impact or outcome
- Include specific metrics (revenue, team size, efficiency gains, etc.)
- Use strong action verbs appropriate for executive level
- Keep it under 2 lines
- Make it compelling for a [Board member / CEO / hiring executive] who's scanning quickly

Provide 3 different versions so I can choose the best fit.

Example in Action:

I'm a VP of Engineering targeting CTO roles. Rewrite this resume bullet to be more achievement-focused and quantified:

"Led the engineering team and improved system performance while managing cloud infrastructure migration"

Requirements for the rewrite:

- Lead with the business impact or outcome
- Include specific metrics (revenue, team size, efficiency gains, etc.)
- Use strong action verbs appropriate for executive level
- Keep it under 2 lines
- Make it compelling for a Board member who's scanning quickly

Provide 3 different versions so I can choose the best fit.



Use Case 5: Salary Negotiation Prep

The Problem: You received an offer but the compensation is below market, and you need to negotiate professionally without damaging the relationship.

The AI Solution: Draft negotiation language that's data-driven, confident, and maintains positive momentum.

Prompt Template:

I received an offer for a [Title] role at [Company Stage/Size]. Here are the details:

- Base salary: \$[amount]
- Bonus: [structure and target]
- Equity: [percentage or shares]
- Other: [benefits, perks, vacation, etc.]

Based on my research:

- Market range for this role: \$[range]
- My target: \$[specific number]
- My rationale: [why you deserve this - specific experience, competing offers, market data]

Write a negotiation email that:

- Expresses genuine enthusiasm for the role and company
- Professionally requests \$[your target] base using market data and my experience
- Acknowledges their initial offer respectfully
- Maintains positive tone and relationship
- Positions this as a collaborative discussion, not an ultimatum
- Keeps it under 200 words

Tone: confident but gracious, data-driven but warm.



The Golden Rules of AI Prompting for Executives

Rule 1: Be Specific About Your Level

AI doesn't know if you're an entry-level coordinator or a C-suite executive unless you tell it.

Bad: "Write me a LinkedIn message"

Good: "Write a peer-to-peer LinkedIn message from one VP to another, tone should be consultant-like and strategic"

Rule 2: Give Context About Your Background

The more specific context you provide, the better your output.

Always include:

- Your current/most recent title and company
- Your industry and specialty
- 1-2 key achievements relevant to what you're asking
- Your target role or company

Example: "I'm a former VP of Sales at a \$200M SaaS company where I scaled revenue from \$40M to \$120M in 3 years. I specialized in enterprise deals (\$500K+ ACV) in the healthcare vertical. I'm now targeting CRO roles at Series C+ healthcare tech companies."

Rule 3: Iterate and Refine

The first output from AI is rarely perfect. Use follow-up prompts to improve it:

- "Make this more concise - cut it to 100 words"
- "Remove the salesy tone, make it more peer-to-peer"
- "Add more strategic depth - this sounds too tactical"
- "Rewrite the opening sentence - it's too generic"
- "Give me 3 different versions of this"

Think of it as a conversation, not a one-shot request.



Rule 4: Never Copy-Paste Verbatim

This is critical: AI output should be your starting point, not your final draft.

Always customize by adding:

- Your specific voice and personality
- Details only you would know
- Company-specific research you've done
- Personal anecdotes or examples

Why this matters: Executives can smell generic AI content instantly. If your outreach message could have been sent by anyone, it won't get a response.

Rule 5: Fact-Check Everything

AI can hallucinate:

- Company details and statistics
- Names and titles
- News and announcements
- Market data

Always verify any factual claims before using them in your outreach or interviews. Nothing kills credibility faster than referencing a funding round that didn't happen or a product launch that was actually 3 years ago.

What NOT to Do with AI

Don't use AI to write your entire resume

It'll be generic and templated. Use it to improve specific bullets, not replace your judgment.

Don't send AI-generated messages without heavy customization

If you wouldn't want to receive it, don't send it. Always add personal touches.



Don't rely on AI for strategic career decisions

AI can help you research options and prepare materials, but it can't tell you which opportunity is right for you.

Don't share confidential company information in prompts

Assume anything you type into AI could theoretically be seen by others. Don't include:

- Proprietary financial data
- Internal strategy documents
- Names of stealth companies or unannounced deals
- Confidential information from your current/former employer

Don't use AI as a replacement for genuine relationship building

AI can help you start conversations, but it can't build trust, read body language, or navigate complex executive relationships. That's still your job.

The Bottom Line

AI won't do your job search for you — but it will help you execute the system in this guide faster and more effectively.

Use it to:

- Research companies deeply in minutes instead of hours
- Craft compelling, personalized outreach at scale
- Prepare for interviews like you have a team of consultants backing you up
- Optimize every piece of content you put in front of decision makers

Just remember: AI is your co-pilot, not your replacement.

The relationship-building, the follow-through, the persistence, the judgment calls about which opportunity is right — that's still on you.

The executives who win in today's market are the ones who use AI to amplify their strengths, not mask their weaknesses.

Now you have the toolkit. Use it.

Your Next 90 Days Start Now

Taking Action on What You've Learned

You now have the roadmap that most executives never see. You understand why traditional job searching fails, how to position yourself as a peer rather than a supplicant, and the systematic approach that gets results.

But here's the thing about roadmaps: They're useless unless you follow them.

The Implementation Framework

Week 1 Priorities and Quick Wins:

Your first week should focus on foundation building:

- Optimize your LinkedIn profile using Chapter 5 guidelines
- Create your target list of 20 Tier 1 companies
- Research and save 2-3 decision makers at each company
- Write and test your initial outreach templates

Don't overthink this phase. Done is better than perfect. You can refine your approach as you go.

Building Sustainable Habits for Long-Term Success:

The executives who succeed with this system treat it like a business development role:

- Block 2 hours daily for outreach and relationship building
- Schedule weekly time for research and planning
- Track your metrics consistently
- Review and adjust your approach monthly



Tracking Metrics That Matter:

Focus on leading indicators, not just results:

- Number of new prospects contacted weekly
- Response rates to your outreach
- Quality of conversations and relationships built
- Pipeline of active opportunities

Remember: Activities drive results. If you're doing the right activities consistently, the results will follow.

When to Consider Executive Coaching

This guide gives you everything you need to execute a successful 90-day job search. However, some situations benefit from additional support:

Signs You Might Need Additional Help:

- You're getting low response rates despite following the system
- You're getting interviews but not advancing to final rounds
- You're receiving offers but they're not meeting your expectations
- You're struggling with mindset issues or confidence
- You have complex career transition challenges (industry change, major pivot, etc.)

What to Look for in an Executive Coach:

Not all career coaches understand the executive job market. Look for someone who:

- Has experience placing or coaching executives at your level
- Understands your industry and target roles
- Can provide specific, actionable advice rather than generic encouragement
- Has a track record of helping clients land roles quickly
- Offers ongoing support throughout your search process



Your Personal Action Plan

Based on everything you've learned, here's your immediate action plan:

This Week:

1. Complete your LinkedIn profile optimization
2. Create your target company list
3. Begin researching your top 20 prospects
4. Send your first 5 outreach messages

Next 30 Days:

1. Execute the systematic outreach plan from Chapter 6
2. Track your response rates and adjust messaging as needed
3. Begin having exploratory conversations with interested prospects
4. Start building relationships with key decision makers

Next 90 Days:

1. Maintain consistent daily outreach activities
2. Deepen relationships with promising opportunities
3. Navigate interview processes at multiple companies
4. Negotiate and accept your ideal offer

The Compound Effect of Systematic Execution

Here's what most executives don't realize: The system works because it's systematic. Each conversation builds on the previous one. Each relationship opens doors to new opportunities. Each week of consistent execution compounds your results.

The executives who land great roles quickly aren't necessarily more qualified than those who struggle for months. They're more systematic about their approach.

They treat job searching like the business development function it really is. They prospect consistently, build relationships strategically, and follow up persistently.



Most importantly, they don't give up when they don't see immediate results. They trust the process and execute consistently until it works.

Your Next 90 Days vs. The Alternative

You have two choices:

Choice 1: Continue doing what you've been doing. Apply online, hope recruiters call, attend networking events, and cross your fingers. Accept that your job search might take 10+ months and involve significant stress and uncertainty.

Choice 2: Implement the system in this guide. Treat your job search like a business development role. Execute consistently for 90 days and dramatically increase your odds of landing your ideal role quickly.

The choice seems obvious, but most executives choose option 1 because it feels easier in the short term. It's not. A 10-month job search filled with rejection and uncertainty is far more difficult than a focused 90-day campaign with consistent activity and measurable progress.

Why This System Works When Others Don't

This isn't theory. This is based on watching hundreds of executives navigate the modern job market successfully. The ones who land great roles quickly all follow similar patterns:

- They bypass traditional application processes
 - They build relationships with decision makers
 - They position themselves as valuable resources, not job seekers
 - They execute systematically and measure their progress
 - They persist through initial rejections and focus on long-term relationship building
- This guide gives you the exact framework they use.



Final Thoughts

Twenty years ago, the traditional job search approach might have worked for executives. Companies posted jobs publicly, resumes got reviewed by humans, and networking meant attending conference cocktail hours.

That world is gone. Today's executive job market rewards those who understand how business actually works: through relationships, direct communication, and systematic business development.

The good news? Once you understand the rules of the new game, you can play it better than 99% of your competition.

Most of your competition is still sending resumes into the black hole and hoping for the best. While they're waiting for recruiters to call, you'll be building relationships with hiring managers directly.

While they're applying to jobs that are already filled, you'll be learning about opportunities before they're ever posted.

While they're competing with 250 other applicants, you'll be the only candidate in consideration because you reached out before anyone else knew the role existed. This is your competitive advantage. Use it.

Your next 90 days start now. The question isn't whether this system works - it's whether you'll implement it consistently enough to get results.

Stop waiting for the perfect opportunity to find you. Go find it yourself.