

# 3+1 out-of-the-box strategies to break into the fashion industry

*with*

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## W e b i n a r   W o r k b o o k

**PRINT** this workbook and use it during our masterclass to stay fully engaged and take notes on the actions you want to implement quickly.

To maximize your time on this free training, at the end of the session decide on just one **ACTION** you plan to complete in the next 24 hours. Taking action right away will give you instant momentum to **start seeing BIG results**.

### NOTES/ACTIONS/IDEAS



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## Webinar Workbook

Does this sound like you?

① ② ③ ④

What would it feel like

- Waking up knowing you'll get dressed to walk in the office of your favourite fashion companies.
- Spending your days working on project to create something beautiful and seeing it come to life on the runway
- Travelling around the world
- Working with talented individuals
- Be at the forefront of trends and innovation in the industry
- Leave a mark on the world thanks to your creativity ...



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## Webinar Workbook

### Fashion jobs myths

***MYTH***

***MYTH***

NOTES/ACTIONS/IDEAS



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## Webinar Workbook



Your job application needs to be  
like the next Prada Nylon Bag:  
out of the box and well  
executed.



NOTES/ACTIONS/IDEAS

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Strategy #1 \_\_\_\_\_



A resume with more  
experience

\_\_\_\_\_ *(fill in the blanks)*

NOTES/ACTIONS/IDEAS

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Strategy #1 \_\_\_\_\_

NOTES/ACTIONS/IDEAS



# 3+1 out-of-the-box strategies to break into the fashion industry

Strategy #2

NOTES/ACTIONS/IDEAS

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## Strategy #2



### *Industry Insight*

Often, recruiters or hiring managers, stylists, editors or PR agencies fill jobs internally through personal connections.

This means the job listing doesn't make it to public job search sites or listings.

### NOTES/ACTIONS/IDEAS

**Thanks to this strategy you multiply your chances of getting jobs or internships:**

- ✓ You don't need to wait for your favorite companies to post a job or internship
- ✓ YOU ARE IN CONTROL of how many companies you can apply for each week. Potentially even hundreds per month!
- ✓ You would not have these many opportunities if you just use job boards online where the offers published are limited.





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Strategy #3 \_\_\_\_\_



*Imagine waking up to messages from recruiters who invite you to job interviews without you applying for jobs or internships, because they have found your profile when they were looking for people to fill up a new position.*

NOTES/ACTIONS/IDEAS

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# 3+1 out-of-the-box strategies to break into the fashion industry

Strategy #3 \_\_\_\_\_

NOTES/ACTIONS/IDEAS



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**BONUS** Strategy: \_\_\_\_\_

NOTES/ACTIONS/IDEAS



The skills you need in fashion depend on the role you want to pursue.



Each role has its own skills.



However there is one skill that is always common across all the different careers in fashion and that is

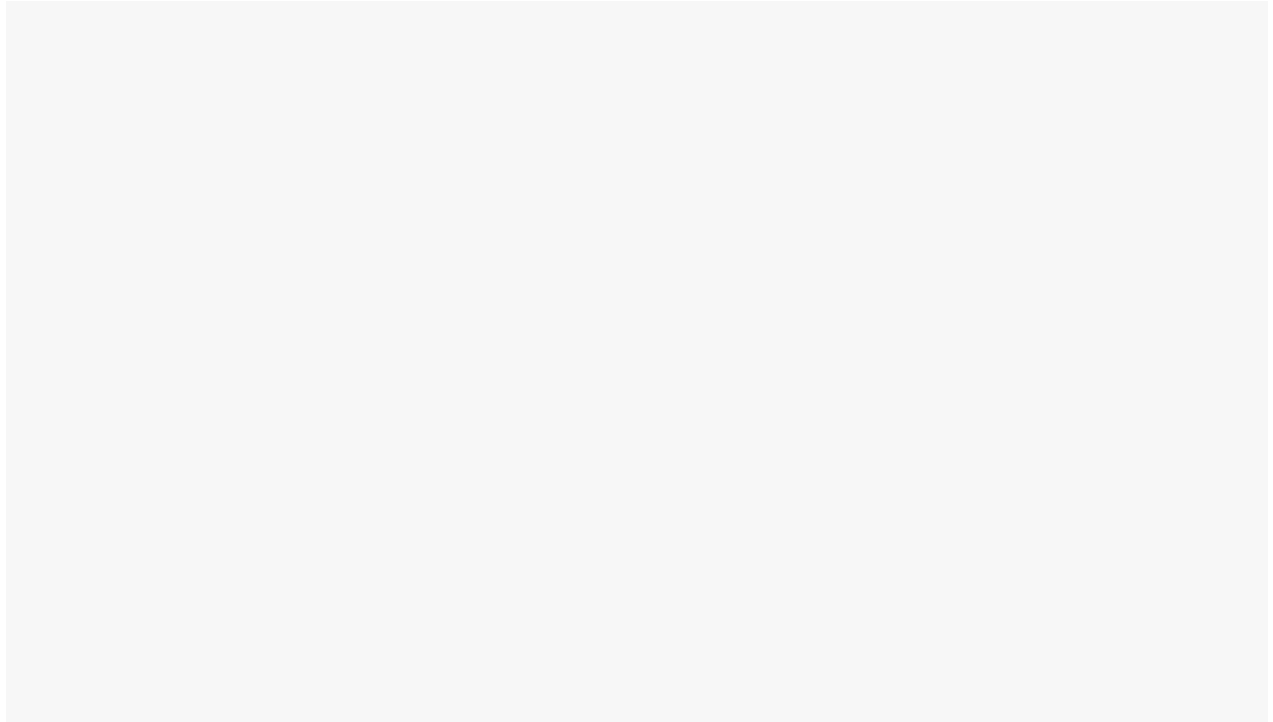
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BONUS Strategy: \_\_\_\_\_

NOTES/ACTIONS/IDEAS



**MUST-TO-KNOW**  
IF YOU WANT TO  
GET INTO

**BUYING**  
**MERCHANDISING**  
**MANAGEMENT**  
**MARKETING**  
**E-COMMERCE**  
**BRAND OWNER/CEO**

**RECOMMENDED**  
IF YOU WANT  
TO GET INTO

**PR**  
**STYLING**  
**DESIGN**  
**WRITING**



*Self-doubt is just fear your brain creates to keep you safe, and comfortable.*

*Even if this means not being happy or where you want to be.*



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WHICH OPTION DO YOU CHOOSE?

OPTION N 1

OPTION N 2

MY NEXT STEP



## NOTES/ACTIONS/IDEAS

