



The Entrepreneur & Career Readiness Workbook



YOUR GUIDE TO SUCCESS

Careers by Gabby Cruz



Welcome

This is your all-in-one guide to personal and professional growth. Whether you're an aspiring entrepreneur, a job seeker, or someone looking to advance your current career, this document is designed to give you the tools and insights you need to succeed.

You'll find four main sections in this guide:

1. One-Page Business Plan: A simple framework to help you define your business vision.
2. Career Action Verb Guide: A list of powerful verbs to make your resume stand out.
3. STAR Method Interview Worksheet: A proven technique for crafting compelling interview answers.
4. Marketing Your Career: Guidance on building a strong professional brand.

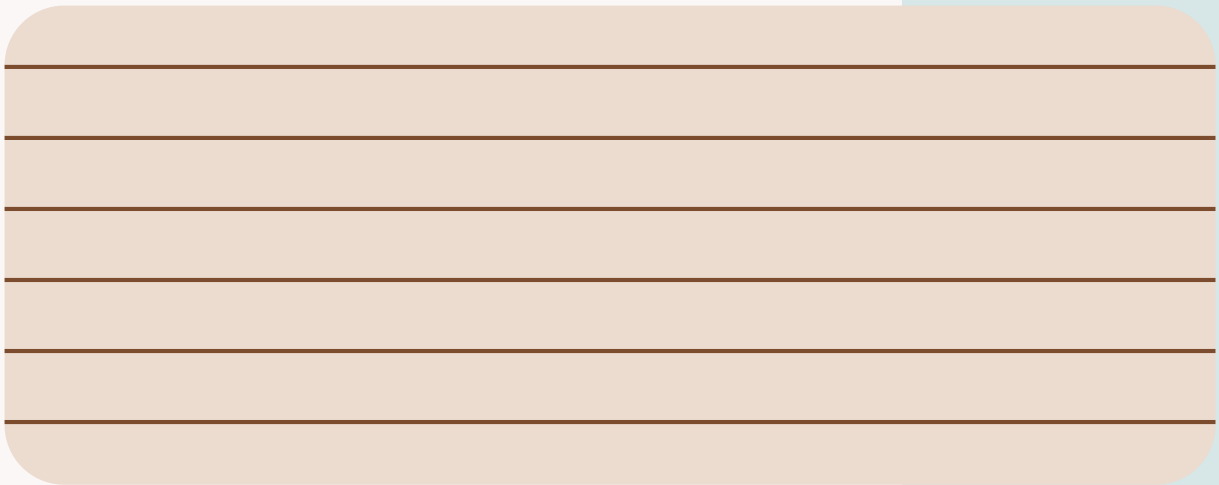
Think of this as your personal toolkit. Use the templates and advice within to organize your thoughts, highlight your strengths, and chart a clear path forward.

Let's get started.

Vision & Mission

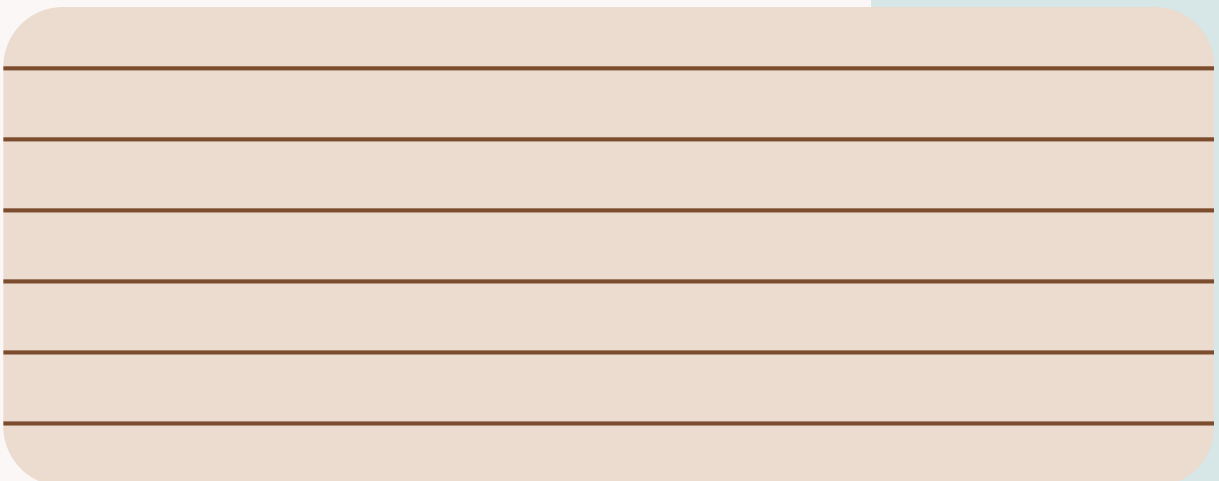
Vision:

1. What is the long-term impact you want to create?
2. What does success look like in 5-10 years?

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Mission:

1. What is the core purpose of your business?
2. What do you do, who do you do it for, and what value do you provide?

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Target Market

1. Ideal Customer: Describe your perfect customer. What are their demographics, interests, and pain points?
2. Customer Problem: What specific problem are you solving for this customer?



Instead of trying to appeal to everyone, picture your ideal client or employer as a single person. Think of:

1. *Who they are* → Age, job title, education, income, location.
2. *What they need* → What problem are they facing that you can solve?
3. *Where they are* → What platforms, communities, or industries do they belong to?
4. *Why they'd choose you* → What makes your service, product, or skills valuable and unique?

Products & Services

1. What product or service are you selling?
2. Unique Value Proposition: What makes you different from the competition?
Why should a customer choose you?



When describing products/services, always answer:

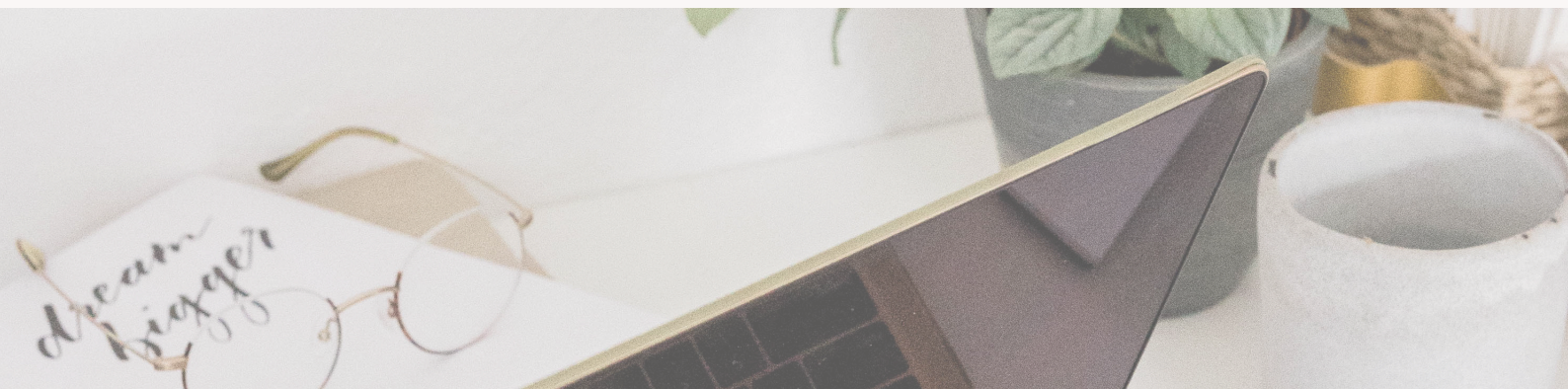
1. What is it? (the product or service)
2. Who is it for? (your target market/audience)
3. What does it do for them? (the benefit/solution)

👉 Think: Feature → Benefit → Value



Careers by Gabby Cruz Consultations specializes in one-on-one guidance to help you discover and promote your unique professional value.

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Marketing & Sales Strategy

Price Your Value, Not Just Your Time

Steps to guide your pricing:

1. Know your costs → cover tools, time, and effort.
2. Research industry rates → see what others charge for similar services.
3. Price for value → reflect the outcome/impact you deliver.
4. Offer tiers → (basic, standard, premium) so clients can choose based on their needs and budget.

👉 Position it as: "An investment in your career, not just a service fee."

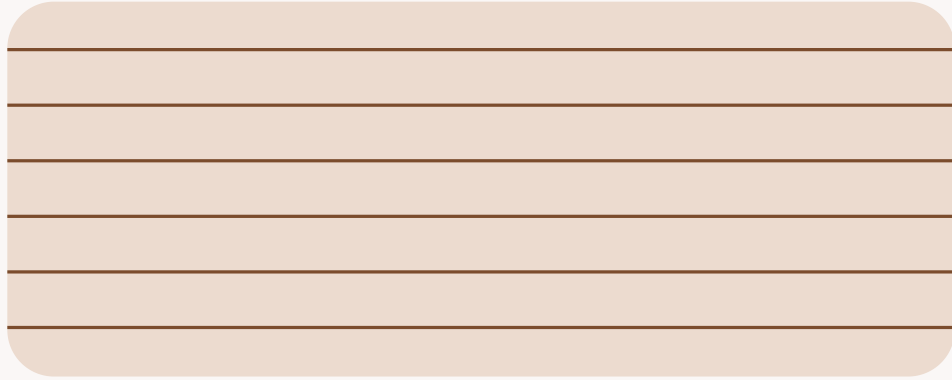
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How will you reach your target customers? (e.g., social media, content marketing, word-of-mouth).

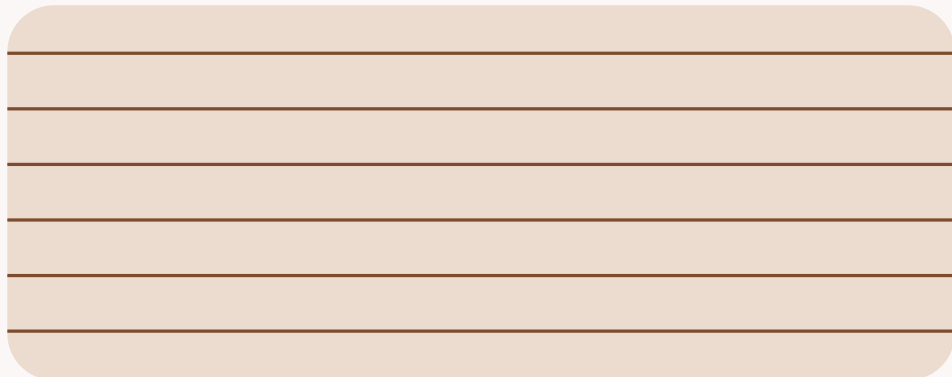
Pricing: How will you price your product or service?

Operations & Financials

1. Revenue Streams: How will your business make money?
2. Key Metric: What is the single most important number you'll track to measure your business's success?

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1. What do you need to operate your business? (e.g., equipment, team members, software).
2. Cost Structure: What are your most significant expenses?

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Career Action Guide

Using strong action verbs on your resume can make a huge difference, transforming a simple list of duties into an impactful record of your accomplishments. Use this guide to replace generic verbs with more dynamic ones that highlight your skills.

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Career Action Verb Guide

Examples:

1. Leadership & Management: Guided, Directed, Supervised, Mentored, Coordinated, Initiated, Executed, Delegated, Oversaw, Motivated
2. Communication & Teamwork: Collaborated, Presented, Articulated, Liaised, Negotiated, Mediated, Authored, Communicated, Facilitated, Wrote
3. Problem-Solving & Innovation: Analyzed, Investigated, Resolved, Innovated, Diagnosed, Synthesized, Developed, Optimized, Streamlined, Solved
4. Customer Service & Sales: Advocated, Consulted, Persuaded, Serviced, Supported, Assisted, Promoted, Recruited, Retained, Secured



Remember:

1. Being strategic means saying “yes” to things that push you closer—and “no” to distractions.
2. Swap out generic job duties for measurable achievements.
3. Use keywords from the job posting so your resume gets past applicant tracking systems (ATS).
4. Highlight skills and experiences that match the exact role you want, not everything you’ve ever done.

☛ Position it as: “Your resume and your career are marketing tools. The more you tailor them, the stronger your results will be.”



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STAR Method Interview Worksheet

The STAR method is a structured way of answering behavioral interview questions. It helps you tell a compelling story about your experience by walking the interviewer through the **Situation**, **Task**, **Action**, and **Result**.

S – Situation

- Set the scene: Where were you? What was the general problem?

T – Task

- Describe the goal: What was your specific responsibility or task in that situation? What was your objective?

A – Action

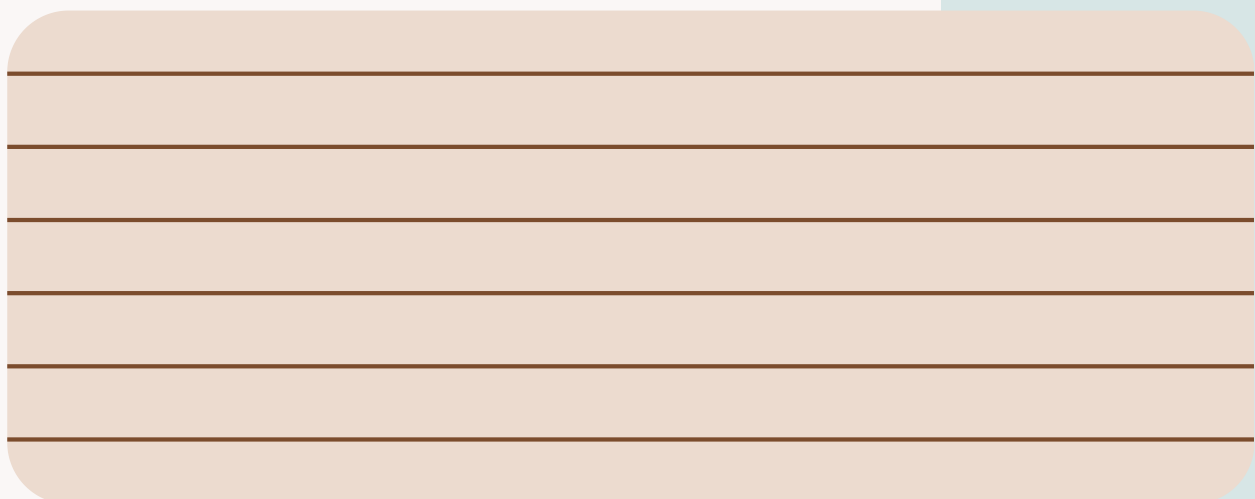
- Explain your steps: What actions did you take to address the situation or complete the task? Be specific and focus on what you did.

R – Result

- Quantify your outcome: What was the final result of your actions? Whenever possible, use numbers or quantifiable data to show the impact of your actions.

STAR Method Practice

1. Craft powerful interview answers by breaking down your experiences into Situation, Task, Action, and Result.



About Us

Careers by Gabby Cruz specializes in helping you identify your business/career potential through specialized strategic advice.

Our objective is to empower our clients by offering creative consulting services that promote growth and competitive advantage in today's fast-changing industry. We focus on creating and implementing growth methods that are in line with your goals.

Understanding your specific difficulties allows us to create tailored solutions with measurable outcomes.

We believe in the power of collaboration and offer a partnership strategy that combines your insights with our skills to drive long-term progress.

BUSINESS CONSULTANT FIRM
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"YOUR CAREER JOURNEY
STARTS HERE."



Resources

At Careers by Gabby Cruz, we believe that with the right guidance, everyone can find a role that is both fulfilling and successful. We specialize in transforming career aspirations into tangible results through personalized, one-on-one coaching.

Our Signature Services

We offer a range of services designed to meet you wherever you are in your professional journey.

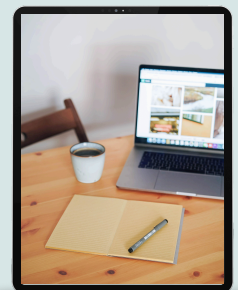


1. **Personalized Business/Career Coaching:** We work with you to define your long-term career goals and create a strategic plan to achieve them. Our sessions cover everything from identifying your strengths to overcoming professional roadblocks.
2. **Resume/Business Plan Optimization:** Your resume profile is your primary marketing tools. We help you create a compelling professional narrative that captures the attention of recruiters and hiring managers. We'll focus on using powerful action verbs and highlighting your most impactful achievements.

How It Works: Your Path to success

Our process is simple and tailored to your unique needs.

1. Initial Consultation: 1-hour consultation to understand your career history, goals, and challenges.
2. Customized Plan: Based on your needs, we develop a personalized coaching plan and schedule. This plan serves as our roadmap to success.
3. Execution & Ongoing Support: We work through your plan in one-on-one sessions, providing actionable advice and continuous support. We're here to help you every step of the way.



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