



# SELLING YOURSELF IN THE NEW WORLD

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10 Strategies To Make **YOU** Compelling To Employers



**CONNECT WITH ME:**

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[BillCaskey.com](http://BillCaskey.com)



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# Why?

## Why This is Important

- **Lots of competition**  
Many out of work
- **Massive shift in hiring**  
People are looking for people who can handle current/future situation.
- **Virtual Meeting tech savvy**  
The days of using ignorance as a badge of honor are over. “I don't know how to use Zoom, but I can learn.” “I don't have a set up at home, but I can get one.”

## My Promise

- If you use these strategies/tactics, you will rise above other applicants.
- You will feel better about yourself and your odds - whether one hires you or not. You know you're on the right track
- Money. You will get paid more if they believe you bring MORE value.

## implementation

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# HOW TO

- **Be Findable**

Probably on LI, **but email as well.**

- **Be Connectible**

**(Calendly)**

- **Provide Expertise**

**(LI article, portfolio, philosophy)**

- **Age of Wisdom**

**Don't be afraid of age..it comes with value...but don't let the old person in. Dress modern. No suits from the 90's. Be modern in your approach.**

- **Clarity is the Coin of The Realm.**

**Be clear about your skills.**



## implementation

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# HOW TO

- **Digital Veteran**

**Become that.** Don't use your phone mic if you're on a virtual interview. Make sure lighting is good. Background strong. Camera at eye level.

- **Be a Pro.**

Know what you want in a culture...*not necessarily in a job.*

- **Project Based Hiring.**

**This is new.** Every CEO has a project or 10 that have remained undone.

Rather than position as an internship, tell people that, for a fee, you will do a project so they can see your work product.

- **Get Serious About LinkedIn.**

**Video. Articles. Audios. Photo.** No need for pro photography. Weekly assignment.

- **Be heard.**

**Get a good microphone.** FiFine on Amazon, \$35. Excellent USB mic. You **MUST** be heard.

 **implementation**

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