

The logo for 2Actify features a stylized '2' in a gradient of orange, yellow, and blue, followed by the word 'Actify' in a blue, italicized, sans-serif font with a thin orange outline.

# 2Actify



## **Strategic Online Networking to Propel Your Career**

**Rutgers iJOBS Biomedical and Life Sciences PhDs  
in Partnership with 2Actify**





# Career Seeking Challenges

- **Time**
- **Recruiters**
- **How???**





## Recruiter **Not** Calling You Back?



**A career search can make you  
feel that something is wrong  
with you.**





- 2Actify Founder
- Networker
- Certified Career Coach

[WEBSITE:  
2Actify.com](http://2Actify.com)

[Penny@2Actify.com](mailto:Penny@2Actify.com)

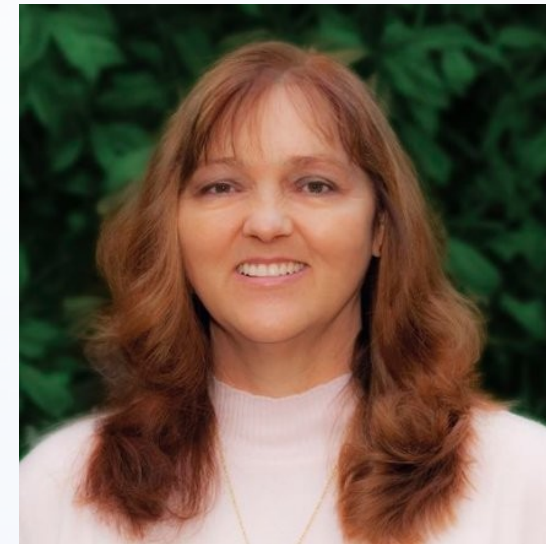
***Let's Connect***

## Penny Pearl



Rutgers Alum

## Evelyn Fassett





**What if...**

**You knew how to find a  
rewarding career opportunity  
*faster...***

**And it worked.**



## ***iJOBS ONLINE PROFILE WORKSHOP***

- **Magnetic and Focused Profile**
- **How to Find A Job through Referrals**

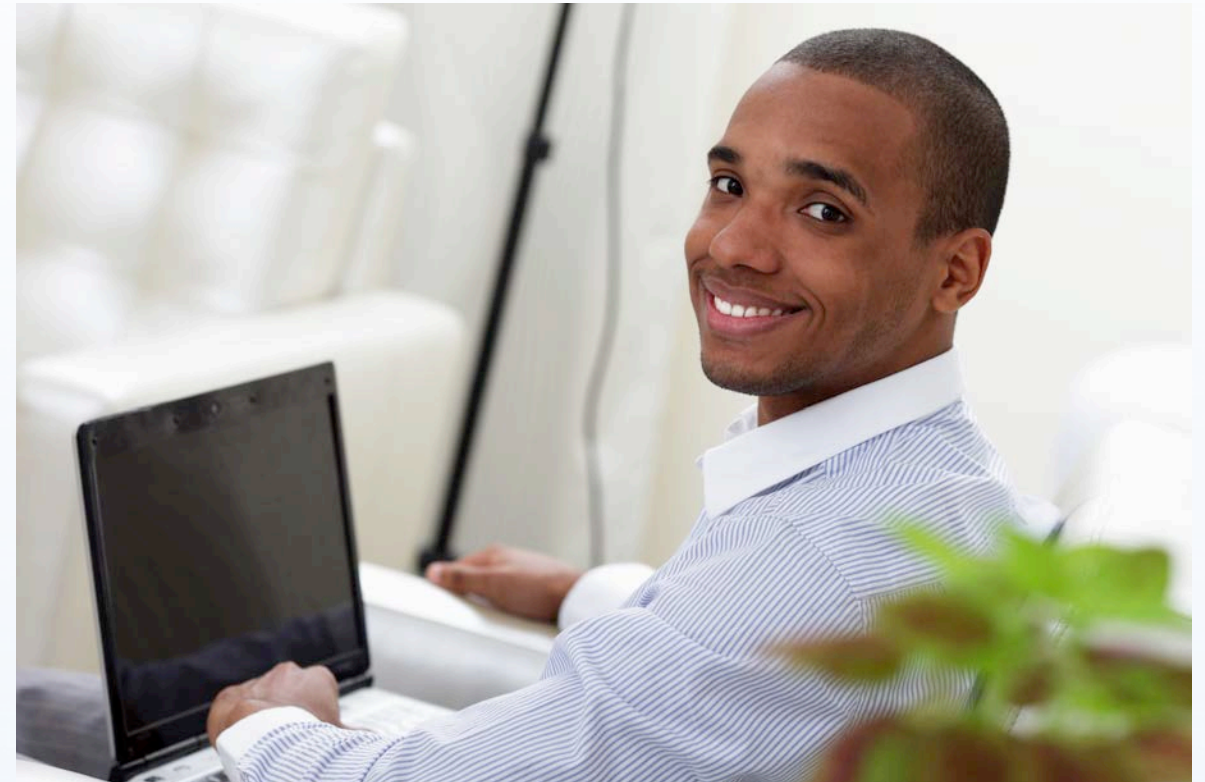






## Step-by-Step Process

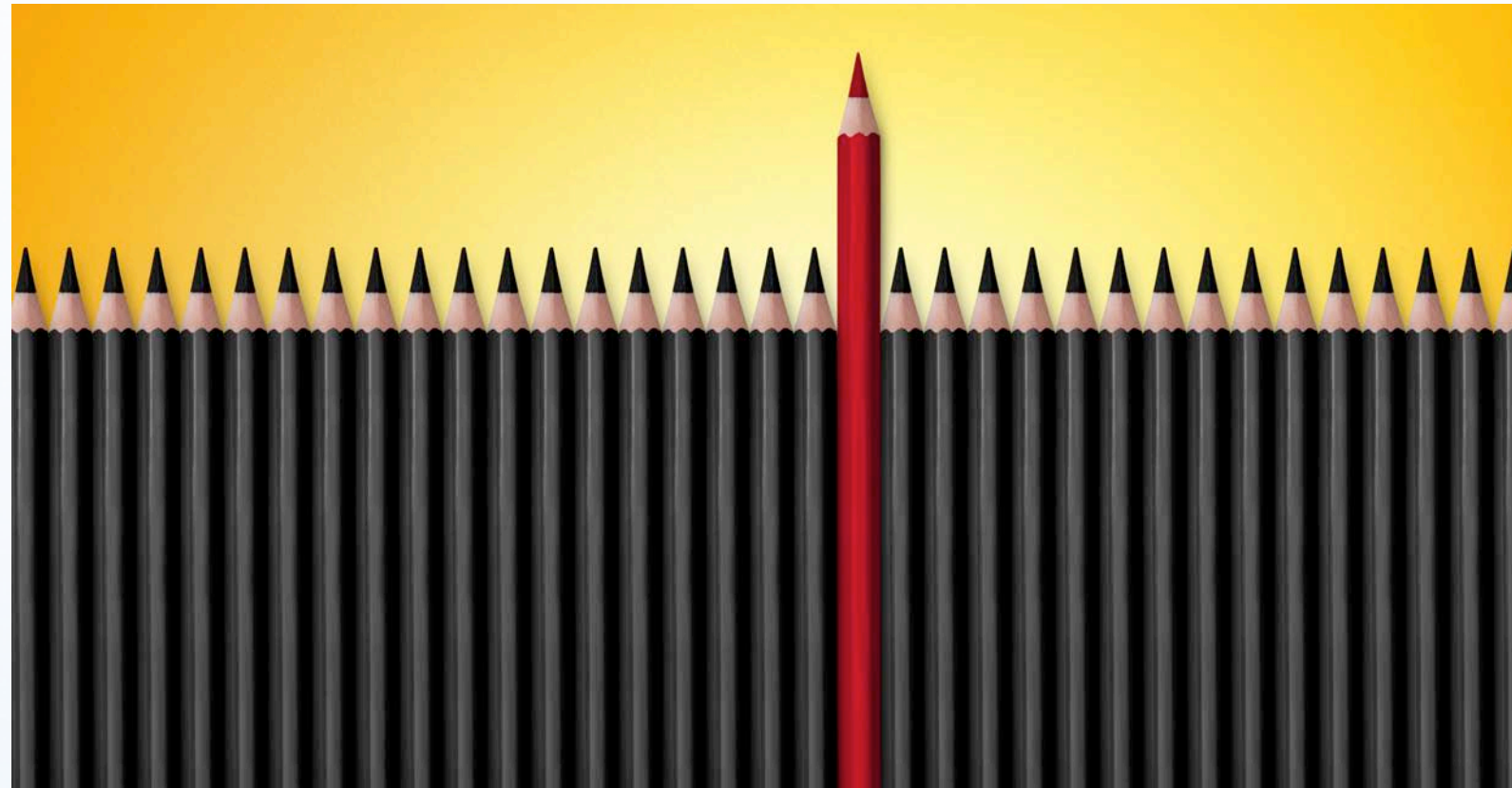
- ✓ **Collateral: Profile**
- ✓ **Connections: Relationships**
- ✓ **Conversations: Job**





## Your Magnetic Profile Theme:

- **WHAT** you do
- **HOW** you do it
- **WHO** you do it for

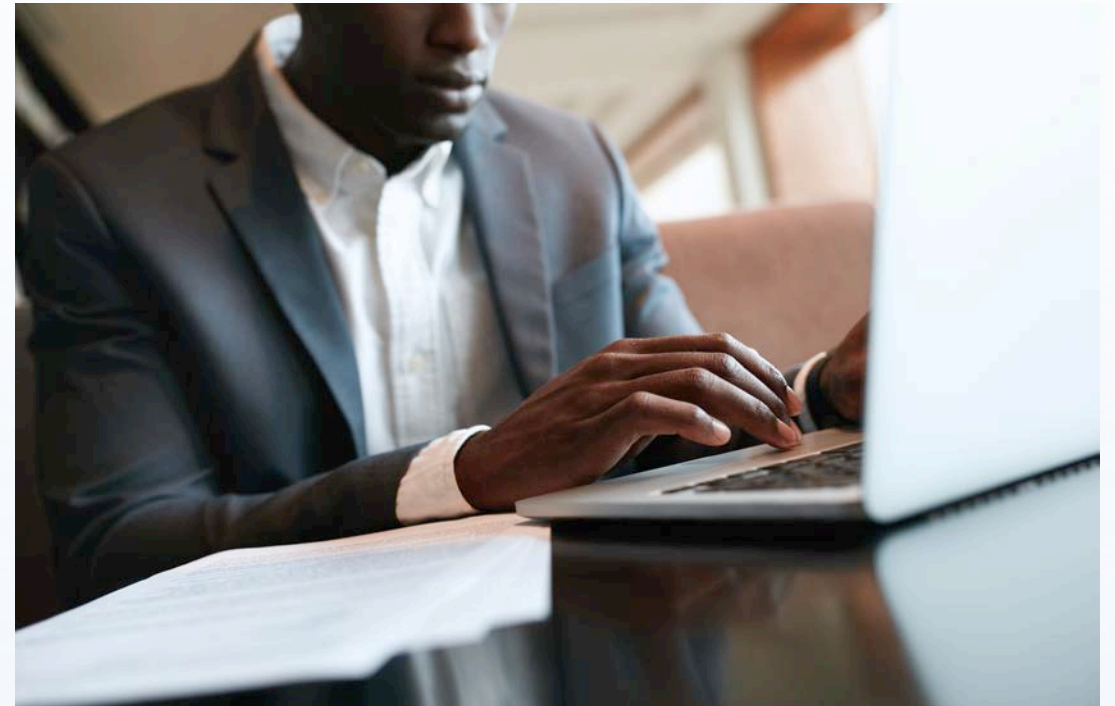






## Adjust Three Key Settings

- **Notify Your Network**
- **Make Your Profile Visible**
- **Get Notified in email**





# Key Sections

- **Tag Card & Headline**
- **Summary: “About”**
- **Experience**
- **Accomplishments**
- **Recommendations**





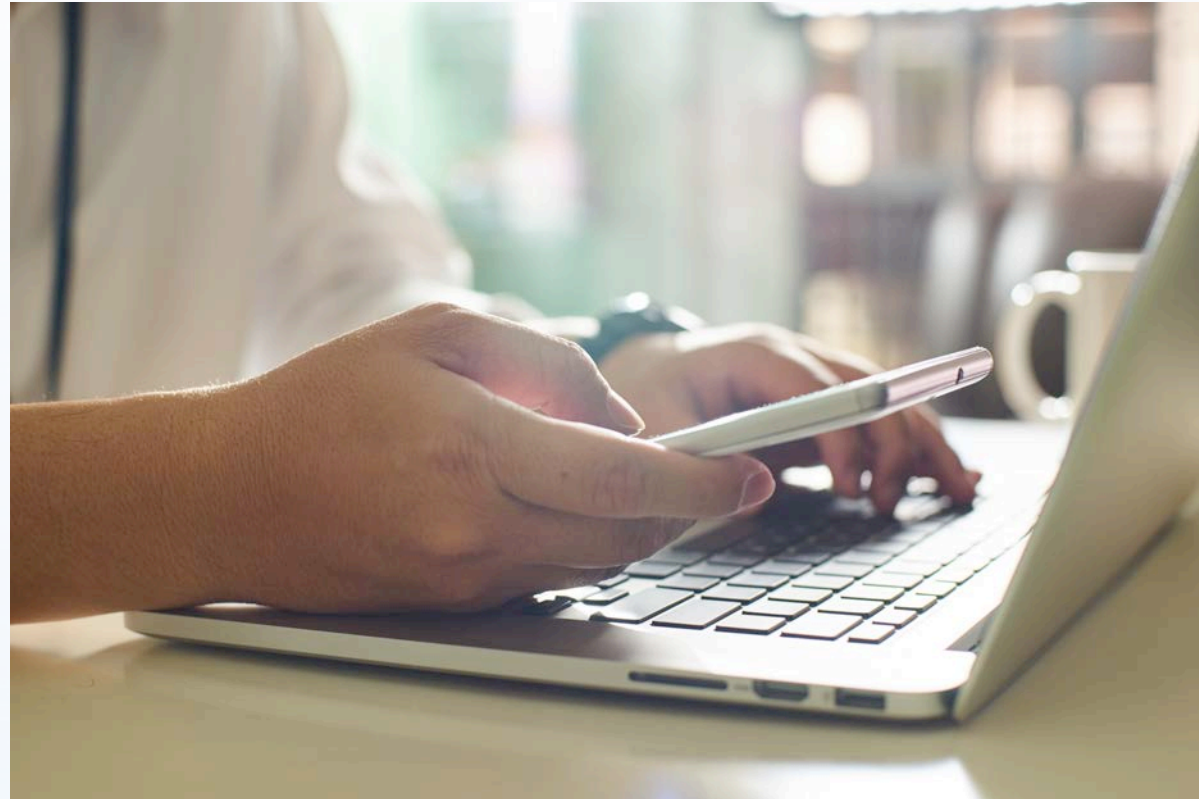
# ABOUT

- **First Person**
- **Easy to Scan Categories**
- **Describe “Who You Are” & Career Aspirations**
  - **Present Achievements**
  - **Skills using Key Words**





# Tools for Creating Your Profile





Sign-Up for **Actify™**

Go to: <http://ijobs.rutgers.edu>



Enter Coupon Code: **ijobs-2actifynow**  
**\$12/mo.**



***Career-Seeking  
Can be a MAZE  
or***



**Amazing!**

- ✓ **3 Proven Ways to Get Career Referrals**
- ✓ **How to Reconnect with Professionals in Your Network**
- ✓ **What to Expect from Your Connections**



***FindtheJobFaster.com***

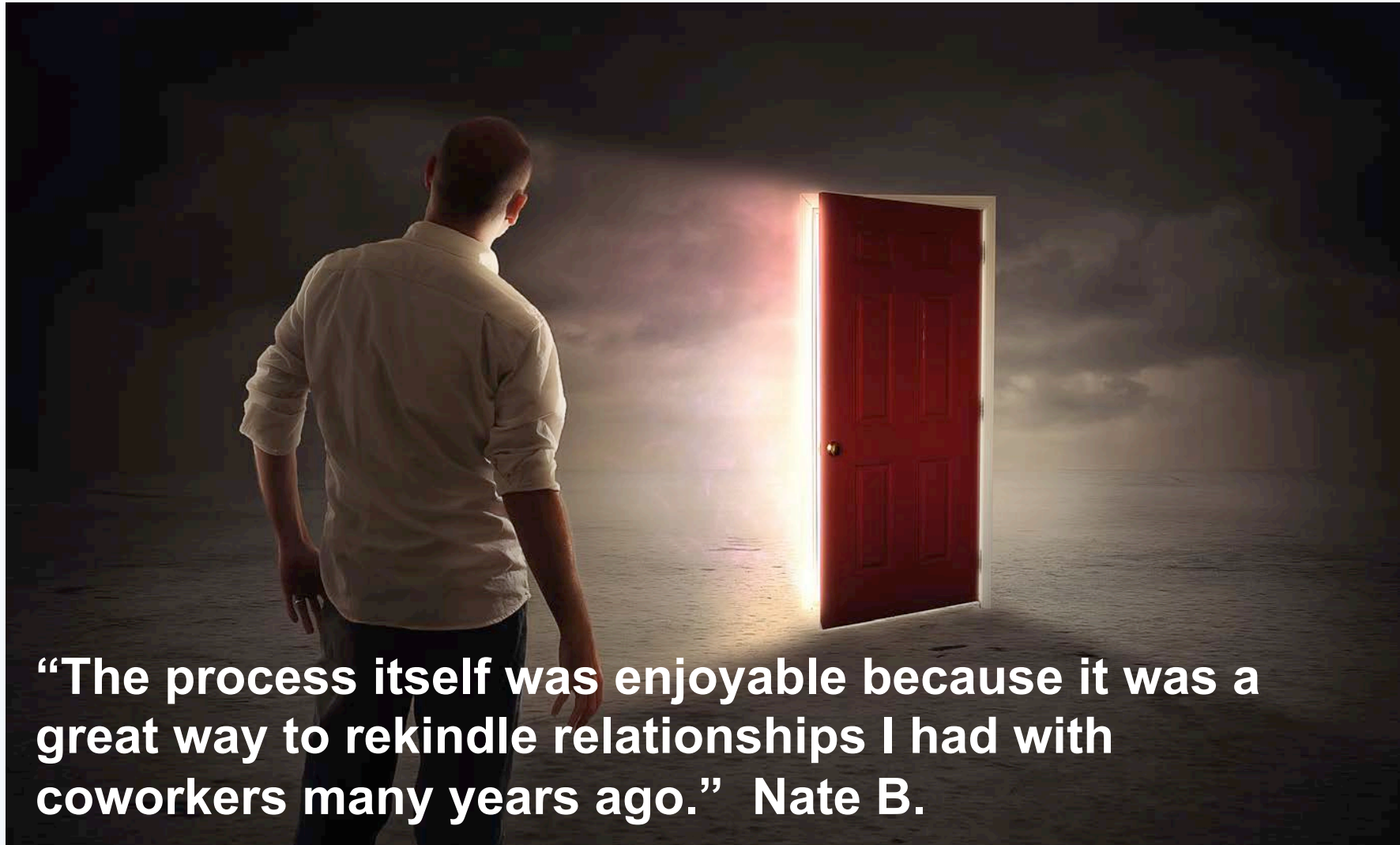




# Why Companies Prefer Referred Candidates

- **Quality of Hire**
- **Referrals show more loyalty**
- **35-50% of hires are from referrals**

• Source: "Talent Knows Talent!" By RolePoint



**“The process itself was enjoyable because it was a great way to rekindle relationships I had with coworkers many years ago.” Nate B.**



**“Leveraging my current network and applying a relationship building strategy...generated amazing activity!” Aliza A.**







# 1) Connect with *Meaningful* Relationships

Grow Your Network to...

**“BIG”**





## 2) Conversations





## 3) Be Intentional

- ✓ **Curious**
- ✓ **Equal & Mutual**
- ✓ **Offer Referrals**
- ✓ **Engagement Tools**







# Reconnect



**Reaching  
Out**

**Updates**

**Shares**

**Introduction** 



# What to Expect from Your Connections



**More  
Referrals!**





## 3 PROVEN WAYS TO GET JOB REFERRALS WITHOUT HAVING TO ASK

- 1) MEANINGFUL RELATIONSHIPS—BIG NETWORK!
- 2) CONVERSATIONS
- 3) BE INTENTIONAL







# Mastermind Networking Academy

- ✓ Create a Magnetic Profile
- ✓ Grow Your Referral Network
- ✓ Get Introductions
- ✓ Develop Networking Skills
- ✓ Learn With Peers





## What You Get...

- **A Magnetic Online Profile**
- **Your Value Proposition**
  - **A Referral Network**
- **Successful Interviews**





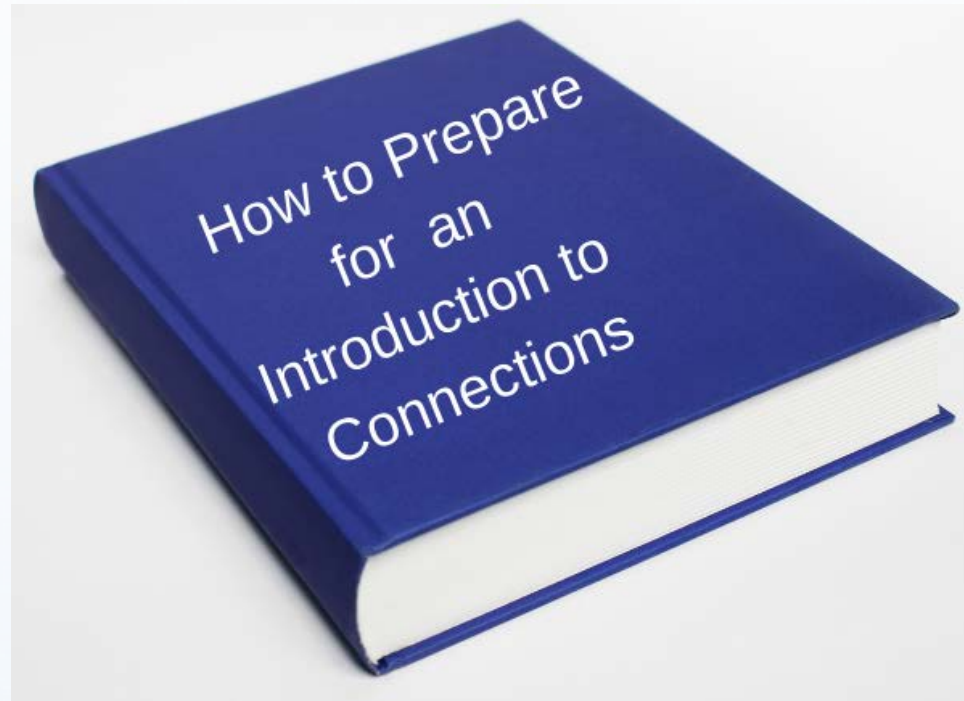
## What's Included...

- **COACHING & Collaboration**
- **2Actify Online Course**
- **In-between Q & A**
- **VIP *INDIVIDUAL* COACHING**





## Bonus





## Academy:

[https://2actify.com/  
2actify-academy/](https://2actify.com/2actify-academy/)

**Code: academy2019**





# Earn Income Sooner

**Q & A**

