

The BS-free guide to getting **HIRED**

Get Clear. Get Matched. Get Hired.





It's not you. It's the job hunt.

Let's face it: between ghosting, vague job specs, and endless CV rewrites, job hunting has become a full-time job in itself. It's easy to feel lost, burnt out, or invisible, especially if you've recently been made redundant. Maybe you're quietly wondering if there's more to work than performance reviews and Slack pings.

We made this guide for you: the human behind the job title – the person with more to give than a list of bullet points.

By the end of this process, you will be clear on what you bring to a role, you will be honest about what you need, and you will be well armed to go after roles that fit.

Because you deserve more: you deserve work that works for *you*.

Ready to get intentional about your next move? Read on.



You're not a "Doer".

Most people start a job hunt by listing what they do. "I manage campaigns." "I run operations." "I build decks." Cool. But here's the thing: nobody hires you just to do things.

They hire you to create value.

That might be revenue, growth, insight, clarity, momentum, delight, retention, peace of mind... Whatever your flavour of impact is, that's your real job.

And right now, if you're about to go back into the job market, you need to start with that value: not a job title, not a bullet list, not a LinkedIn summary full of jargon.

This is more than semantics. It's a mindset shift.



Craft your value proposition.

From task list to value lens. A practical reframing tool.

Most jobseekers walk into interviews (and applications, and awkward recruiter calls) trying to prove they can do the job.

But the companies that are worth your time? They want to know you can move the needle. They want to hire outcomes, not outputs.

And more importantly, you deserve to know your own value before you let anyone else define it for you.

Our **Value Proposition Worksheet** will help you discover what you really bring to the table.

[Download Here](#)




Your Story. Your Future. Your next Chapta.

Craft Your Value Proposition
 From task list to value lens. A reframing tool for actual humans.

What do you "do"? (Tasks)	What does that "achieve"? (Impact)	What "value" does that create for the business? (Your Value Prop)
<i>I manage paid social campaigns</i>	<i>Drives qualified traffic and awareness for product launches</i>	<i>I help brands grow faster by turning scrolls into sales</i>
<i>I handle supplier relationships</i>	<i>Prevents delays, reduces cost, and keeps the supply chain smooth</i>	<i>I make ops teams more efficient by keeping the right suppliers happy and the wrong ones out</i>

Bonus Prompt:
Now try to write your one-liner:

"I help [type of company/team] achieve [outcome] by [how you do it]."

 Your version:

P.S. You will practice this again later in the process.


Hiring that's mutual and personal, like dating. Job dating, for consumer jobs.
 



You're more than that.

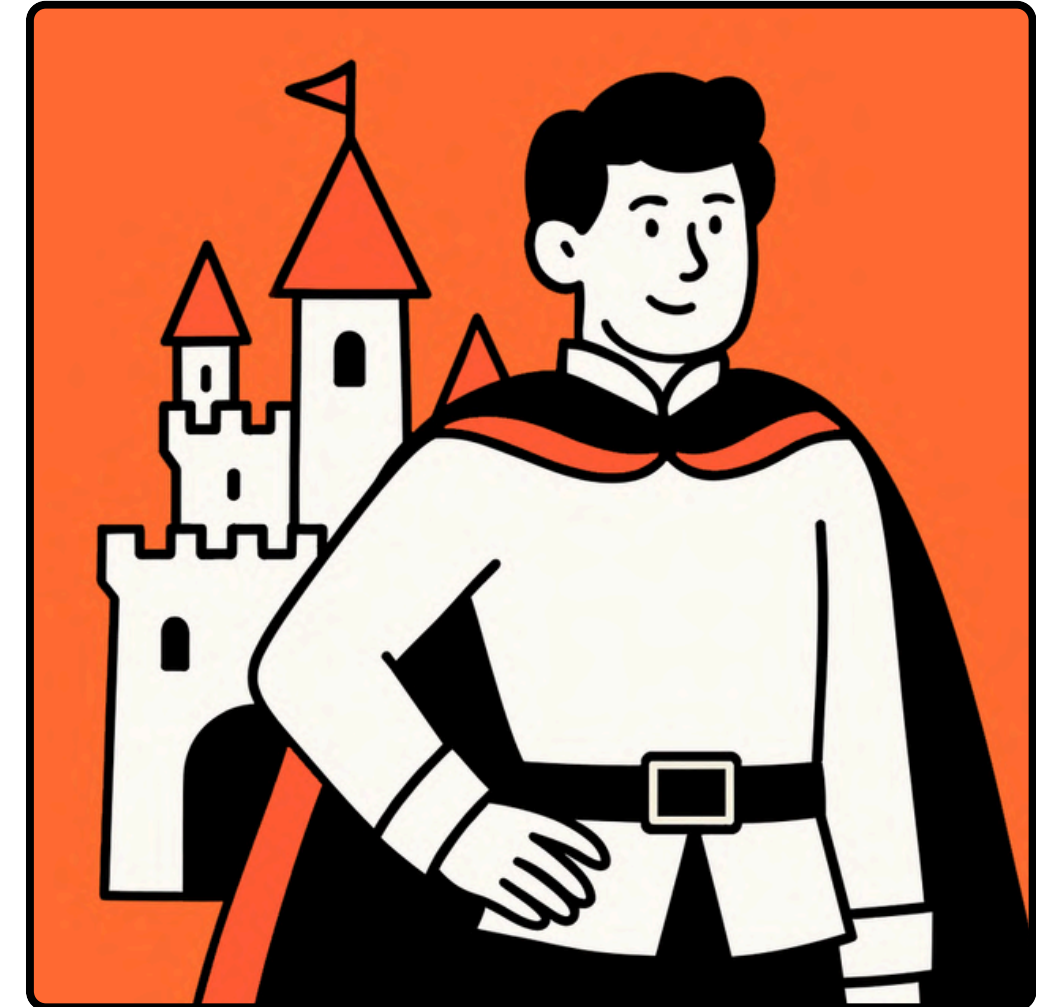
Let's get something straight: a list of bullet points on a PDF will never bring out who you truly are.

We're not saying ditch your experience, because it's obviously still really important.

But you have a story to tell, and the right employer will want to read it.

So many candidates cram themselves into generic "professional" speak and hope their personality peeks through. The goal of a CV shouldn't just be ticking a load of boxes. It's to stand out enough to get you through that first door.

It's time to craft a CV to be proud of.



Task 2

Permission granted: Inject YOU.

From Timeline to Storyline

Anyone can make a list. Yawn.

That tells me what you did, not who you are, or what you care about.

Layer a vibe, a voice, on top of your experience.

You're building a profile that signals fit, purpose, and potential, not just past performance.

The **CV Story Builder Worksheet** will help you structure those thoughts before you put them down on paper.

[Download Here](#)




Your Story. Your Future. Your next Chapta.

CV Story Builder Worksheet

This worksheet will help you craft a CV or profile that reflects who you are, what you bring, and why it matters, with heart, voice, and value.

1. Your One-Line Value Proposition
Use this template to start:

"I help [kind of org] do [kind of thing] by [value prop]."

 Your version:

2. Write the intro to your story
Prompt: What's your career story in 3–4 sentences? Include your passion, your purpose, and how you like to work.

 Draft it here:


Hiring that's mutual and personal, like dating. Job dating, for consumer jobs.




Set your criteria before applying.

Most jobseekers walk into the hiring process thinking it's a one-way street. Smile. Nod. Say yes to "fast-paced environment". Pretend hearing "like a family" doesn't make you flinch, and hope for the best.

You are a human being with needs, priorities, and standards.

Understanding your own criteria will narrow your search, guide your thinking, and drive your conversations.

Your criteria could include: work-life boundaries, purpose and mission, flexibility, management style, growth and learning, and DEI commitment. Essentially, it's anything that matters to you.

Remember, you're interviewing them, too.



Get clear on what you want.

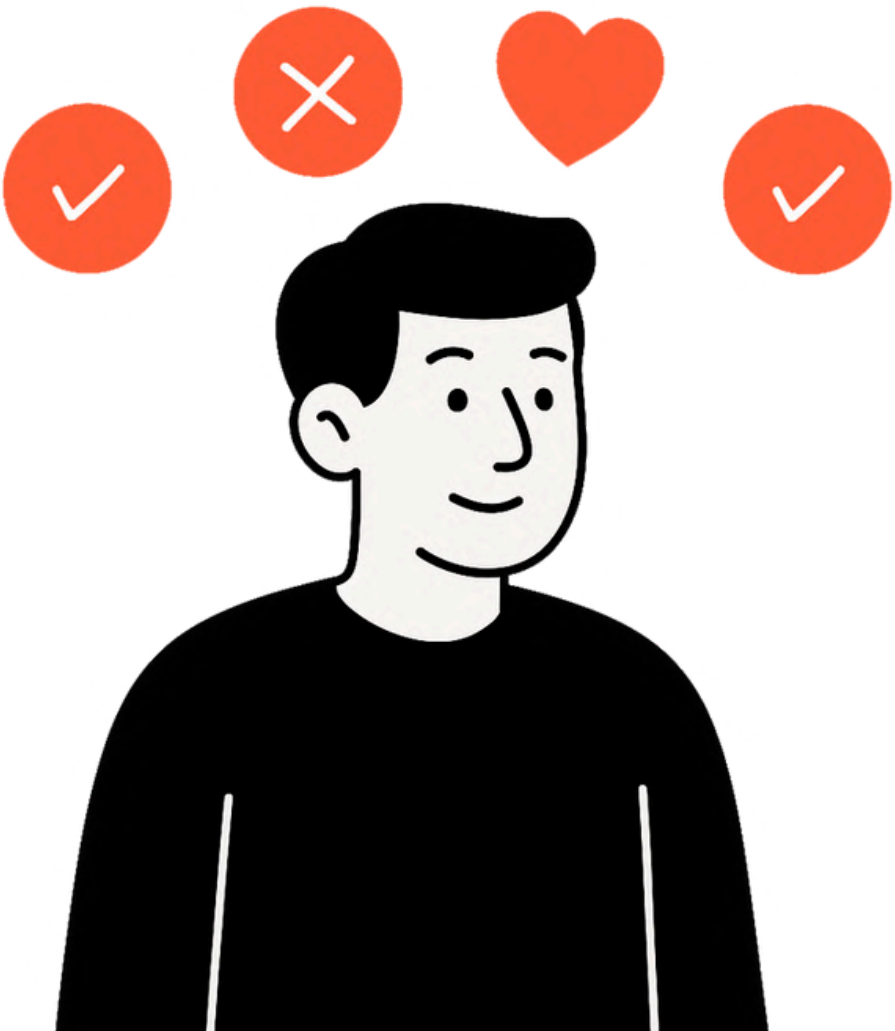
Your Employer Criteria = Your Decision Filter

Think of this like: your non-negotiables, meet your red flags, meet your gut instinct.

This isn't about being picky. It's about being clear.

Job descriptions tell you what they want. Your criteria help you figure out if they're what you want.

The Employer Criteria and Employer Ratings Worksheets will help to give you clarity – and clarity is power.




Your Story. Your Future. Your next Chapta.

Employer Criteria Worksheet

 Before you start applying, get clear on what matters to you. Use this table to map out your non-negotiables, motivators, and filters. These could be anything from salary to work arrangements, and company values to managers' mannerisms.

Criteria	Why it matters to me	How will I spot it?
<i>A supportive people manager</i>	<i>I want to grow, so I need a manager willing to give me the opportunities and support my development</i>	<i>I will look out for good interpersonal skills during the interview and ask what they think are the most important things to get right when managing people.</i>

Use this table to guide your questions and reflections during interviews. Your values aren't optional; they're foundational.


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It's not about the next job. It's about the right one.

Let's say you've done the hard work:

- You know your value
- You've got a CV that stands out
- You know what matters to you

Now comes the real power move: pointing all of that clarity in the right direction.

This isn't about picking from what's available, it's about intentionally going out there and finding something that fits. Even if you're not sure what the perfect job looks like, you probably have clues.

This is where you connect the dots between your purpose, your passion, and the real world of work.

What do YOU really want to DO?



Start broad: What are you drawn to?

What industries, trends, or causes do you actually care about?

What makes you pay attention when you're scrolling?
What makes you feel something?

Think about:

- Are there sectors you'd love to explore (sustainability, consumer tech, food & beverage, education, wellbeing, AI, fashion, etc.)?
- What companies do you admire?
- What's a product you use and love? Why?
- If you could solve one problem with your work, what would it be?

Use the **Aim Better Worksheets** to capture your thoughts.

[Download Here](#)



Job search, done right.

Now we search.

Not in a panic. Not firing off 100 “shot in the dark” applications. Not playing the numbers game.

You’ve done the prep: you know your value, your standards, your story, and you are clear on your direction.

Now it’s time to put all of that into motion.

Forget the one-size-fits-all advice. If you want to actually get hired somewhere that fits you, you need to play the game differently.

You ready?



The three modes of job search.

Network Effect

You just need to tell your people what you're up to. Be visible.

What to do:

- Let friends, ex-colleagues, ex-managers, and mentors know you're exploring something new
- Be specific about what kind of work and what kind of company you're looking for
- Ask: "Know anyone who's hiring or might need this kind of help?"
- Share your CV in a way that's easy to forward

This is about your name coming up in conversations that you aren't privy to yet.

Targeted

You've made your Dream Dozen list. Now, you start conversations even if there's no live role.

What to do:

- Reach out to hiring managers, founders, or in-house talent teams
- Lead with curiosity and admiration: why them?
- Share your value prop and why it's relevant
- Ask: "Are you hiring for anything like this in the near future?" or "Would you be open to a chat if something does come up?"

Keep it short, smart, and very you. The goal is to start a relationship, not close a deal.



The three modes of job search.

Speculative

You spot a role that speaks to you. This is your 'I like the look of that' mode.

What to do:

- Apply only if it aligns with your values/criteria (use your worksheets)
- Write a short, real message about why it caught your eye and what you bring
- If possible, connect with the hiring manager or someone on the team
- Share your value prop. Don't just focus on what you've done with others, but show them what you could achieve together.

This is about visibility, not volume.

It's important to keep track of things.

Download our simple **Job Application Tracker** or create your own.

[illegible]

Download Here



It's a process, but you're worth the effort.

Here's the honest bit. This stuff isn't always easy.

It takes **discipline, commitment**, and **a lot of emotional energy** to keep showing up, especially if you've just come through redundancy, burnout, or a job search that's worn you down.

And if you're in a position where you need a job fast? That's real.

Sometimes you have to fast-track the process and do what's necessary to get stable. Survival always comes first.

Even if you can't do all of this right now, do some of it. The parts that help you move with clarity, not chaos.

You deserve to make choices with intention, not desperation.



Final thoughts

Pick the Pieces That Serve You Best

You don't have to follow every single step in this guide to win.

You just have to avoid falling back into the trap of volume over value, of sending out 100 CVs and hoping one sticks.

Beware the Cycle of Chaos Applying

It's so easy to get stuck in the loop:

"I just need to get something out there." "If I don't send 5 CVs today, I'm failing." "Maybe I'll just rewrite my LinkedIn... again."

That's how you end up in roles you don't want, in companies that don't fit, wondering why work feels off again. Remember – you are allowed to be thoughtful. You are allowed to be selective.

When it feels like too much... Pause

Go back to your value proposition, remind yourself of your criteria, and reach out to a friend.

You don't have to be "on" all the time to make progress.





Job Dating™, for consumer jobs.



www.chapta.io