



The Career Seekers ROAD MAP

• • • • • CAREER SEARCH LIKE A PRO • • • • •

The Career Seekers Guide to Finding the RIGHT Role Using Today's Technology, Mapping Out Your Career Path, Relationship Building with the RIGHT People, Proving you are the RIGHT fit and Getting the OFFER.

PAVE THE WAY TO CAREER SUCCESS
clmcareers.com


Digital Headhunter,
Executive Recruiter
CLM Careers



Here are the facts:

We think if we "keep our eyes open", we will hear of something GREAT and be one of the FIRST to compete for the opportunity... but you are likely not on the hiring manager's short list of top performers if they didn't call you at 7:30 PM on a Tuesday and ask if you had a few minutes to discuss an amazing opportunity...

In the right economy, applying to job boards works some of the time, but not now. Anything that mattered pre-Covid is not as important as it is now in this new world of DIGITAL everything.

Each decision we make is a 'make or break' in the coming months to years when it comes to our career goals.



Career Search like a Pro



There is NO easy button. "Quick Apply" just adds your name to the company pipeline and those candidates are RARELY seen by real people much less the decision maker as most roles are filled ASAP with someone who had the hiring managers ear.

And this is where you need to be or you will continue to apply and network without the results you are looking for.

You need to KNOW someone in the company, someone who will go to bat for you, almost literally laying your resume on the desk of the hiring manager and telling them, POINT BLANK:

"You need to interview this person." or better yet, "We want this person on our team. Trust me..."

This is the RESULT you get with 'The Road Map Method'.

THIS IS WHAT WORKS, always has, and always will. More people are hired because of someone they know who works in the company, not from applying to job boards...

Mix in the POWER of Technology to take your search to the next level in SCALE, and you have a 24/7/365 massive Career Marketing System working on your behalf.



Cass Murray
Executive Recruiter and Digital
Headhunter, CLM Careers

A handwritten signature in black ink, reading 'Cass Murray'.

Here's the problem:



Job Seekers think they have tried EVERYTHING.

But they haven't.

They get up in the morning and PREPARE to spend 8 hours every day looking for work.

Networking and applying to open positions on Job Boards (which are posted mainly to fill a talent pool, trust me, I know. I used to do this myself).

And hitting that 'Quick Apply' button... Time and time again.

Job Seekers worry about their resume, but it's not that...

It's because YOUR RESUME is right next to everyone else's who have applied to the SAME JOB as you.

And that's a HECK of a lot of people right now.

Unemployment has NEVER been this high pre March 2020.

We're in the middle of the worst economic disaster we have experienced in our lifetimes.

And we're all scared right now.

We're living through a global pandemic, social and political unrest and there are literally NO GUARANTEES on how or when this thing will end.

No matter what your situation, you need something that is SOLID, that you can RELY ON.

You need to LEARN how to control your OWN career path and NOT rely on recruiters to do the heavy lifting for you. Because they simply DON'T and they WON'T. It's not in a recruiters best interest to look out for YOUR best interest.

And finding opportunities on your own is where we are headed as more and more people use the power of technology and social media in today's professional world.

A large, open hand is shown in the center, holding a blue silhouette of a family (two adults and two children) within its palm. The background is a dark, textured surface with faint, repeating silhouettes of people holding hands.

**We aren't going to just bounce back in
a few months...**

But there is a way THROUGH as businesses need help
getting over this hurdle NOW more than ever.

You CAN be their solution, but ONLY if you can prove
YOU are the right fit.

That YOU can weather the storm.

Being successful NOW, will set you apart from others
for the rest of your career.

How do I know?

Because I talk to decision makers every day.

People just like you.

**And they are in a position to hire the BEST to
turn around their failing company...**

And they WILL. With or without you.

Now More Than Ever, You NEED the Advantage



Every week that you waste time job seeking the OLD way pulls money out of your pocket.

While the bills stack up, vacation dreams are pushed back until next year and finances become your worst nightmare...

Other people are getting jobs. Frustrating to say the least...

But it's not YOUR FAULT. No one told you how to set up a 24/7/365 autopilot system that I call 'Cruise Control'.

Once you have 'Cruise Control' set up, you respond to posts, engage on LinkedIn, Facebook and other social sites where your hiring managers reside.

You build great relationships with people who make the hiring decisions, then WOW them with your PROOF.

'Prove Your Worth' shows you how to prove to the decision maker that you can help them leap ahead in this failing economy...

You may be thinking,
"I'm already
networking..."
But you're not.



Not like this.

There's no better time than now.

▣ Put the key into the ignition and LET'S GO! ▣



**Put Your Career Search on Auto Pilot
With Advanced Marketing Tools and
Techniques Used by a REAL
HEADHUNTER**



You are in charge of your career, no one else.

You are in the driver's seat and you can go anywhere from here.

But most job seekers are stuck applying, networking, waiting, calling, receiving 'Regret Letters' and getting nowhere in their search.

And this should bug the crap out of you as new talent rises to the occasion every day.

Drive Your Career Further, Faster with a Performance Driven Marketing Plan.



Dig DEEP, and decide what matters the most to YOU.

When you drive your own career aspirations, you have the ability to steer clear of companies that aren't a great fit for your long term goals.

Proactively researching companies will get you in with an employer and company that will give you the experience you need to elevate your career, how and when you need it.

With each win, you feel further motivated and inspired to find the RIGHT job, not just ANY job as you connect with hundreds of potential hiring managers and set the ground-work for current and future career opportunities.

So prepare to set your sights high, be challenged in the process and rewarded with the outcome.



**Let's Get This
Engine Started**

**MASSIVE
STRATEGY TO BEAT OUT OTHER
CANDIDATES WITH POTENTIAL
EMPLOYERS**

Headhunters **MUST** hunt.

Or they don't EAT. This is why you should listen to headhunters right now and not 'Career Coaches'.

Career coaches can help you with your resume, your cover letter and give you tips in the interview.

'The ROAD MAP Method' is not THAT. Much like the difference between WAR-TIME and PEACE-TIME leadership, there is a HUGE difference between career coaches and headhunters in times like these...

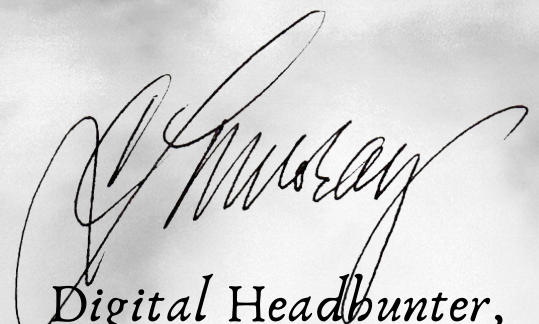
The ROAD MAP METHOD will get you through this TIME of WAR.

Created by a Headhunter, I will show you how I position my candidates as the BEST the market has to offer, and THEY ARE.

I will show you how I ensure hiring managers TRUST me as I PROVE I have their company's BEST interest in mind. Because I DO.

I have and keep their ear because I maintain the RELATIONSHIP, not just "NETWORK".




*Digital Headhunter,
Executive Recruiter
CLM Careers*

My Name Is Cassandra Murray,



Executive Recruiter and Digital Headhunter for CLM Careers

Since the Great Recession of 2007, I have personally assisted hundreds of displaced workers, assisting with resume writing and review, LinkedIn profile building and cover letter creation.

With roots in training, I took my recruiting skills and lent them to various community action programs and local unemployment offices assisting laid off individuals find and secure meaningful employment.

Now, in 2020, the unemployment numbers are the highest we have ever seen across the U.S.

Combining Digital Marketing and over a decade in Recruitment and Headhunting, I have built a program that uses the power of technology to fuel a career seekers reach, while employing a method used by some of the most savvy HEADHUNTERS in the industry to get you in front of decision makers and Prove Your Worth to them even BEFORE getting into the interview process.

Let's Get This Engine Started



MASSIVE
STRATEGY TO BEAT OUT OTHER CANDIDATES
WITH POTENTIAL EMPLOYERS

The ROAD MAP

Anticipate Your Destination
Accelerate Your Career

4 Steps to Career Success

- ✓ 1.) Research and map out the entire market in your industry and geographic location to identify the BEST COMPANIES for your career goals.
- ✓ 2.) Reach out, get connected and BUILD RELATIONSHIPS with hundreds of employers in your industry using the BEST networking techniques available.
- ✓ 3.) Build a marketing plan specifically for YOUR CAREER goals that will get you noticed by top company decision makers.
- ✓ 4.) PROVE that you are the candidate for the role by identifying company problems, found throughout your research, and SOLVE them, proving you are the right fit for the role.

**Using Today's Technology, YOU can take
the Pole Position and beat out
competitors.**



Let's Break This Down.

Technology today gives you the opportunity to build a living, breathing MARKET MAP of your specific industry.

You can find anyone... your peers, companies you may be interested in and even your competitors for the roles you have been applying to.

You need this information so you can IDENTIFY those who are in a position to hire you, or at least get closer to the decision maker.

Building relationships online is FILLED with nuance. One wrong word and you've turned off a potential ALLY. Right now, you need all of the ALLIES you can get!

When you put the power of technology to work for YOURSELF, you DUMP ROCKET FUEL into your career plans, you expand your network at break-neck speed.

Once you have reached the handful of decision makers you want to BLOW AWAY with your skills and experience, you prove to them they NEED you on their team to solve their biggest problems in Operations, Sales or Marketing...

CEO's and Marketers understand the power of 'The Buyer's Journey'.

But you will also come to understand how you can model your messaging to capture the attention of business owners and CEO's, then help them to see where they have problems in their own companies, even if they don't see it themselves.



Skip Job Boards, Shady Recruiters and Steer Your Way to a Better Career- On Your Own Terms.

We give you the tools, the technology to do MORE, to BE MORE.



Drive Your Career

Drive your own career aspirations.
You deserve MORE from your Career Search.

- Cass Murray

Content and Course Creator,
Career Driver GO!™
Online Learning Platform



Start Here



clmcareers.com