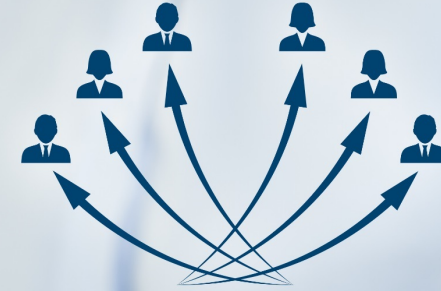
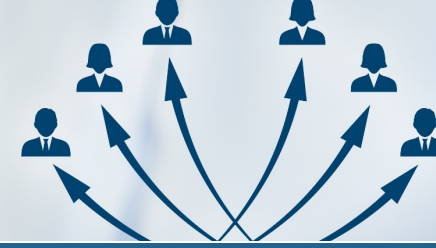


The logo for 2Actify features a stylized '2' in a gradient of orange, yellow, and blue, followed by the word 'Actify' in a blue, italicized, sans-serif font with a thin orange outline.

**Strategic Online Networking to  
Propel Your Career**

***iJOBS ONLINE PROFILE WORKSHOP***

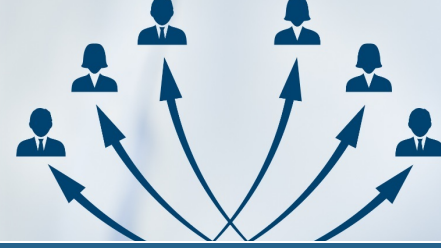
Copyright © 2018 · © 2018 2Actify.com



## iJOBS & Outcomes

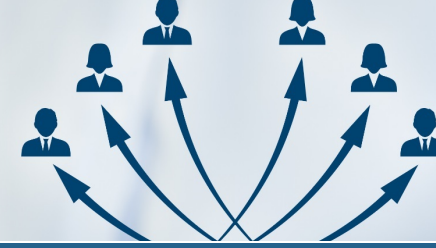
- **Magnetic and Focused Profile**
- **You're In Control, and...**
- **Ready to Take Action**





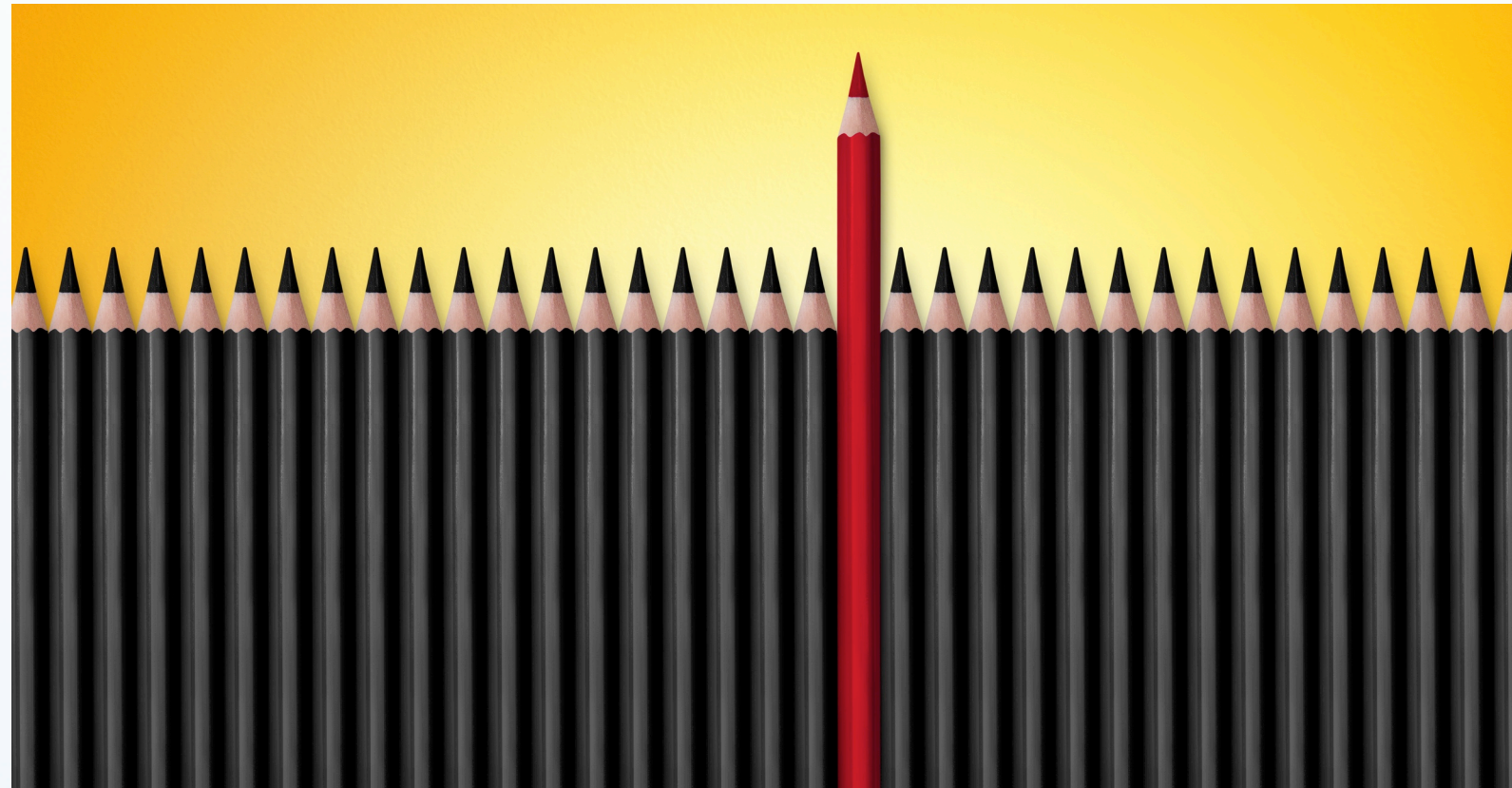
**\$1,200 and up**

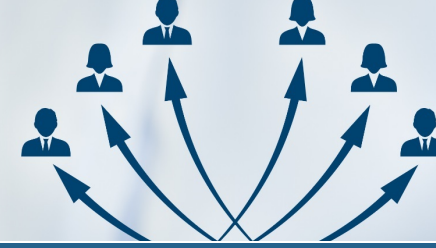




# Your Magnetic Profile Theme:

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

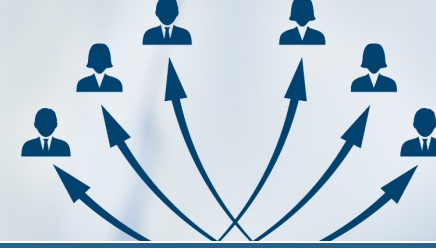




## Adjust Three Key Settings

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

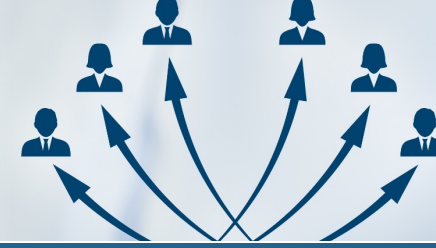




# Key Sections

- **Tag Card & Headline**
- **Summary**
- **Experience**
- **Accomplishments**
- **Recommendations**

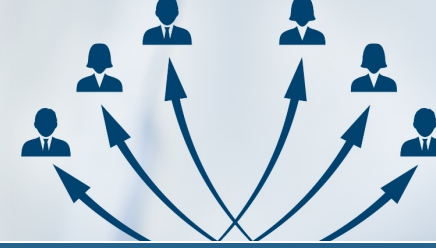




# Summary Guideline

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



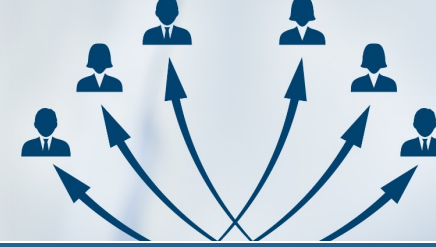


# Tools for Creating Your Profile

- **Summary Guide:** <https://2actify.com/offers/summaryguide>
- **Rutgers iJOBS Link: Profile Tune-up**



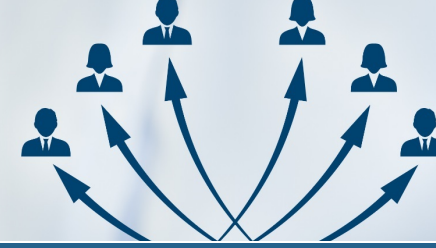




## Workshop Summary

- **Your Actions**
- **Our iJOBS Partnership**
- **The Value of Our Offer**
- **Your Campaign**
- **Your Outcomes**

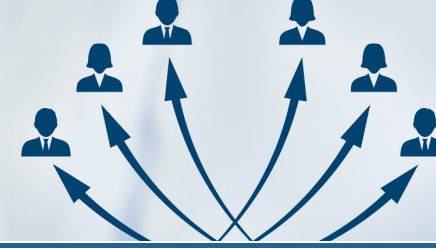




## BONUS: Graphic Tools

- **Canva.com**
- **Photoshop**
- **Wordle.net**



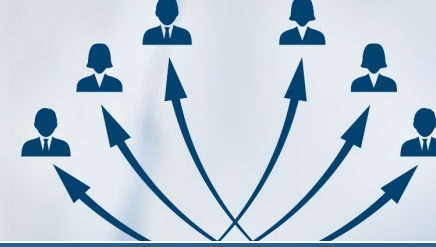


# Earn Income Sooner

**Hard?**



**Easy?**

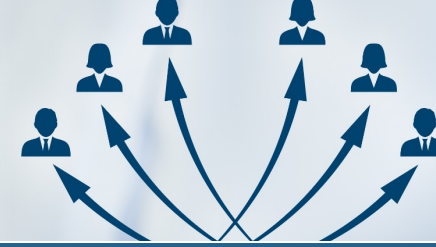


## Sign-Up for **Actify™**

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



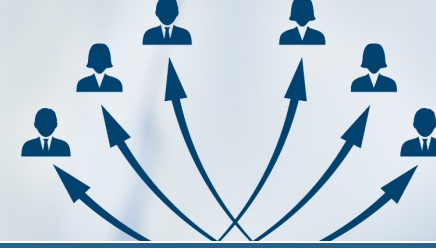
**Enter Coupon Code: ijobs-2actifynow  
\$12/mo.**



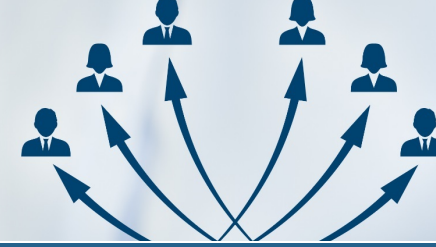
**What if...**

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

**And it worked.**



# **Strategic Online Networking to Propel Your Career *in Partnership with iJOBS***

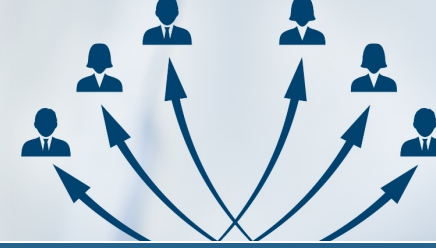


## Take Action...

- Land a Job and Advance Your Career

*Through Online Networking*



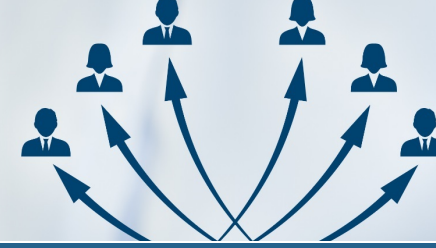


# The Job Hunt Challenge

- Online Applications <1% response
- Elimination by Applicant Tracking Systems
- 2015 Graduates ---Only 12% had a job lined up\*
- 49% of older college grads were underemployed or in a job that didn't require a college degree\*
- How Recruiters affect your search



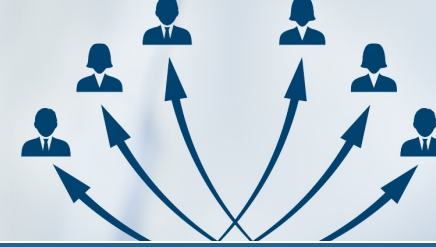




## Employment Trends

- **Low Post-Doctoral Salaries**
- **Underemployment**
- **Competitive Job Market**
- **Career Readiness is “A Must”**





# Myth

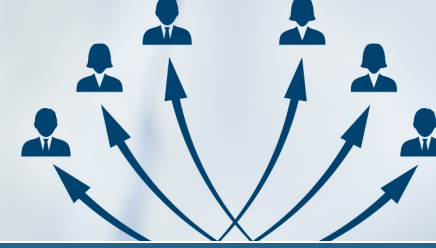
**“With enough inspiration, anyone can stretch outside their comfort zone. Anyone can do it, but takes more than inspiration.”**

Andy Molinsky, Ph.D. Brandeis U.

- **Effort**
- **Persistence**
- **Strategy**
- **Understanding Challenges**

***Commitment to Your Goal***

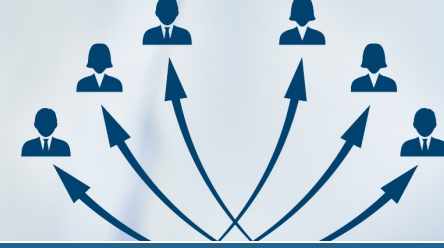




## The Evolution of Actify™

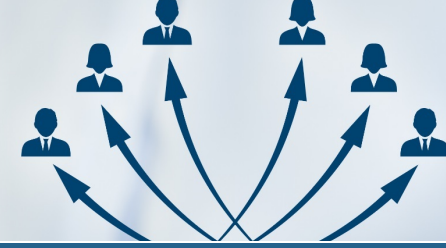
- **Our Story: Lead Generation**
- **Student Stories**
- **University Stories**
- **Your Story**





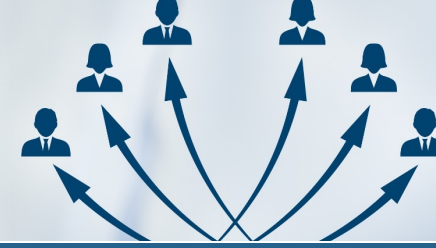
## Actify™ Experiences



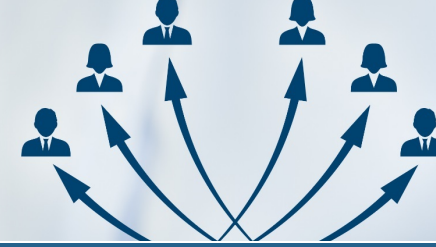


# What Will be Your Story?





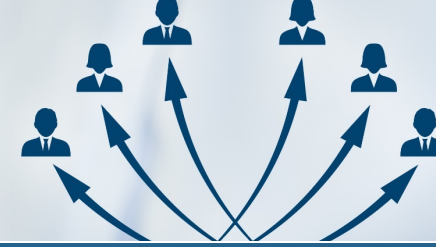
**You're the Product**



## Leverage your Hidden Network

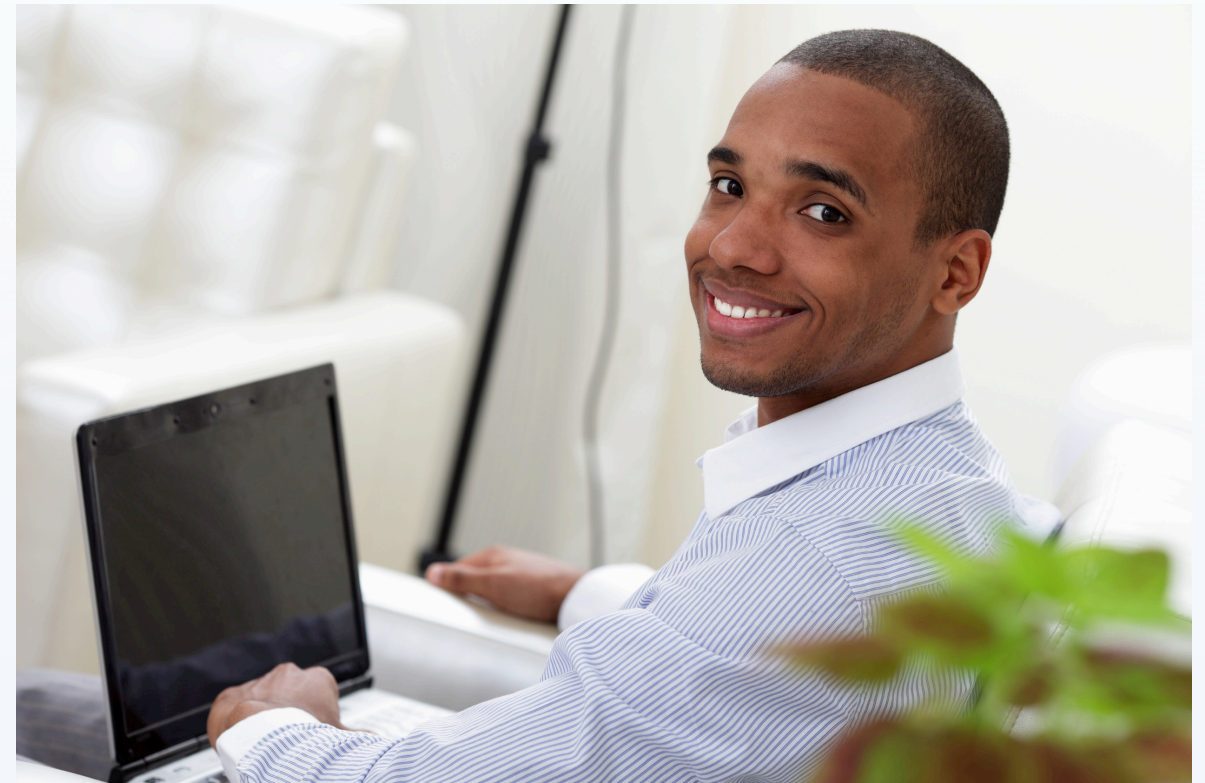
- **Educators**
- **Internship Directors**
- **Alumni**
- **Colleagues**



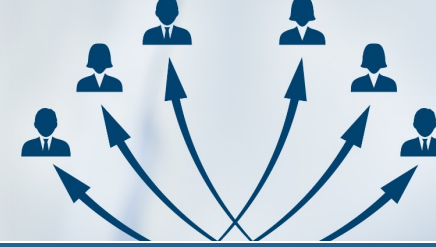


# Begin Your Marketing Campaign

- **Self-Paced Learning**
- **Techniques to *land the job faster***
- **Interactive Online Group**
- **Live Q & A**



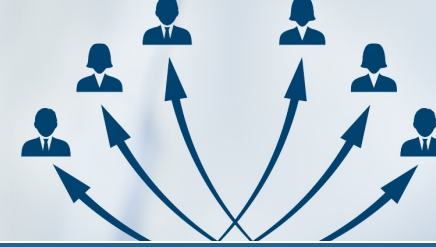




## A Step-by-Step Process

- Plan Your Job Search
- Create a Magnetic Profile
- Perform Laser Searches
- Write Compelling Messages
- Stay on the Radar

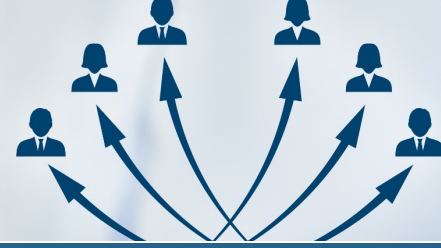


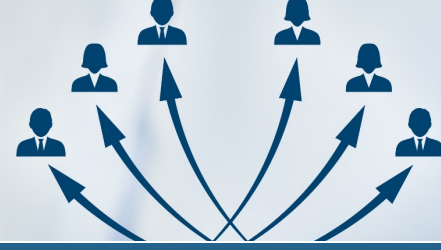


## Actions Lead to Outcomes

- Land a rewarding position
- Create future career opportunities
- Master online “soft skills”



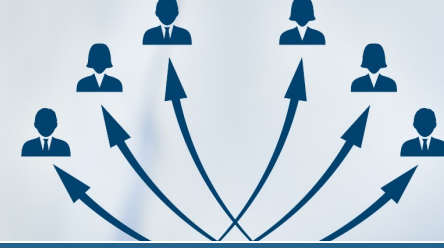




## Summary

- **Your Actions**
- **Commitment to Goals**
- **Our iJOBS Partnership**
- **The Value of Our Offer**



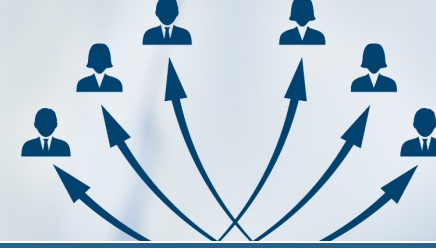


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Easy?



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

