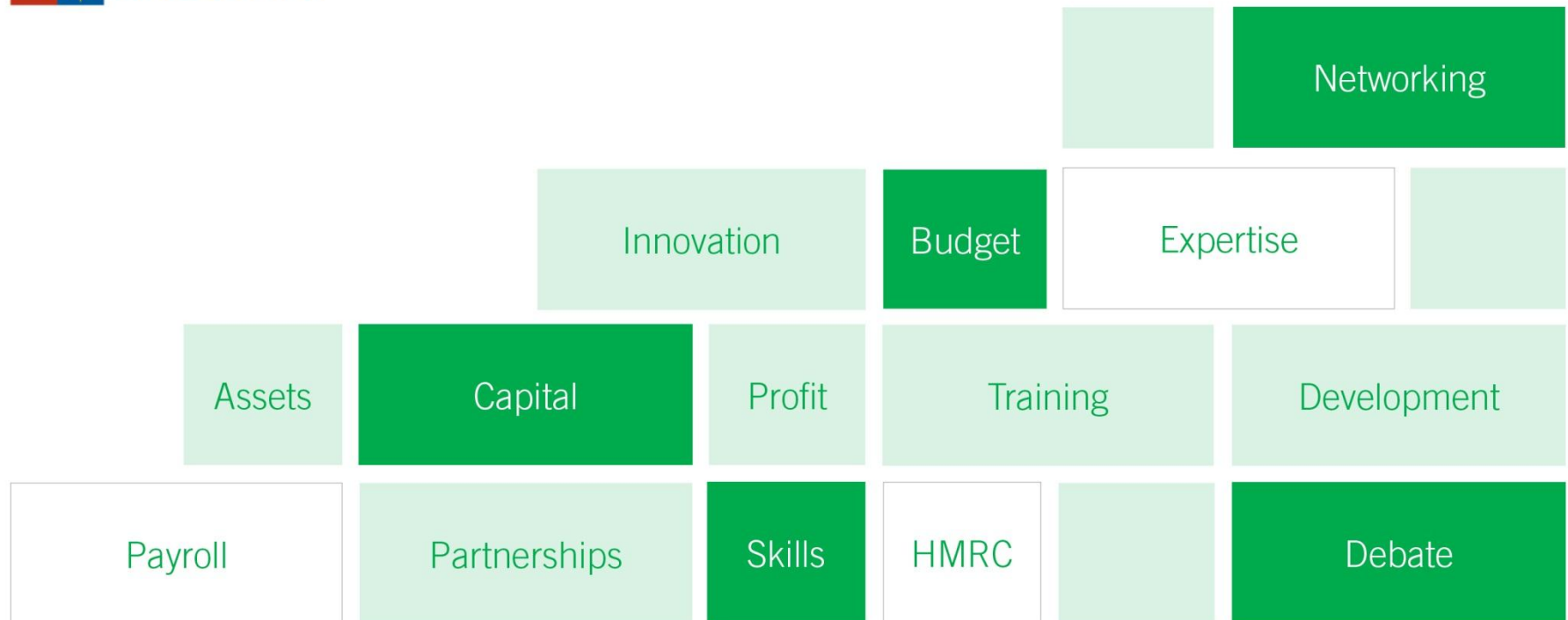


Building for the future



AAT Weekender – 16-17 May 2014

Sponsored by



Building your career


Aimee Bateman

Host/ founder of Careercake.com


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Careercake

About Aimee Episodes My book CV Coaching Speaking & Workshops Testimonials



Helping you thrive in your career is my absolute passion and why I created Careercake. I hope you enjoy the site, Aimee Bateman



Aimee is incredibly knowledgeable and fantastic to watch.
James Caan, Web Recruit Ltd

Writer

Guardian Careers

Expert careers advice and great job opportunities every day

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An essential guide to finding and applying for apprenticeships

As National Apprenticeship Week gets underway, **Aimee Bateman** shares her advice on how to find and apply for schemes



Will you be the next apprentice? Photograph: BBC/Talkback/Talkback

Everyone knows that a university degree can do wonders for your career prospects. But many people overlook [apprenticeships](#), which can also be a great way to kickstart your professional life.



Services at Communicate Recruitment Solutions.

Q "What is the culture like here?"
A "Bosses care about two things: 1) Will the candidate make me money? 2) Will they get on with me and my team? Asking about the working environment shows you want to fit in," says Aimee Bateman, founder of careers advisory site [careercake.com](#).

Q "What do you like most about working here?"
A "The..."

BBC



Menu

TWO Apprentice for a Day

Home

Clips

Learning Zone Home

How to prepare a CV and perform in a job interview



if opportunity
doesn't knock,
build a door

The Three Ws

- 1) What are you selling – what is your value?
- 2) Who is your customer – how can you best communicate with them?
- 3) Why should they buy it – benefits not features.







Brand communication

- Microsoft - <http://www.youtube.com/watch?v=jdpQir1sqiQ>
- Apple - <http://www.youtube.com/watch?v=tjgtLSHhTPg>

Your personal brand

- What is your PB?
- How would you like employers to perceive you?
- What aspects of yourself are you attempting to sell/market?
- What is your USP?
- What is your personal brand statement?

Your brand statement

Your statement is 1-2 sentences answering what you are the best at (value), who you serve (audience) and how you do it uniquely (USP). It sums up your unique offering. Your personal brand statement is distinctive to you and you alone.

My brand statement

I help passionate people thrive in their careers. I offer no nonsense advice based on ten years as a leading recruiter.

Or

I'm a careers coach



Action plan

- Create a hotlist companies, decision makers, influencers
- Keep it sector/industry specific
- Identify their requirement

How can they find you?

- LinkedIn
- Facebook
- Twitter
- YouTube
- Blogs
- Personal domains


Making contact

- Make it personal
- Tell them why you picked them
- Tell them why they should pick you
- Tell them how much you want it
- Sign off with consideration

<http://vimeo.com/33656756>

Thoughts.....?

Home
Profile
Network
Jobs
Interests
Business Services
Upgrade



Summary

Corporate recruiter...turned job seekers champion and founder/host of Careercake.com.

Talent and Innovation winner at the 2013 Institute of Director Awards in Wales, I recently won a Canmol (Chartered Institute of Marketing) Award for Careercake.com and I've been voted one of 2013 Rising Stars by Business Insider Magazine.

As the featured careers mentor on various shows for BBC One, BBC Two, BBC Learning and BBC Three and I've written careers articles for The Guardian, TotalJobs.com, The Undercover Recruiter and more. My business and careers advice has also been featured in The Independent, Glamour Magazine, The Huffington Post and Jobs & Careers Magazine.


An ambassador for National Careers Week, I'm also proud to be the official careers coach for the AAT (Professional Association of Accounting Technicians).

Most of my time is spent hosting training workshops or delivering key note speeches throughout the UK. My topic areas include:-


- * Talent & Innovation in Business
- * Employer Branding/Engagement
- * Building High Performance Teams
- * CV & Interview Success
- * Personal Branding (online and offline)
- * Using Social Media to Job Hunt

Extremely excited to be hosting the new online careers reality show, "The Job Academy".


Brought to you by TotalJobs.com, we take five people aged 18-25 on a career bootcamp to make them more employable than they've ever been. Tune in for career tips from top experts and to find out how our candidates get on.



Aurelie Le Gall
Senior Manager at Hays NZ



Kathryn Foot
Cardiff Award Manager at Cardiff University




Jay Cholewinski
COO / Co-Founder at at Webrecruit - Global Recruitment Solutions & Official LinkedIn® EMEA Talent Solutions Partner

Style 11pt Arial Regular 16pt

Sub bullet 16pt

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Are you an Entrepreneur? - If your Business needs more customers, get these Free tips from top expert



Aimee Bateman
 Founder of CareerCake.com. Speaker, Consultant & Coach
 United Kingdom | Staffing and Recruiting

Current Bateman Associates Ltd, CareerCake.com
 Previous freshbaked Group, Robert Half International, Red Recruitment Ltd
 Education The University of Glamorgan

Improve your profile Edit

500+ connections

uk.linkedin.com/in/aimeebateman/ Contact Info


ACTIVITY

Share an update...

Aimee Bateman is now connected to Ana Martínez Alcaraz, Human Resources and Management and Rob Ball, Managing Director at HR Directors Centre (HRDC)
 9 hours ago


Aimee Bateman is now connected to Christophe Chanteur, Air Traffic Control, Winston Joseph Smith, Business Development Consultant at EngageTech Ltd, and 1 other person


PEOPLE YOU MAY KNOW



Nicola Miller 2nd
 Owner, The Chandlery Restaurant
 Connect 199

ADS BY LINKEDIN MEMBERS

 **In Talent Acquisition?**
 Hire the Best Talent W/ an Easy Online Applicant Tracking System. Free Demo
[Learn More »](#)

 **Easy Onboarding System**
 Make the Onboarding Process Fast & Easy for You & New Hires-Free Demo!
[Learn More »](#)

PROFILE STRENGTH

All-Star

- * Building High Performance Teams
- * CV & Interview Success
- * Personal Branding (online and offline)
- * Using Social Media to Job Hunt

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Brought to you by TotalJobs.com, we take five people aged 18-25 on a career bootcamp to make them more employable than they've ever been. Tune in for career tips from top experts and to find out how our candidates get on.



CareercakeTV: How to Write an Incredible Cover Letter



BBC Two - CV, cover letter and interview advice from Aimee Bateman.



Expert Interview Tips from Aimee Bateman - The Job



The Job Academy Episode 1 - Meet the Candidates



The Job Academy Episode 2 - Interview Nerves



James Caan

Serial Entrepreneur and Investor in People with Passion



Phil Roebuck

Founder at Webrecruit - Global Recruitment Solutions & Official LinkedIn® EMEA Talent Solutions Partner



Neil Phillips

I Help Businesses with On-Line/Off-Line Lead Generation| Sales Conversion |Growth Strategies & Business Systematisation.



Duncan Powell

Co-founder and Director of York Recruitment Ltd



Aurelie Le Gall

Senior Manager at Hays NZ



Kathryn Foot

Cardiff Award Manager at Cardiff University



Jay Cholewinski

COO / Co-Founder at at Webrecruit - Global Recruitment Solutions & Official LinkedIn® EMEA Talent Solutions Partner



RECOMMENDATIONS

Received (30) ▾ Given (31)

Director

Bateman Associates Ltd



Georgina Jones

Co Director at Sing and Inspire

“ Aimee was amazing from start to finish! She gave us a wonderful collection of candidates and the person we selected we are delighted with. Aimee loves what she does and it really does show in every bit of communication you have with her. I can highly recommend Aimee she ROCKS!

November 20, 2012, Georgina was Aimee's client



Lindsay Hugh Doyle

Business strategist. Owner / founder at moneywales.com

“ In 30 years of business, meeting various recruiters, career advisers and consultants, I have never met anybody that has made such an immediate impact on somebody as Aimee has. I introduced her to a student friend of the family. The advice she gave her has made such a major difference to her, it has made her stand out from the crowd and given her a clear and distinct... **more**

October 18, 2012, Lindsay was Aimee's client



Rod Jones

Relationship Manager at Gocompare.com

LinkedIn activity

- Connect with your hotlist
- Update your sales database
- Keep it personal
- Talk to them often – add value
- Share interesting content – become an expert
- Join groups and discussions
- Don't stop...ever!!

Twitter

The screenshot shows the Twitter profile of Aimee Bateman (@Aimee_Bateman). The interface includes a top navigation bar with 'Home', 'Connect', 'Discover', and 'Me' tabs, along with a search bar and settings icon. On the left sidebar, there are links to 'Tweets', 'Following', 'Followers', 'Favorites', and 'Lists'. Below these are a grid of six photos and a 'Who to follow' section featuring Lee Waters, Recruiter Jobs Intl, and Peter Hall. The main profile area on the right displays Aimee's profile picture, name, handle, and bio: 'Founder/Host of Careercake.com. Spent ten years as a recruiter. Careers Speaker, Author & Coach. Host of web show #CareerCamLive. Also see @careercaketv Cardiff/London · Careercake.com'. It also shows statistics: 4,501 tweets, 1,494 following, and 2,810 followers. The 'Tweets' section at the bottom contains three tweets: one from Aimee Bateman mentioning @LewisInTheLakes, a retweet by Aimee Bateman of a tweet from Lewis Harrison about filming with Aimee, and another from Aimee Bateman reacting to a tweet from @LewisInTheLakes.

Home @ Connect # Discover Me Search

Tweets

Following

Followers

Favorites

Lists

Aimee Bateman
@Aimee_Bateman
Founder/Host of Careercake.com. Spent ten years as a recruiter. Careers Speaker, Author & Coach. Host of web show #CareerCamLive. Also see @careercaketv Cardiff/London · Careercake.com

4,501 TWEETS 1,494 FOLLOWING 2,810 FOLLOWERS

Tweets

Aimee Bateman @Aimee_Bateman 1h
@LewisInTheLakes Amazing. Fingers crossed for good weather.
View conversation

Lewis Harrison @LewisInTheLakes 2h
Filming with @Aimee_Bateman pic.twitter.com/1ynYePSq
Retweeted by Aimee Bateman
View photo

Aimee Bateman @Aimee_Bateman 2h
@LewisInTheLakes Aww what an awesome picture. Can't wait up watch the show. Let me know how you get on :)

Who to follow · Refresh · View all

Lee Waters @Amanwy Follow

Recruiter Jobs Intl @RecJobs_Intl Follow

Peter Hall @PeterNHall Follow
Followed by interviewing.com and...

Twitter activity

- Use the same Avatar (LinkedIn)
- Pick your @username carefully
- Include your bio – professional statement
- Build relationships
- Comment and thank people
- RT and recommend people you like
(want to be associated with)



Video promotion

- DO Keep it brief – 2 mins MAX!
- DO pay attention to lighting
- DO talk about your professional qualifications, but DON'T talk too much about your personal life
- DO plan out what you're going to say, but DON'T read off the script
- DO pay attention to your surroundings/image
- Finally, DON'T fail to include a written CV
- <http://youtu.be/9EzNII1U2N8> - Graeme Anthony Video CV

People don't just buy **WHAT** you do,
they buy **WHY** you do it!

How to find me

- Careers Advice: www.Careercake.com
- Youtube: CareercakeTV
- LinkedIn: Aimee Bateman
- Twitter: @Aimee_Bateman
- Facebook: Aimee Bateman – Careercake.com