



DEINE YOUR TARGET ROLE

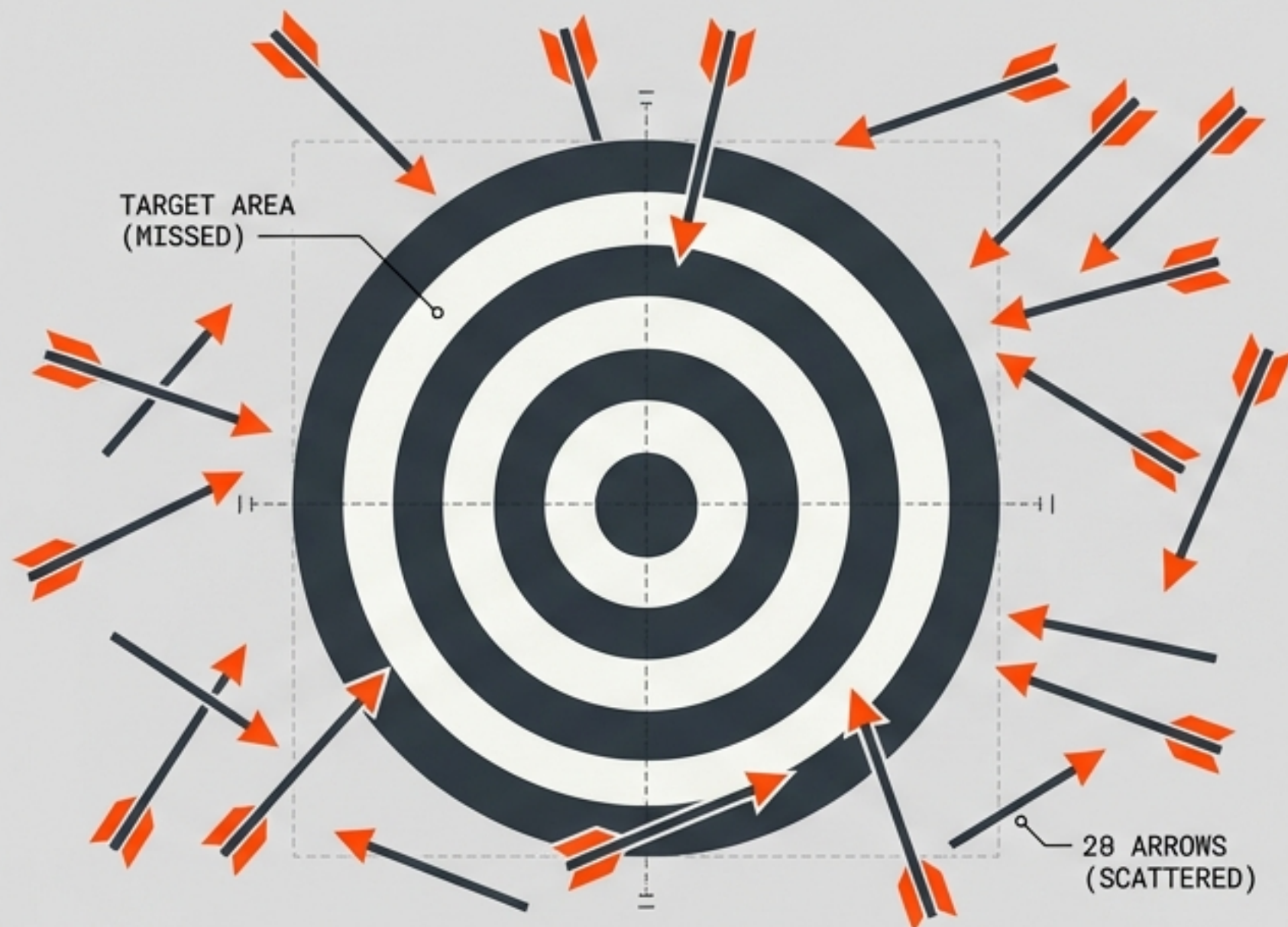
THE MISSION:

Transform vague ambition into a precise, searchable, actionable target.

CORE PROMISE:

By the end of this module, you will have a definitive filter for every opportunity and a validated hypothesis for your search.

THE LOTTERY TICKET



The Trap: Casting a wide net feels safer. Applying to 200 generic jobs is a lottery ticket, not a search.

THE SNIPER

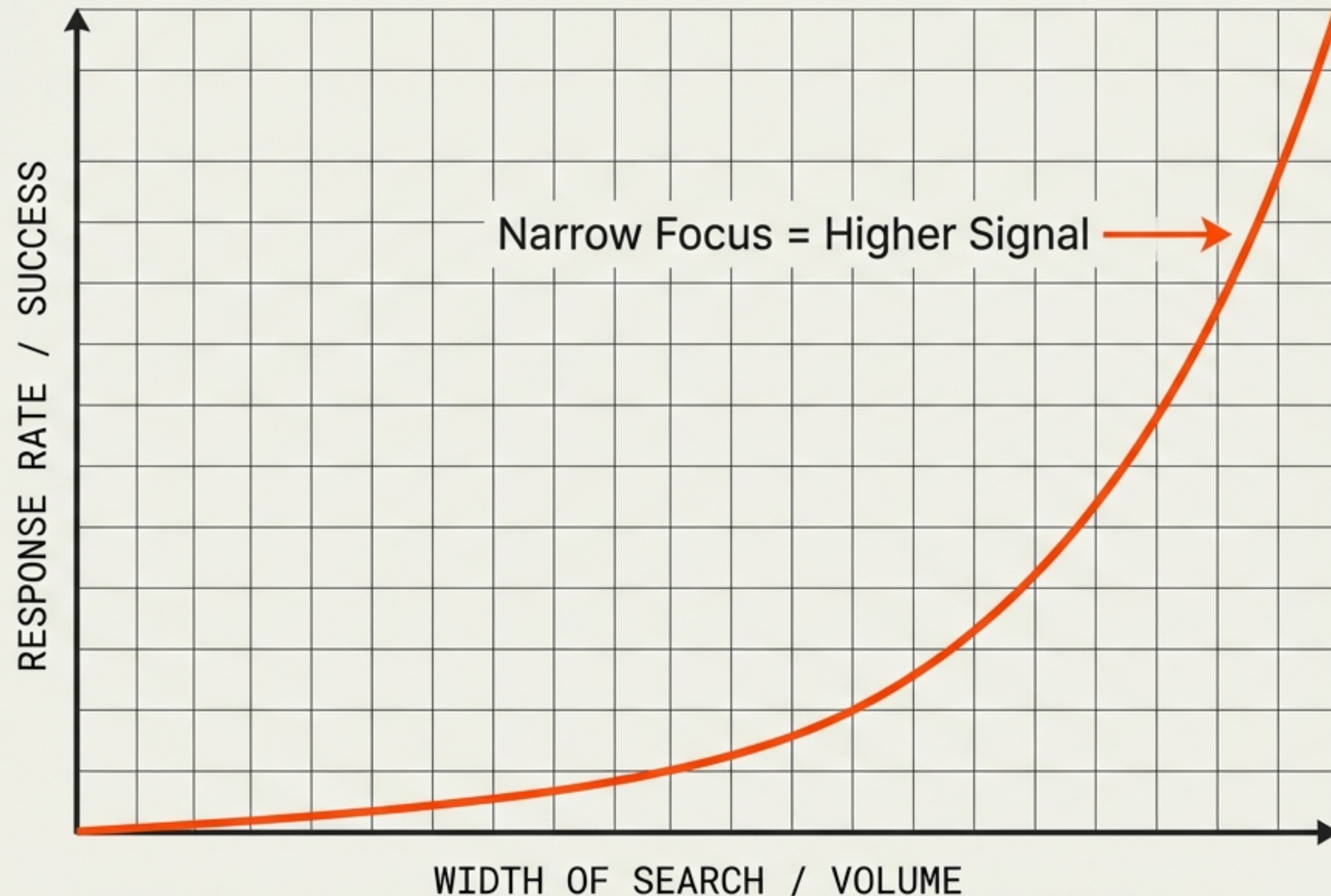


The Reality: Hiring managers ignore generic applications. They respond only to specificity.

'I'M LOOKING FOR A ROLE IN MY FIELD' IS NOT A STRATEGY.

A job search without a precise target is a prayer. And prayers don't get callbacks.

THE PRECISION PARADOX



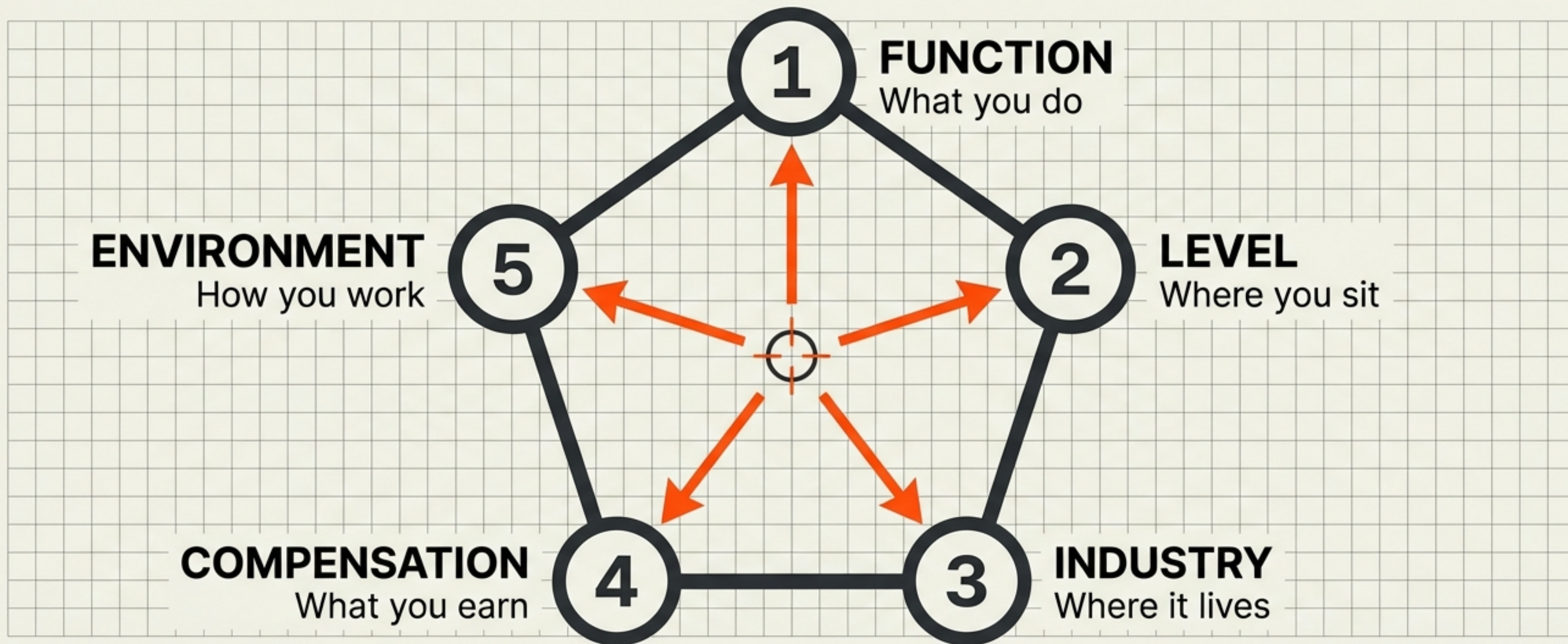
THE INSIGHT: Narrowing your target **INCREASES** your results.

1. **TAILORING:** You can customize every message because variables are constant.
2. **NETWORKING:** You know exactly who to talk to.
3. **COMPETENCE:** Specificity signals expertise.

KEY TAKEAWAY:

You are not reducing options.
You are **reducing waste**.

YOUR NORTH STAR: THE TARGET ROLE PROFILE



DEFINITION: A definitive filter for every opportunity.
If a role doesn't fit these parameters, it is a **distraction**.

COMPONENT 1: FUNCTION

DEFINE WHAT YOU DO, NOT WHAT YOU ARE CALLED

I **[VERB]** _____ **FOR**
[WHOM] _____ **TO ACHIEVE**
[OUTCOME] _____.

THE RULE:

Titles vary;
function is
constant.

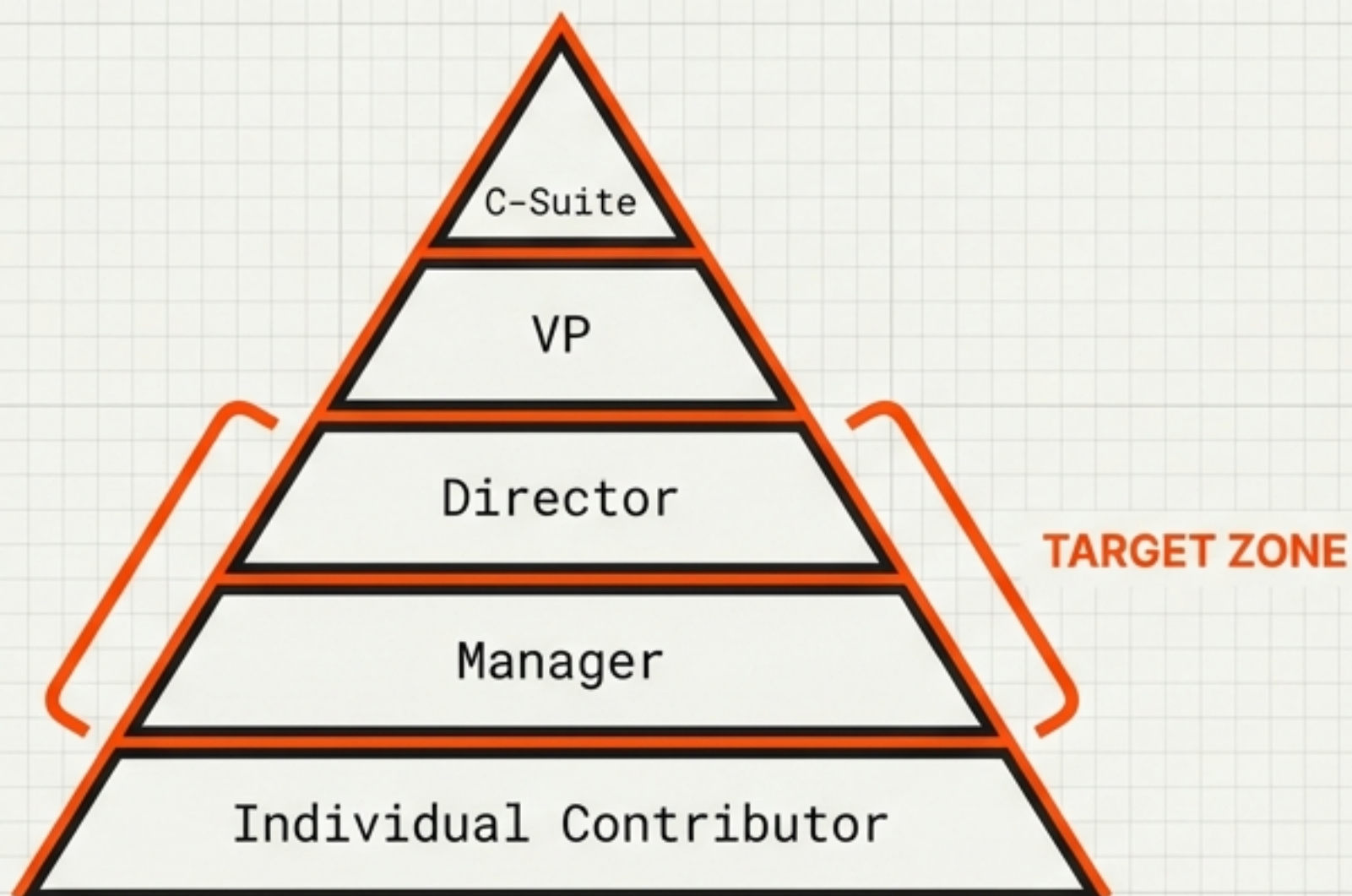
Your function is
what transfers
across
industries.

BAD EXAMPLE: ~~"I'm a Product Manager."~~

GOOD EXAMPLE: "I lead cross-functional product teams to ship B2B SaaS features that drive user adoption."

COMPONENT 2: LEVEL

DEFINE WHERE YOU SIT



PARAMETERS TO DEFINE:

SCOPE: IC vs. Manager vs. Director.

TEAM SIZE: Leading 5 people vs. 50 people.

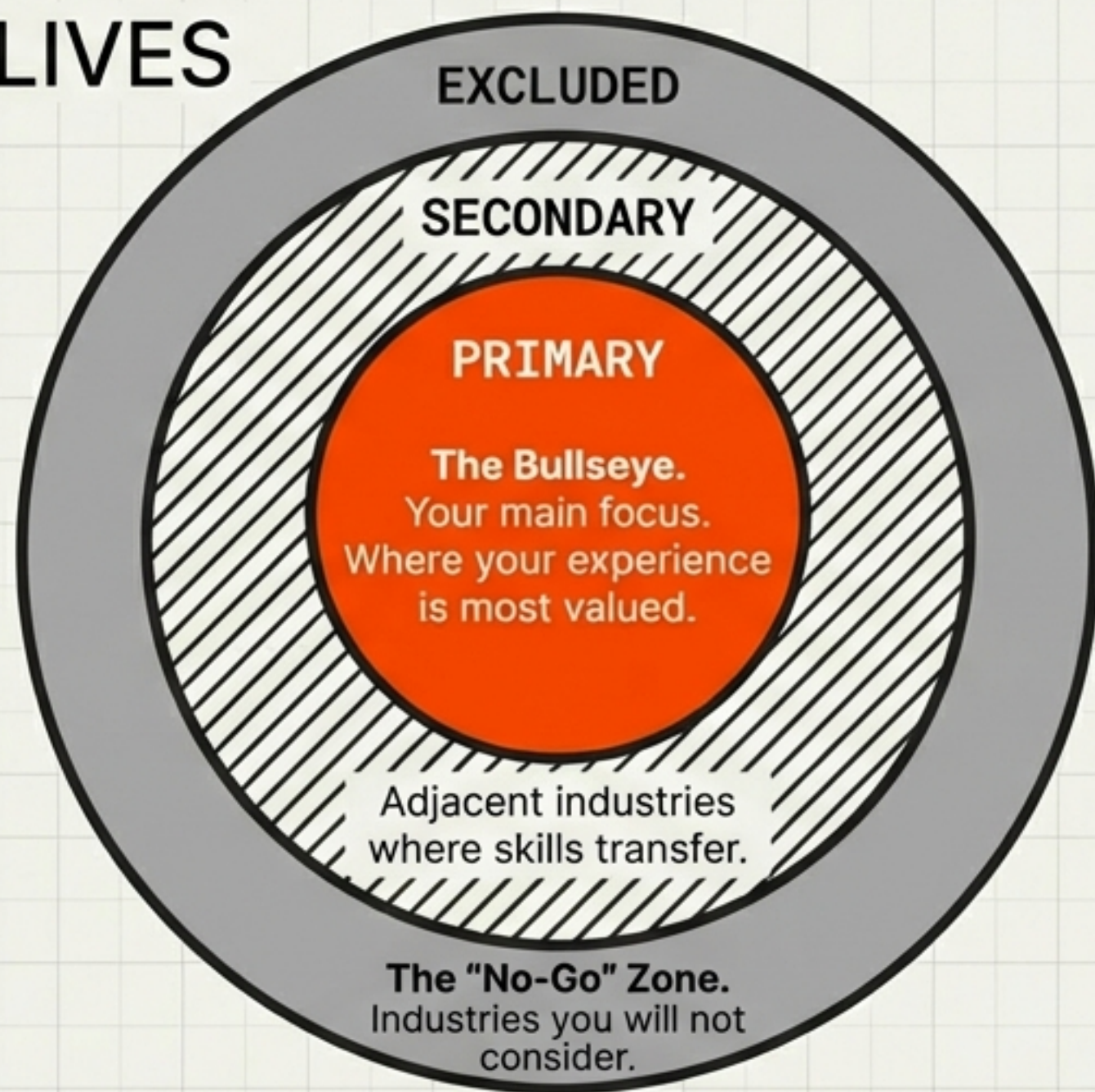
BUDGET: P&L responsibility range.

REPORTING LINE: Who is your boss?
(Manager, VP, Founder?)

NOTE: Searching at the wrong level wastes time on both sides.

COMPONENT 3: INDUSTRY

DEFINE WHERE IT LIVES



CONSTRAINT: More than 3 target industries = too scattered. Focus on depth, not breadth.

COMPONENT 4: COMPENSATION

DEFINE WHAT YOU EARN (DATA, NOT WISHES)



TOTAL COMP: Include base, bonus, equity, and benefits.

WARNING: AI data lags 6-12 months. Cross-reference with Glassdoor and Levels.fyi.

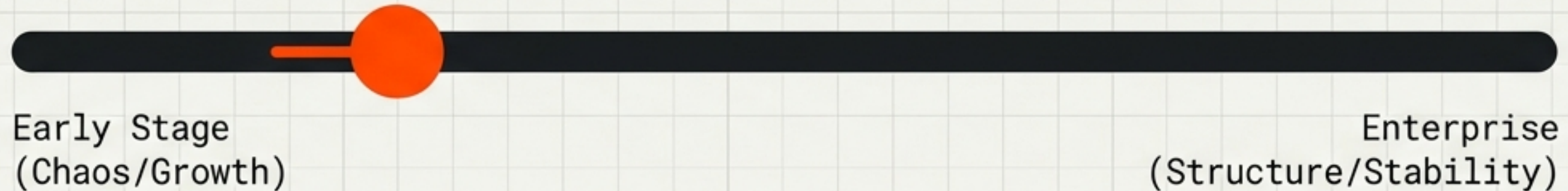
COMPONENT 5: ENVIRONMENT

“DEFINE HOW YOU WORK”

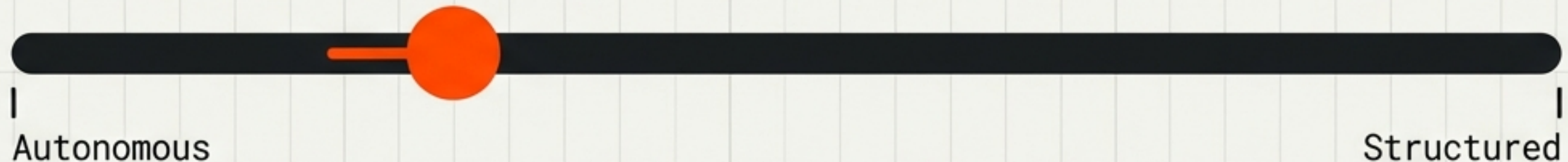
LOGISTICS



STAGE



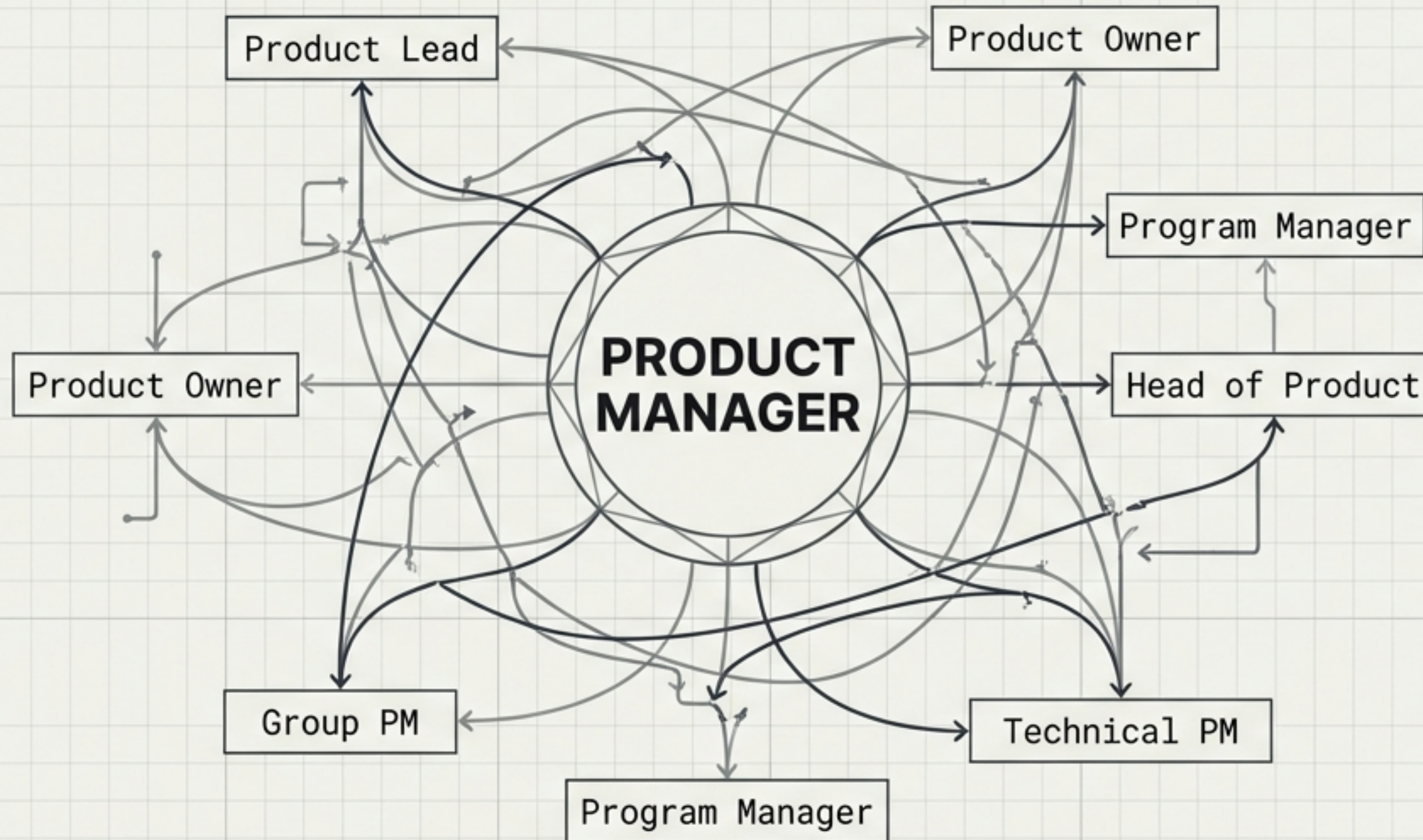
CULTURE



CONNECTION: This must align with your personal Priority Scorecard from Module 1.

THE MAP IS NOT THE TERRITORY

THE TITLE TRAP



THE PROBLEM:

The same role can have 10 different titles depending on the company.

THE RISK:

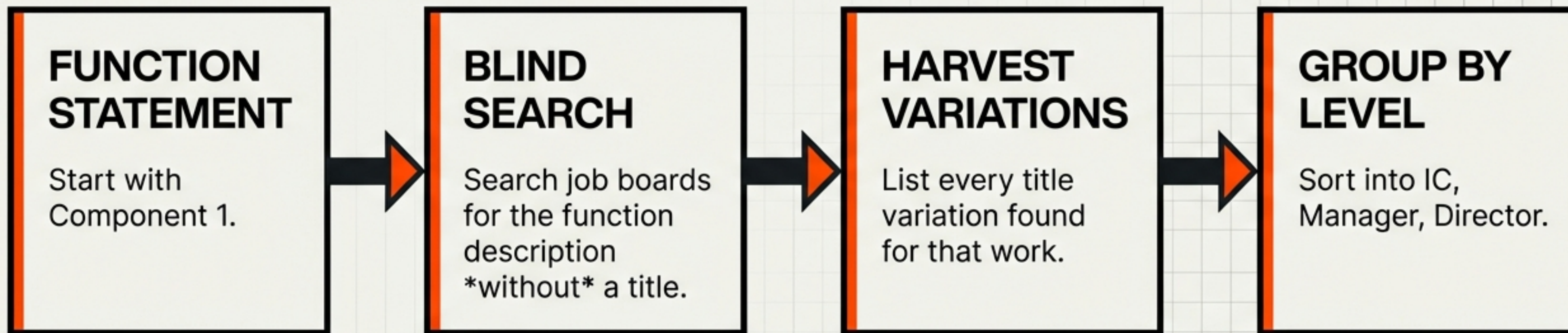
If you only search for "Product Manager," you miss the 40% of roles posted as "Product Lead" or "Owner".

THE SOLUTION:

You must map the territory to create a comprehensive keyword strategy.

HOW TO MAP YOUR TITLES

WORKFLOW



RESULT: MASTER KEYWORD SEARCH LIST

IS YOUR TARGET VIABLE?

MARKET VALIDATION CHECKLIST



| THE **VOLUME** CHECK

Are there 20+ open roles
right now on major boards?

☐ YES / ☐ NO

| THE **FIT** CHECK

Do you meet 70% of the
requirements in these
postings?

☐ YES / ☐ NO

| THE **COMP** CHECK

Do the posted ranges
match your targets?

☐ YES / ☐ NO

THE VERDICT: If you answer “**NO**” to 2+ questions, your target is a hallucination. **Use AI tools** to adjust parameters.

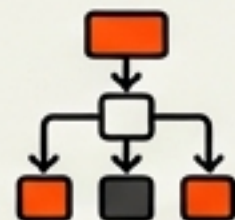
YOUR AI RESEARCH TEAM

ACCELERATING THE PROCESS



ROLE DEFINITION ADVISOR

Articulates your
function clearly.



TITLE MAPPER

Generates
comprehensive
title variations.



COMPENSATION RESEARCHER

Provides
data-driven salary
ranges.



MARKET DEMAND VALIDATOR

Assesses volume
and demand.



TARGET REFINEMENT COACH

Iterates on your
profile if validation
fails.

TIP: Be specific. 'Senior PM for B2B SaaS' yields better intelligence than just 'Product Manager'.

WHAT 'GOOD' LOOKS LIKE

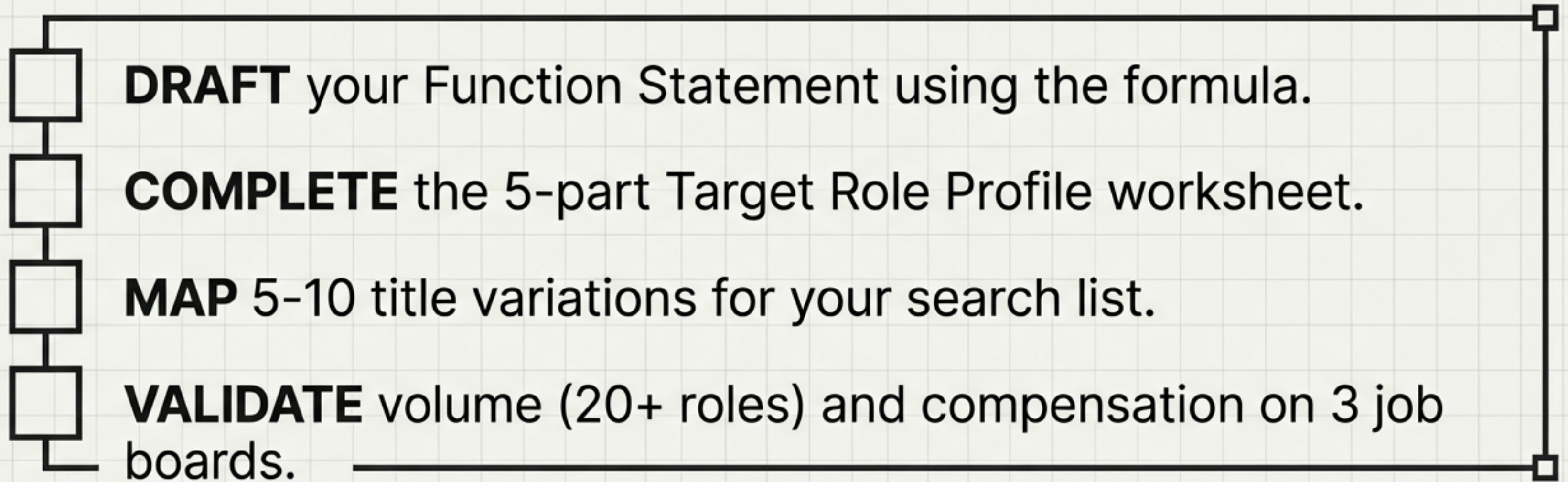
CASE STUDY: THE B2B SAAS PRODUCT LEADER

FUNCTION Leads cross-functional teams to ship B2B SaaS features that drive user adoption.	
TITLES Senior Product Manager, Product Lead, Group PM.	
LEVEL Report to VP Product. Individual Contributor or Small Team Lead.	
TARGET B2B SaaS. 50-200 employees (Growth Stage).	
COMP \$140k - \$180k Base.	

VALIDATED

YOUR MISSION ORDERS

ACTION PLAN



NEXT STEP: Once you know WHAT you are looking for, we will map this role to specific target companies in Module 3.