

Find Your Dream Job

Real Briefcase Technique proposal: From laid off to Dream Job

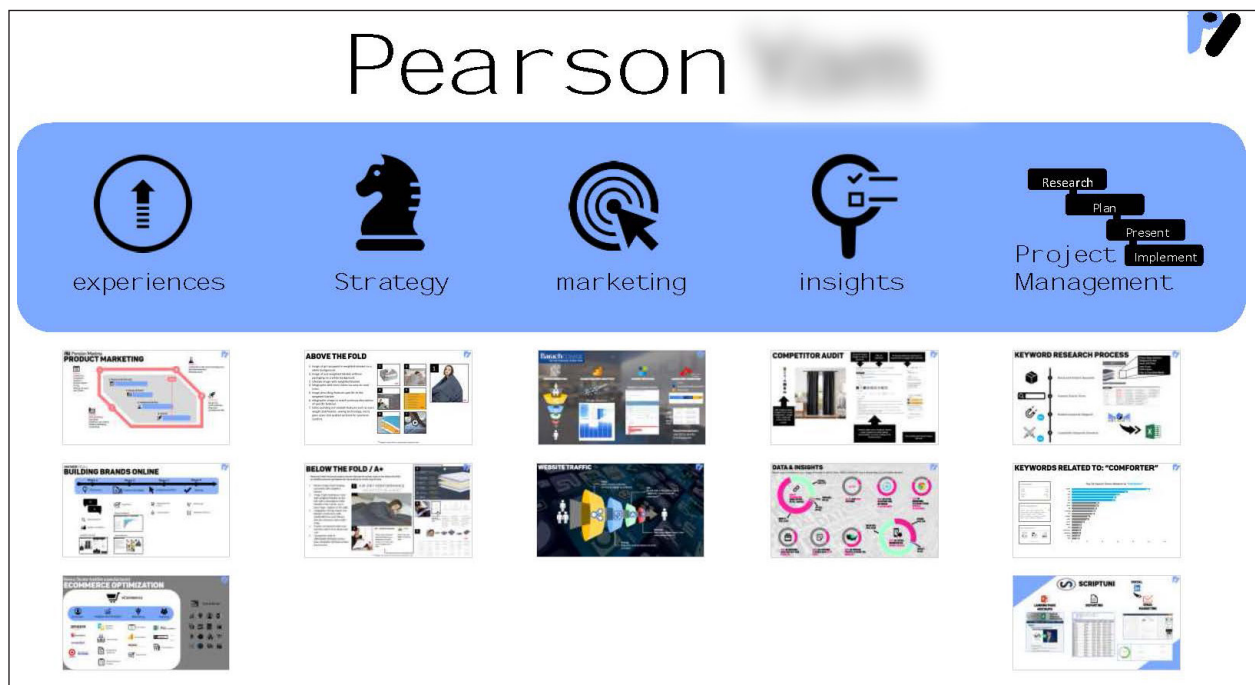
Here's a real Briefcase Technique proposal from a *Dream Job* student, Pearson Y., who had been part of mass layoffs and needed to find a way to stand out from the competition.

Enter his Briefcase Technique proposal.

Pearson's proposal is a little unique. Instead of outlining a customized and specific plan for the company, he used it to highlight all his relevant skills, experience, and education — and how they would benefit the company he was applying to. He told us that he'd sent this proposal to his interviewer a few hours before the interview, and during the interview, they walked through it together.

One thing to stress: His Briefcase Technique was interactive, so if there were questions by the interviewer, he would be able to quickly go to that slide to show, instead of just tell.

It was so effective that he got an offer within a few weeks of creating the proposal.



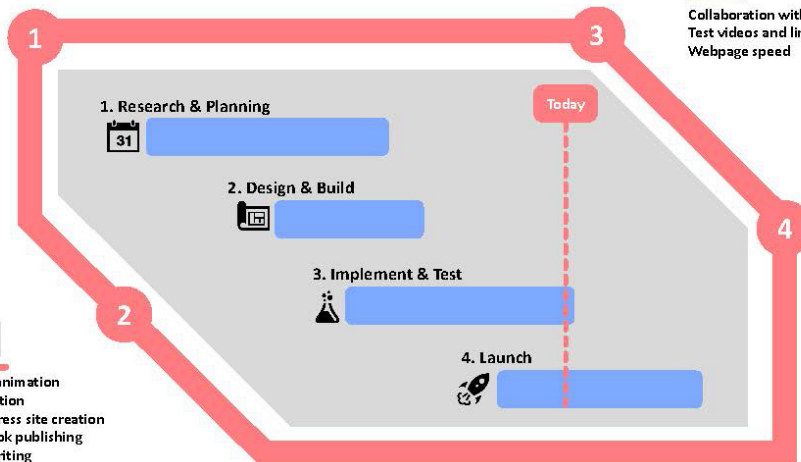
Product marketing



Conferences
Competitors
Audience
Business Model
Pricing
Writing use cases
User Stories



Video animation
Translation
WordPress site creation
Textbook publishing
Copywriting



Collaboration with web technology team
Test videos and links
Webpage speed



Site go live
Email marketing
Blog Posts
Up-Sell/Cross-Sell

Building Brands Online



Market Research

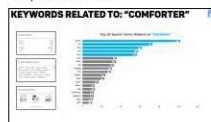
Insights and Analytics

Competitor Analysis



Copywriting

Keyword Research



User Experience



Registration and Forms



Product Upload



Weekly Calls



Bi-Monthly Check-ins

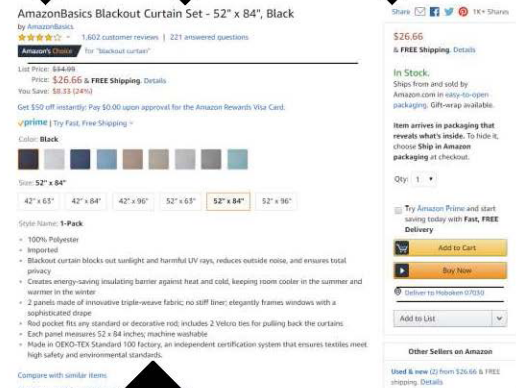
Competitor audit



Amazon's Choice badge is a win on keywords

Title not optimized

Answered questions represents an opportunity to engage with customers

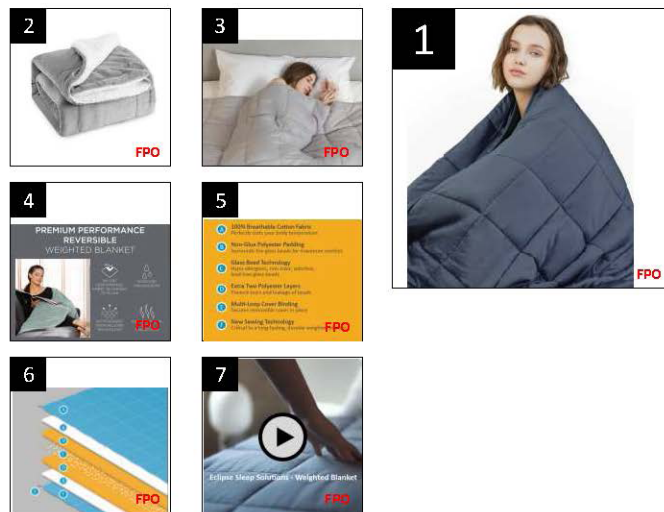


Product bullets very "standard," almost seems copied from other listings. AmazonBasics' success is riding on the Amazon brand

No A+/enhanced content below the fold

ABOVE THE FOLD

1. Image of girl wrapped in weighted blanket on a white background.
2. Image of just weighted blanket without packaging on a white background.
3. Lifestyle image with weighted blanket .
4. Infographic with hero claims via easy-to-read icons.
5. Image describing features specific to the weighted blanket.
6. Infographic image to match previous description of specific features.
7. Video pointing out notable features such as even weight distribution, sewing technology, micro glass sewn into quilted sections for premium comfort.



**Images used are for placement purposes only

Below THE FOLD / A+

Below the Fold enhanced content should reiterate the points made in the Above the Fold to solidify consumer perception for the product to remain top of mind.

1. Banner image of girl sleeping peacefully with weighted blanket.
2. Image of girl reading on couch with weighted blanket on the left, with a description of the blanket in the middle, and a brand logo + tagline on the right.
3. Infographic delving deeper into blanket construction with specifically how each feature aids the consumer with restful sleep.
4. 4-pack: corresponds with icons and hero claims from Above the Fold.
5. Comparison chart to differentiate between various lines of blankets (if/when similar lines launch)

1 AIR DRY PERFORMANCE WEIGHTED BLANKET



**Images used are for placement purposes only

3

100% PREMIUM COTTON
LESS FIBER FILL

perfect for body temperature control

WEIGHTED INSERT WITH EIGHT LOOPS

to prevent clumping and keep in place

BREATHABLE FABRIC

Lightweight fabric allows for easy movement and prevents overheating

GLASS BEAD TECHNOLOGY

Non-toxic glass beads provide consistent weight

INNER POCKETS

Small compartments for extra blankets & pillows

NEW SEWING TECHNOLOGY

Improved to a long-lasting & durable weighted blanket

2.0 Weighted Blanket

FPO

4

Air Dry allows superior air flow during the night

Moisture Management technology wicks moisture and sweat away while you sleep

ScotchGuard Stain Release Technology ensures that any stains will be easily removed

Antimicrobial Odor Protection protects your blanket from accumulating unpleasant odors

FPO

5

Comparison Chart

Blanket	Custom designed Blanket	Standard Weighted Blanket	Heavy Weighted Blanket	Ultra Weighted Blanket	King Size Weighted Blanket	Queen Size Weighted Blanket
Blanket	Premium Cotton	100% Bamboo Viscose	Ultra Soft Micro Polyester	Premium Cotton/Micro	Premium Cotton/Bamboo	Premium Cotton, Micro, Bamboo
Filling	Glass Beads	Glass Beads	Glass Beads	Glass Beads	Glass Beads	Glass Beads
Weighting	Medium weight Blanket	10 lbs, 20 lbs	10 lbs, 20 lbs	10 lbs, 20 lbs	20 lbs, 30 lbs	Multiple choices
Size	Twin, Queen, King	Twin, Queen	Large	Twin, Full	King	Twin, Queen, King
Colors	Solid Colors (Grey, Navy, Charcoal)	Green, Grey	Multiple Patterns	Multiple Patterns	Dark Grey	Multiple choices

FPO

(home textiles manufacturer) Ecommerce optimization



Accounts

Insights and Analytics

Marketing

Training

amazon

keyword Research

30% off Promotions

amazon f(x) Functions

overstock

Data Analysis

Site Analytics

Search

wayfair

Budgeting & Reporting

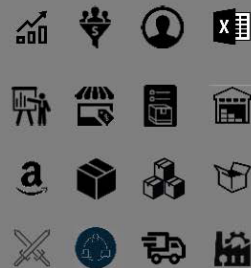
amazon Sponsored Product Ads

Presentations

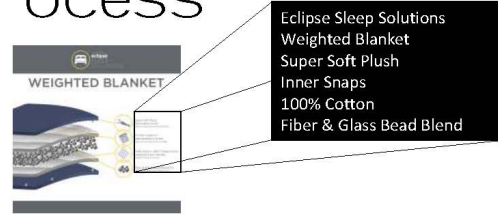
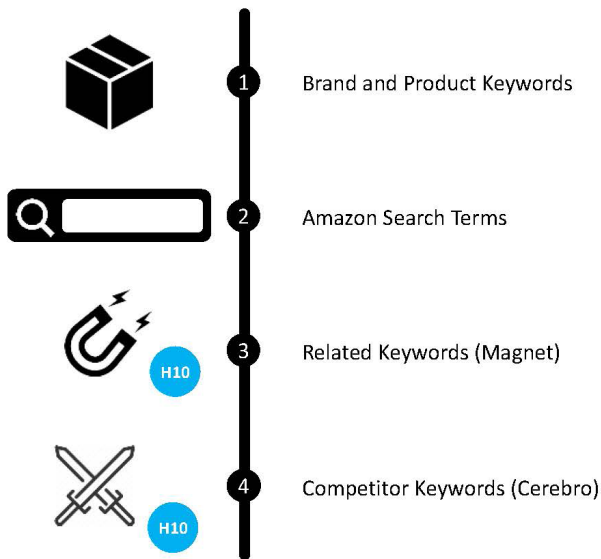
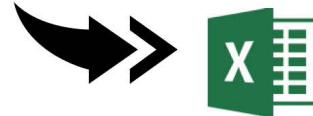
TARGET

Market Research Surveys

Copywriting



Keyword Research Process

keyWords **RELATED TO: "COMFORTER"**



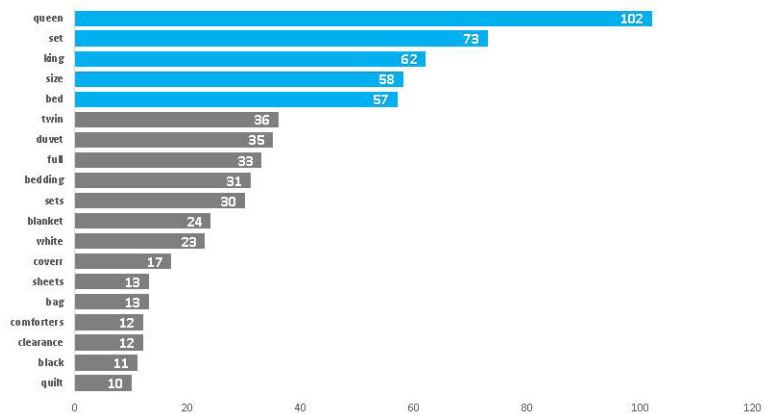
COMFORTER	
SEARCH VOLUME: 52,935	MATCH TYPE: 8
CPI: \$-DAY: 1,080	BID: \$-DAY: 265

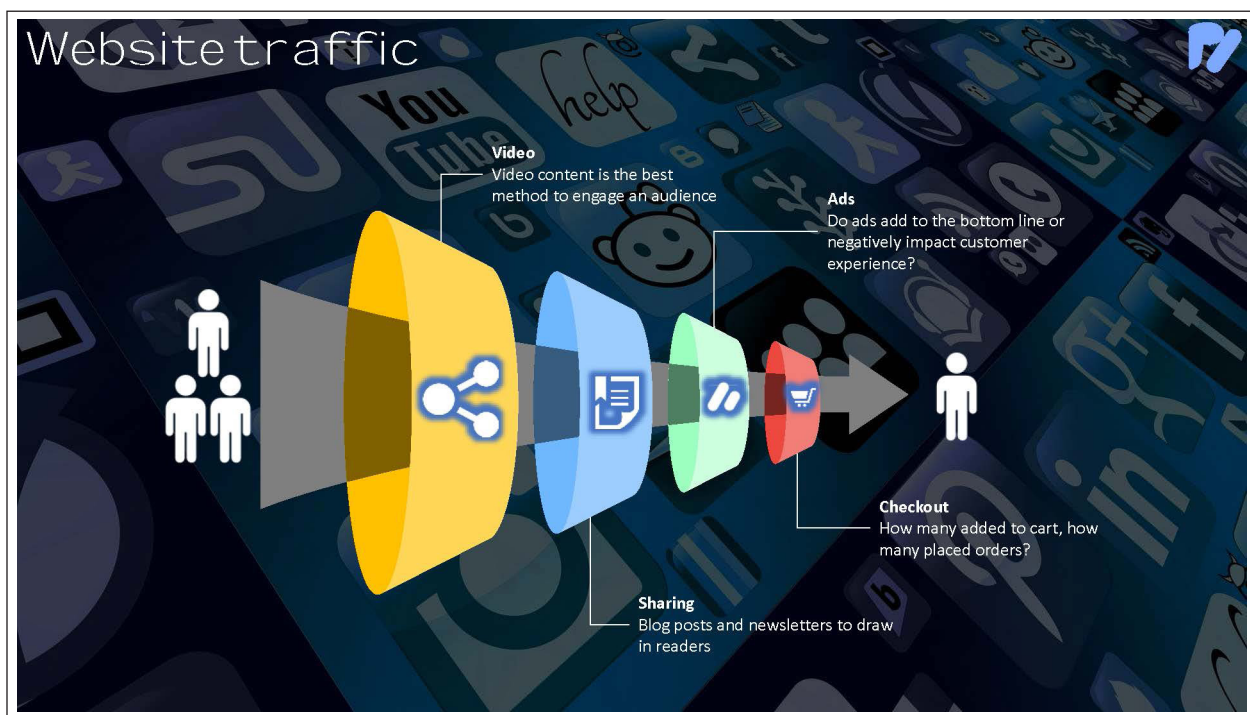
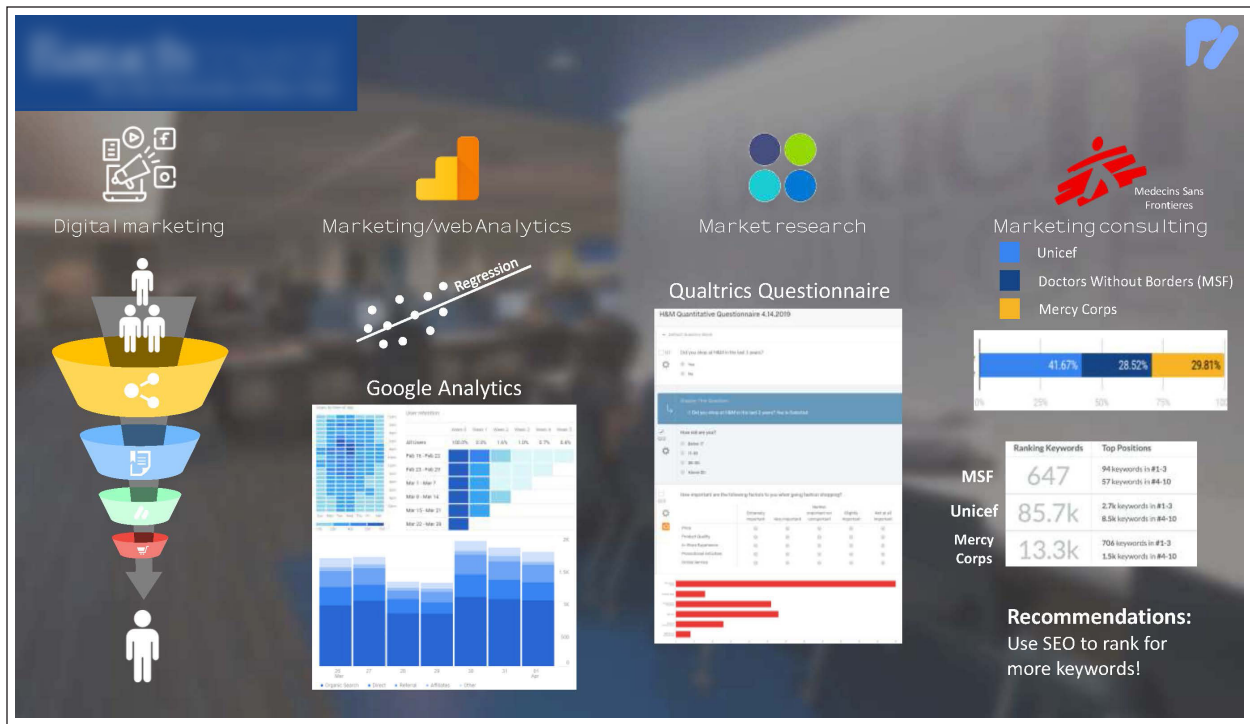
WORD FREQUENCY	
queen	102
set	73
king	62
size	58
bed	57
twin	36
duvet	35
full	33
bedding	31
sets	30
blanket	24
white	23
cover	17
blankets	13
quilt	13
insert	12
comfort	12
clearance	11
black	11
quilt	10

TOP PRODUCTS		
		
B00YKAVV64	B007ND1121	B00S11G442

Click to open in Canada

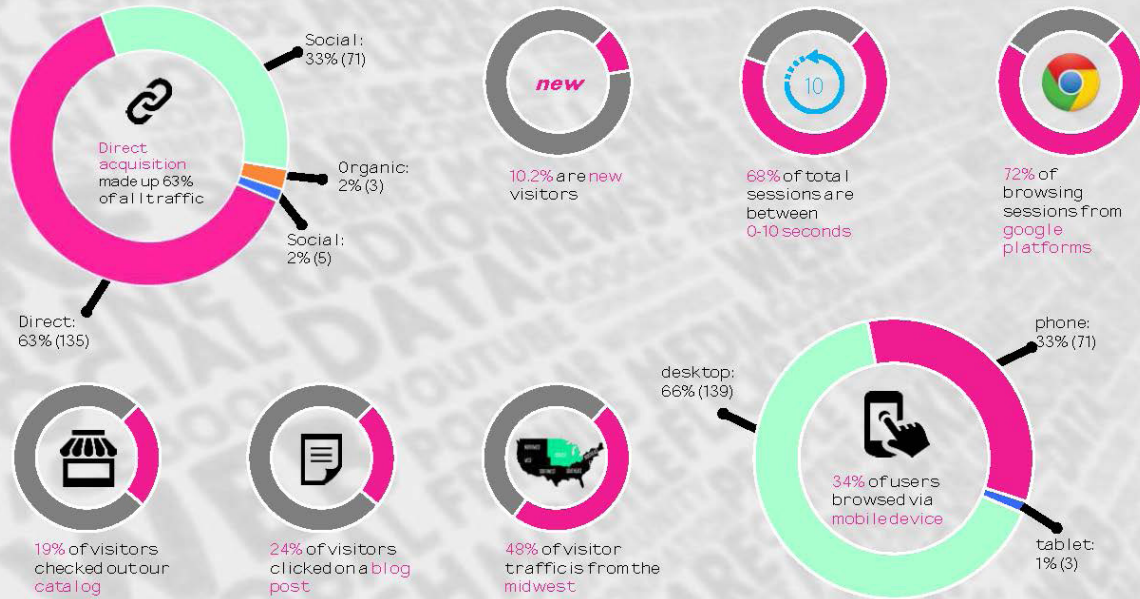
Top 20 Search Terms Related to "Comforter"





DATA & INSIGHTS

Most users landed on our page through a direct link, with a third of users browsing via a mobile device.



Landing Page Mockups



Reporting

SELECT POSITION_ID, I Trader_ID, VAR95, VAR99, VAR100, I Trade_Price, PRICE						
FROM TRADE_HISTORY						
WHERE TRADER_ID IN ('SimonB', 'BradL', 'SharonO', 'SharonF')						
ORDER BY POSITION_ID						
--						
SELECT POSITION_ID, I Trader_ID, VAR95, VAR99, VAR100, I Trade_Price, PRICE						
FROM TRADE_HISTORY						
WHERE TRADER_ID IN ('SimonB', 'BradL', 'SharonO', 'SharonF')						
ORDER BY POSITION_ID						
--						
SELECT POSITION_ID, I Trader_ID, VAR95, VAR99, VAR100, I Trade_Price, PRICE						
FROM TRADE_HISTORY						
WHERE TRADER_ID IN ('SimonB', 'BradL', 'SharonO', 'SharonF')						
ORDER BY POSITION_ID						
--						
1	SimonB	4734.0	7593.0	16803.0	MALE	
2	10	SimonB	4595.0	8400.0	31051.0	MALE
3	109	BradL	1301.0	5404.0	10194.0	MALE
4	101	SimonB	1958.0	5456.0	10257.0	MALE
5	102	BradL	3825.0	8243.0	33420.0	MALE
6	103	SimonB	4106.0	7228.0	45895.0	MALE
7	104	BradL	9530.0	6865.0	35174.0	MALE
8	105	SharonO	5554.0	9540.0	35028.0	FEMALE
9	106	BradL	4833.0	8619.0	47793.0	MALE
10	107	SimonB	2340.0	6665.0	38177.0	MALE
11	108	BradL	1322.0	3289.0	48479.0	MALE
12	109	SharonO	5054.0	6964.0	24578.0	FEMALE
13	11	BradL	3123.0	4929.0	32249.0	MALE
14	110	SimonB	1448.0	3749.0	-122.0	MALE
15	111	BradL	4214.0	6179.0	25185.0	MALE
16	112	SimonB	2607.0	5862.0	48409.0	MALE
17	113	BradL	1005.0	5539.0	42990.0	MALE
18	114	SharonO	3670.0	5114.0	36855.0	FEMALE
19	115	BradL	3129.0	6613.0	13920.0	MALE
20	116	SimonB	4211.0	8456.0	37983.0	MALE
21	117	BradL	3940.0	8435.0	17681.0	MALE
22	118	SharonO	3630.0	6044.0	39059.0	FEMALE

social



Email Marketing



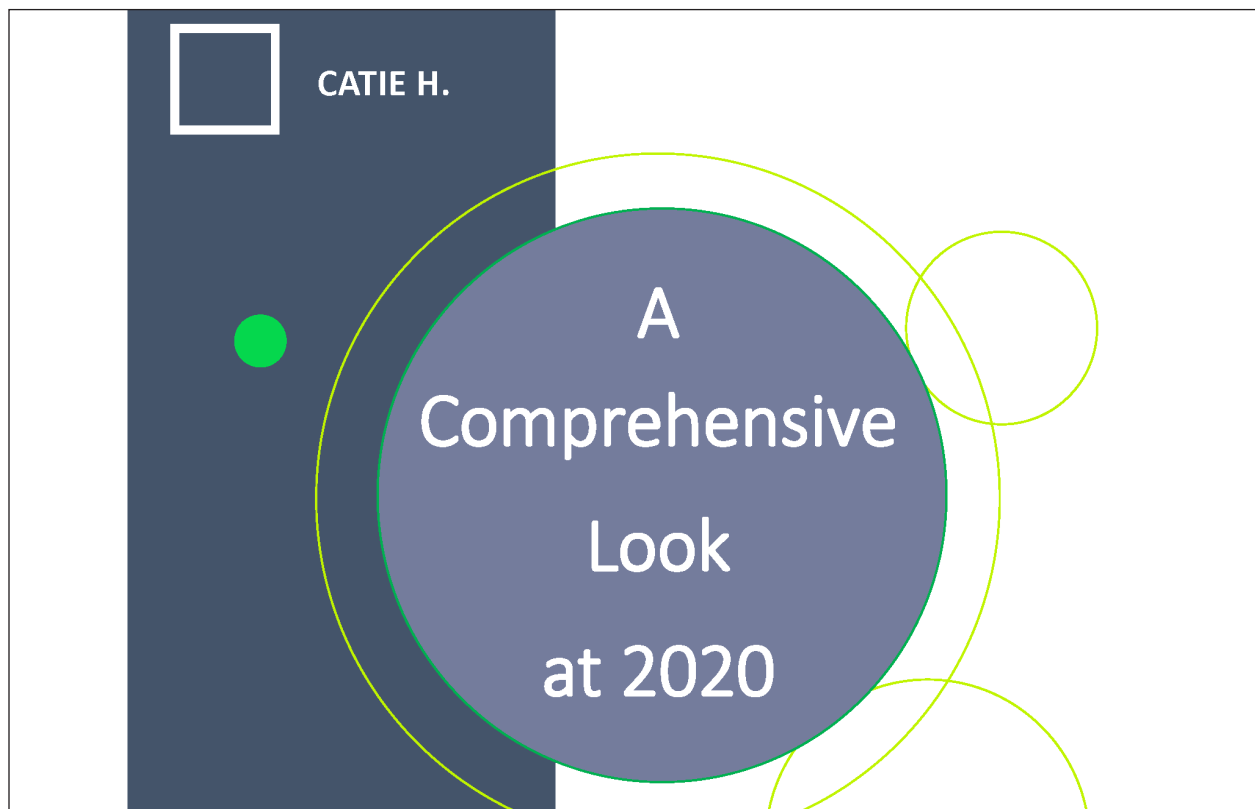
Find Your Dream Job

Real Briefcase Technique proposal: From no raise to “you can have it (and a promotion)”

Here's a real Briefcase Technique proposal from *Dream Job* student Catie H., who created this proposal to gain extra leverage to ask for a raise.

This was created during a time when her company was being more conservative about their raises. She put together this Briefcase Technique proposal that highlighted her accomplishments this year and a 5-year plan. As a result, she got the raise she wanted along with a promotion.

Catie designed her proposal using a Microsoft Word newsletter template and kept it focused on her accomplishments and plan.





CATIE H.

A Comprehensive Look at 2020

A YEAR IN REVIEW

PG. 2

Accomplishments since review time 2019.

PG. 3

Personality traits & strengths applied to the job for company's benefit.

PG. 4

Goals for the short and long-term.



ACCOMPLISHMENTS

- ✓ Reviewed roughly 100 proposals since September 1st, 2019 (61 of those due since January 1st, 2020)
- ✓ Created first in-house drone project video for YouTube
- ✓ Trained & oversaw workloads of two full-time staff members, Christine & Amy
- ✓ Developed a spectrum of rack cards with an original style and received help from Nicholas & Matt
- ✓ Completed 11 proposals of my own
- ✓ Developed content/work ideas for quarantine schedules, as well as social media practices for getting more mileage out of our content
- ✓ Led the social media presentation in early 2020

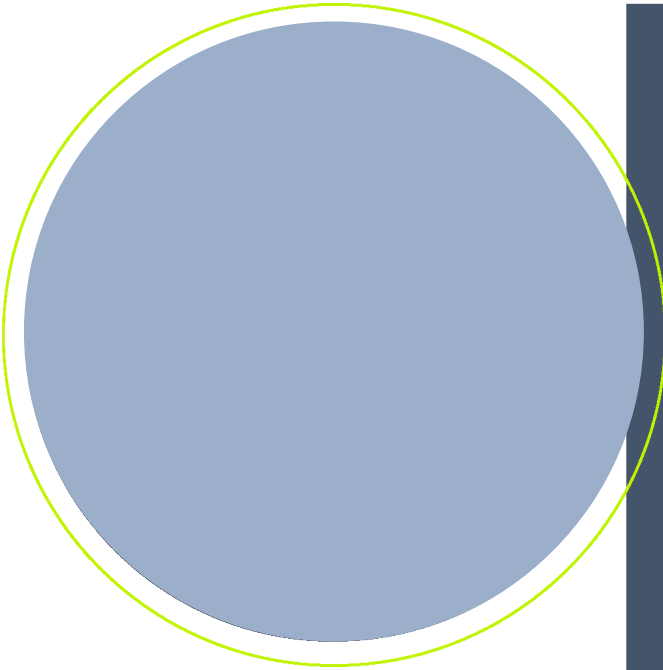
THROUGH HARDSHIP

I recognize that I am looked to often for answers and affirmation. My resiliency and quiet, steady calm (most days) allows for more peace within the department and a steady, dependable presence for people to turn to when in need.

I am proud of my resiliency during the end of 2019 into 2020. While everyone is subject to hardships, I carried myself professionally while being a power of attorney for my mother and watching her pass away after four hard months battling terminal illness. I also lost my step-grandfather in early 2020, and my grandmother.

Despite losses, I have been a beacon for everyone in marketing. [redacted] and [redacted] come to me for answers, affirmation, and general coordination multiple times a day. [redacted] once dubbed me the “communication hub” of marketing.

Communication
Hub



PERSONALITY STRENGTHS

- ✓ Interpersonal communications
- ✓ Growth mindset
- ✓ Writing skills & coaching others
- ✓ DiSC – type Sc. Likes structure
- ✓ Leans towards stoicism – dependability, structure, calm
- ✓ Willingness & openness to learn

Since I walked through the doors, I have been willing to learn, eager to sharpen my skills in design and social media, and happy to take on new responsibilities. My stoicism plays against me in that it can be harder for people to tell what excites me, but my calm demeanor is why so many people come to me for assistance and advice.

This year, I believe that my growth mindset has propelled me to take on more of our social media calendar and implement QA/QC checklists for proposals. I have been eager to establish myself more with a more clearly defined path. My greatest accomplishment, I think, is creating an environment where *my and Christine* feel comfortable asking me for help and asking for more projects.

Since I walked through the doors, I have been willing to learn, eager to sharpen my skills in design and social media, and happy to take on new responsibilities.



Short & Long Term



GOALS

3-6 Months

- ✓ Have established new title and clearly defined roles
- ✓ More part of proposal kick-off discussions
- ✓ Establish where in the proposal process I am most needed (just review, setting up outlines/timeliness, mediator?)
- ✓ Establish niche/specialty within marketing (social media, video editing, supervisorial only, organizing, etc.)
- ✓ Begin to take on the additional responsibilities as laid out by manager

1 Year

- ✓ Have established new role and been in it for a while to determine what is working, what is not
- ✓ Elect for more/new responsibilities
- ✓ Be part of the larger picture of business development/proposal development and backlog information, data analysis
- ✓ Be a greater resource for [redacted] and her client outreach (public meetings, marketing materials, website development, social media coordination)
- ✓ Create more: eBook for public outreach, more videos, other physical products
- ✓ Have finished reading two business or marketing-specific books and one communication book

2-5 Years

- ✓ Understand role fully and implement supervisorial/management role
- ✓ Take on special projects where I am needed
- ✓ Continue to take on new skills (corporate messaging/branding, photography, management, writing)
- ✓ Continue to teach more junior staff on all aspects of marketing and encourage their own unique paths
- ✓ Define more clearly where I want to go/how I want to help shape the future of the company

Find Your Dream Job

Real Briefcase Technique proposal: \$80,000 raise

Here's a real Briefcase Technique proposal from *Dream Job* student Jesse S., which we also highlighted in *Perfect Interviewing: Get the Offer Playbook*. And for good reason!

Jesse's Briefcase Technique proposal secured him **an \$80,000 raise**.

Once you peek at his proposal, you'll see why the hiring manager took one look at this and knew it was a done deal. In his proposal, Jesse:

- Lays out his goal (and is clear about asking for a promotion)
- Establishes his performance year-to-date
- Shows his boss the results he THINKS his boss wants (in order to collaborate on clearer goals together)
- Identifies what's missing and what his boss needs
- Finally, he sets a timeline and provides a slide of RESULTS

And in the end, Jesse got his \$80,000 raise.



Table of Contents:

1. My Goal
2. 2019 Performance
3. What Results I Think You Want
4. What Is Missing?
5. What I Believe Makes a Top Performer
6. What Else Would I add?
7. Next Steps

My Goal

My Goal is to be a top performer and earn a promotion to SR2 in January 2020.

2019 YTD Performance

SMD	RM	CAP	TR
Philly: 104.7%	Philly: 56.6%	Philly: 79.7%	Philly: 99.2%
YTD Growth: 8.1%	YTD Growth: 78.3%	YTD Growth: 24.8%	YTD Growth: 10.8%
Nation Growth: 0%	Nation Growth: 79.6%	Nation Growth: 4.1%	Nation Growth: 5.6%

What Results I Think You Want

1. Get a resection upgrade/
conversion/trial



2. Total Revenue 105%

105%

3. Capital SMD Pipeline primed for
a large 2020



What Is Missing?

- Novostitch Approval/Sales
- Capital Sales Q4 \$120,000
- Regen Quota (\$76,460) by EOY
- Resection Growth of at least \$37,500

What I Think Makes a Top Performer

Skills

Relationship building

Sales presentations/Demos

Product Knowledge

Attitude

Ambitious/Relentless

Coachable

Goal-oriented

Results

Territory Performance

Territory Growth

Large Pipeline

What Else Would You Add?

- Ancillary items: Expenses, trainings, salesforce

Next Steps

1. Call on 10/15 to track progress
2. Meeting week of 11/18 to update Slides on PowerPoint and plan how to close the GAP between November and January 2020 in order to guarantee promotion
3. Call 12/17 to review progress
4. Meet week of 1/6/20 to discuss promotion



Results

1. Over \$37,500 resection growth last 4 months. Goal for 2020 [redacted] I have created less steps to get to decision makers at [redacted] by establishing solid relationship with [redacted] and more open communication with [redacted] because of [redacted] trial and communication.
2. 99% TR(Needed [redacted] stocking order to reach 105, but they only approved case by case basis until [redacted] at the 3 facilities meet to approve and create [redacted] number. However, it is approved on a case by case basis, and I have emails from surgeons requesting [redacted] for 5 cases in Jan/Feb, along with 2 others booked at [redacted]). Those 7 cases = \$30k sales in first 2 months of the year in already booked cases. Once stocked at [redacted], we estimate minimum 2 per surgeon(5 surgeons), per month based on case volume and the feedback I've received from surgeons on target cases. 8-10 cases per month is roughly \$450k per year just at [redacted]. (375% to [redacted] quota if quota similar to this year's \$119,500)
3. Q4 Capital sales \$118k, with multiple quotes from [redacted] and [redacted] at [redacted], [redacted], and [redacted] in the works.
4. [redacted] paperwork signed by 2 surgeons and submitted at [redacted] this month
5. [redacted] approved and stocking orders to start in January worth \$100-\$150k SMD business. I arrived at that estimate based on their volume and usage of 6 [redacted] per week x 50 weeks. 4 high volume knee surgeons who repair a lot because [redacted] tear more frequently. (Possibly 10 360 per week = \$230k+). This will potentially cover our full year growth quota for 2020 SMD. (Last year's quota was \$104k)