



## Very Sure and Free Way to Get a Job

By Christian Dillstrom – Global Business Influencer, Royal Strategic Advisor, and Editor-in-Chief of The TOP Person Business Magazines

*How to get 1 million views for your CV and interact with 6,000 decision makers of your choice each month for free.*

*The biggest business problem in the World is imperfect information. We just do not really know, as we only have the information that we have acquired, or what has been provided to us. As a result, the decision makers do not have the perfect information who their perfect clients, partners, suppliers, contractors or even employers are.*

There are hundreds or even thousands of companies that would need to, and want to, hire you – the decision makers of those companies simply do not know what you can offer them and what your name is.

*Change that lack of awareness and you will be hired.*

Think about it for a moment - how have you gotten a job? A decision maker of that company became aware of your offering and name and thought that you would be a good match for his or her company.

I am quite certain that you have also experienced situations where another applicant got the job you wanted, even though that person seemed less qualified for the position.

That person just did a better job of making the decision maker aware of his or her offering and uniqueness than you did.

Let's fix that in this article.

### WHO AM I?

My name is Christian Dillstrom, and I am a global business influencer, royal strategic advisor, and Editor-in-Chief of The TOP Person business magazines.

In addition, I am helping a LinkedIn Co-founder to build LinkedIn 2.0 and I run Business Influencer Hub there and I am also an expert on their Startup Hub.

I have also been a corporate growth hacker since 2009 and have growth hacked over 60% of the top global brands.

My articles about business, marketing, sales, growth hacking, and business influencing have had millions of monthly business readers globally since February 2015 when I started writing LinkedIn Pulse articles.

These days, my content on LinkedIn gets more than 10 million views a month - so my advice in this article is about things I have been doing every day since early 2015.

Millions of monthly readers have made my name and offering known to business leaders around the World - and for free.

My ever-growing personal brand has made everything possible for me over the last six

years, and interesting offers just keep on coming in on a daily basis.

I have been using and I still use everyday methods I tell you in this article for myself. They have made my success possible.

## HOW TO MAKE YOURSELF AS APPEALING AS POSSIBLE

Now, let's turn up the volume and make thousands of decision makers in the companies where you want to work, become aware of your uniqueness, offering, CV and your name.

*Yes, your uniqueness.*

So, first you need to define who you are, what your skills and experiences are - that is where you find your uniqueness and your offering.

*This is a very important phase in which most people make a mistake.*

If your uniqueness and offering do not match your education, experience and skills, most decision makers will spot that as you will stand out suspiciously from their current employees and other applicants.

*Your narrative simply does not feel credible. Do not oversell or undersell yourself.*

*Therefore, evaluate yourself and decide what is true about your uniqueness and offering.*

## CONTENT TO SPREAD AWARENESS OF YOU

Now that you know what to say, it is time to say it. Update your CV with your new approach and save it in PDF format.

The PDF format is the most supported file format in the World so every decision maker can view it instantly and easily.

*In addition, update your LinkedIn profile.*



We all have our uniqueness, and unless you define it and broadcast it to the World, you are only part of a faceless mass.

It is much harder to get a good job if you are part of a faceless mass and much easier to get fired.

Even in companies with hundreds of people doing the same job that requires the same strict qualifications, each employee will still produce different results.

Some employees do their job well, others not so well. The reason for this is the uniqueness that each employee has.

Underselling yourself is not good either, as the decision makers will think that you will not stay working for their company for long, as you are constantly looking for a new job that is more suitable for you, and you will leave your current job as soon as you have found it.

Whether this is true or not does not matter, because overqualified people have already done so.

In addition, recruiting is so expensive and time-consuming that companies do not want to repeat it if they really do not have to.

LinkedIn has over 760 million business users today, and the question is no longer who is on LinkedIn, but do those business decision makers matter, who are not there.

What your CV and LinkedIn profile does not say about you easily and clearly does not exist, as the decision makers will not be aware of that.

There is no guarantee that the decision makers will read further than just the start of your CV and LinkedIn profile unless you make them fascinated enough.

In case you find it difficult to update your CV and LinkedIn profile, or you want to

take them into a new level, let me know as I have quite many pointers for you.

The next step is to create delivery vessels for your CV. If you just send your CV around, you do not get much response. Probably you have already done this, so you know.

The delivery vessels are 10 LinkedIn Post texts that will present your uniqueness to decision makers in an interesting way.

*If your content is not interesting, who would want to use their time to read it?*

will know who is interested enough to show it publicly.

*Also, engagement will spread your post into networks of you readers.*

Why 10 LinkedIn Posts? So that you will have a delivery vessel for each business day morning for two weeks.

After two weeks you can start reposting the same LinkedIn posts again - LinkedIn does not care and your network does not mind seeing the same post after two weeks as LinkedIn will show it only to a small percentage of them.

Then, like your LinkedIn post, copy its URL, go to The TOP Person Ambassadors platform, and submit the URL of your LinkedIn post to a support request form.

Please join free The TOP Person Ambassador program as without it you can only make this happen successfully if you have millions of followers in LinkedIn.

The support request form will let 2,500+ of your fellow ambassadors with a total of 16.7+ million followers know instantly to support your post.

That amount of peer support will create enough engagement in the first 60 minutes



In each LinkedIn Post text, you will either ask a question about your uniqueness or one of your skills. Then you will answer your question in 3,050 characters.

Because the decision makers come from the same industry as you, they will recognize your true quality, and for the same reason you can create content that interests them.

Posts with questions about a domain that readers are familiar with are very attractive and readers are more likely to engage with them.

Engagements are the key as from them you

### GET 1 MILLION VIEWS FOR YOUR CV

Now that you have defined your uniqueness and your offering, you have updated your CV and LinkedIn profile, you have a PDF version of your CV and 10 texts for LinkedIn posts.

*It is time to start getting 1 million people to see your CV.*

The best time of day to publish a LinkedIn post like yours is in the morning of a business day. Publish your post with one of your texts and upload a PDF version of your CV to it.

for your post to make the LinkedIn Post algorithm spread it a lot.

The content does not cause the algorithm to spread your post – only the amount and quality of the engagement your LinkedIn post receives.

The quality of the engagement is also crucial for the algorithm and therefore using PODs or buying engagement just does not deliver results.

*The more engagements your post will receive, the more credible it is in the eyes of the decision makers.*



Popularity does not equal with credibility, of course, but that is how people see things today.

Especially when only a very small percentage of LinkedIn users are receiving more than a few engagements for their posts at all, even though everyone would love to have them as much as possible.

*Being popular is much admired today, even if people would not admit it to themselves or others.*

The support request form will also guide you to tag 200 fellow ambassadors to engage with your post even further and make

LinkedIn post.

*All engagements help and you will not get anything unless you ask.*

This is what you will be doing every business day morning until you have published all your ten LinkedIn posts.

From then on, your publishing will get much easier as you only need to request support from your fellow The TOP Person ambassadors.

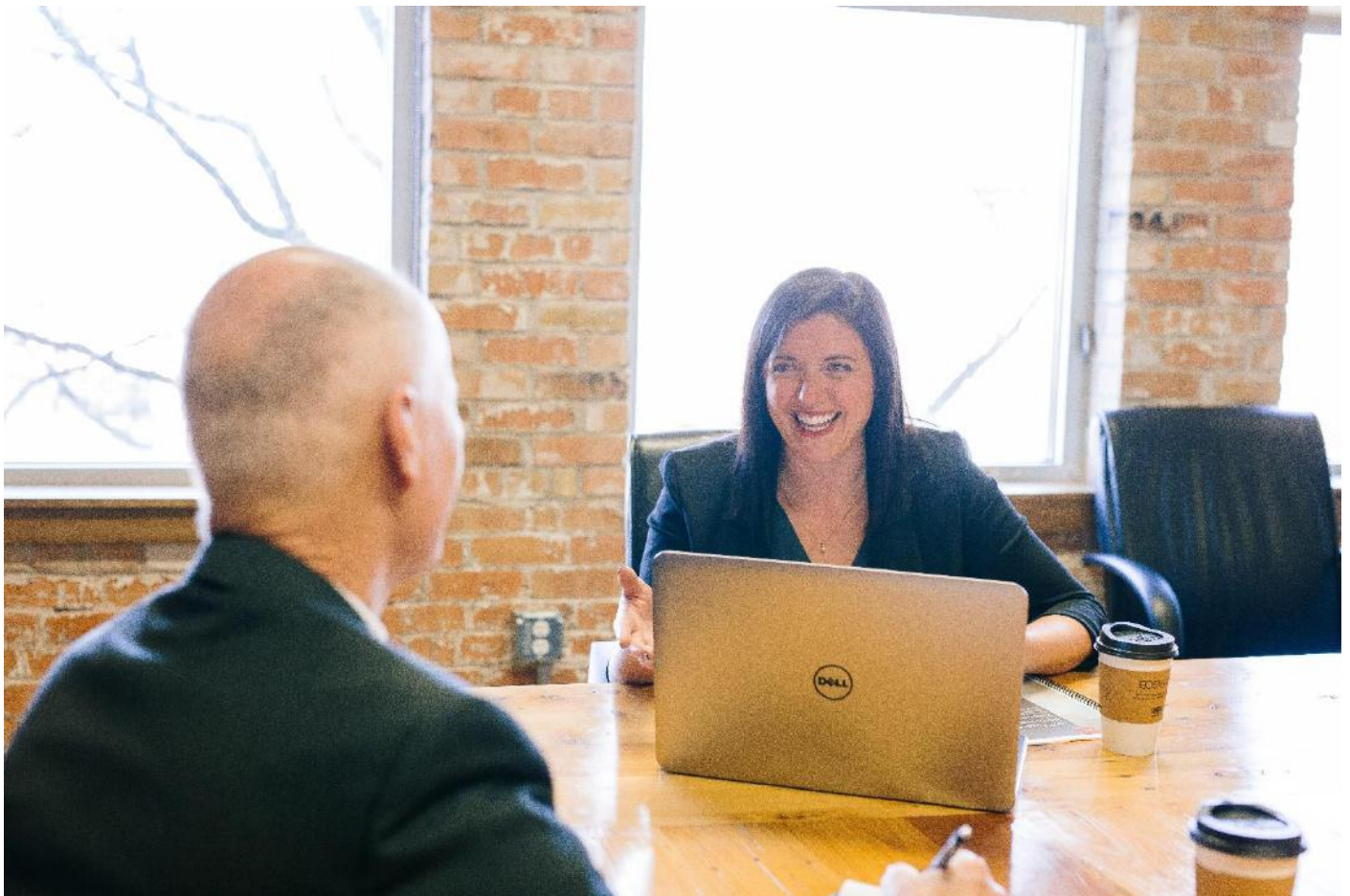
*You will reach 1 million views for your CV just by keeping on doing the posting.*

## INTERACT WITH 6,000 DECISION MAKERS A MONTH

Now that you have 10 LinkedIn posts that are very popular, it is time to start driving 200 decision makers from the companies you want to work for to those posts.

That means that 6,000 decision makers each month see you as credible a professional as possible.

*Interesting and popular content will lure them to read your LinkedIn post, view your CV and LinkedIn profile.*



the LinkedIn Post algorithm boost it even more while making it more credible in the eyes of the decision makers.

LinkedIn limits tagging to 200 people a day, so our tag list is ranked by engagement activity to give you the optimal results.

In case you reach LinkedIn's daily tagging limit, you will only be blocked from posting new comments or updating older comments until the next morning. And we are not yet done making your first 10 LinkedIn posts credible.

Next, ask the people in your address book and other social media to engage with your

If you receive 20,000 views per post on average, you will reach 1 million views in 10 weeks.

If you receive 10,000 views per post on average, you will reach 1 million views in 20 weeks.

*If you post frequently by following these instructions, wider LinkedIn algorithm will spread your posts.*

Receiving 1 million views is not difficult if you have 2,500+ fellow ambassadors with over 16.7 million followers in total supporting you and 10 different LinkedIn posts.

You will do that by tagging these people in the messages of your post.

I know some people have reservations about tagging, but it works great when you do it right.

**Firstly**, you are tagging decision makers in your domain and your posts are dealing with things about business they know. They do not feel that you are wasting their time.

**Secondly**, they already have an idea who you are as you have visited their LinkedIn profile and followed them, and a few days later visited their profile and liked one of their posts, articles, or messages, and a few

a days later from that you have visited their profile and commented on one of their posts, articles or messages.

This is called pre-connection and it makes the decision makers learn your name and something about you.

*Only in the English dictionary does 'success' come before 'work' - go extra mile to win big.*

Pre-connecting decision makers is a way to make them aware of you and learn more about you. I cannot stress enough the importance of pre-connecting.

If your LinkedIn profile is in great shape, the more pre-connecting you do, the higher the conversion rate of your tagging and other actions you take later will be.

Take your time at the beginning of the relationship building process, and the early bond is more likely to survive your requests.

Taking the time does not mean slow progress as you can handle high volumes of decision makers at the same time.

For example, with a single LinkedIn profile, I pre-connect to 16,000 decision makers who are important to me each month.

Naturally, I could multiply my number of monthly pre-connections by using more than one LinkedIn profile.

If I would ever be in hurry, I could use 10 LinkedIn profiles and do pre-connections with 160,000 decision makers who are

important to me each month.

*LinkedIn algorithms are identifying and preventing people from visiting too many LinkedIn profiles*

Yes, I know, social media that does not want you to be too active is quite an odd thought, but true in LinkedIn.

I use LinkedIn Sales Navigator upgrade with a help application I have coded myself, that does not break LinkedIn's Terms and Conditions.

This helps me to do pre-connecting as fast as possible but still below the threshold of LinkedIn activity tracking algorithms.

I recommend visiting a maximum 150 LinkedIn profiles per day if you use LinkedIn without upgrades.

Please do not open dozens of LinkedIn profiles at once, as there is a LinkedIn activity tracking algorithm monitoring that, too.

Pre-connecting with 150 LinkedIn profiles per day still means that you are able to pre-connect with 4,500 decision makers each month.

You can do more if you upgrade your LinkedIn or use more than one profile.

After tagging them some of the decision makers will follow you, some of them will connect with you and some of them will send you InMails - they do these things as they are already interested in you.

*Now just talk with the interested decision makers - that is the way to get the job.*

You can quite safely presume that those who have not reacted so far know about you.

Therefore, you can email them and say that as you are already interacting on LinkedIn, you would love to get their comment on your LinkedIn post as you respect their views and experience.

That is why you have selected these decision makers since who would like to work for a boss he does not respect.

**So that's it - just keep following these instructions until you have a job!**

**IF YOU HAVE NOT BEEN ABLE TO SECURE A JOB BY FOLLOWING THESE INSTRUCTIONS**

You probably need to tackle one of these possible problems:

- 1) You have not correctly defined who you are, what your skills and experiences are - and therefore your uniqueness and offering is off.
- 2) You are approaching companies or decision makers that do not care about your offering.

So be honest with yourself, and if in two weeks you do not seem to get the interest you are craving for, analyze the results and make the necessary changes.

