

HACKS & MINDSET

The smart entry into professional life.

KARRIERE **GURU**

BARMER

Du bist der CEO Deines Lebens.





My application gets rejected every single time!! I really don't know what to do anymore. I sent out 50 already... 😞 😞



It is so hard to figure out what job is the best one for me.

I am really desperate. Do you have any tips on how to find out which direction is best for me?



It is frustrating. We never actually learned how to write a proper application in school...

I feel like I am completely lost in this process.

PLEASE HELP ME!!!



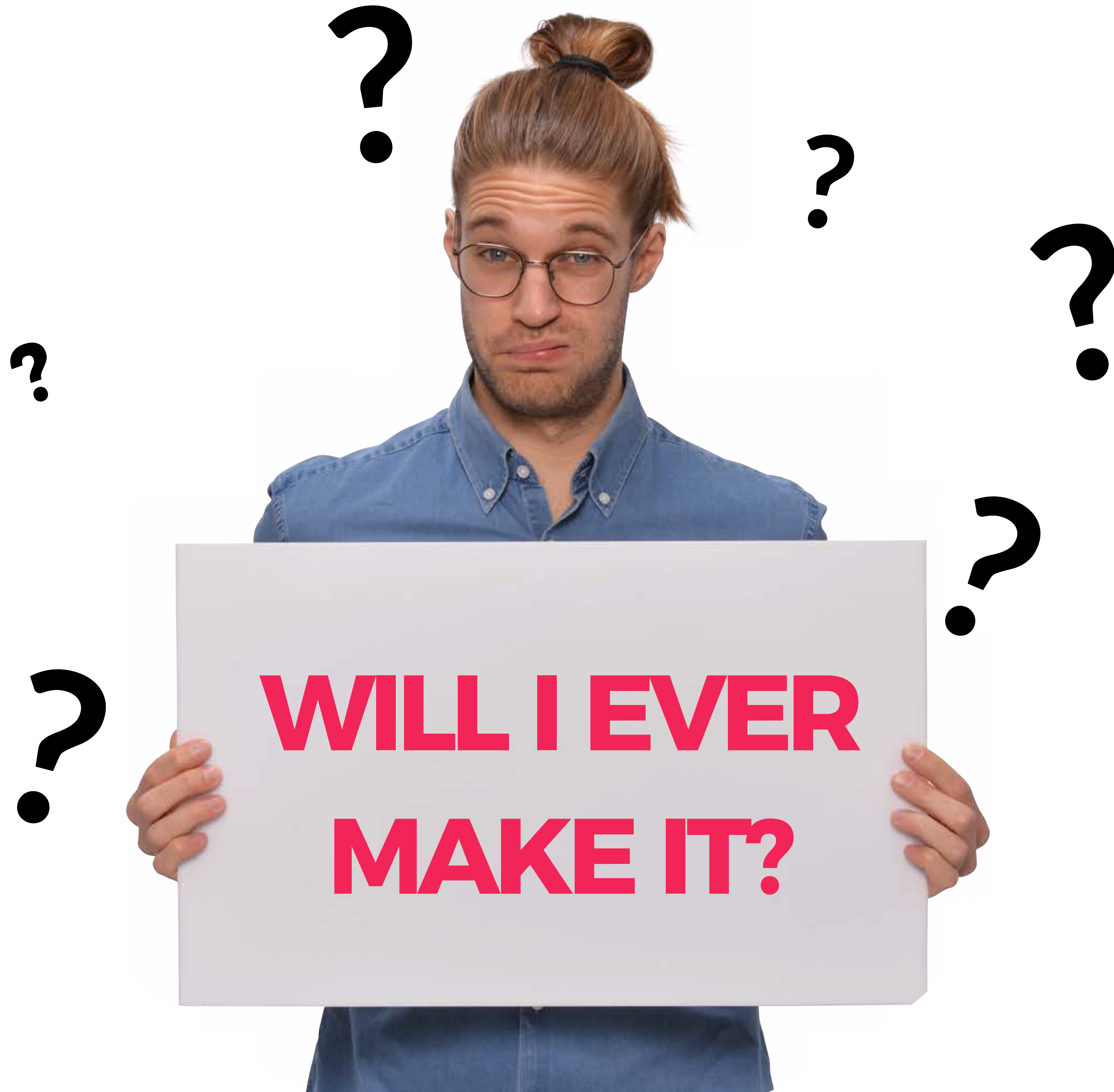
The last time I have sent an application was a long ago. I have the feeling that the status quo has changed.

Could you provide me with some tips that help me to get back on track as fast as possible???



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**WILL I EVER
MAKE IT?**

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SCHOOL

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KARRIERE GURU

@karriereguru



530.000+

Subscribers

12.000.000+

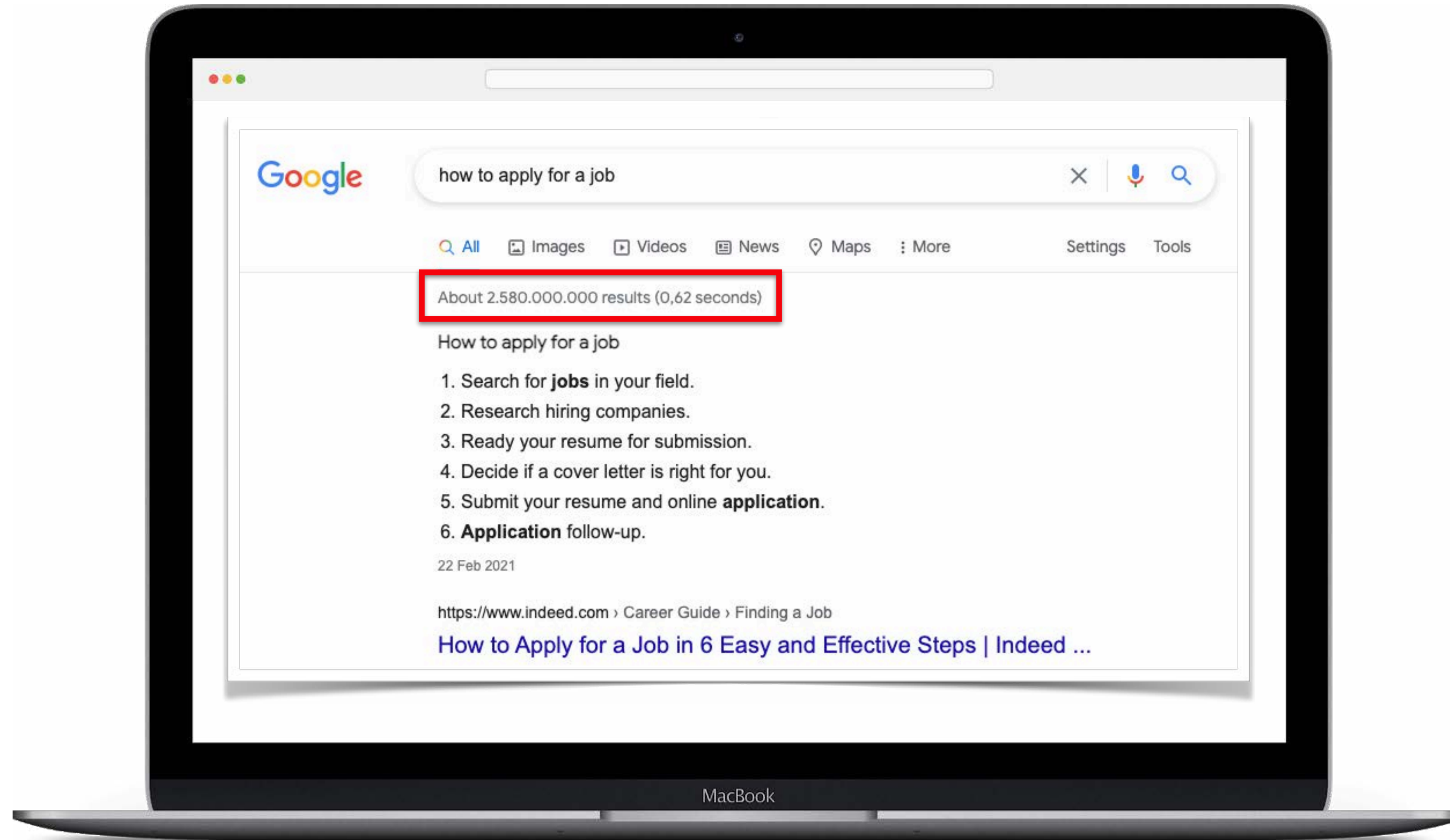
Video-Views / Month

Daily

New Videos

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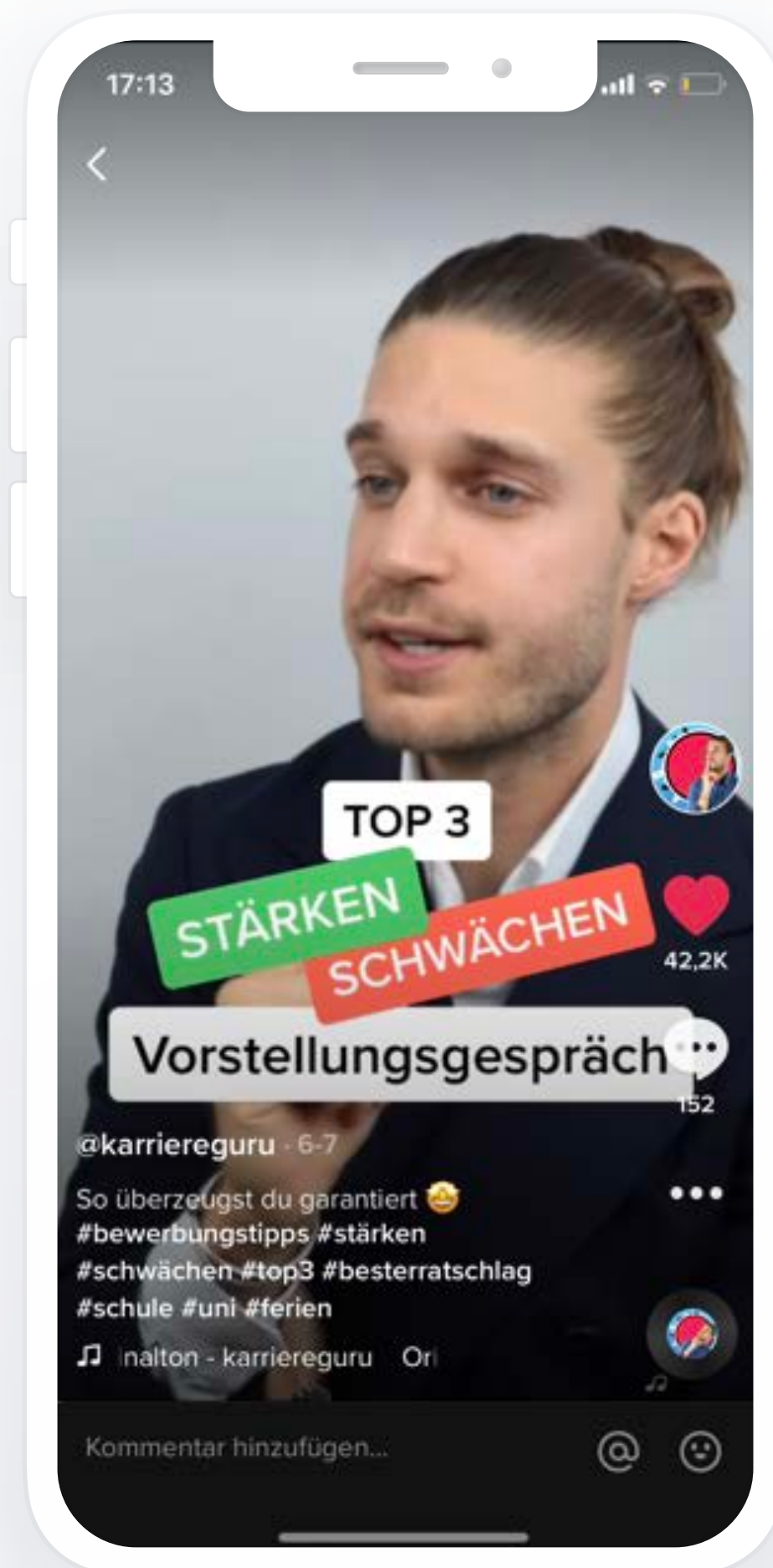
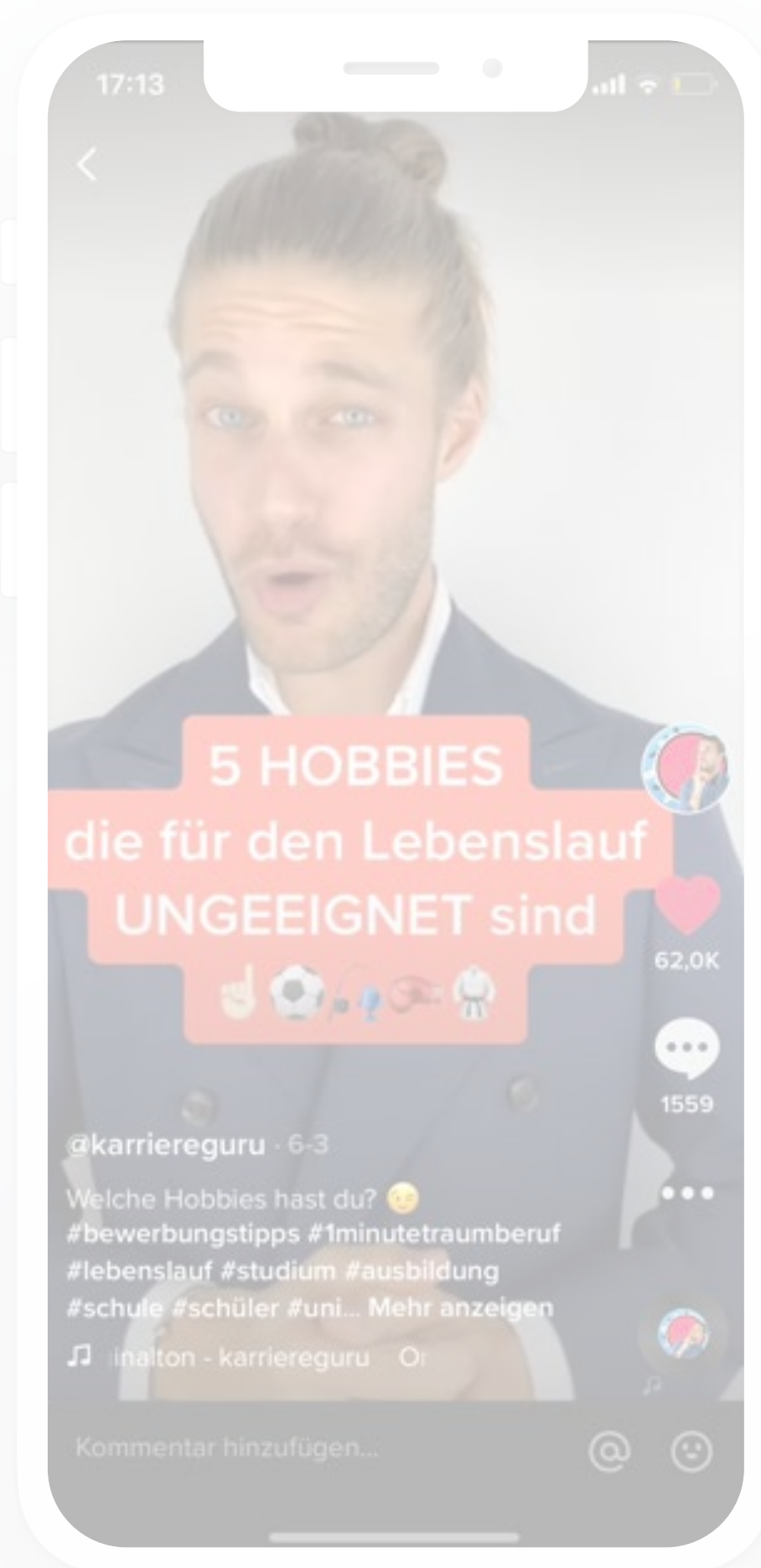
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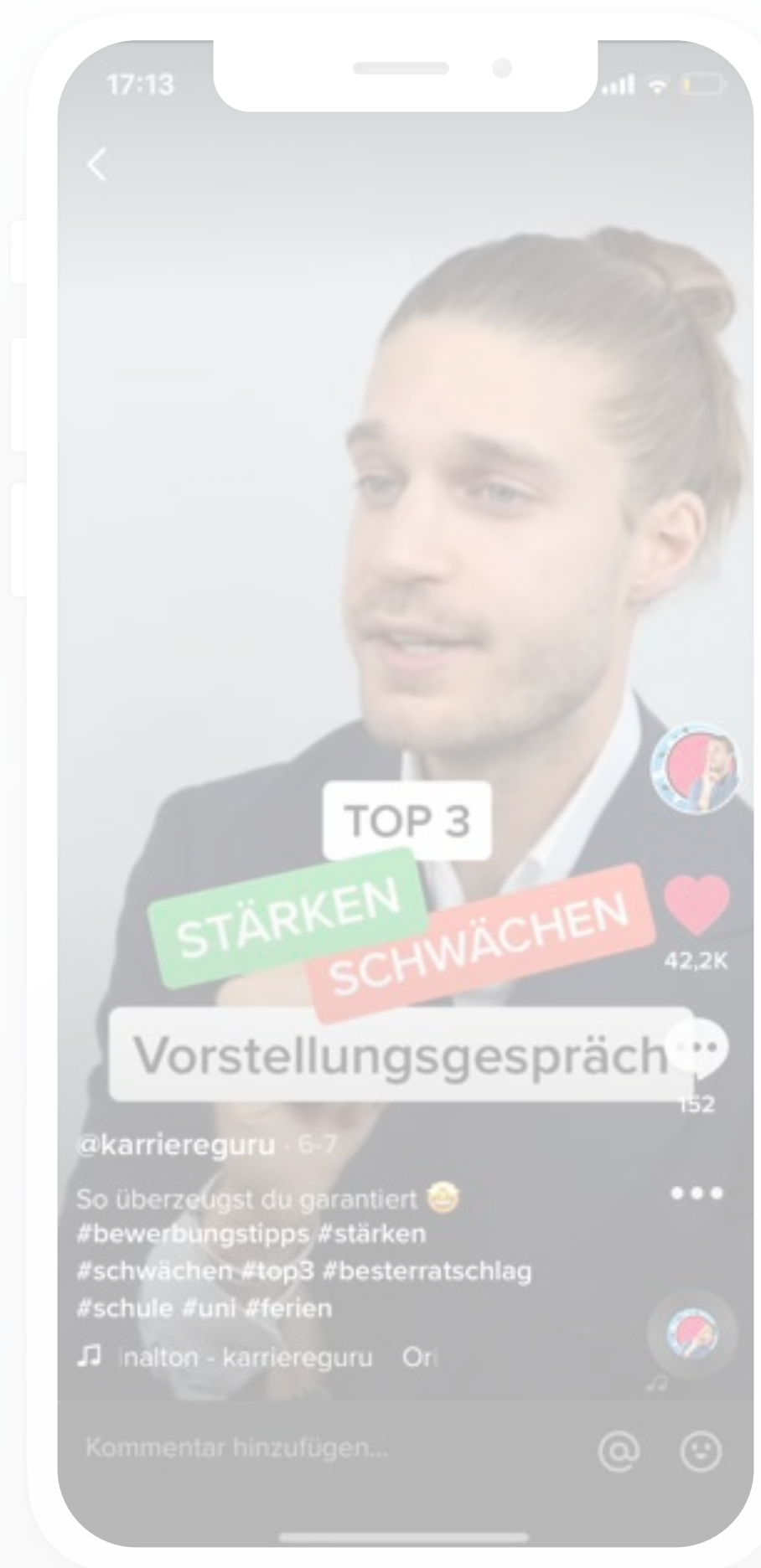
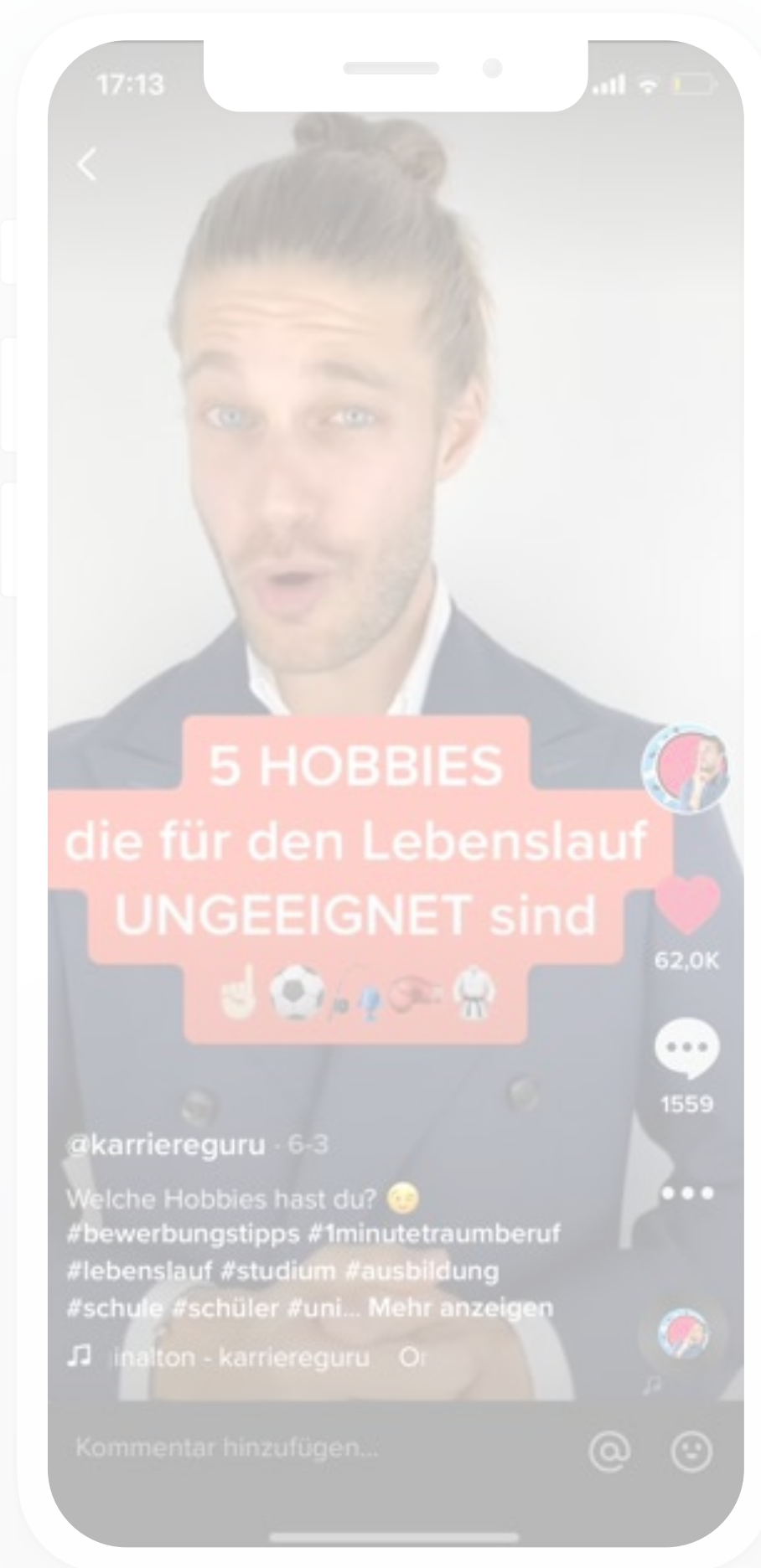
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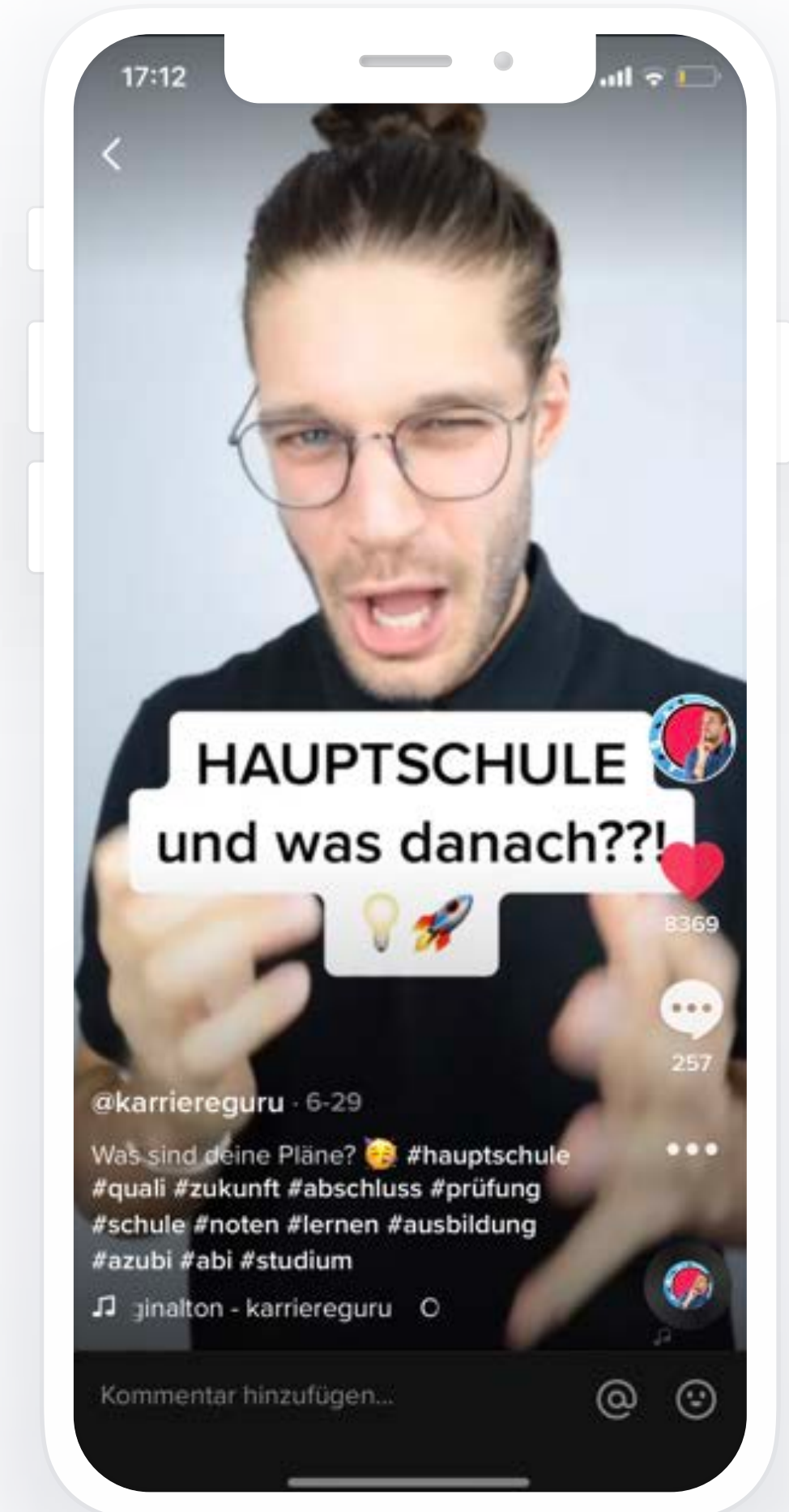
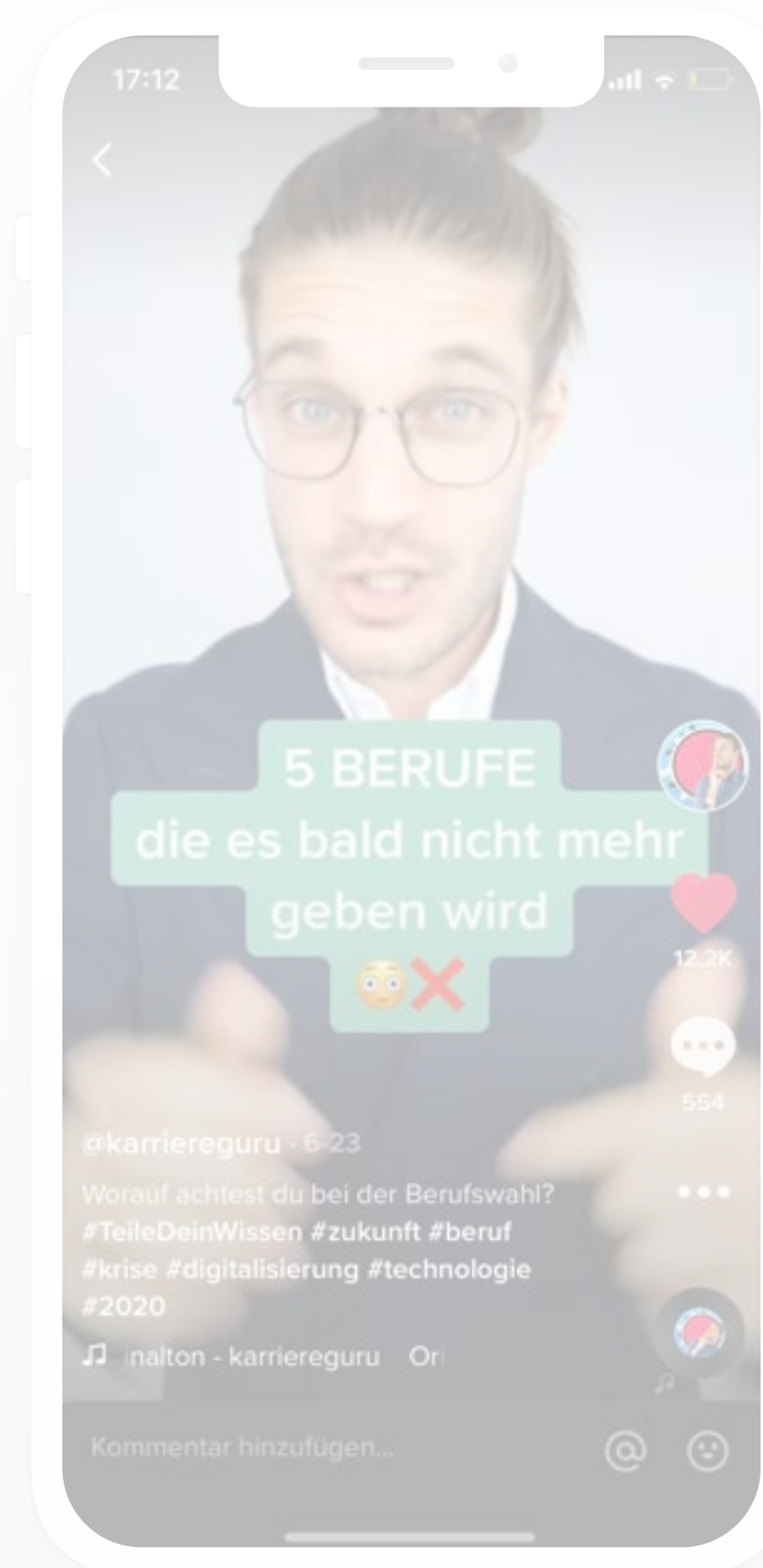
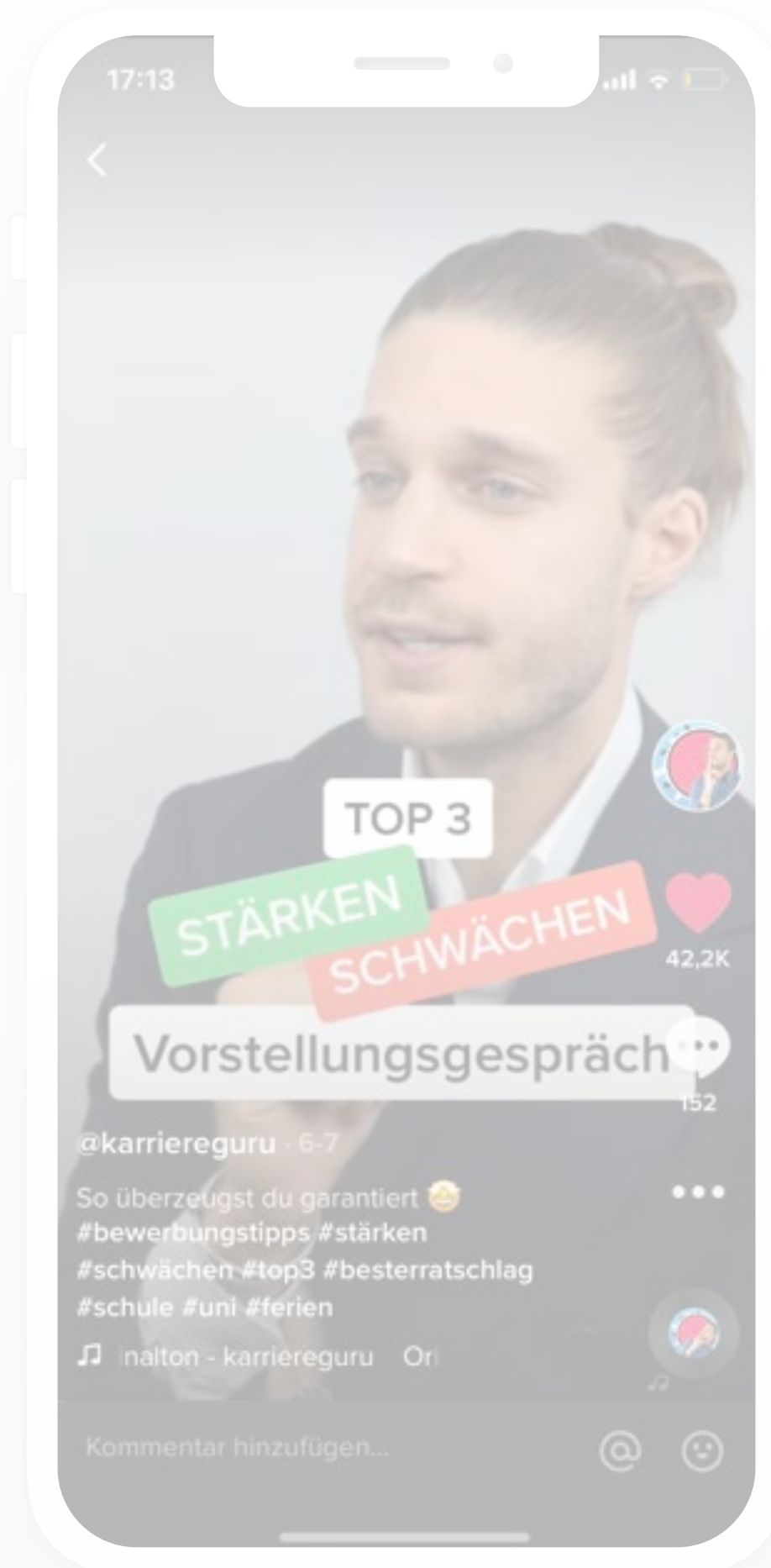
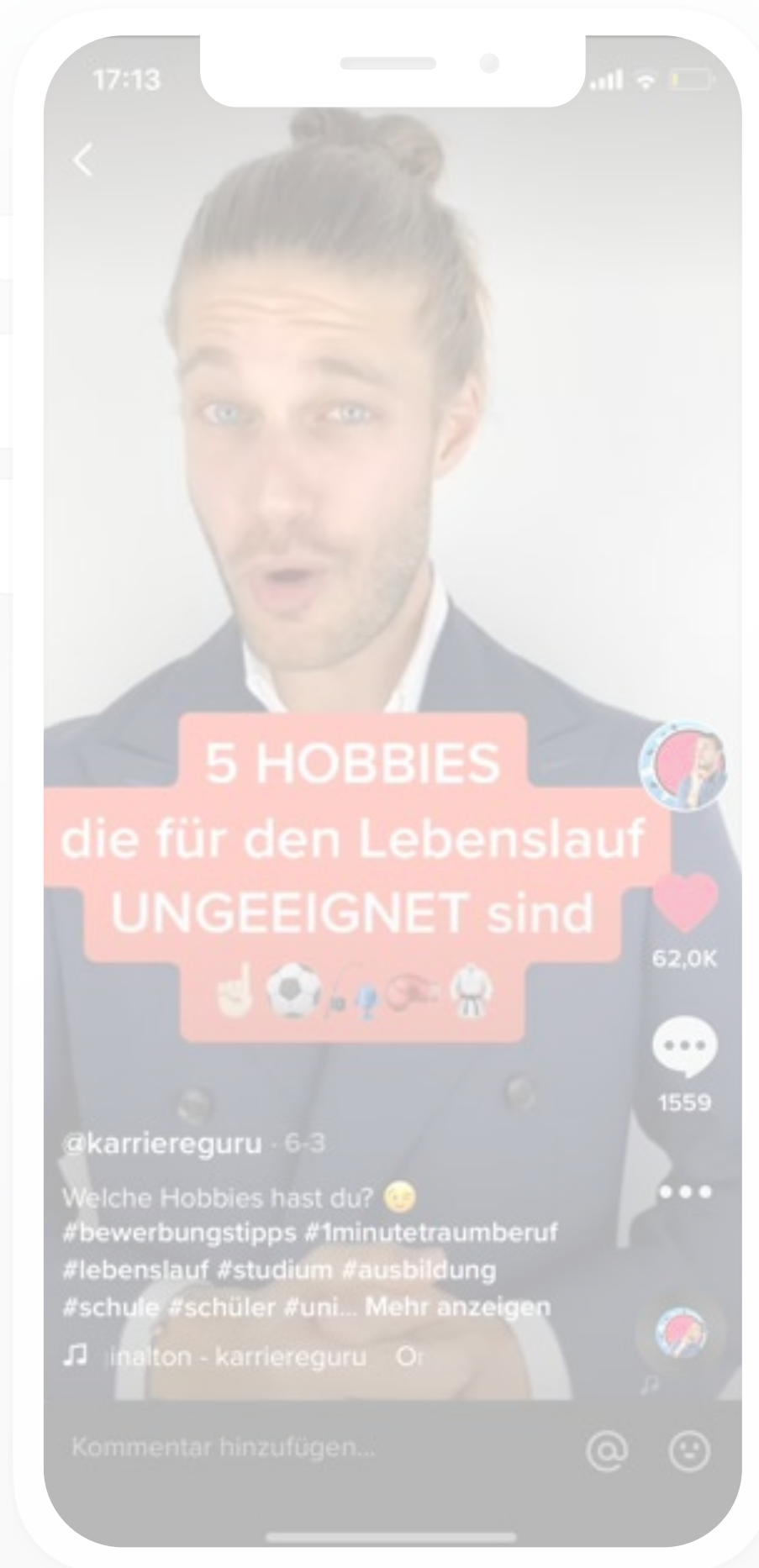
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MISSION:



APPLICATION



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1x Application = emotional + high risk + poor chances 😭

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1x Application = emotional + high risk + poor chances 😭

100x Application = unemotional + manageable risk + good opportunities 😎

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5 - 10 APPLICATIONS PER DAY

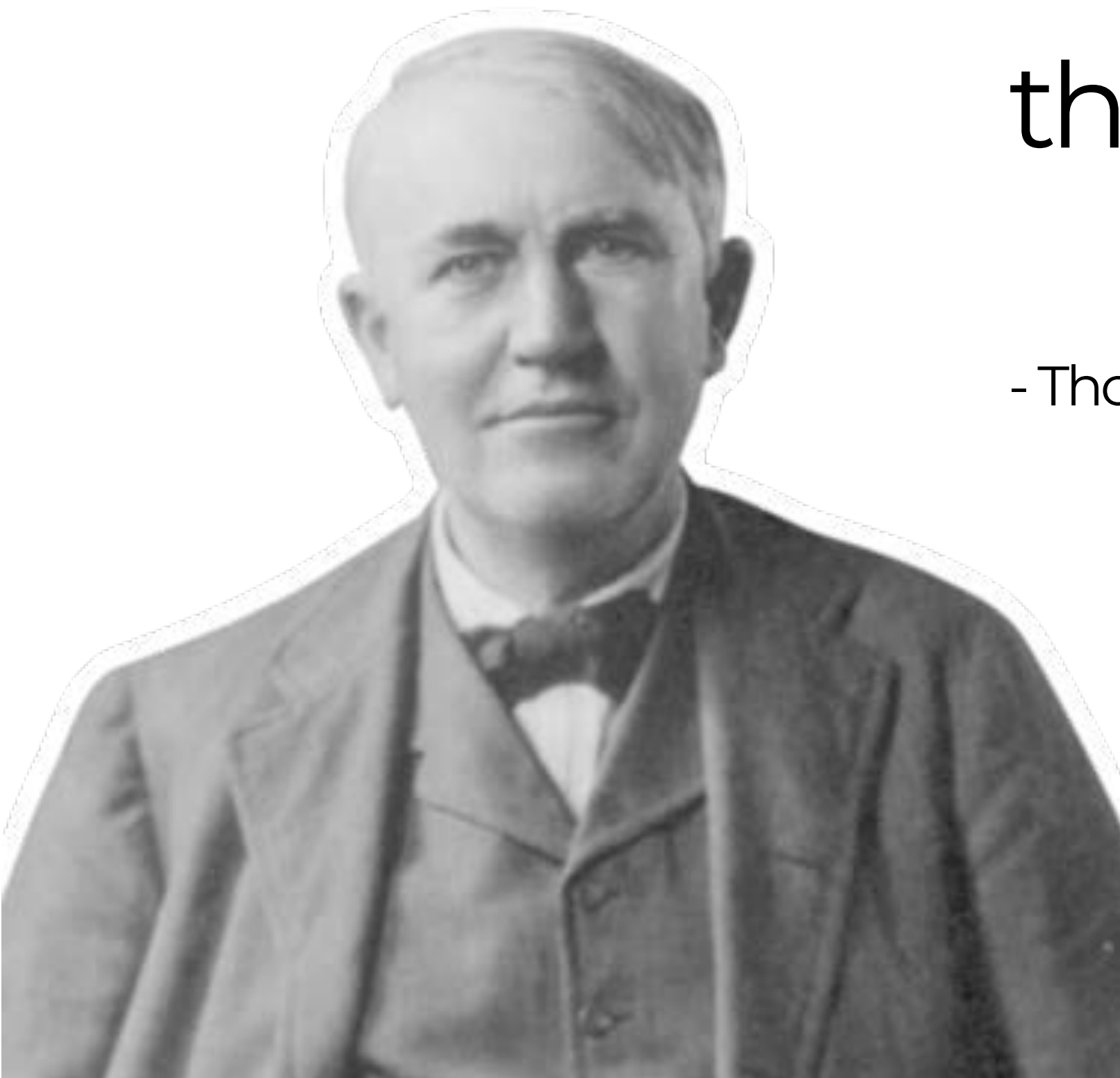
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“

I have not failed. I've just found **10,000** ways that won't work

- Thomas Edison



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1. INSPIRATION



2. MOTIVATION



3. ACTION

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MOTIVATION



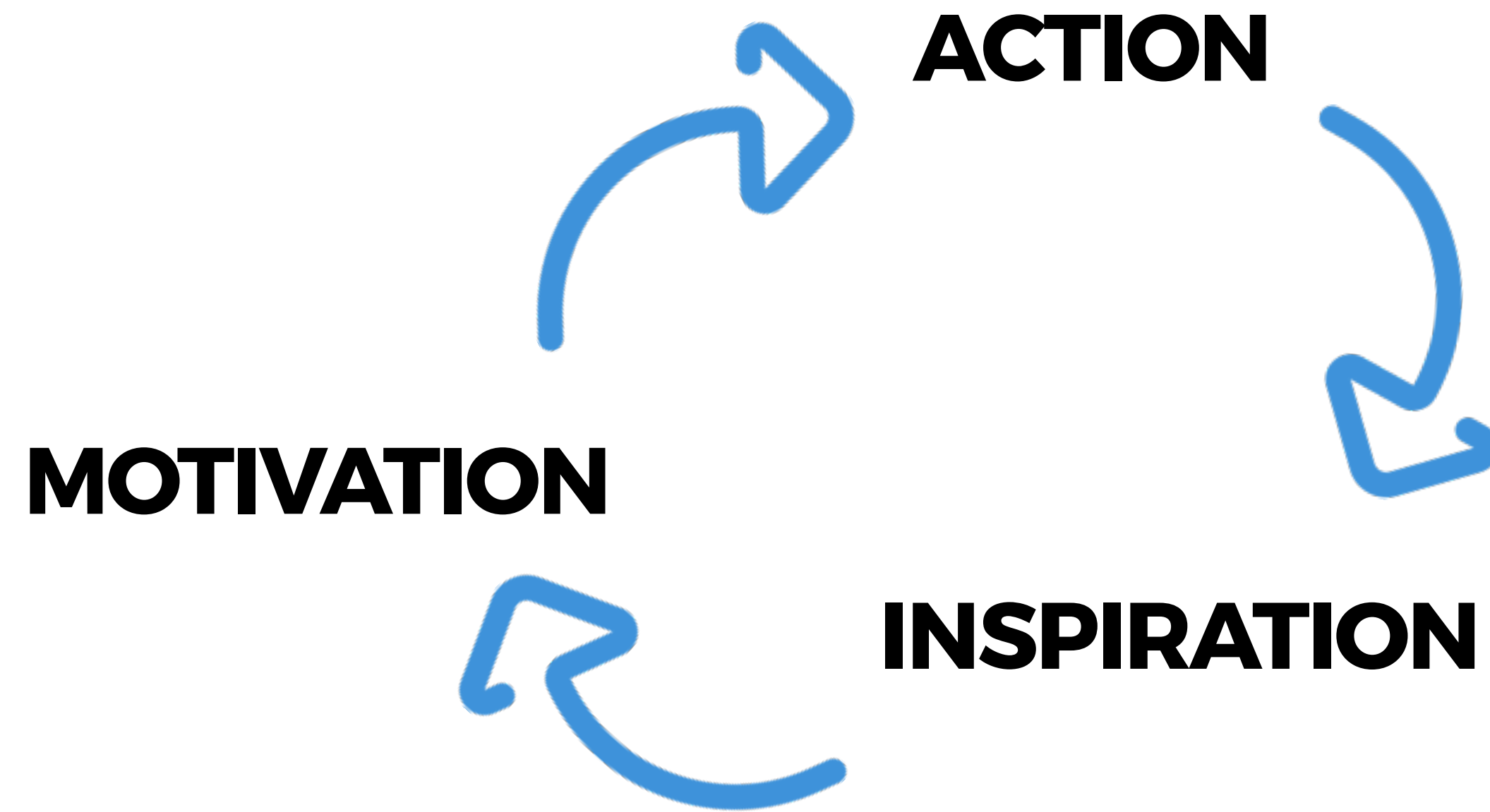
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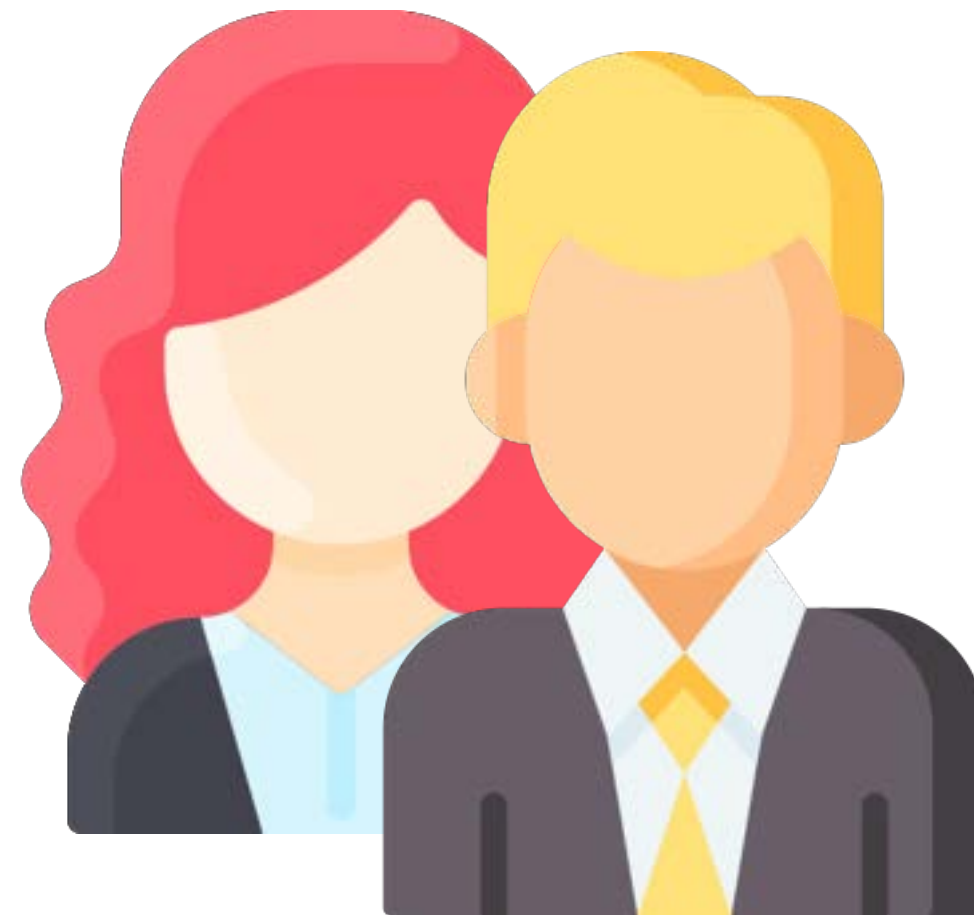
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„I can't do this...“

"Everyone else is to blame..."

"I'm being treated unfairly...!"



"I will never find a job that makes me happy..."

"I have to make this work..."

"They must have something against me..."

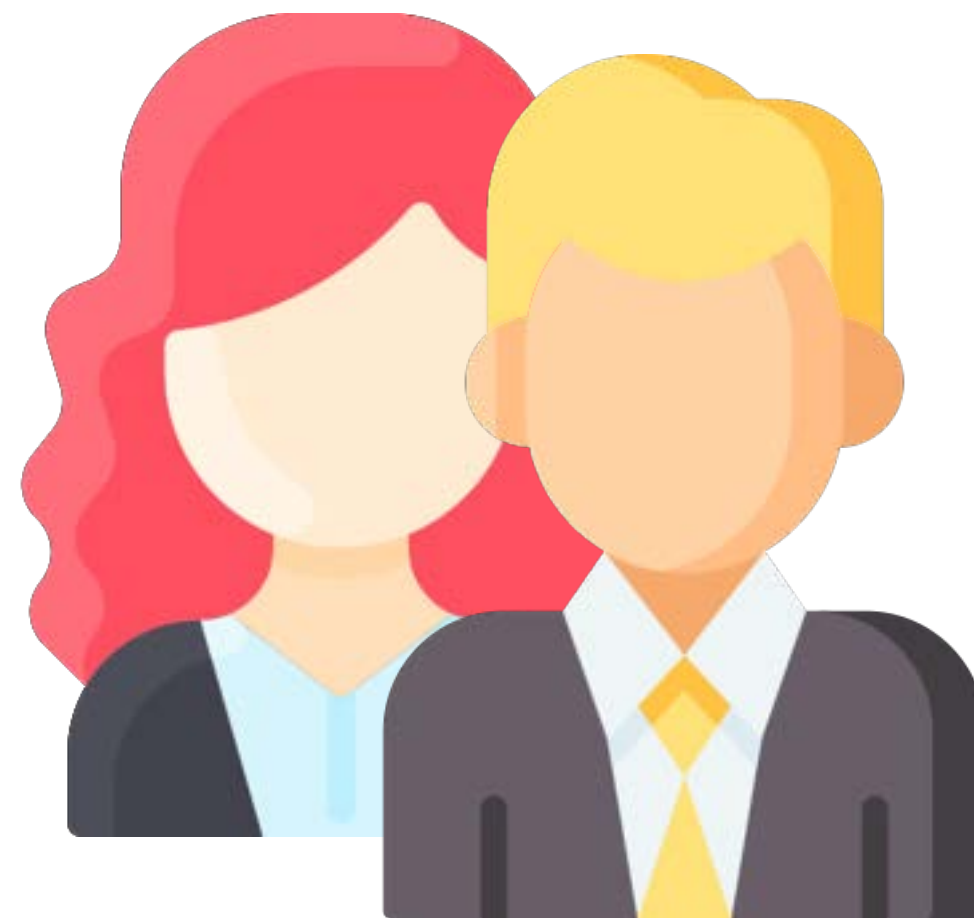
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„I can do this..“

"What is my responsibility...!"

"What can I change..."



„How can I make this work...“

"It's only a matter of time before I find a job..."

"I am sure they have reasons that do not relate to me personally..."

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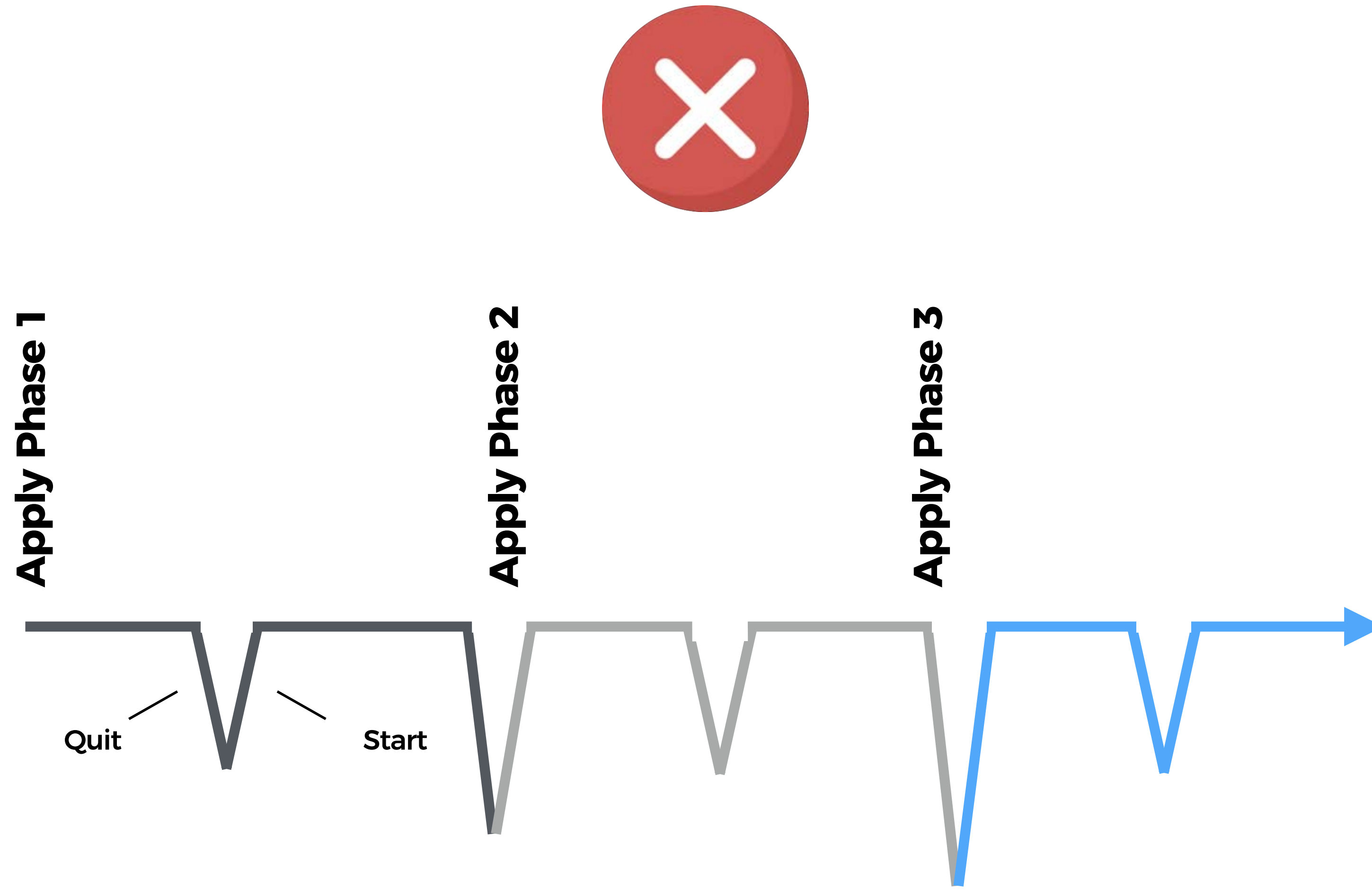
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DRIVE CONTINUOUS ENGAGEMENT

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Apply continuously
(1 hour per day)



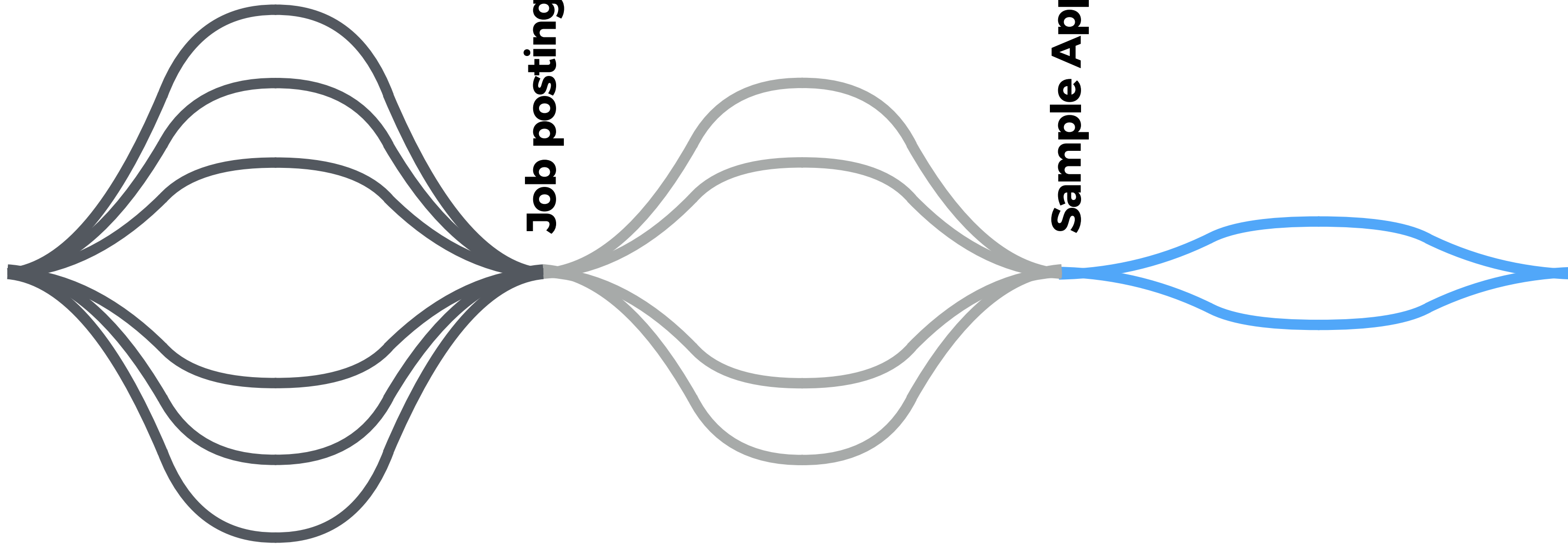
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PROGRESS OVER PROCESS

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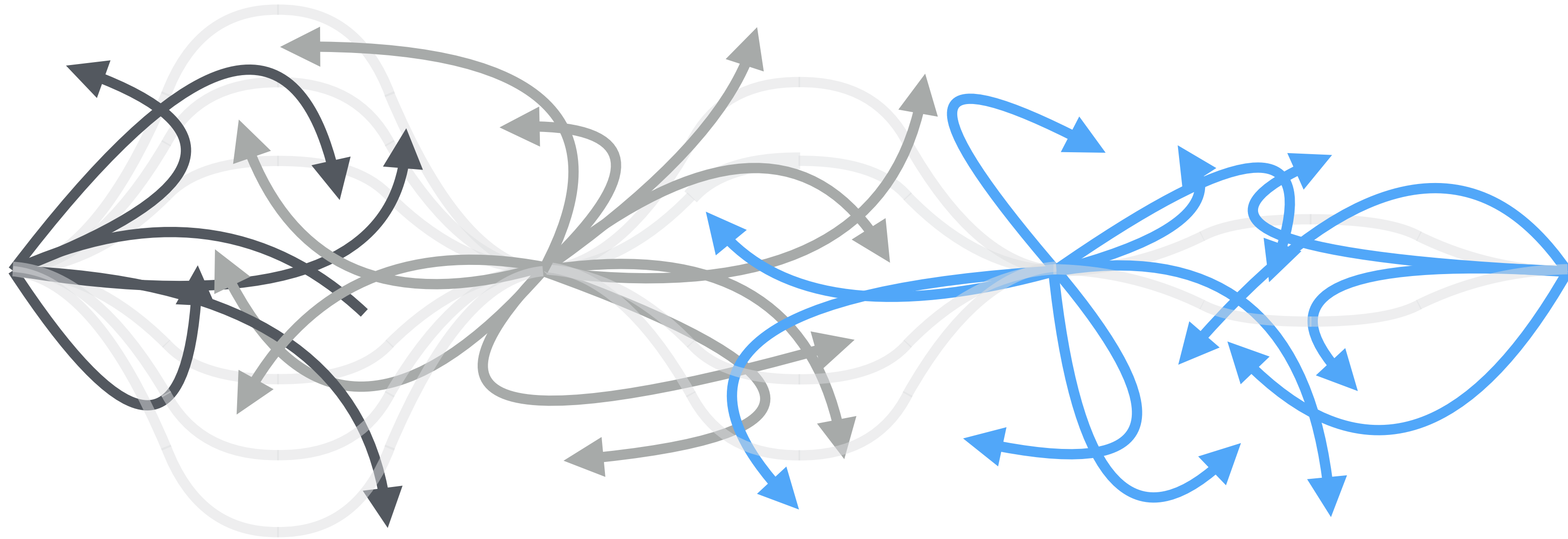
Job postings

Sample Application



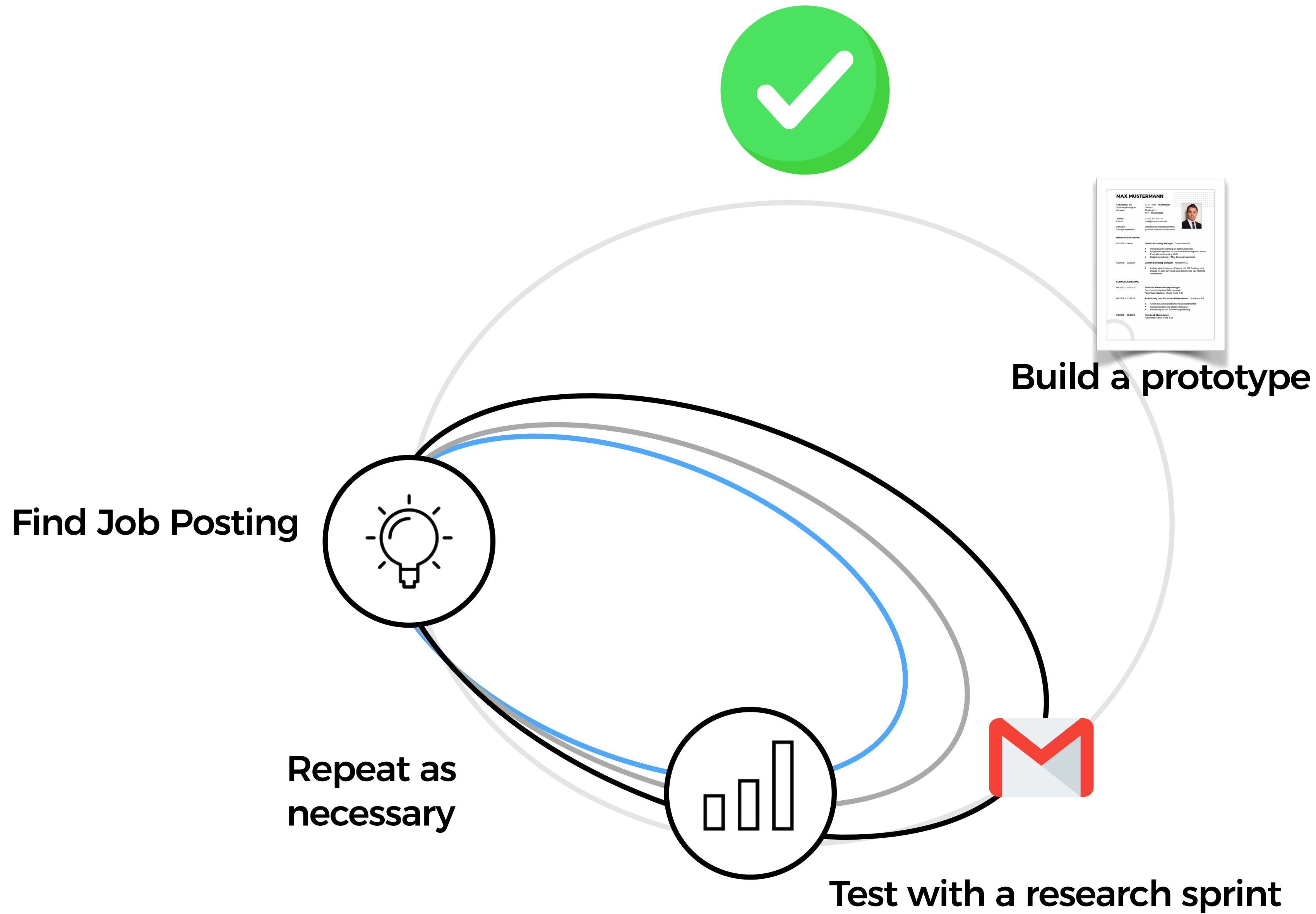
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Application A



MAX MUSTERMANN

Geburtsdag/-ort: 17.04.1987 / Musterstadt
Staatsangehörigkeit: Deutsch
Adresse: Musterstr. 1
11111 Musterstadt

Telefon: 01520-111 1111 11
E-Mail: max@mustermann.de

LinkedIn: linkedin.com/maxmustermann
Selbstpräsentation: youtube.com/maxmustermann



BERUFSEFAHRUNG

03/2020 – heute **Senior Marketing Manager** - Chemie GmbH

- Personalverantwortung für zehn Mitarbeiter
- Projektmanagement für die Markteinführung einer neuen Produktlinie ab Anfang 2020
- Budgetverwaltung: 4 Mio. Euro Jahresumsatz

03/2018 – 02/2020 **Junior Marketing Manager** - Kunststoff AG

- Aufbau einer Instagram Präsenz mit 150 Postings und Stories im Jahr 2018 und einer Reichweite von 180.000 Abonnenten

SCHULAUSSBILDUNG

04/2011 – 02/2014 **Studium Wirtschaftspsychologie**
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Abschluss: Bachelor of Arts (Note 1,8)

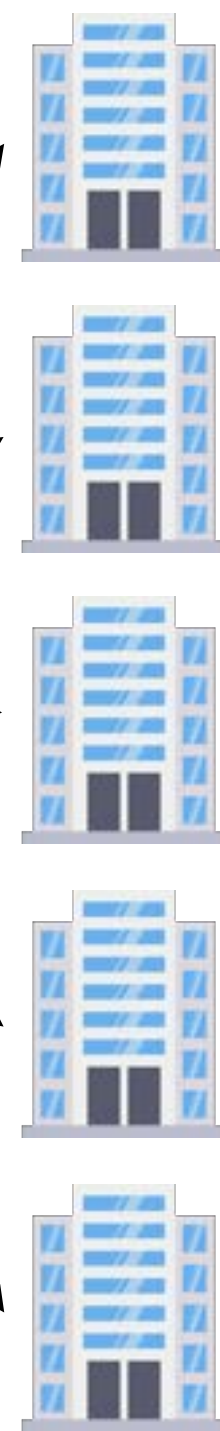
06/2008 – 01/2014 **Ausbildung zum Einzelhandelskaufmann** - Kaufhaus AG

- Arbeit mit unterschiedlichen Warensortimenten
- Kunden beraten und Waren verkaufen
- Mitwirkung bei der Sortimentsgestaltung

08/2000 – 06/2008 **Humboldt-Gymnasium**
Abschluss: Abitur (Note 1,6)



Application B



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Adresse: Musterstr. 1
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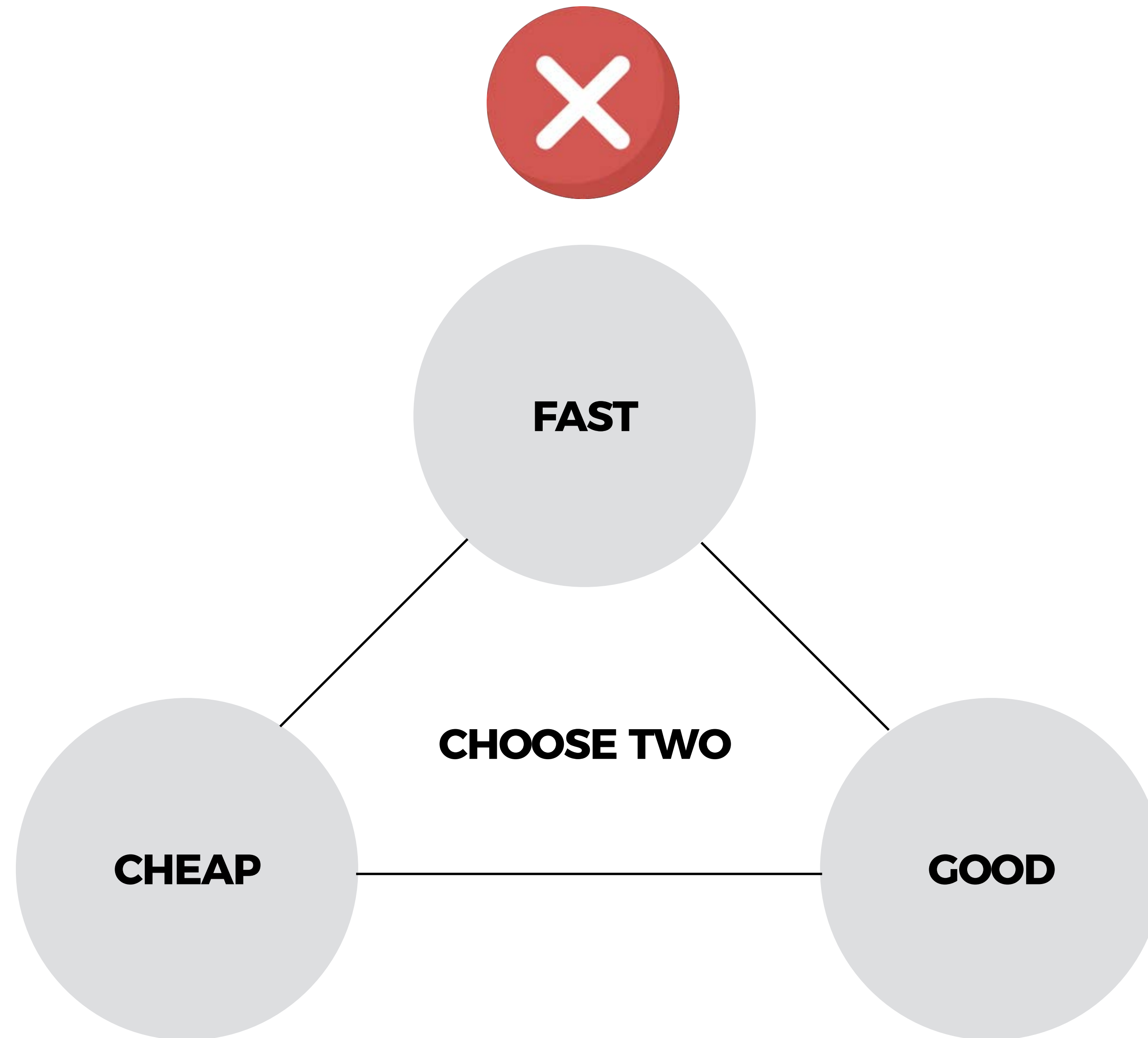
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DESIGN THE IMPACT NOT THE APPLICATION

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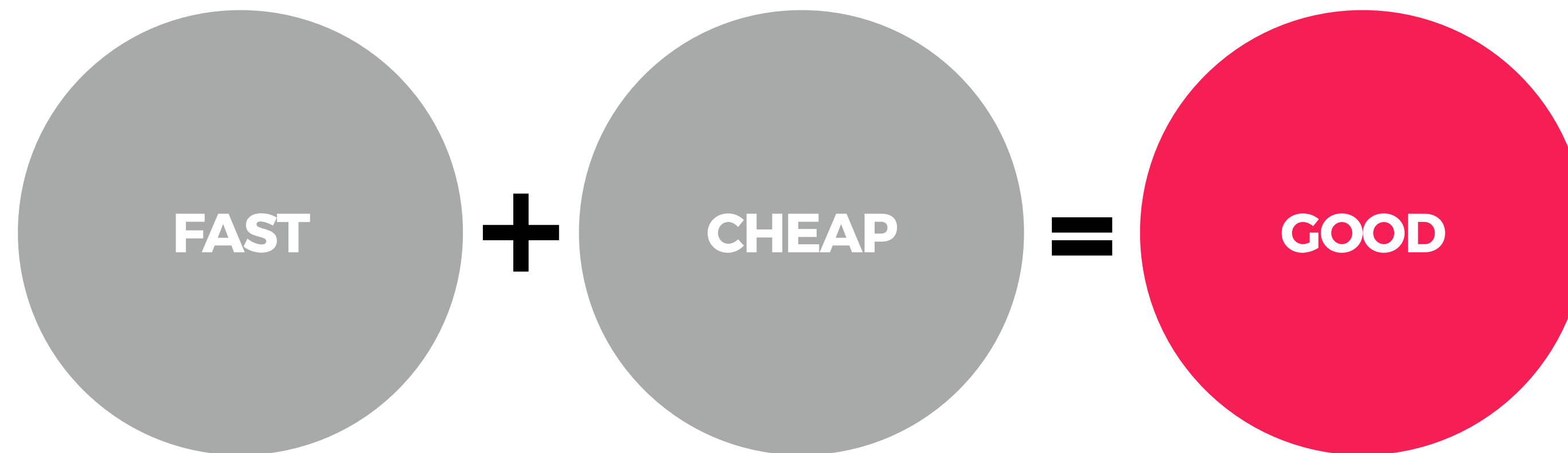
FROM



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KARRIERE GURU

TO



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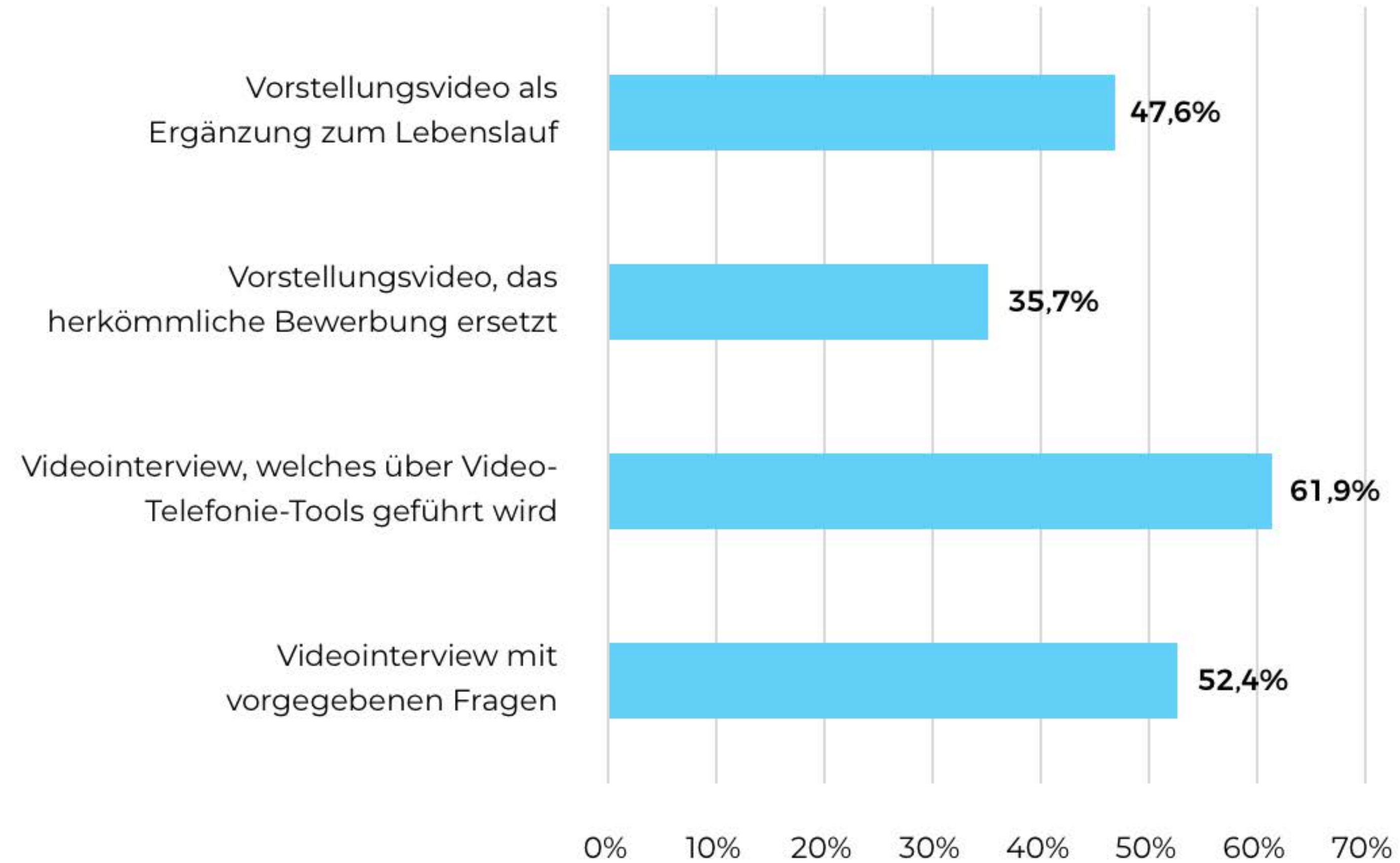


VIDEO APPLICATION

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RESEARCH.

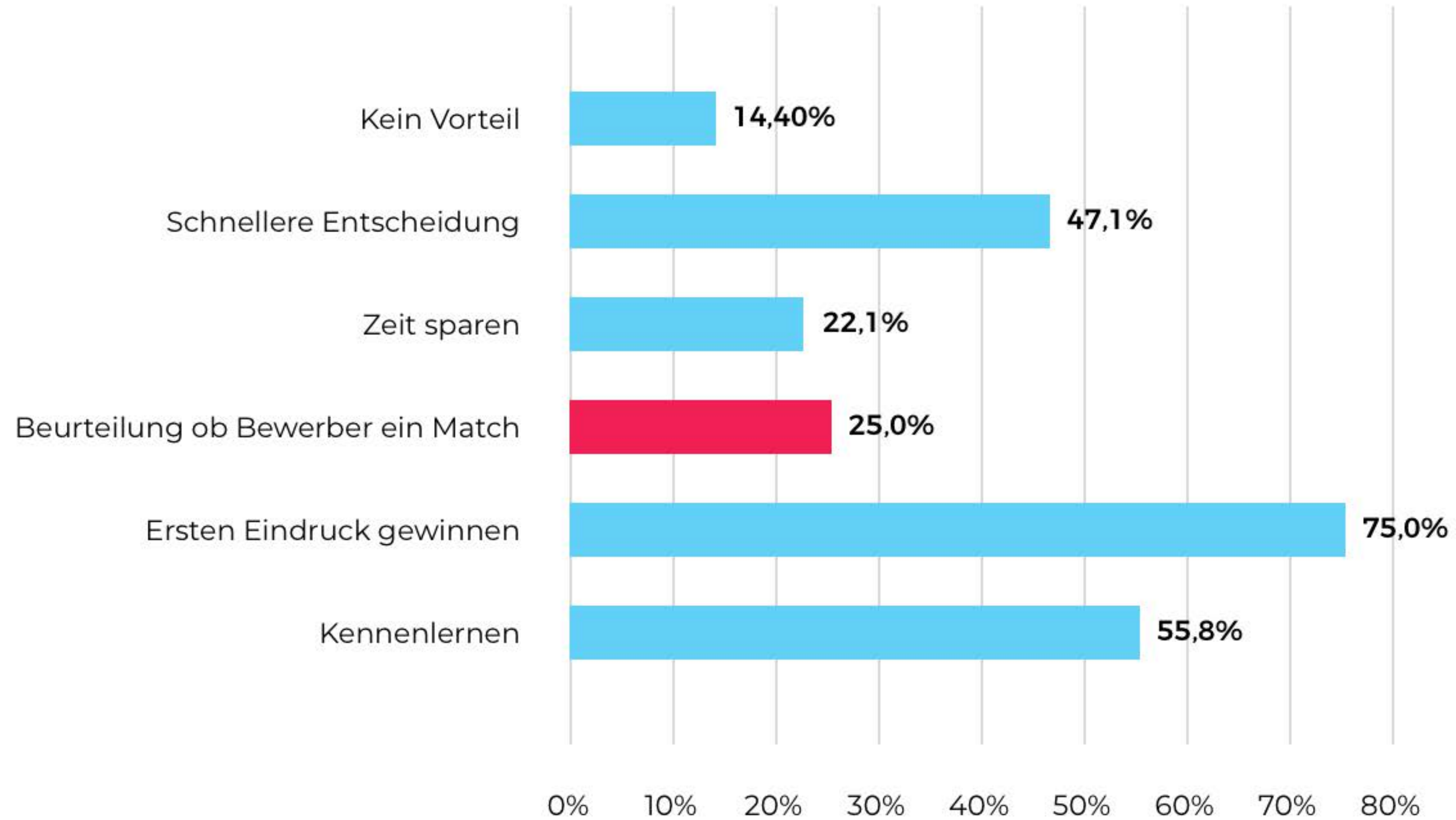


Quelle: TH Brandenburg

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RESEARCH.



Quelle: TH Brandenburg

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PRO'S

- You can present yourself and your personality in a versatile and authentic way

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- You can present yourself and your personality in a versatile and authentic way
- Motivation and commitment become obvious for the Hiring Manager

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- You can visualize or summarize complex things more easily

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- You stand out positively (*if the video is well done*)

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CON'S

- Shyness is quickly exposed and does not always have a positive effect

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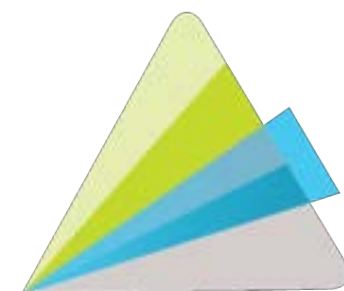
CON'S

- Shyness is quickly exposed and does not always have a positive effect
- Video applications are time consuming and can also be expensive
- You have to prepare and plan many things - without guarantee of success
- In the worst case you make a bad impression

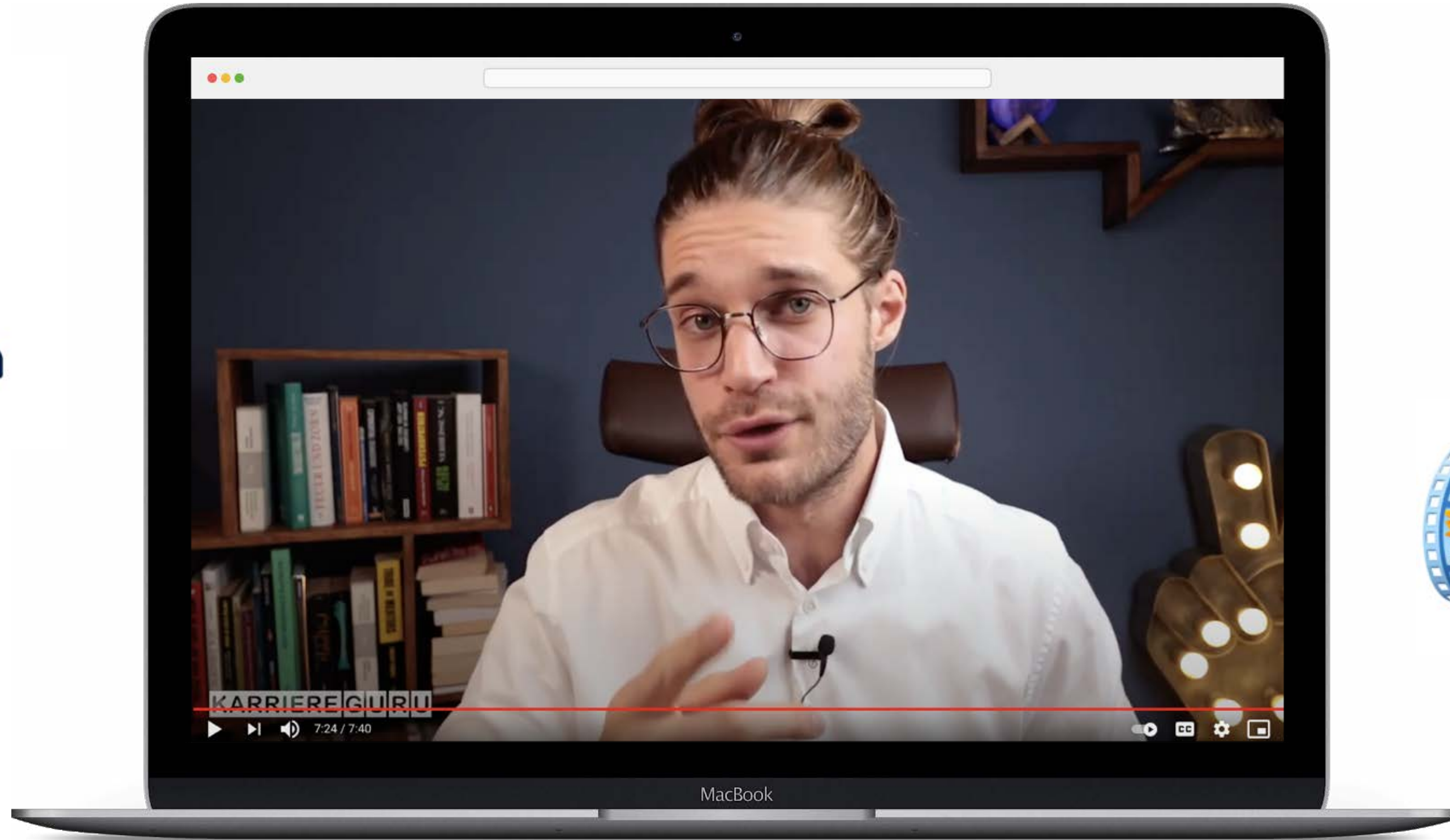
FORMAT.



POWTOON



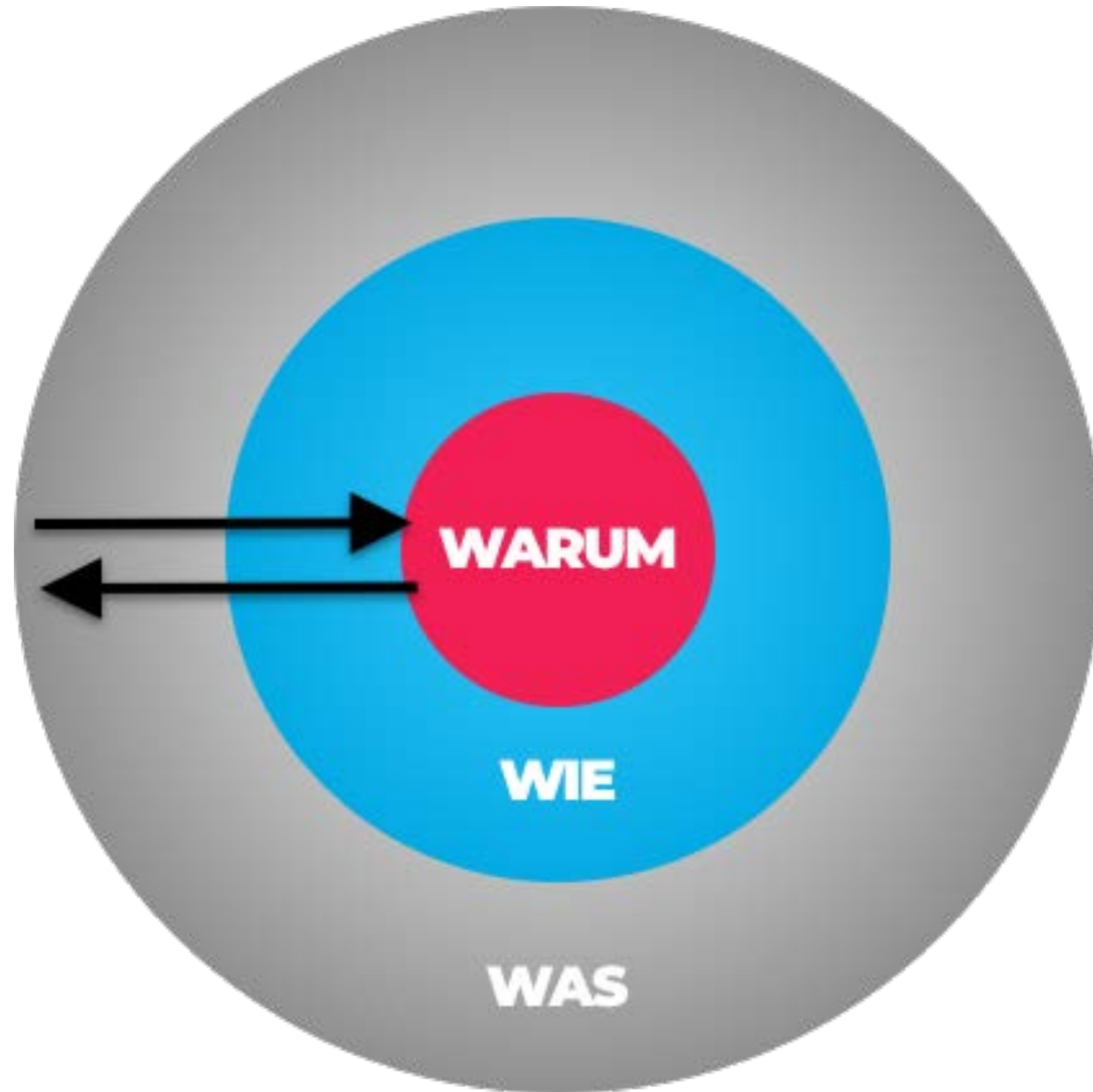
ANIMOTO



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STORYTELLING FRAMEWORK.



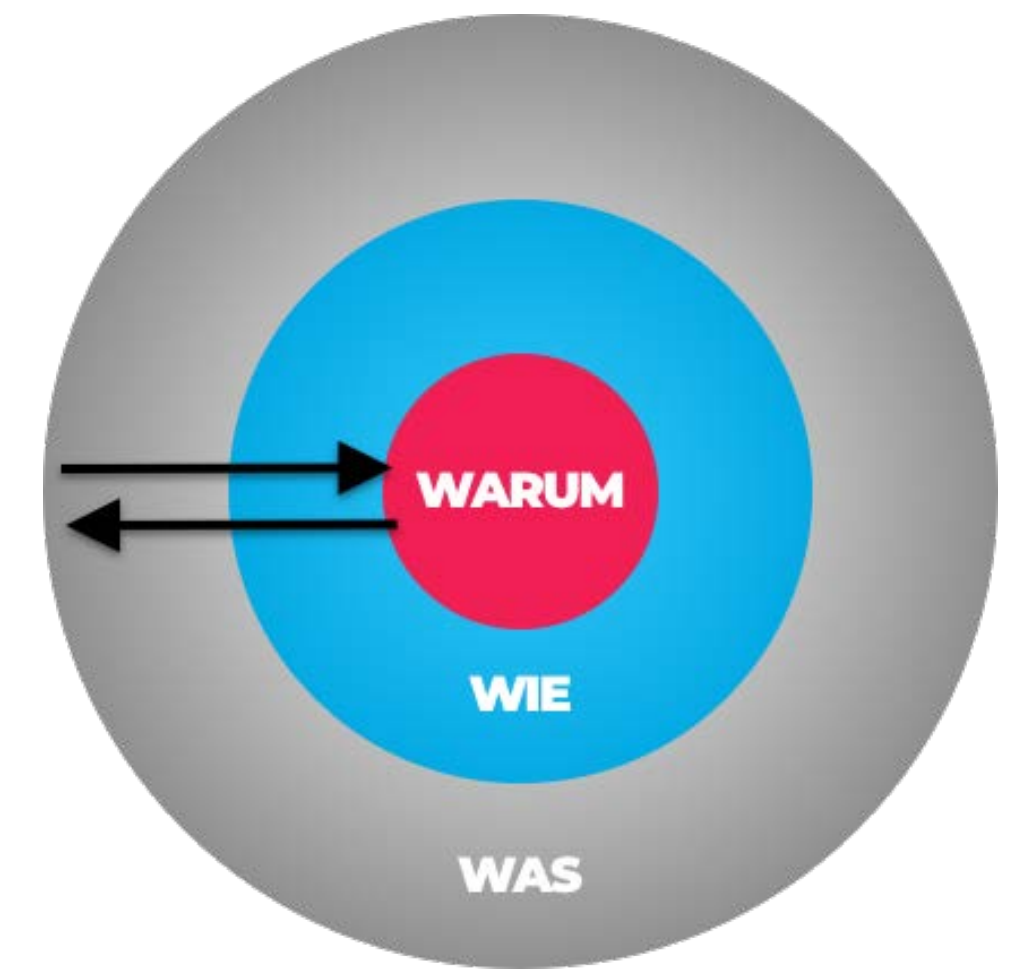
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STORYTELLING FRAMEWORK.

WARUM-WAS-WER instead **WER-WAS-WARUM**

- Was there a past moment that had a particular impact on you?



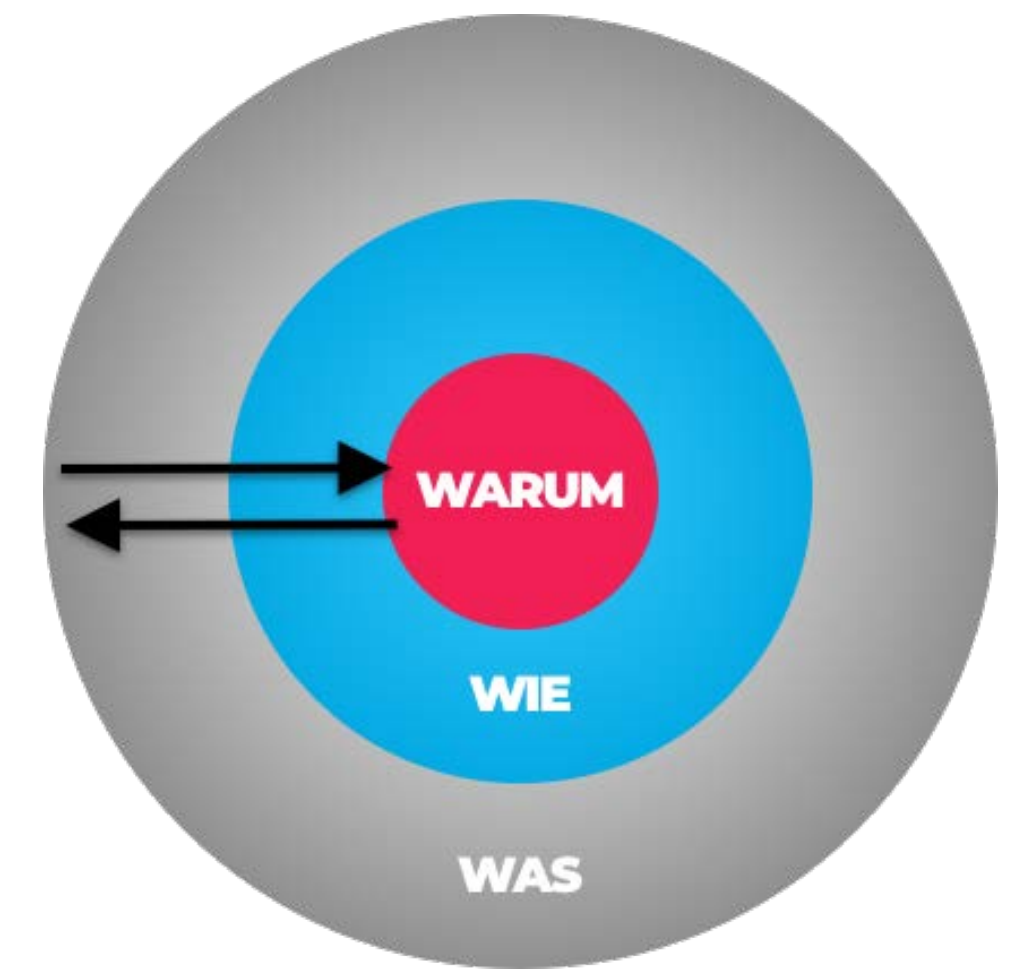
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KARRIERE **GURU**

STORYTELLING FRAMEWORK.

WARUM-WAS-WER instead **WER-WAS-WARUM**

- Was there a past moment that had a particular impact on you?
- How did it affect you and your career?



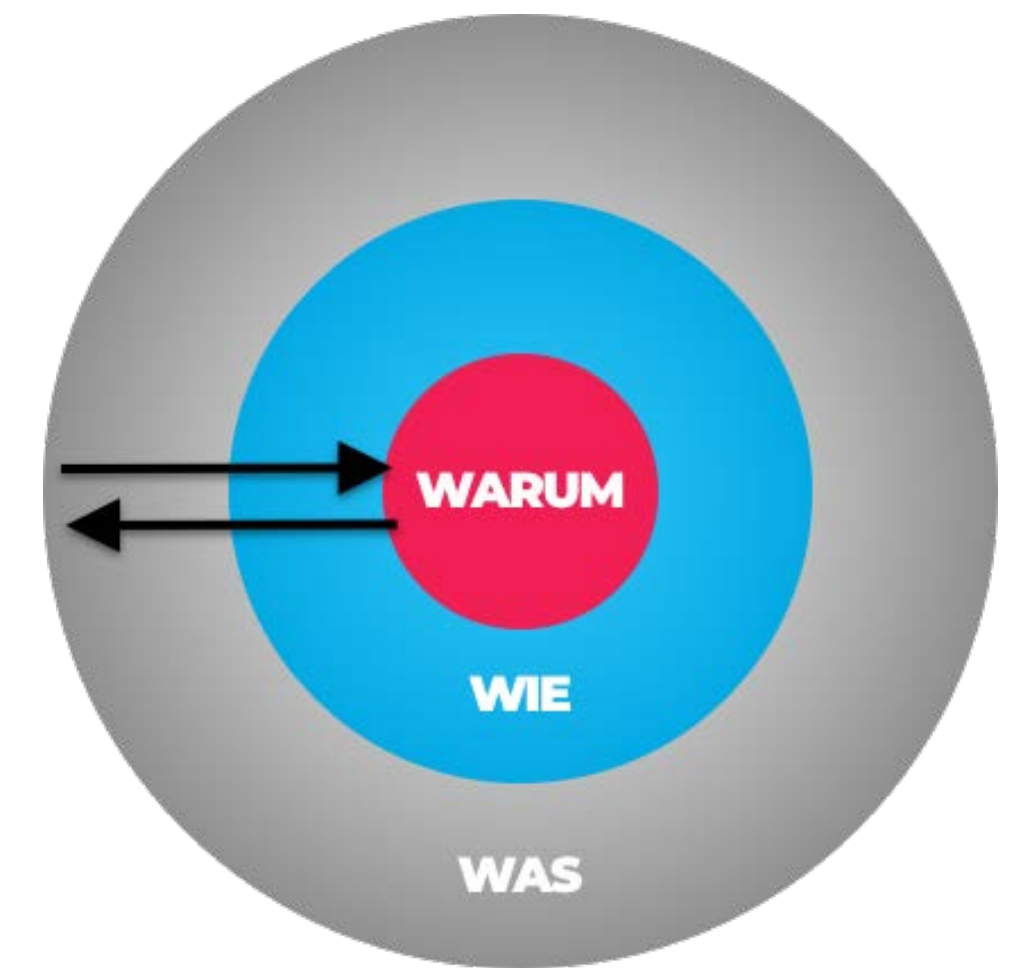
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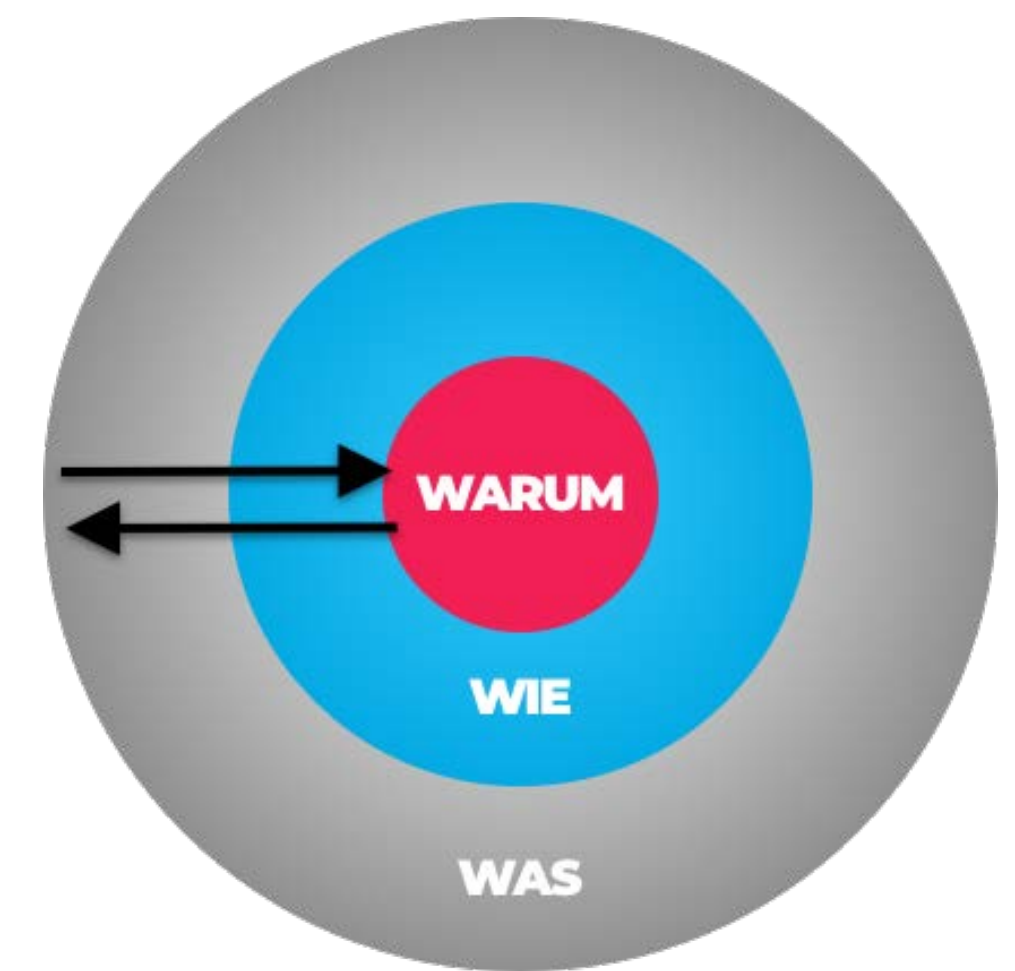
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- How does this company or its products/services inspire you?
- Why is it your destiny to apply for this job?



BARMER

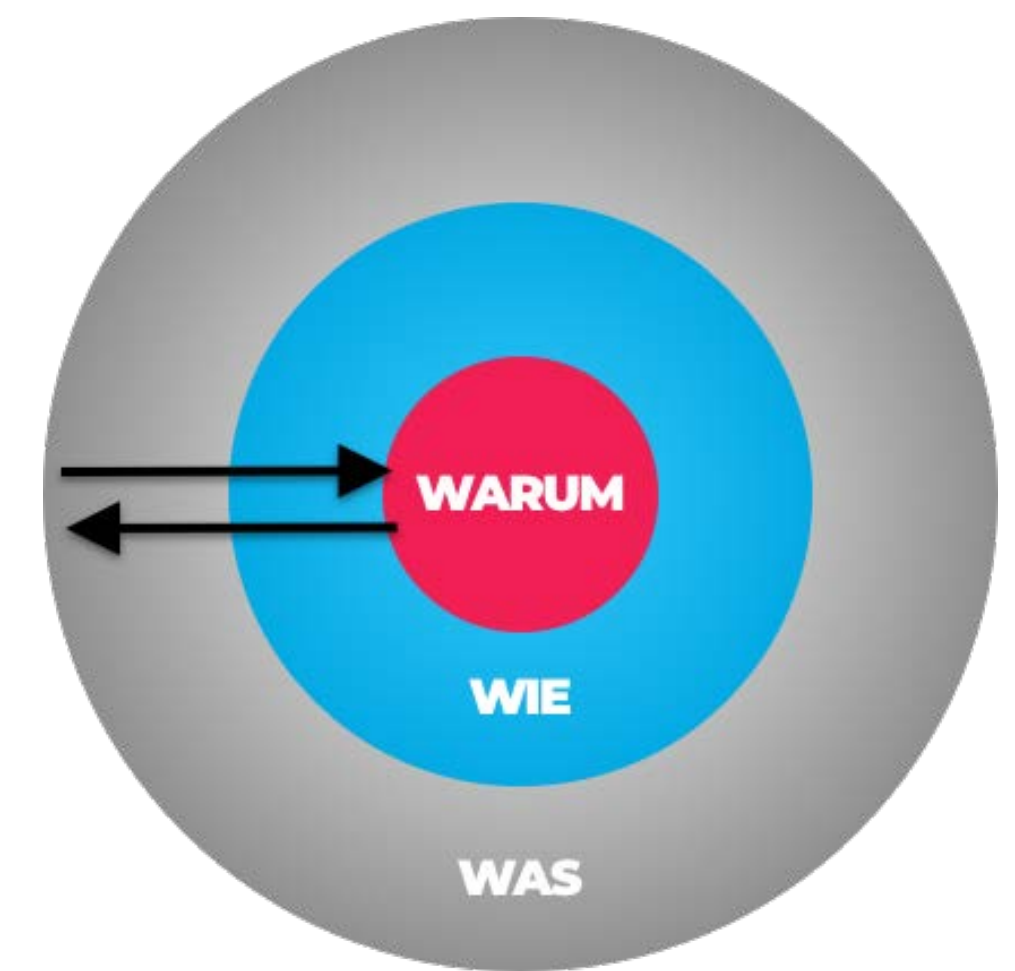
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→ Call-to-Action: Invitation to Interview.



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MESSAGE.

WHY "It was always clear to me that you had to do something with people. The first time it really became clear to me was when I had to take responsibility for my two younger siblings."

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KARRIERE **GURU**

MESSAGE.




WHY "It was always clear to me that you had to do something with people. The first time it really became clear to me was when I had to take responsibility for my two younger siblings."

WHAT "I am someone who has the back of other people. Like a soccer coach who protects the team from the press. Like the oil in the gearbox so that the engine can deliver maximum performance."


BARMER

KARRIERE **GURU**

MESSAGE.



WHY "It was always clear to me that you had to do something with people. The first time it really became clear to me was when I had to take responsibility for my two younger siblings."



WHAT "I am someone who has the back of other people. Like a soccer coach who protects the team from the press. Like the oil in the gearbox so that the engine can deliver maximum performance."

WHO "My name is Tobias and I would like to profitably contribute my fascination but above all my competence around the topic of organizational development to you. I am looking forward to a personal conversation."

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SETTING.

Light

- 45 degree angle laterally from the front (*not frontal & not from behind*)
- Natural light (*no direct sunlight & no ceiling light*).

SETTING.

Light

- 45 degree angle laterally from the front (*not frontal & not from behind*)
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Frame

- plain, light wall (*outside or inside*)
- Frame to max. hip

SETTING.

Light

- 45 degree angle laterally from the front (*not frontal & not from behind*)
- Natural light (*no direct sunlight & no ceiling light*).

Frame

- plain, light wall (*outside or inside*)
- Frame to max. hip

Sound

- No background noise
- optional clip-on microphone (*lavalier*)

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NOTE.

- It's best to record your video standing up.

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- Stand with both feet firmly on the ground.

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- Stand as straight and upright as possible.

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- Stand facing the camera.

BARMER

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NOTE.

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- Do not play with jewelry or drum with your fingers!

BARMER

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- Let your hands hang loosely next to your body.

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- Let your hands hang loosely next to your body.
- You can also put them on your thighs.

BARMER

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- Do not play with jewelry or drum with your fingers!
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- You can also put them on your thighs.
- Crossed arms are an absolute no-go!

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CALL

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PERSONAL BRANDING

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“

Personal branding means "**to market yourself**".

Personal branding is the practice of marketing people and their careers as brands. It is an ongoing process of developing and maintaining a **reputation** and **impression**.

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**SHOW OFF YOUR EXPERT
KNOWLEDGE.**



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FORMAT.



PRIVATE



WORK

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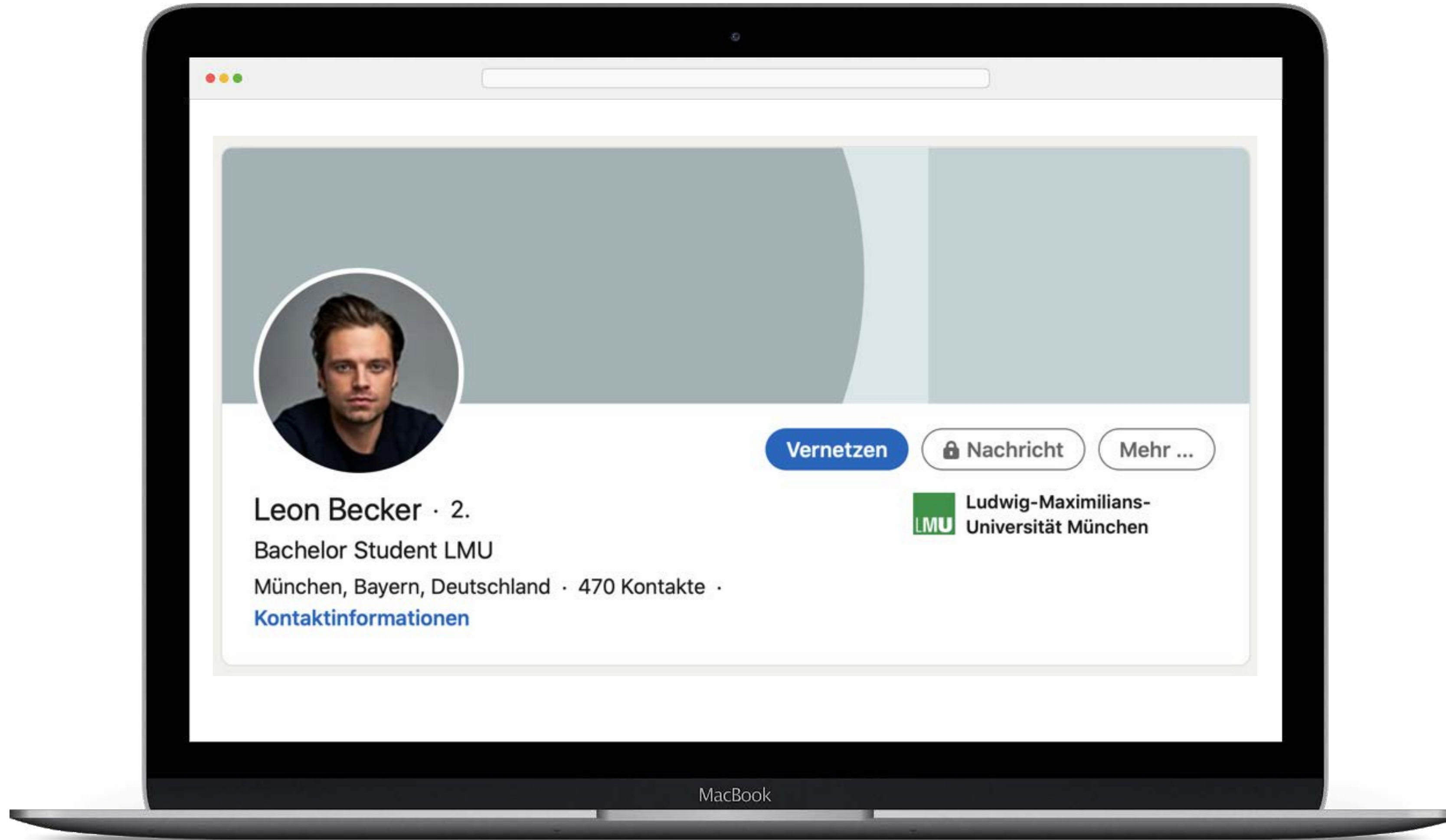
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THE PROFILE.

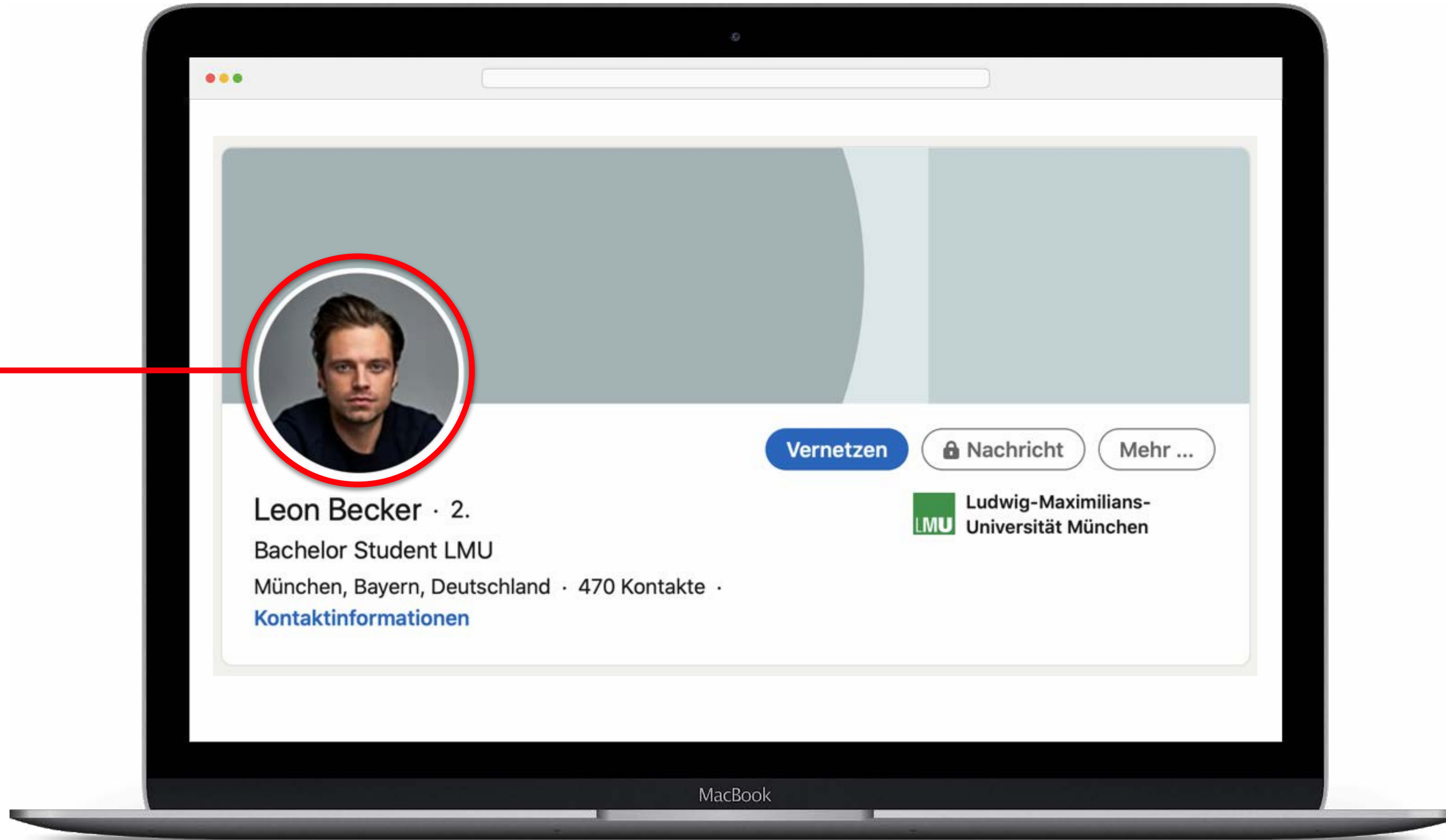


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THE PROFILE.

Profile Image
Portrait

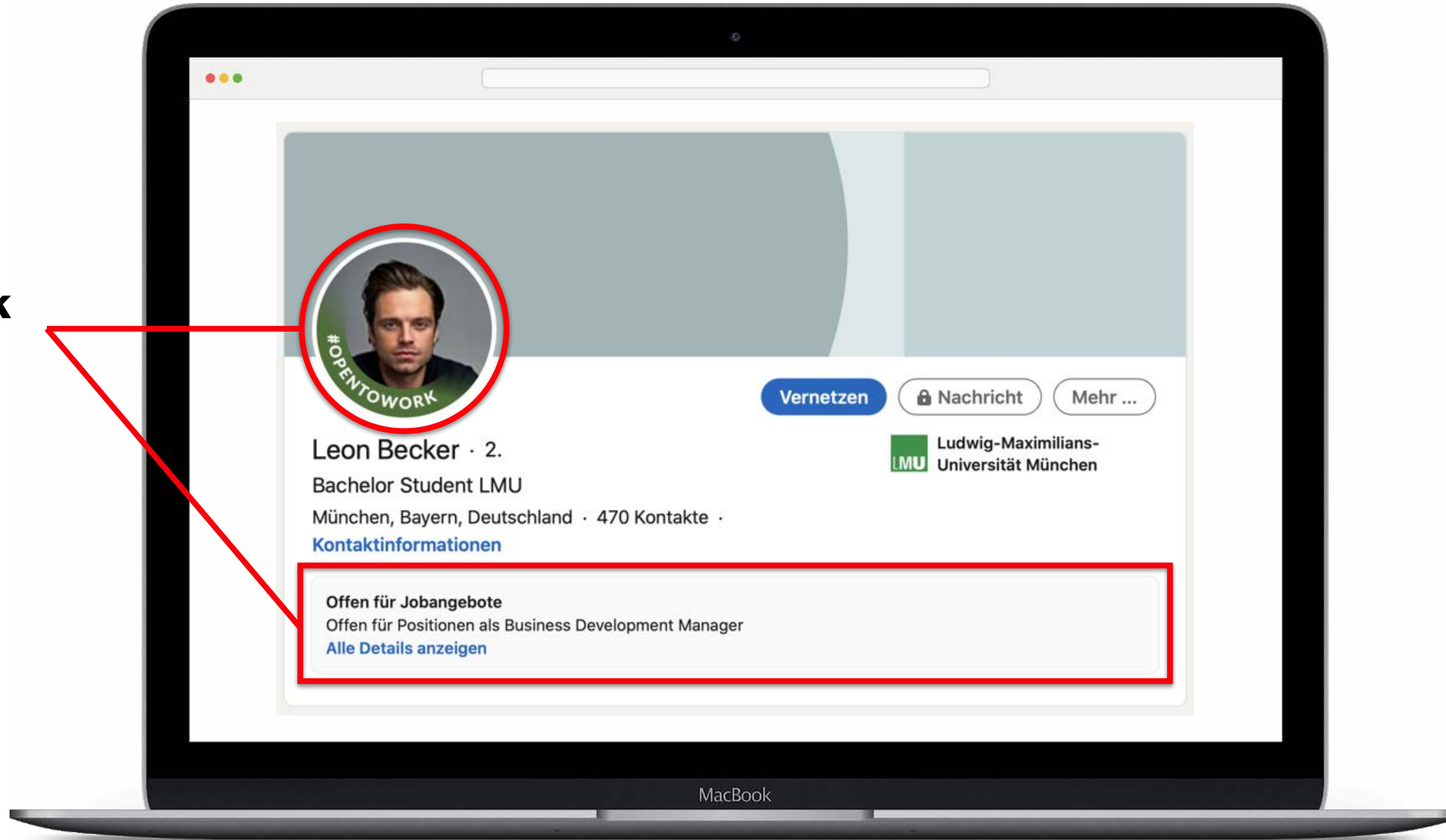


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THE PROFILE.

Open for Work
visible notice

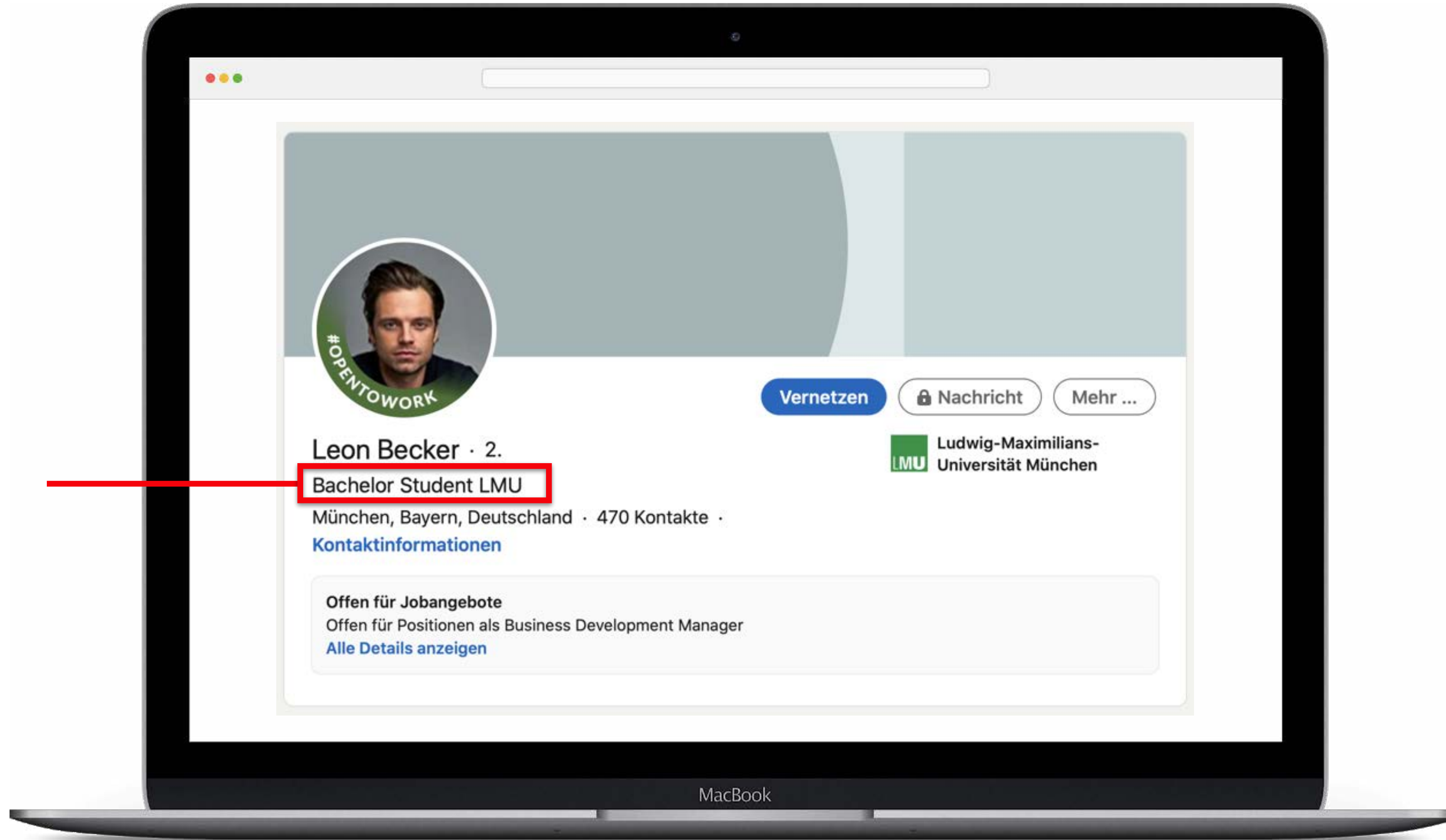


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THE PROFILE.

Headline
current job

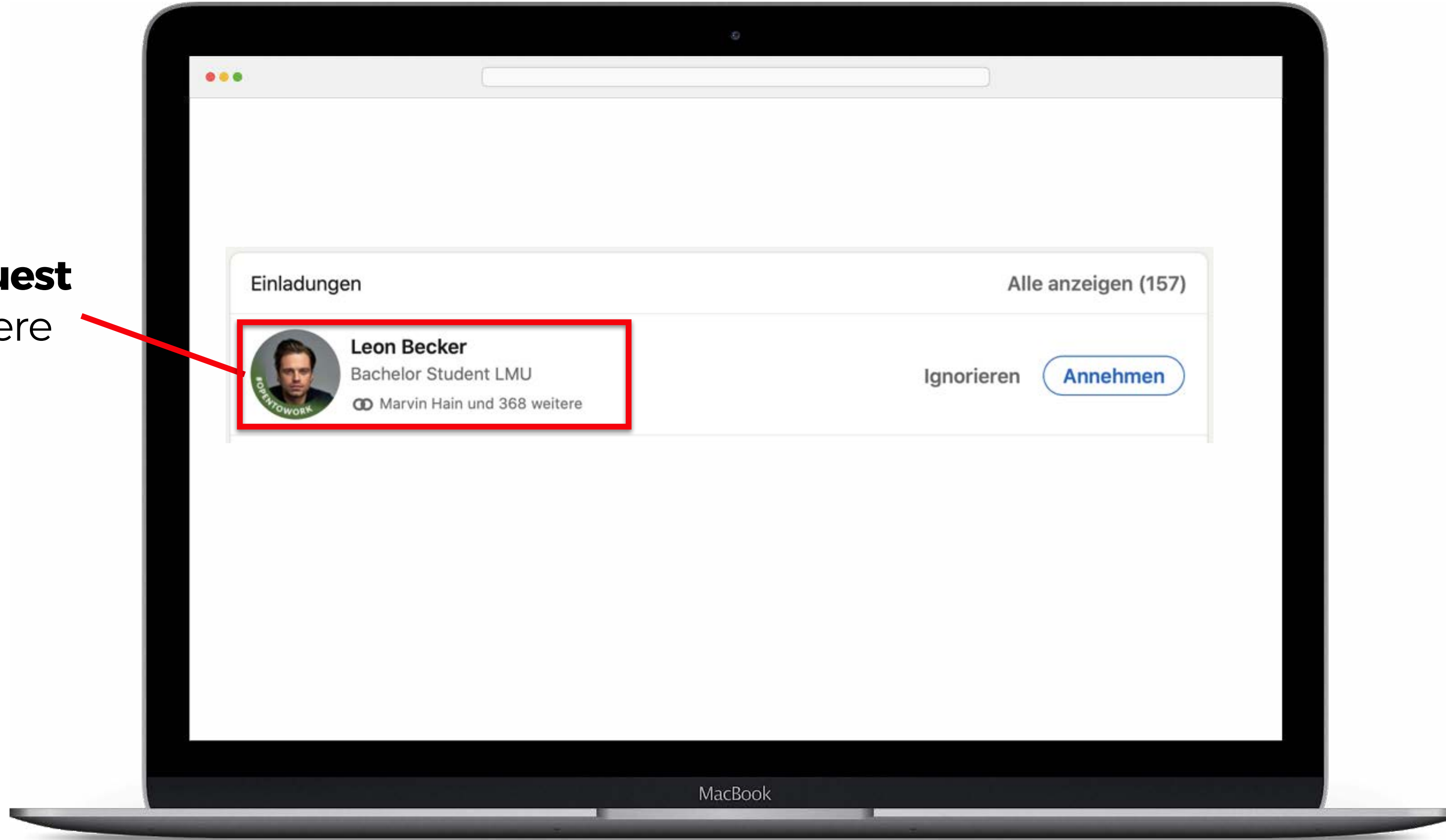


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THE PROFILE.

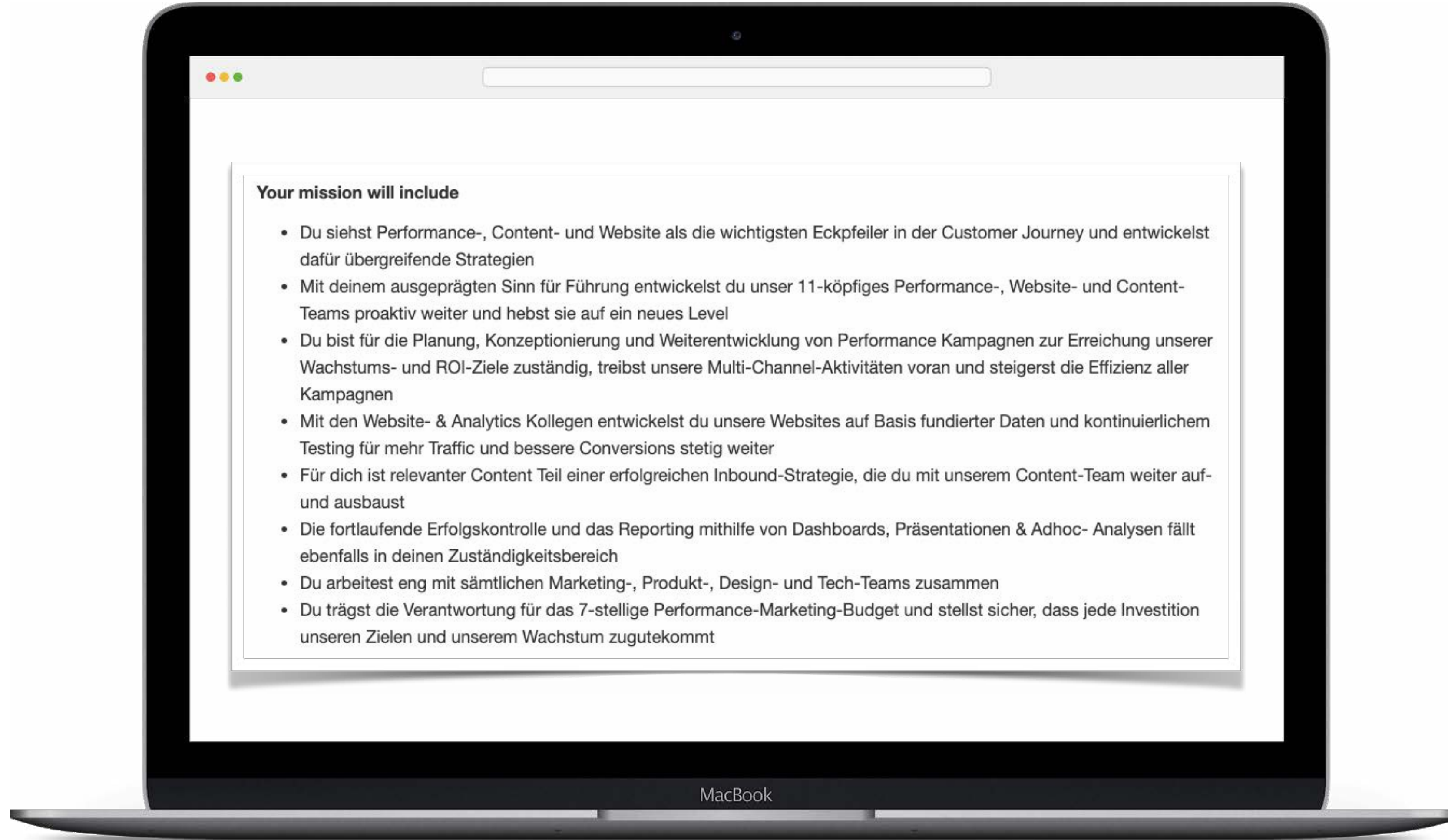
Connection request
visible everywhere



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THE PROFILE.



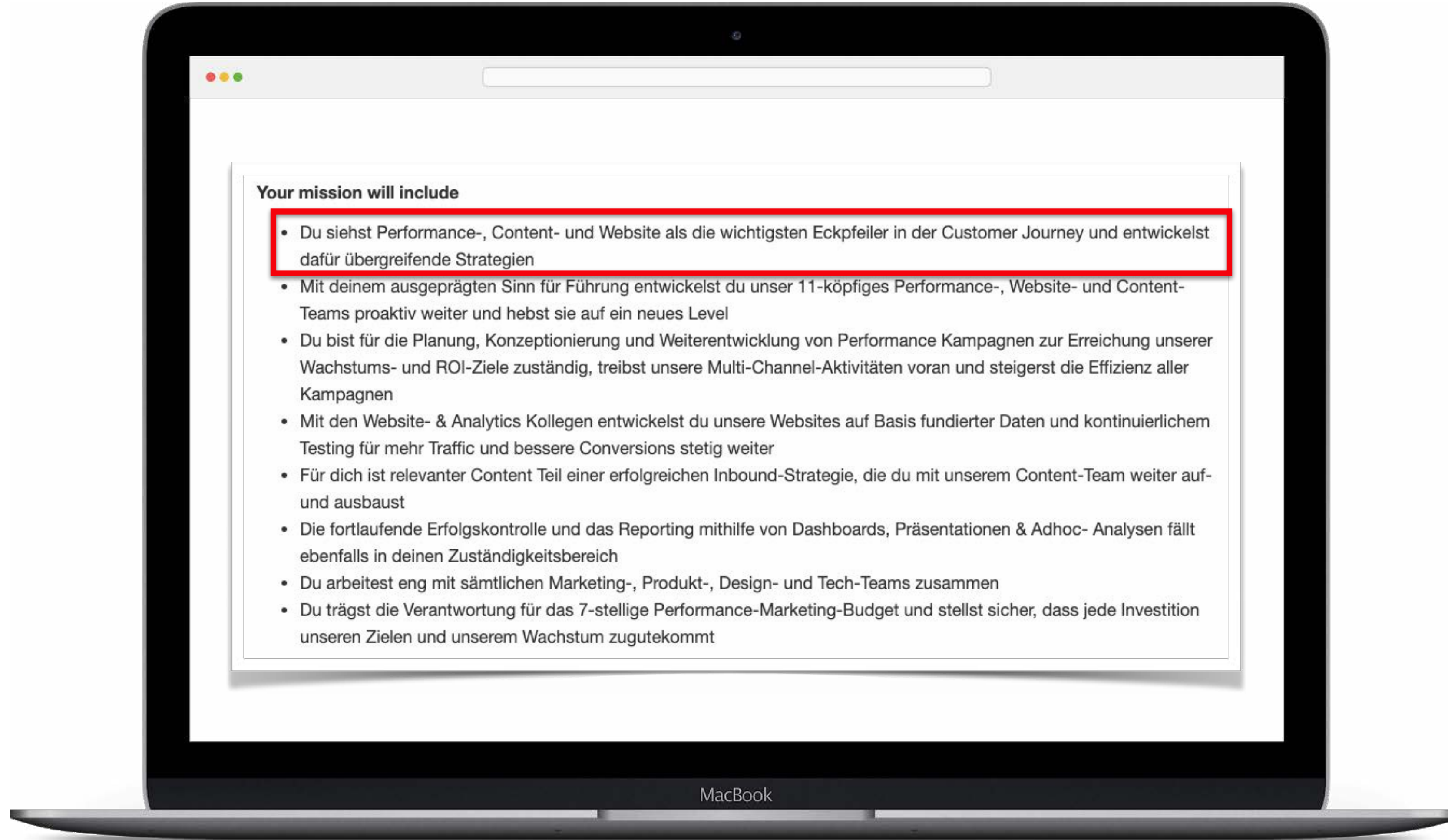
Your mission will include

- Du siehst Performance-, Content- und Website als die wichtigsten Eckpfeiler in der Customer Journey und entwickelst dafür übergreifende Strategien
- Mit deinem ausgeprägten Sinn für Führung entwickelst du unser 11-köpfiges Performance-, Website- und Content-Teams proaktiv weiter und hebst sie auf ein neues Level
- Du bist für die Planung, Konzeptionierung und Weiterentwicklung von Performance Kampagnen zur Erreichung unserer Wachstums- und ROI-Ziele zuständig, treibst unsere Multi-Channel-Aktivitäten voran und steigerst die Effizienz aller Kampagnen
- Mit den Website- & Analytics Kollegen entwickelst du unsere Websites auf Basis fundierter Daten und kontinuierlichem Testing für mehr Traffic und bessere Conversions stetig weiter
- Für dich ist relevanter Content Teil einer erfolgreichen Inbound-Strategie, die du mit unserem Content-Team weiter auf- und ausbaust
- Die fortlaufende Erfolgskontrolle und das Reporting mithilfe von Dashboards, Präsentationen & Adhoc- Analysen fällt ebenfalls in deinen Zuständigkeitsbereich
- Du arbeitest eng mit sämtlichen Marketing-, Produkt-, Design- und Tech-Teams zusammen
- Du trägst die Verantwortung für das 7-stellige Performance-Marketing-Budget und stellst sicher, dass jede Investition unseren Zielen und unserem Wachstum zugutekommt

BARMER

KARRIERE GURU

THE PROFILE.

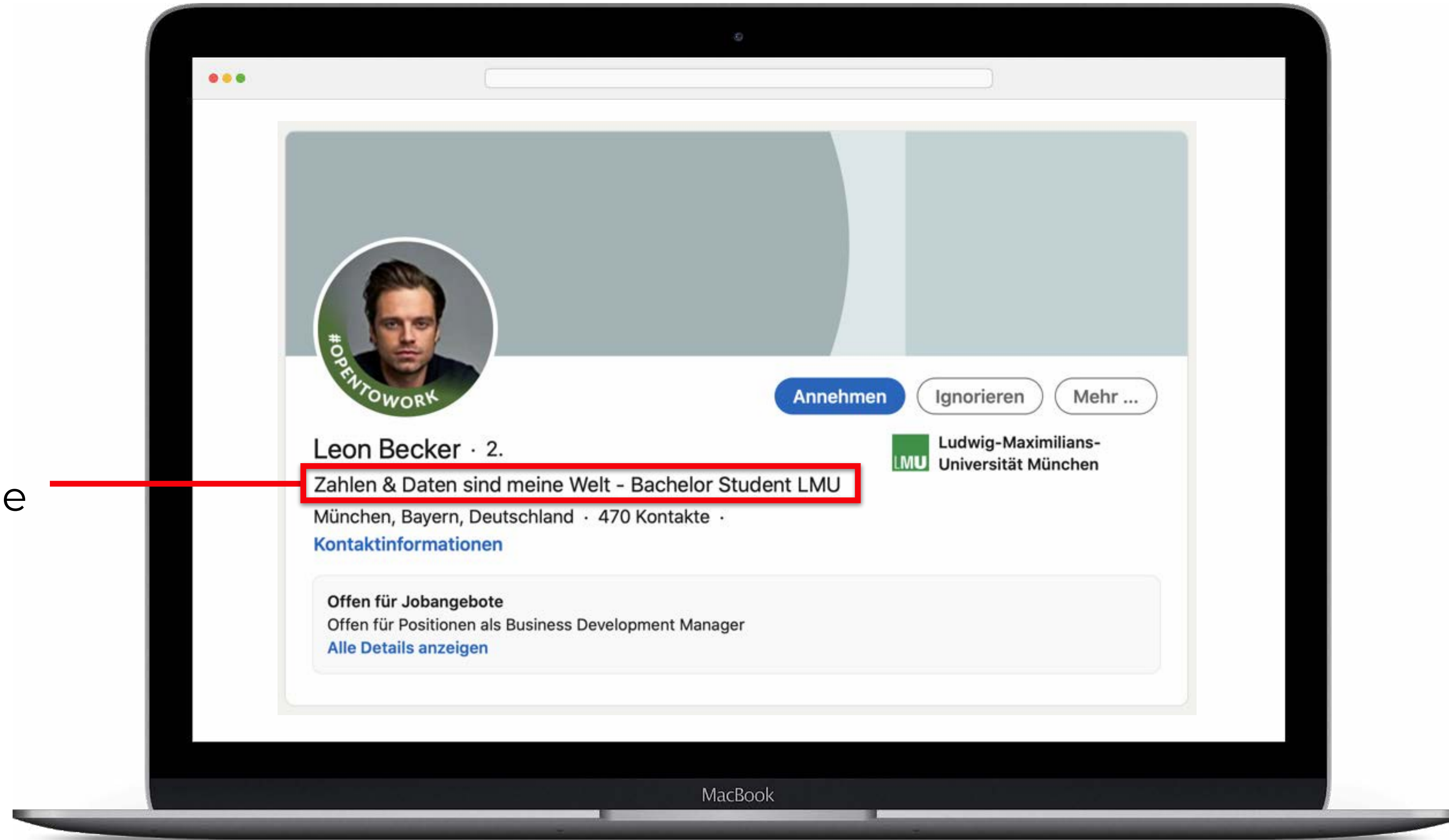


BARMER

KARRIERE GURU

THE PROFILE.

Headline
Job-to-be-done

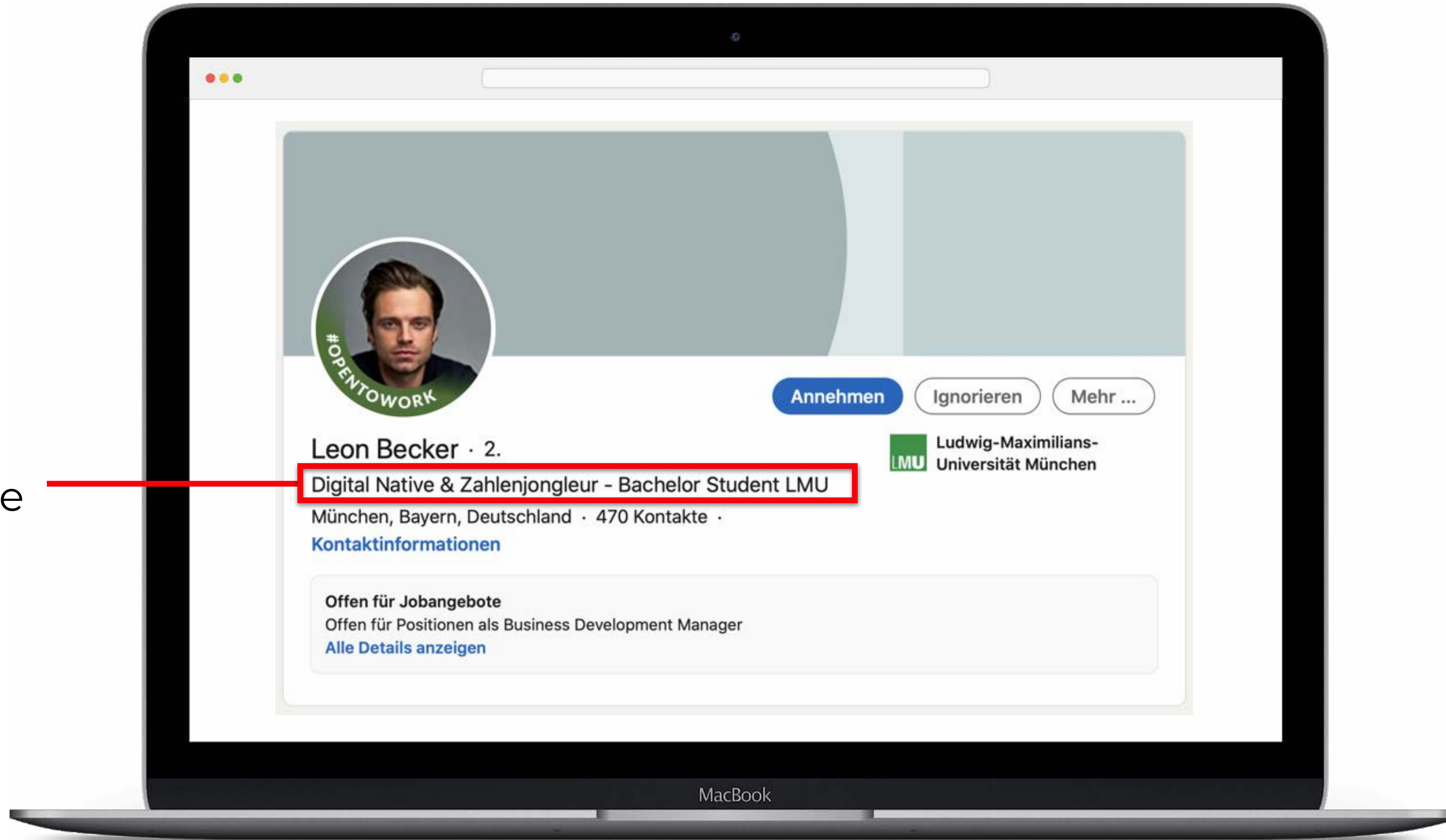


BARMER

KARRIERE GURU

THE PROFILE.

Headline
Job-to-be-done

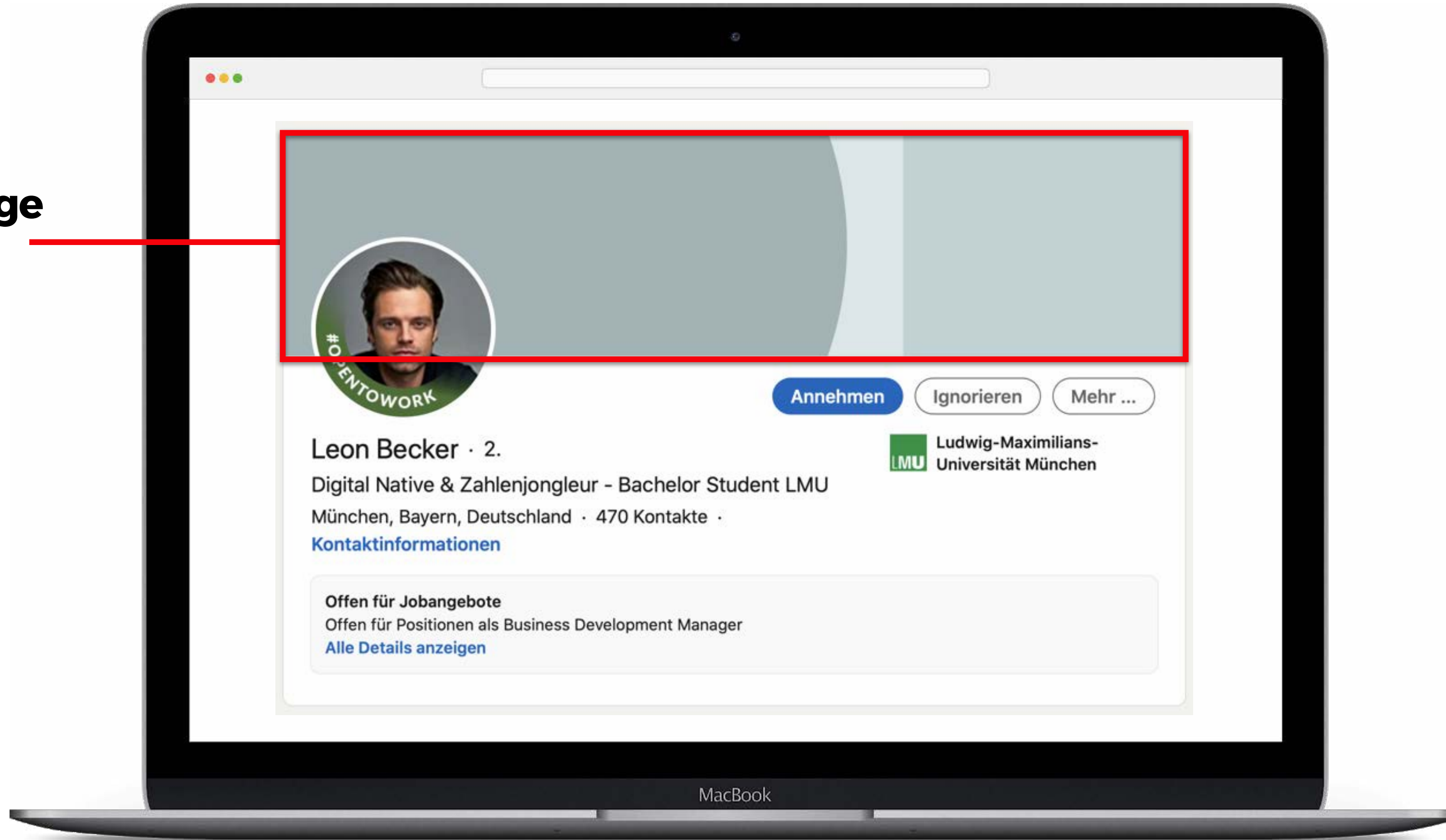


BARMER

KARRIERE GURU

THE PROFILE.

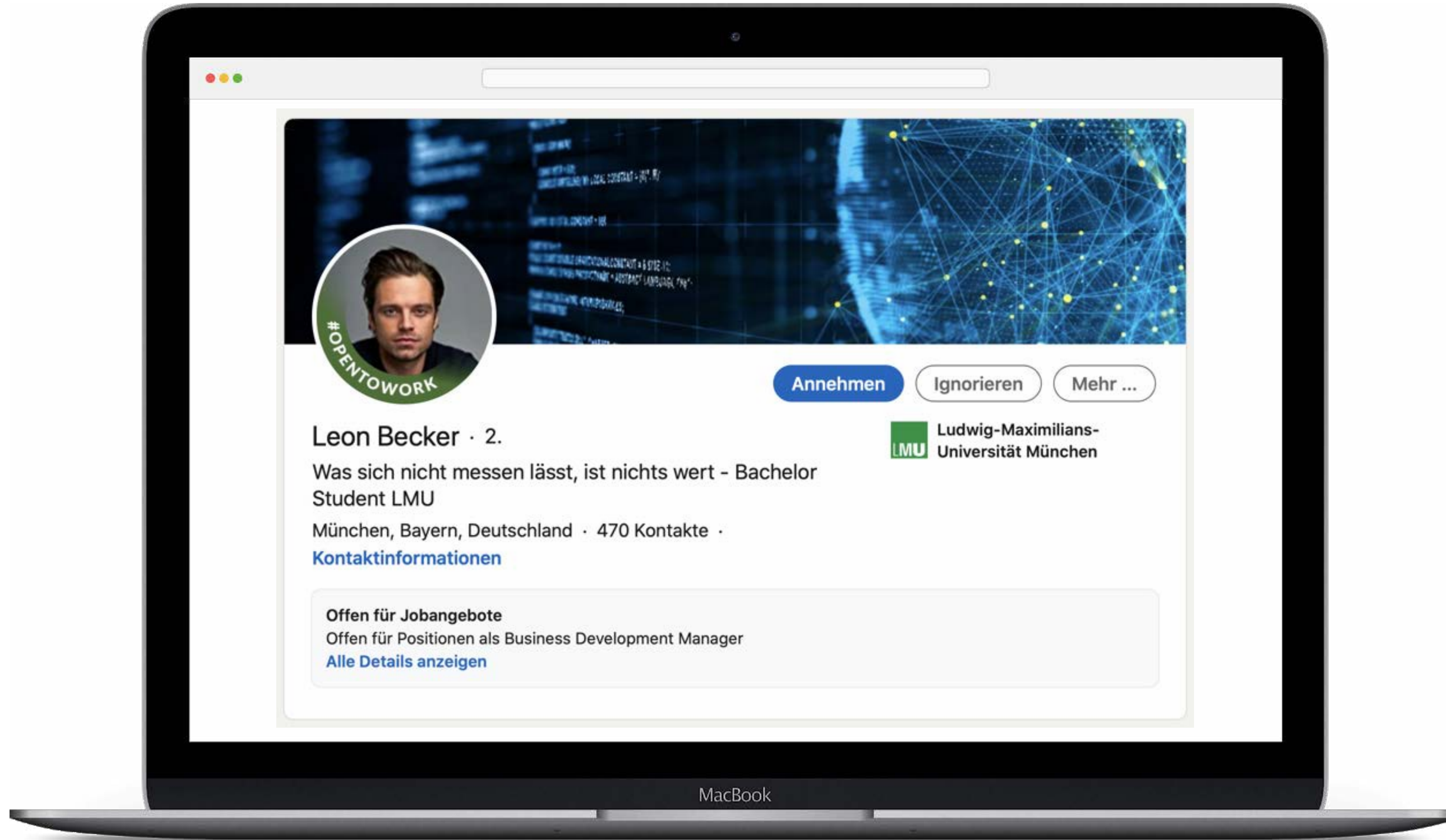
Background Image
visual support



BARMER

KARRIERE GURU

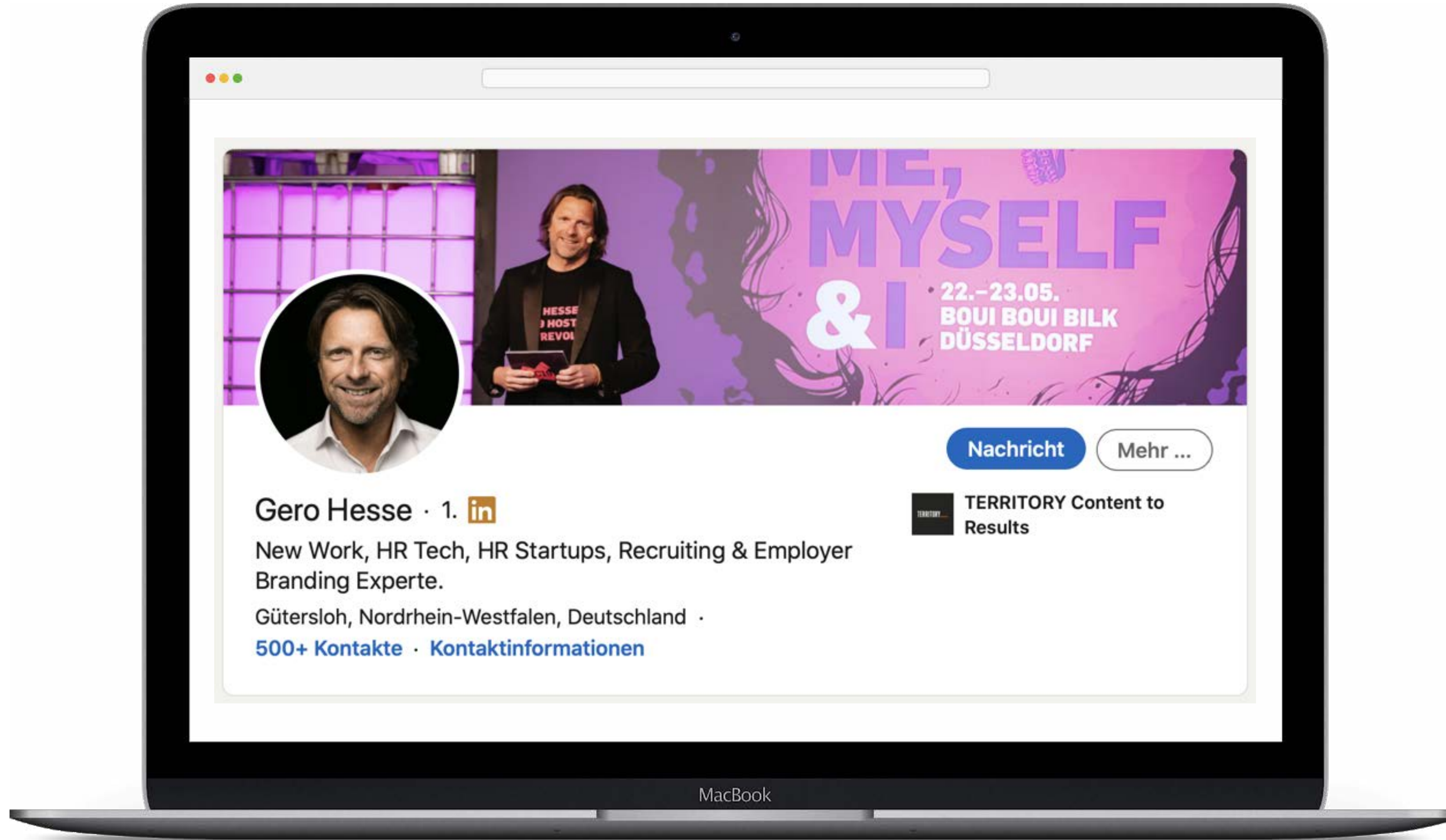
THE PROFILE.



BARMER

KARRIERE GURU

THE PROFILE.

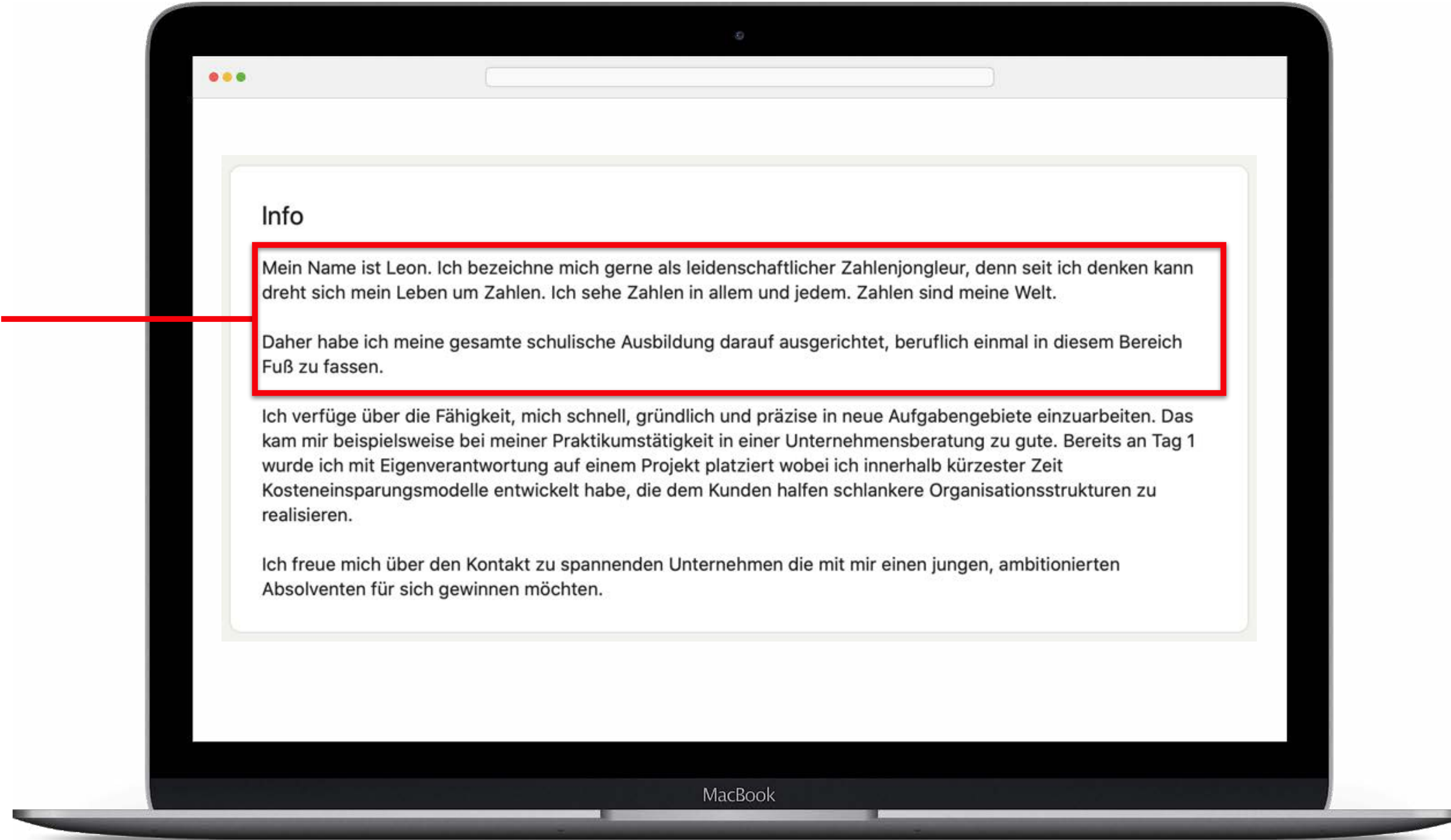


BARMER

KARRIERE GURU

THE PROFILE.

Storytelling
your WHY



Info

Mein Name ist Leon. Ich bezeichne mich gerne als leidenschaftlicher Zahlenjongleur, denn seit ich denken kann dreht sich mein Leben um Zahlen. Ich sehe Zahlen in allem und jedem. Zahlen sind meine Welt.

Daher habe ich meine gesamte schulische Ausbildung darauf ausgerichtet, beruflich einmal in diesem Bereich Fuß zu fassen.

Ich verfüge über die Fähigkeit, mich schnell, gründlich und präzise in neue Aufgabengebiete einzuarbeiten. Das kam mir beispielsweise bei meiner Praktikumstätigkeit in einer Unternehmensberatung zu gute. Bereits an Tag 1 wurde ich mit Eigenverantwortung auf einem Projekt platziert wobei ich innerhalb kürzester Zeit Kosteneinsparungsmodelle entwickelt habe, die dem Kunden halfen schlankere Organisationsstrukturen zu realisieren.

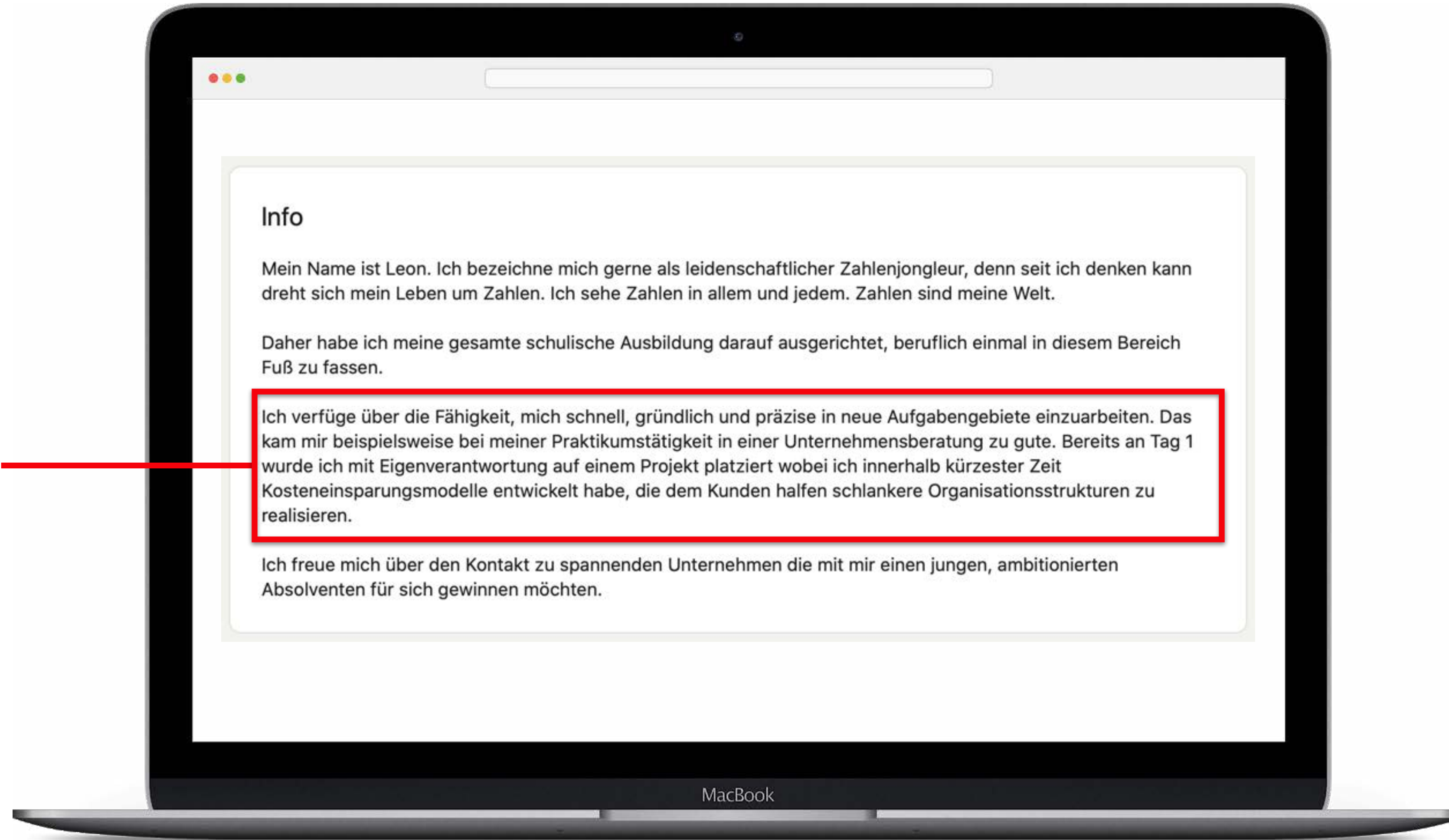
Ich freue mich über den Kontakt zu spannenden Unternehmen die mit mir einen jungen, ambitionierten Absolventen für sich gewinnen möchten.

BARMER

KARRIERE GURU

THE PROFILE.

Skillset
your HOW



Info

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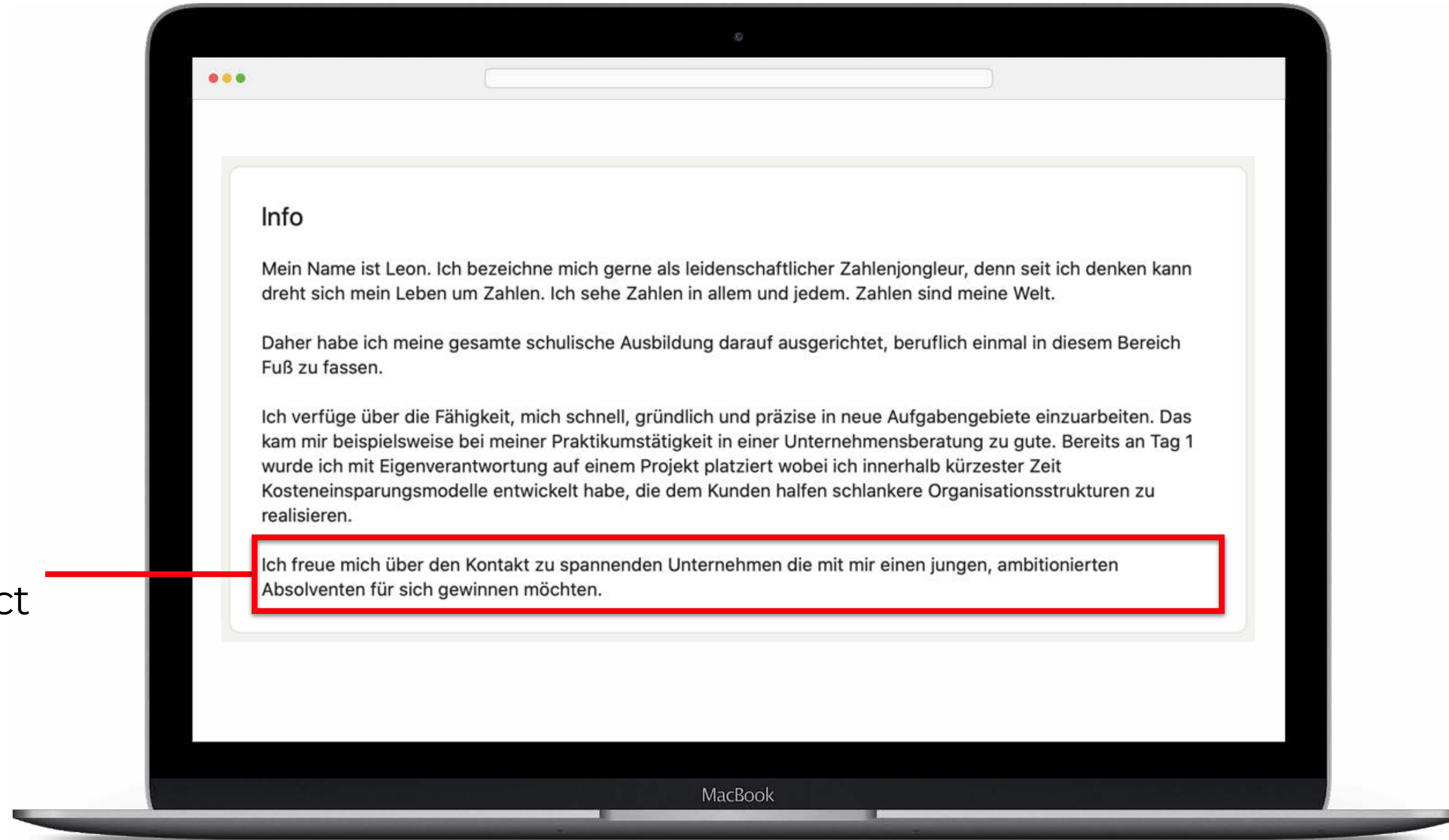
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BARMER

KARRIERE GURU

THE PROFILE.



Call-to-Action

Reason to connect

Info

Mein Name ist Leon. Ich bezeichne mich gerne als leidenschaftlicher Zahlenjongleur, denn seit ich denken kann dreht sich mein Leben um Zahlen. Ich sehe Zahlen in allem und jedem. Zahlen sind meine Welt.

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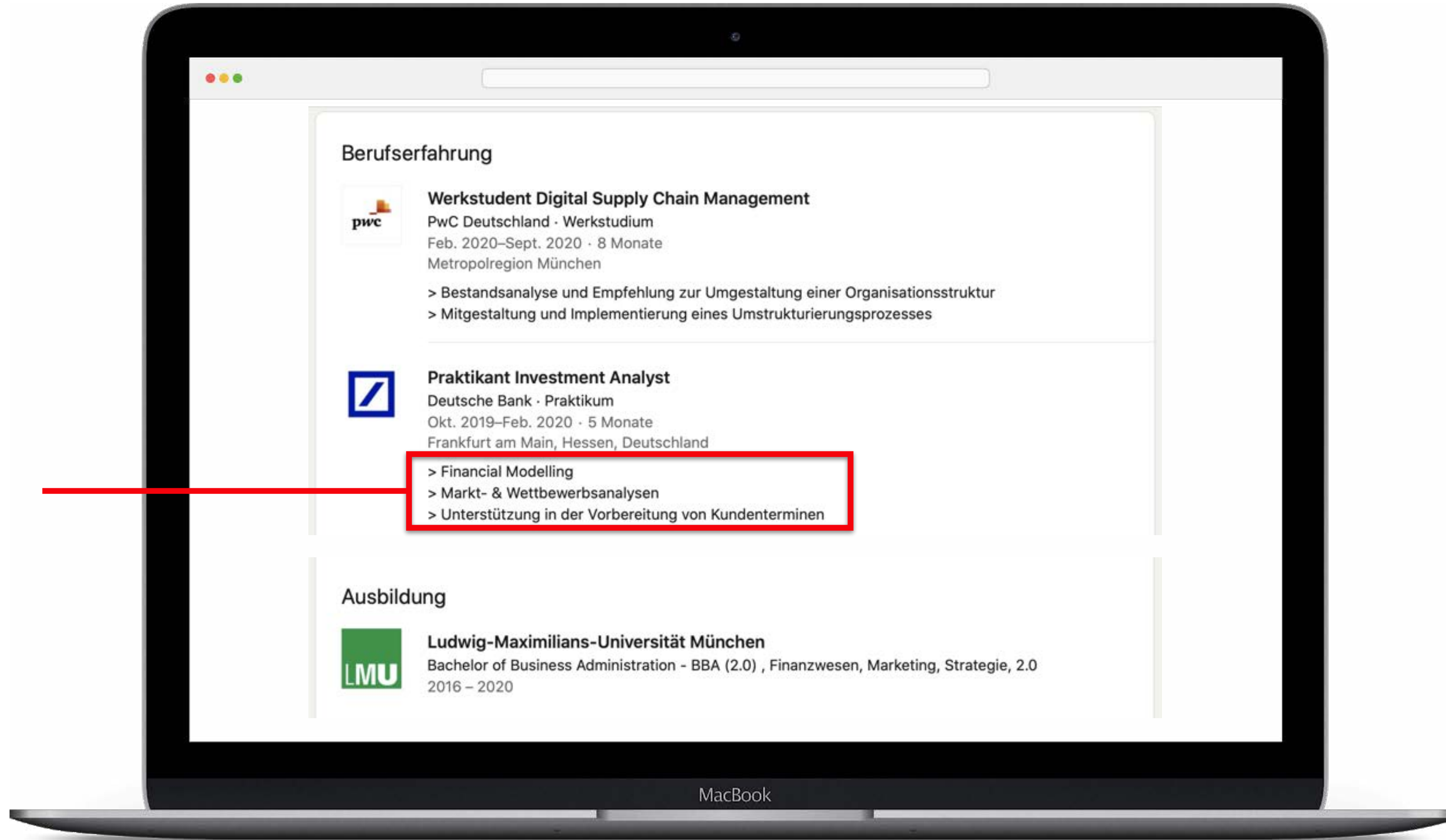
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BARMER

KARRIERE GURU

THE PROFILE.

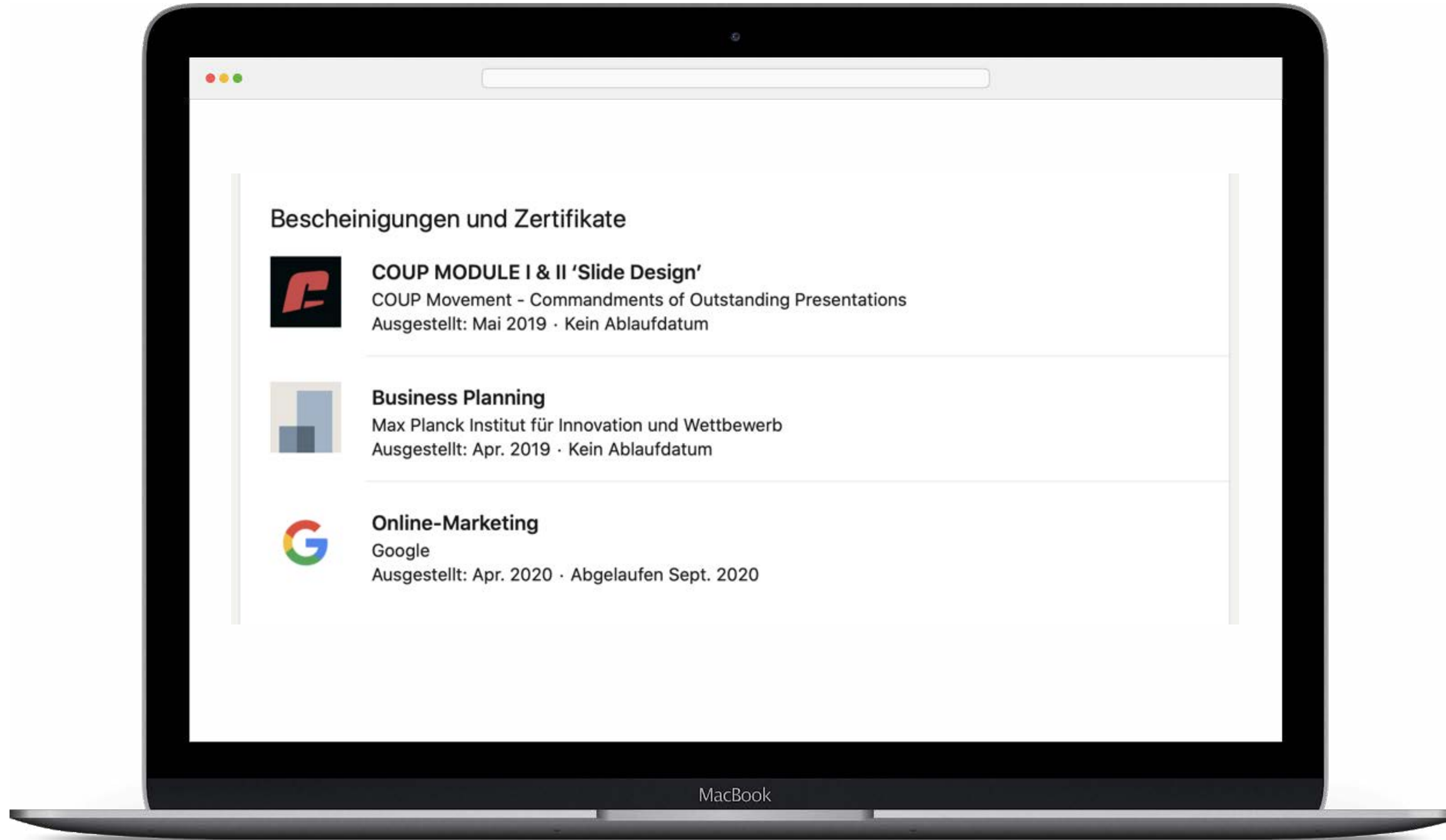
Bullet Points
experience



BARMER

KARRIERE GURU

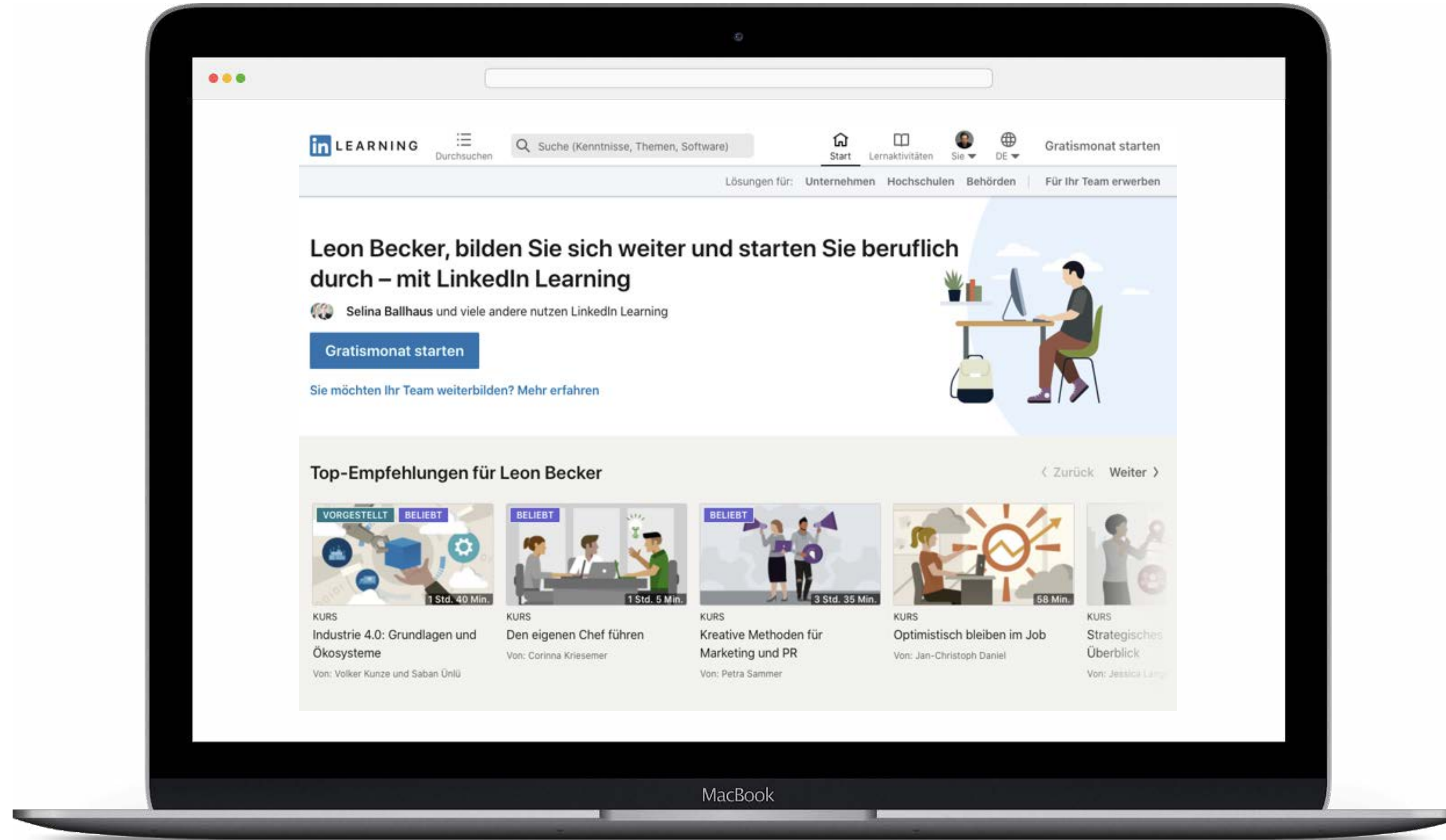
THE PROFILE.



BARMER

KARRIERE GURU

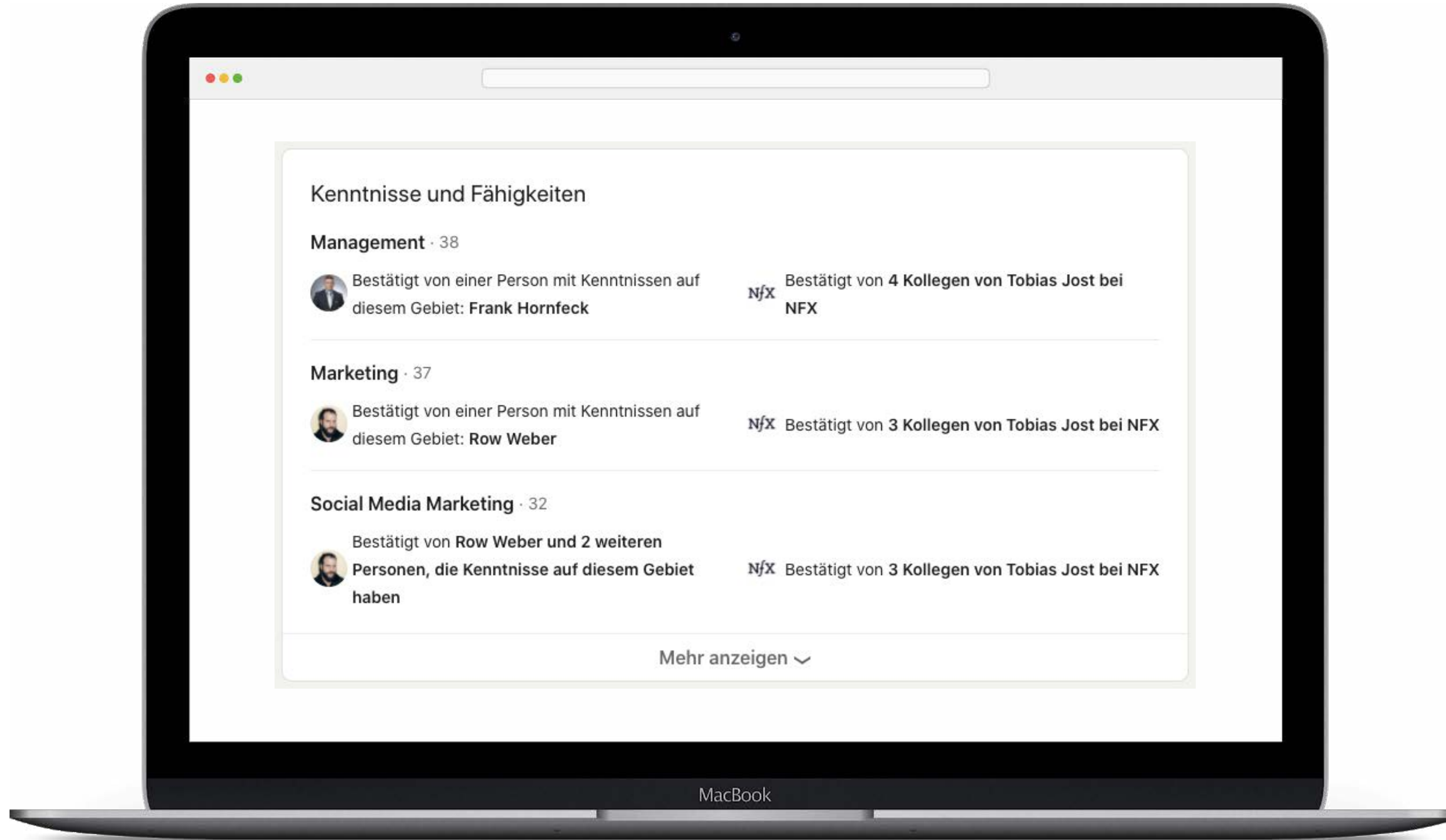
THE PROFILE.



BARMER

KARRIERE GURU

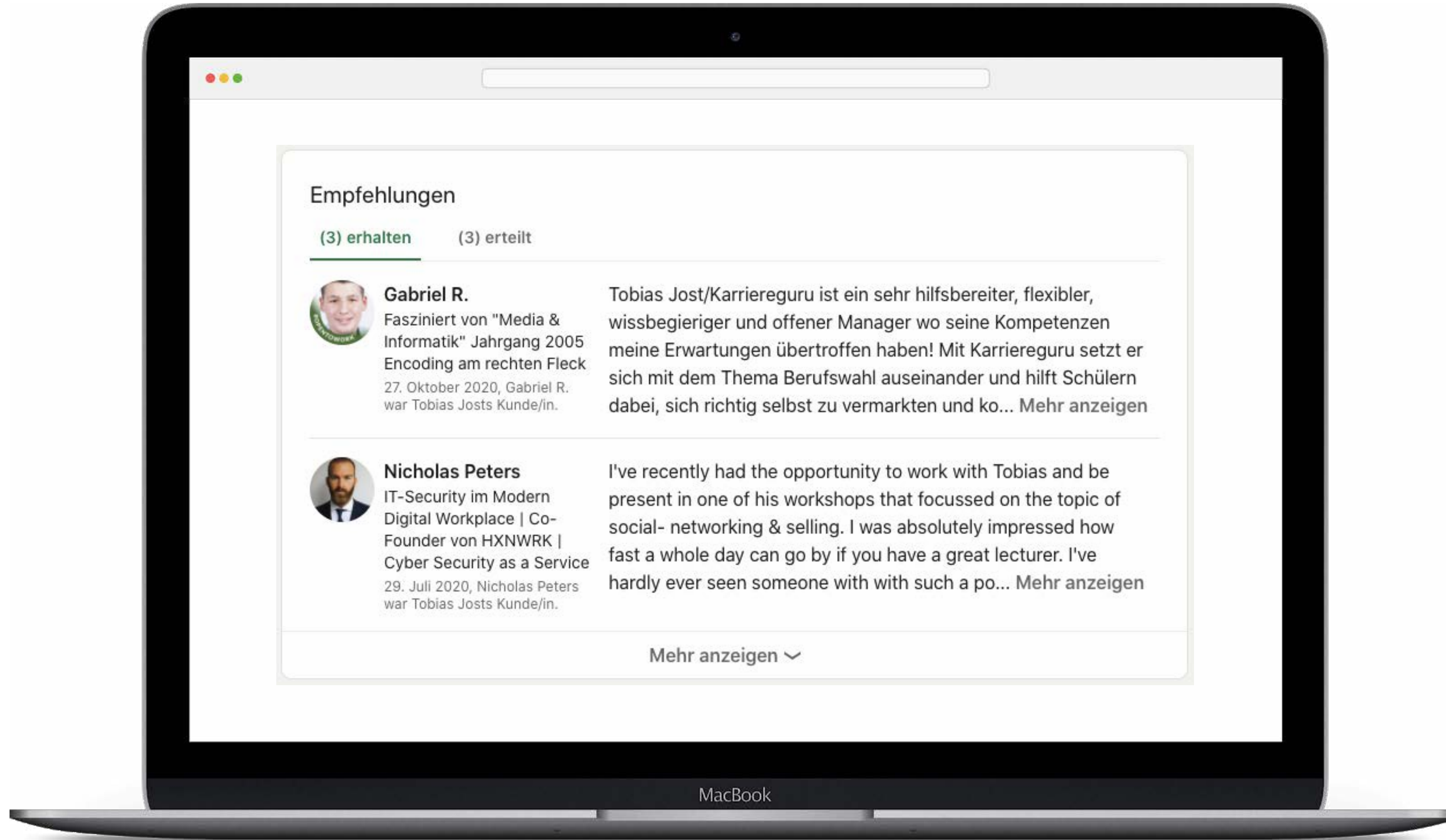
THE PROFILE.



BARMER

KARRIERE GURU

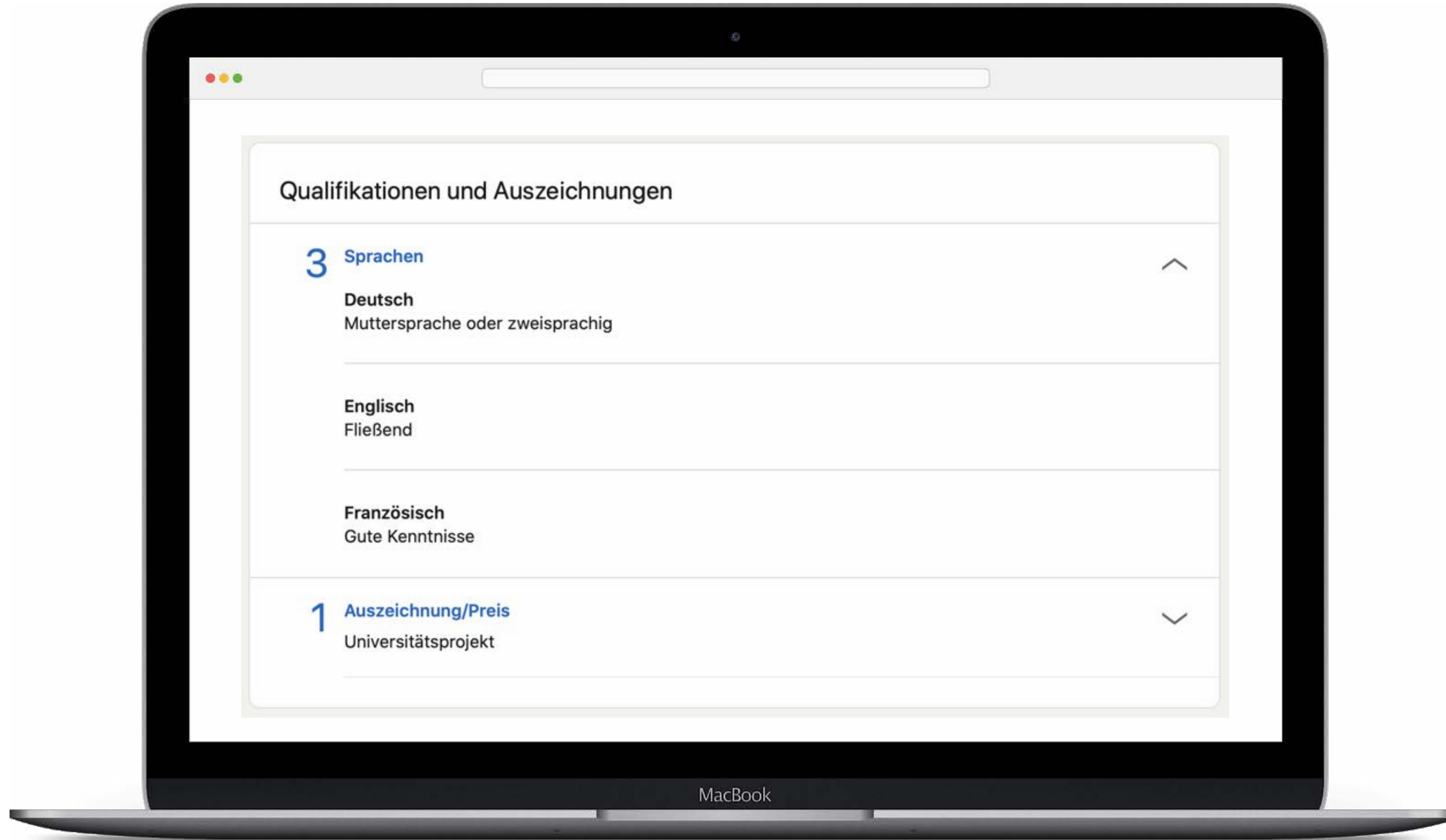
THE PROFILE.



BARMER

KARRIERE GURU

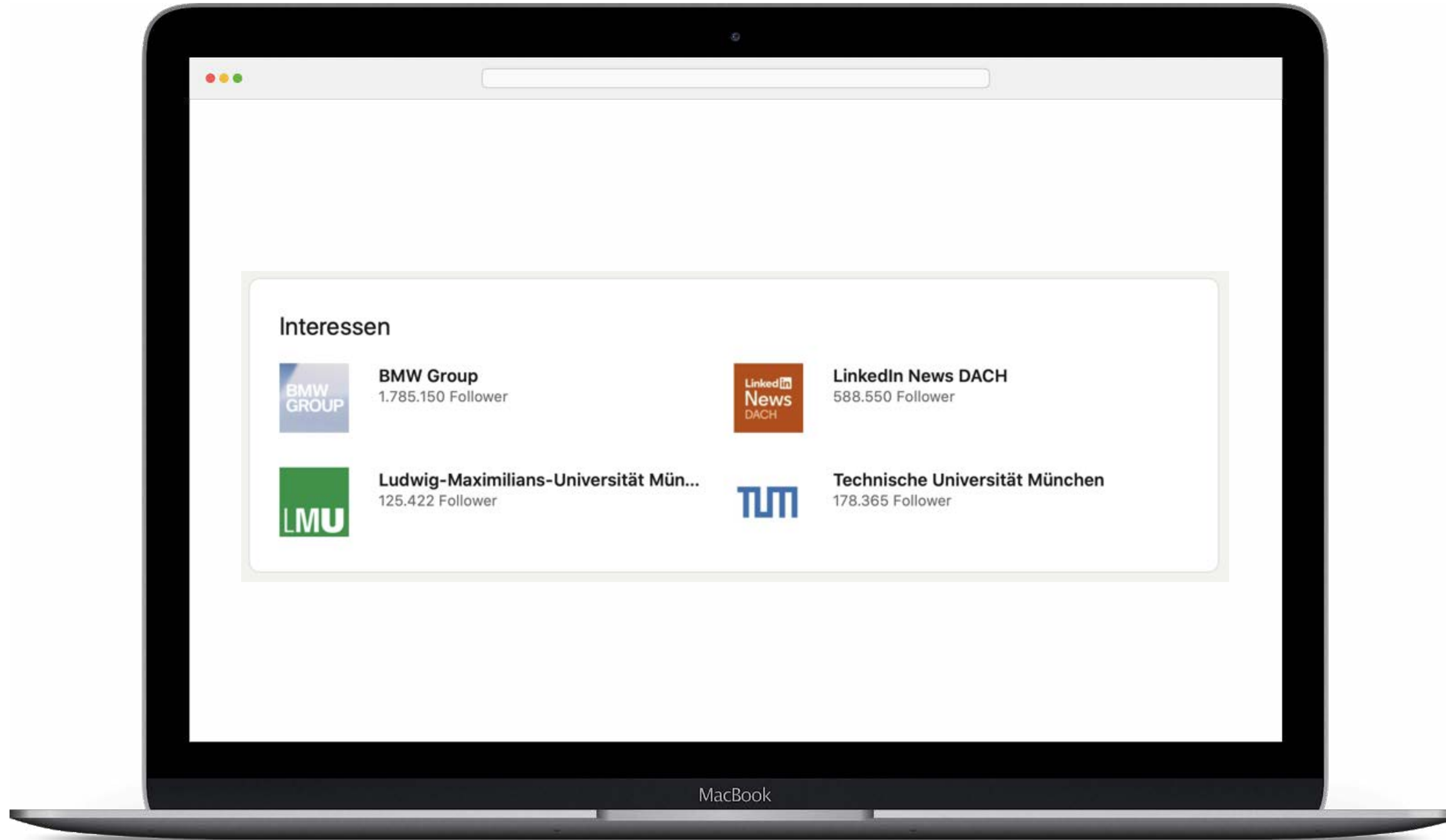
THE PROFILE.



BARMER

KARRIERE GURU

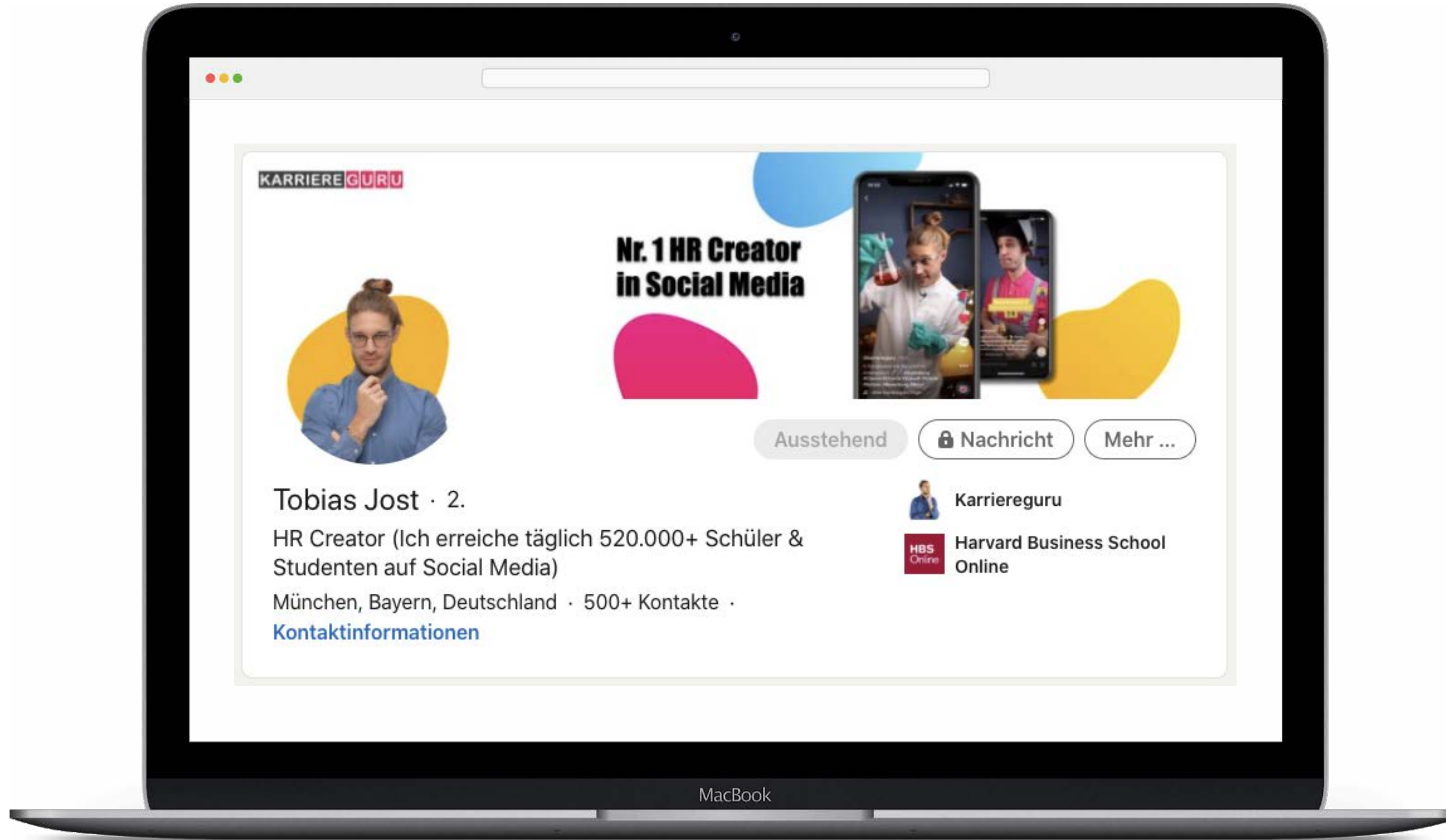
THE PROFILE.



BARMER

KARRIERE GURU

THE PROFILE.



BARMER

KARRIEREGURU

COMMENT.

- **Regularity:** 15 min. per day
- Ask counter questions to start a conversation
- **Engagement:** tag other people

Alexander Focke · 1.
Senior Talent Acquisition Consultant bei Rheinmetall
3 Tage · 🌐

Eine spannende Herausforderung wartet auf Sie! Werden Sie ein Teil unseres Teams der Rheinmetall Cyber Solutions GmbH am Standort in **#Bremen**.

#ITOperationsManager (m/w/d)

Sie möchten mehr über die Stelle IT Operations Manager (m/w/d) sowie über das spannende Aufgabengebiet erfahren?

<https://lnkd.in/d9HSRCW>

#cyberjobs #cybersicherheit #cybersecurityjobs #cybersolutions

13 · 2 Kommentare

👍 Gefällt mir 💬 Kommentar ➦ Teilen 📧 Senden

Kommentar hinzufügen ...

Relevanteste ▾

Leon Becker · Sie · Jetzt ...
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Das klingt nach einer wirklich spannenden Herausforderung **Alexander Focke**. Toll zu sehen das Cyber Security bei euch den nötigen Stellenwert hat. Damit zählt ihr zu den Top 5% in den der deutschen Wirtschaft.

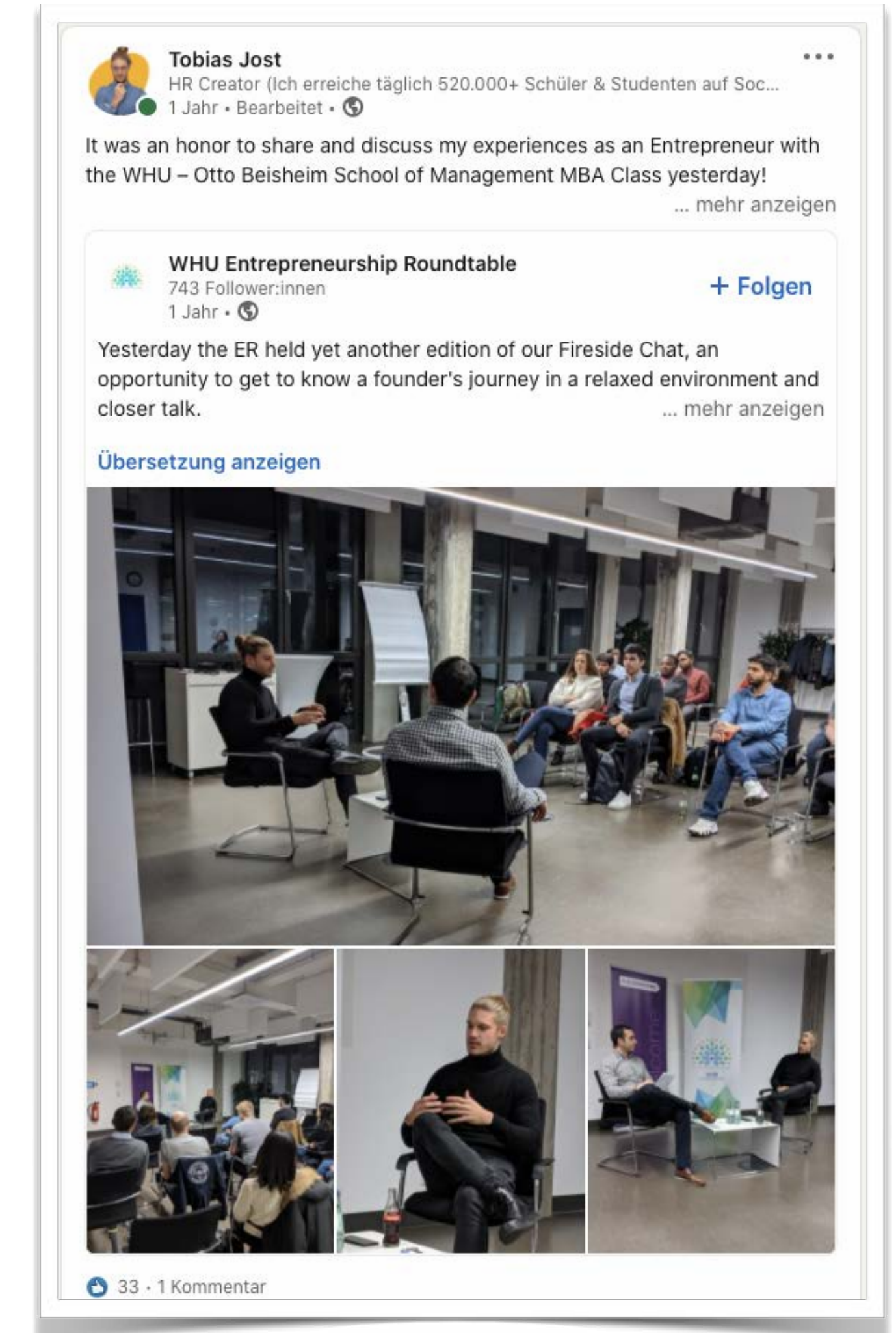
Gefällt mir Antworten

BARMER

KARRIERE GURU

POSTS.

- **Show face:** It's all about people
- **Storytelling:** People want to be entertained and inspired
- **Regularity:** 1x per month
- **Text + image:** Eye-catcher in the newsfeed
- **Content:** Successes, news, questions

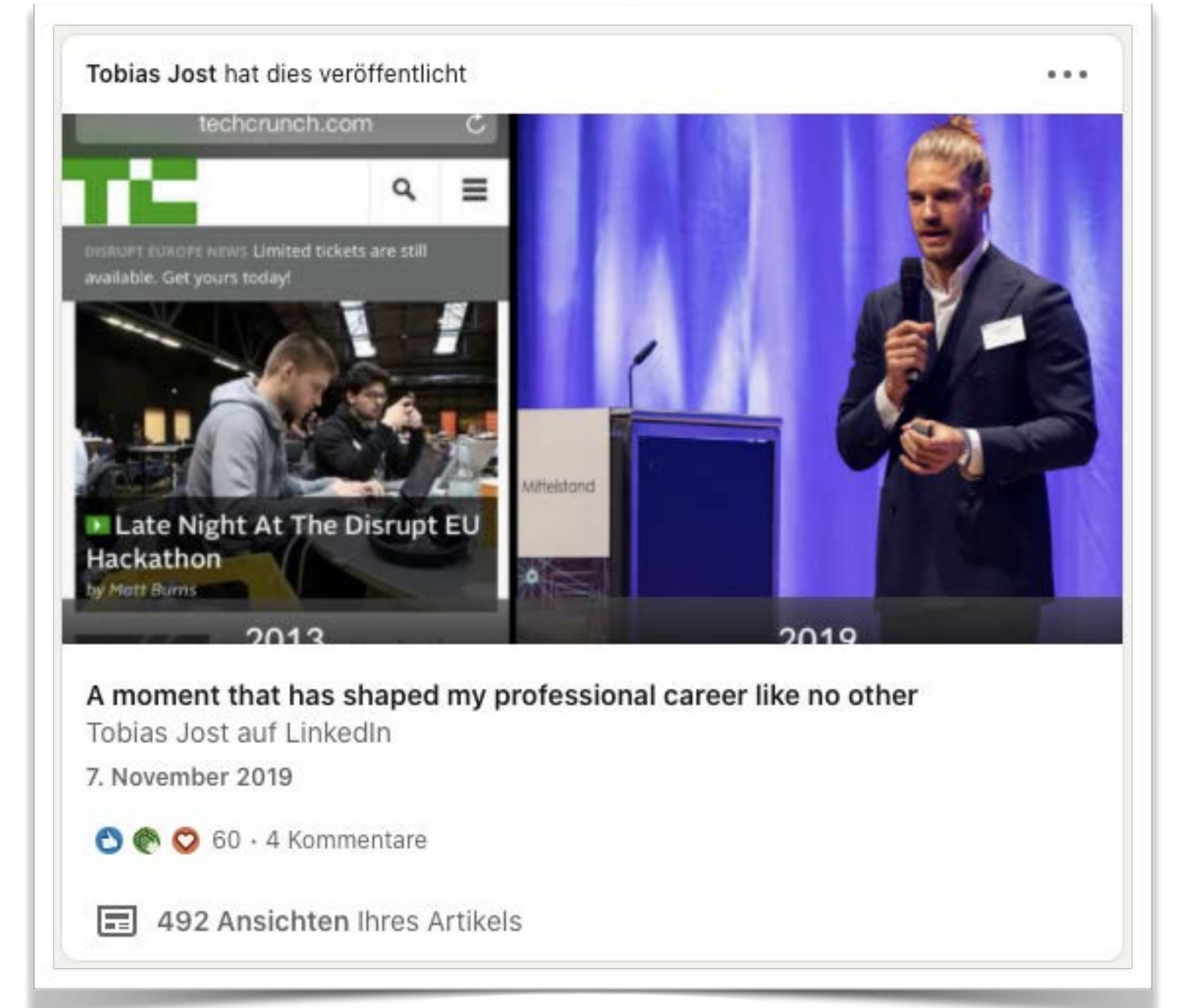


BARMER

KARRIERE GURU

ARTICLE.

- **Topic:** as up to date as possible
- **Regularity:** 1x per quarter
- **Image:** eye-catcher in the newsfeed
- **Graphics:** visual support of the content
- **Questions:** stimulate discussion in the comments



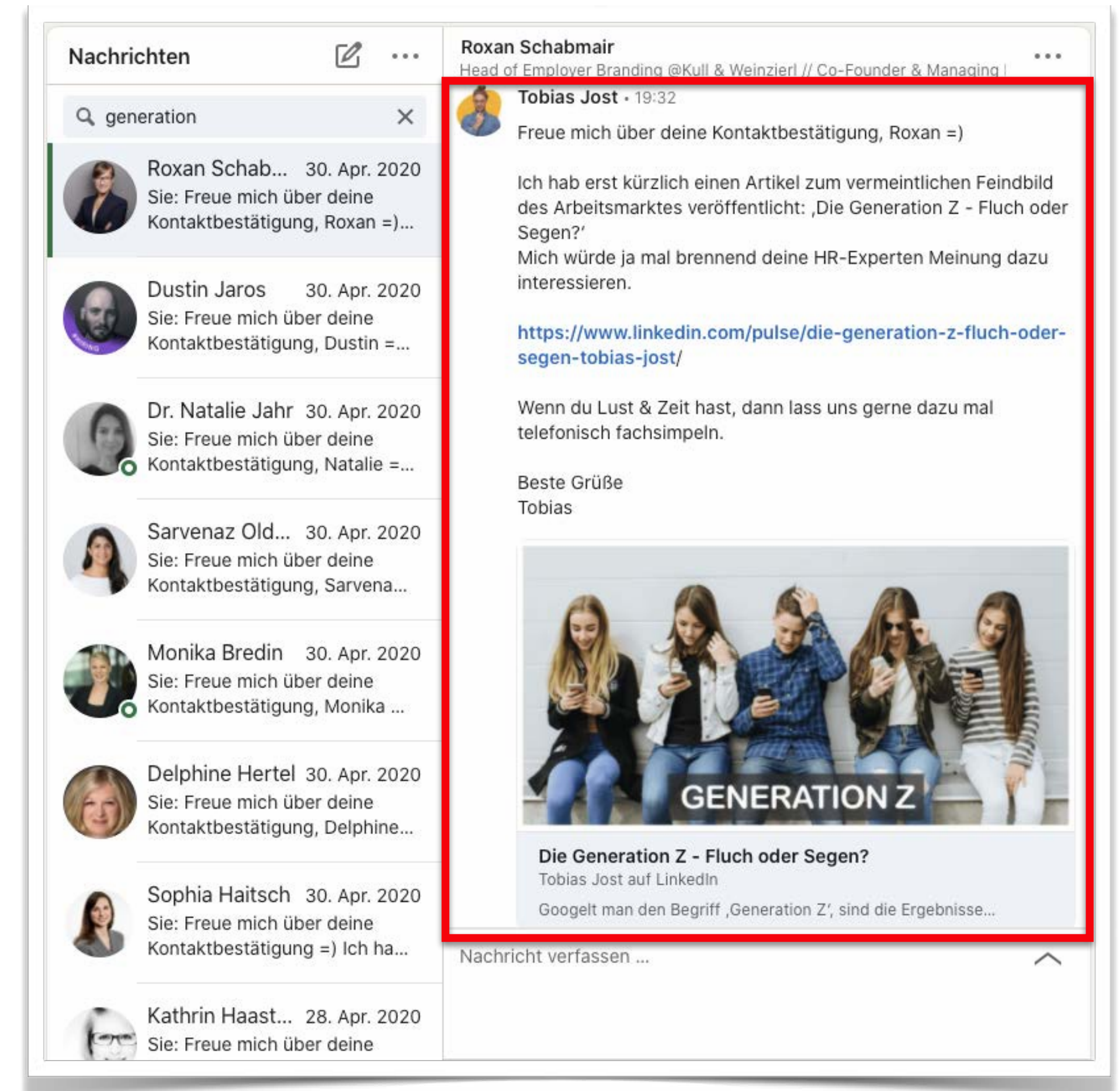
BARMER

KARRIERE GURU

DIRECT MESSAGES.

1. your appreciation comes across well (*stay positive in the memory*)

2. create a thematic common ground (*best possible candidate for a job*)



BARMER

KARRIEREGURU

THANK YOU!

You are the CEO of you life

KARRIERE **GURU**

BARMER

Du bist der CEO Deines Lebens.

