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**GOOGLE REVIEW**



# What Top Performers SAY/NOT SAY in Interviews

<ul style="list-style-type: none"> <li>✔ "This role fits my strengths and recent wins, for example..."</li> <li>❌ Instead of: "I just need a job."</li> <li>💡 Why: Signals focused interest, not desperation.</li> </ul>	<ul style="list-style-type: none"> <li>✔ "I do my best work solving real problems in fast-moving teams."</li> <li>❌ Instead of: "I'll do whatever you need."</li> <li>💡 Why: Shows clarity and initiative.</li> </ul>	<ul style="list-style-type: none"> <li>✔ "I learn fast. I picked up [tool/skill] and used it to deliver [example] results."</li> <li>❌ Instead of: "I don't have experience."</li> <li>💡 Why: Proves adaptability and momentum.</li> </ul>
<ul style="list-style-type: none"> <li>✔ "I own my work and rally teams to deliver."</li> <li>❌ Instead of: "I work best alone."</li> <li>💡 Why: Balances leadership and collaboration.</li> </ul>		<ul style="list-style-type: none"> <li>✔ "How do you measure success in this role?"</li> <li>❌ Instead of: "I don't have questions."</li> <li>💡 Why: Focused on impact, not just getting hired.</li> </ul>
<ul style="list-style-type: none"> <li>✔ "I'm here to grow by driving real business wins."</li> <li>❌ Instead of: "I want to move up quickly."</li> <li>💡 Why: Commitment before ambition.</li> </ul>		<ul style="list-style-type: none"> <li>✔ "I'm looking for a strong team and a growth culture."</li> <li>❌ Instead of: "I left due to bad management."</li> <li>💡 Why: Keeps it positive and future-focused.</li> </ul>
<ul style="list-style-type: none"> <li>✔ "What goals are the team tackling right now?"</li> <li>❌ Instead of: "What's the salary?"</li> <li>💡 Why: Prioritizes contribution over compensation.</li> </ul>	<ul style="list-style-type: none"> <li>✔ "My strengths are in [X] and [Y]. How can I apply them here?"</li> <li>❌ Instead of: "I can do everything!"</li> <li>💡 Why: Focused and relevant, not generic.</li> </ul>	<ul style="list-style-type: none"> <li>✔ "I stay calm under pressure by planning and prioritizing."</li> <li>❌ Instead of: "I get stressed easily."</li> <li>💡 Why: Reframes challenge as a strength.</li> </ul>

# Negotiation Kitbag to WIN every Discussion

**"Help me understand how you got to that number"**

Slows the pace and gets them to reveal reasoning

**"That's interesting - tell me more"**

Buys time while keeping the tone open

**"I want this to work for both of us"**

Signals fairness without surrendering leverage

**"Let's look at the numbers together"**

Shifts debate into collaboration

**"What would make this a win for you?"**

Surfaces priorities before positions harden

**"Let's explore a few options"**

Shifts from fixed to flexible thinking

**"If we did X, could you do Y?"**

Keeps concessions reciprocal, not one-sided

**"What's your flexibility on that?"**

Invites movement without confrontation

**"Can we revisit that once we've solved X?"**

Park minor disagreements to build momentum



**"What would make you comfortable moving forward?"**

Encourages them to design the close

**"I appreciate the offer - here's where I'm coming from"**

Balances gratitude with clarity

**"I can't commit to that yet, but here's what I can do"**

Keeps control and shows effort

**"Let's put everything on the table for a second"**

Clears the air when talks stall

**"It sounds like we're close - what's missing?"**

A subtle close technique

**"If I were in your shoes, I'd want clarity too"**

Builds trust fast when things feel tense

# Phrases that REPAIR Work Discussions



# How LinkedIn Really Works

## The State Of LinkedIn™ Q3 2025



**1** LinkedIn reach is down 65% from peak. Median impressions are down 18% from a year ago.



**2** The performance gap is massive. **The Top 1% grow 157x faster than average.** Follower growth down 20% for the average creator since just last quarter.



**3** Virality is capped, **creating more opportunity for niche content.**

**4** The Content Power Law - **90% of your views from your top 20% of posts.** Consistent but average content doesn't grow.

**5** Content is living longer. The "Golden Hour" matters less. **Suggested content is showing you content based on your predicted interests.**

## The 4 Laws Of Commenting



**1** Top 5% creators comment **499% more than the average.** 150-165/comments per week.



**2** LinkedIn limits your **daily comments to ~90 posts.** Make them count.



**3** Don't leave spammy AI comments. **Add your humanity.**



**4** **Comment with pictures and stories.** Some quality comments are getting 30k views.

## Which Format Is The Best?

Format Type	Reach Multiple	New Tactics Per Format
 Carousels	<b>4.0x</b>	>5 images. Educational content isn't enough, make it interesting. Use stories.
 Infographics	<b>3.0x</b>	Use big titles and formats like "do this, don't do that" to make them super actionable.
 Motivational Quotes	<b>2.5x</b>	"Billboards" are out. Use varied, on-brand backgrounds. Use Ideogram to help.
<b>4</b> Personal Images	<b>2.3x</b>	Include your face. Behind-the-scenes pictures rather than selfies.
<b>5</b> Videos	<b>1.9x</b>	Feature yourself. Consider blending education with humor.
<b>6</b> Text Only	<b>1x</b>	Lead with authority hooks. >1,250 characters & 14+ paragraphs perform best.

## New Algorithm Performance Updates

- 1** Use carousels to get **4.0x the reach**, but tell stories in them to educate. 
- Infographics still perform well (3.0x text posts) but their biggest advantage is driving newsletter subscribers. 
- Longer, conversational posts (1.3k-3k chars) perform **38% better.** Use your isms but no rambling. 
- Use more paragraphs - posts with < 7 paragraphs do **74% worse.** 
- Write at a 4th - 7th grade level. Posts with words averaging > 5 letters perform **35% worse.** 
- Personal stories are the best hooks. Statistics and questions perform worst. 
- Stop asking boring questions to start conversation. Make provocative statements. 
- External links don't slash your views (if they're useful) - posts with > 3 links get **236% more reach.** 
- Weekend posts often perform better because there is less competition. Sundays have the highest performing average. 

## Engagement Factors That Matter



**Comments:** LinkedIn™ values comments from experts.



**Reposts:** Create content that makes readers look smart or kind.



**Dwell Time:** Keeping people on-platform longer boosts algorithmic visibility.



**Saves (now trackable):** Indicates content worth revisiting (actionable infographics do really well).



**Likes:** Least important signal - more about visibility than algorithm impact.

# 2025 Best AI Skills to Help you in Journey

## 1. Prompt Engineering

Learn how to write precise, context clear prompts for LLMs like ChatGPT, Claude, and Gemini. A good prompt leads to better outputs, whether you're writing, coding, researching, or generating ideas.



## 4. AI Agents

Use multiple AI agents using frameworks like LangGraph, AutoGen, and CrewAI. These agents can handle tasks collaboratively—like customer support, research, or data analysis.



## 7. Voice AI & Avatars

Create lifelike AI voices and avatars using tools like HeyGen, ElevenLabs, Vapi, and Synthesia. Use them for YouTube videos, online courses, explainer content, or virtual influencers.



## 10. SaaS Development

Launch small but powerful SaaS tools by integrating APIs with no-code builders like Bubble, Softr, Lovable, Cursor, and Airtable. Validate quickly, iterate faster, & monetize early.



## 13. AI Chatbots

Learn how to create AI voice and text chatbots by using tools like Chatsimple that help with customer support and inbound lead generation.



## 2. Staying Updated

Stay informed with changelogs, papers, podcasts, and newsletters like OpenAI News and Mindstream. The field evolves rapidly, so should your knowledge.



## 5. Multimodal AI

Use AI models like ChatGPT-o3, Gemini 2.5 Pro, Claude 3.7 Sonnet, and Grok 3 to work with images, audio, code, and text in a single workflow. These models go beyond words—they understand visuals and sound too.



## 8. AI Tool Stacking

Combine the power of multiple AI tools like ClickUp, Notion, and Zapier to manage your digital workspace.



## 11. LLM Management

Evaluate LLM performance by tracking accuracy, hallucination rates, latency, and cost using frameworks like PromptLayer, TruLens, or Helicone.



## 14. Website Creation

Learn how to create professional and beautiful websites for startups, small businesses and creators with AI website builder tools like Webflow, Gamma, Dora, Wegic, and also learn how to build websites using AI coding tools.



## 3. Retrieval-Augmented Generation (RAG)

Connect LLMs to your private data sources (PDFs, Notion, internal docs) using tools like LangChain, LlamaIndex, or Vectara. This improves the accuracy and trustworthiness of AI responses.



## 6. Fine-Tuning and AI Assistants

Use platforms like OpenAI GPT Builder and Hugging Face to fine-tune models or create domain-specific AI assistants.



## 9. AI Video Content Generation

Use tools like Runway, VEED, Opus to turn blog posts or scripts into videos. Add AI voiceovers, edit with AI, and create stunning content.



## 12. AI Content Marketing

Learn how to work with AI-powered content marketing tools like Writesonic and Jasper to create content with AI to rank on Google and other LLMs.



## 15. AI Workflow Automation

Automate repetitive tasks in your business or daily life using tools like Zapier, Make.com, and n8n, no coding required. These platforms connect apps and AI tools, triggering actions that save time.



# ChatGPT Prompts to HELP your SEO

**1 Meta Description**  
Act as an SEO strategist. I'm writing a blog post on [topic]. Write a 150-character meta description that summarises the article clearly, includes my main keyword [keyword], and drives clicks from search. Keep it persuasive but natural. Avoid fluff, match search intent, and create genuine curiosity. Use these examples as reference: [insert examples]. Here's my article intro for context: [insert intro].

**2 FAQ Engine**  
You're an SEO content expert. Create a short FAQ section for a post on [topic] to improve its ranking and reader value. Write 5 concise questions (each under 10 words) users would actually search, then provide direct answers under 50 words. Naturally include [keyword]. Format cleanly and make it suitable for FAQ schema and AI snippets. Example style: [insert sample].

**3 Smart Subheadings**  
Act as an SEO strategist. Write 8-10 compelling subheadings for an article titled [title]. Each subheading should naturally include keywords, reflect user intent, and make readers want to keep scrolling. Use formats like "how-to," numbered lists, or clear statements. Keep them under 12 words and structured for readability. Use this outline for context: [insert outline].

**4 AEO Optimiser (AI Engine Optimisation)**  
You're an AEO strategist. Review this article on [topic] and rewrite sections to make them more "AI-visible" for engines like ChatGPT, Gemini, and Perplexity. Focus on clarity, accuracy, and structured responses that can be cited directly. Include concise answers, lists, or frameworks where possible. Highlight what changes improve the chance of being quoted or referenced by AI.

**5 Newsletter Summary**  
Act as a professional newsletter writer. Create a 100-150 word summary of this article on [topic]. Highlight two actionable takeaways and why they matter. Keep the tone conversational and credible, and end with a clear call-to-action to read or subscribe. Aim for skimmable sentences and immediate value. Example style: [insert sample]. Here's the source article: [insert link].

**6 Title Generator**  
You're an SEO copywriter. Suggest 10 title ideas for an article targeting [keyword]. Each should stay under 60 characters, balance clarity with intrigue, and follow SEO best practice (keyword near the start). Mix in formats like "how-to," "X reasons why," and "what no one tells you about...". Avoid clickbait. Here's the article for reference: [insert link].

**7 Article Optimiser**  
Act as an SEO editor. Analyse the top 3 ranking pages for [keyword]. Identify what they do well, what they miss, and how I can outrank them. Recommend improvements to structure, intent match, and depth. Suggest 3-5 new sections or examples that build stronger topical authority. Finish with a checklist to optimise for E-E-A-T and semantic search. Here are the URLs: [insert links].

**8 Internal Link Scout**  
Act as an SEO strategist. Based on this sitemap, suggest 5-10 high-relevance internal links that connect related topics naturally. For each, include the source page, target page, and concise anchor text (max 5 words). Focus on context, relevance, and reader experience — not keyword stuffing. Use this sitemap as your base: [insert sitemap].

**9 Gap Finder**  
You're an SEO and AEO analyst. Review my sitemap or content list and identify keyword, intent, or topic gaps where I can create new pages to boost organic and AI visibility. Suggest 5-10 ideas that match search demand and AI discoverability. For each, include the primary keyword, intent (info/commercial/transactional), and suggested content type. Sitemap: [insert link].