

BREAK INTO TECH

THE 7 ESSENTIAL **SECRETS**  
OF TECH RECRUITING

THERE'S NO DENYING IT:  
TECH IS HOT

WE WAKE UP WITH IT

# IN OUR BEDS

**AND WHEN IT'S  
TIME TO SLEEP,  
SMARTPHONES IN  
PARTICULAR TEND  
TO LINGER IN BED.**

90% of 18 to 29 year olds  
say they sleep with their  
phone in or right next  
to the bed.



WE'VE ADDED IT

# TO OUR DICTIONARIES

## emoji

**Pronunciation:** /ɪ'məʊdʒi/

NOUN (PLURAL SAME OR EMOJIS)

A small digital image or icon used to express an idea or emotion in electronic communication.

**Usage:** emoji liven up your text messages with tiny smiley faces

**Origin:** (1990s) Japanese, from e 'picture' + moji 'letter, character'



AND TECH JOBS ARE SO DESIRABLE  
WE EVEN PAY \$12 TO WATCH BAD  
MOVIES ABOUT THEM



IT'S NO WONDER:

BREAKING INTO TECH IS HARD

AND I'M LIVING PROOF

I BEGAN MY CAREER AS A

# KINDERGARTEN TEACHER





BUT WASTED DOZENS OF RESUMES ON TECH COMPANIES

THAT NEVER RESPONDED

2009				
	CurrentResume.doc	31 KB	Word	Mar 1, 2009, 2:28 PM
	iMentor Int...sumes.doc	94 KB	Word	Apr 15, 2009, 1:46 PM
	MBA Resu...Page.doc	55 KB	Word	Oct 25, 2009, 11:45 AM
	MBA Resu...hifeling.pdf	61 KB	PDF Document	Sep 28, 2009, 9:57 AM
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	MBA Resume.doc	62 KB	Word	Sep 28, 2009, 9:56 AM
	Resume -...rmudez.doc	53 KB	Word	Mar 1, 2009, 3:31 PM
	Resume -...hifeling.pdf	56 KB	PDF Document	Oct 25, 2009, 11:45 AM
2008				
	iMentor At...sumes.doc	112 KB	Word	Jun 20, 2008, 12:03 PM
	Resume -...erience.doc	55 KB	Word	Jul 25, 2008, 2:01 PM
	Resume -...ervative.doc	55 KB	Word	May 18, 2008, 6:31 PM
	Resume -...g 2008.doc	45 KB	Word	May 8, 2008, 7:52 PM
	Resume Template.doc	58 KB	Word	May 6, 2008, 8:12 PM
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	Text Resume - Short.txt	3 KB	Plain Text	May 21, 2008, 7:25 AM
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2007				
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2006				
	Resume -...rences.doc	61 KB	Word	May 24, 2006, 3:57 PM
	Resume -...g 2006.doc	60 KB	Word	Apr 14, 2006, 6:27 PM
	Resume Upload.htm	15 KB	HTML	Aug 8, 2006, 8:26 AM
2005				
	Resume -...er 2005.doc	59 KB	Word	Jul 19, 2005, 10:42 AM

...UNTIL I FINALLY  
CRACKED THE CODE

NOW, FOR THE FIRST TIME,  
LET ME SHARE THE SECRETS

THAT TOOK ME

FROM HERE





TO  
HERE





SECRET #1:

YOU DON'T NEED TECH SKILLS TO  
GET A TECH JOB

AS A NON-CS MAJOR, I STARTED TO TALK  
MYSELF OUT OF JOBS  
BEFORE I EVEN APPLIED

BECAUSE EVERY DAY I'D WAKE UP TO

HEADLINES LIKE THESE

**Computer science students are in demand and they know it**

**Hottest major on campus? Computer science**

**Obama To Students: Give Up Your Art History Degree And Work In A Factory**

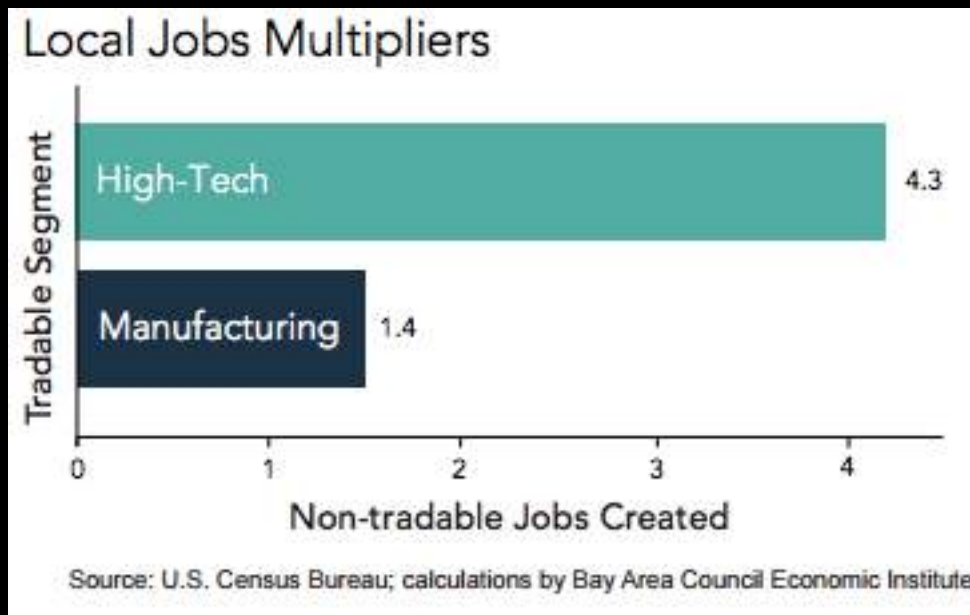
BUT HERE'S THE

DIRTY LITTLE SECRET OF TECH

EVERY TECHNICAL JOB

GENERATES 4 NON-TECHNICAL JOBS

## Tech hiring creates other jobs



LAUNCHING A MAJOR APP  
REQUIRES:

- PRODUCT MANAGERS
- DESIGNERS
- MARKETERS
- ANALYSTS
- PROJECT MANAGERS
- HR
- ACCOUNTANTS
- CUSTOMER SUPPORT
- LAWYERS



THE SURPRISING RESULT?

TECH COMPANIES HAVE 3X AS MANY  
NON-TECHNICAL WORKERS AS TECHIES

TECHNICAL ROLES	#
INFORMATION TECHNOLOGY	64,264
ENGINEERING	39,378
OPERATIONS	33,766
QUALITY ASSURANCE	5,205
<i>TOTAL</i>	142,613

NON-TECHNICAL ROLES	#
ENTREPRENEURSHIP	90,337
SALES	44,312
MARKETING	37,978
ARTS AND DESIGN	26,487
MEDIA AND COMMUNICATION	26,087
SUPPORT	22,929
CONSULTING	20,483
BUSINESS DEVELOPMENT	14,447
PRODUCT MANAGEMENT	14,141
PROGRAM AND PROJECT	12,172
ADMINISTRATIVE	11,481
FINANCE	10,464
EDUCATION	9,361
RESEARCH	8,994
HUMAN RESOURCES	8,353
COMMUNITY AND SOCIAL	7,272
HEALTHCARE SERVICES	5,204
ACCOUNTING	4,765
LEGAL	3,600
REAL ESTATE	2,204
MILITARY AND PROTECTIVE	1,376
PURCHASING	1,208
<i>TOTAL</i>	383,655

Source: LinkedIn, US Internet Workers

THE BOTTOM LINE:  
TECH JOBS ARE OPEN TO YOU,  
EVEN IF YOU WEREN'T A CS MAJOR.  
SO DON'T GIVE UP BEFORE YOU START.

SECRET #2:

TECH WANTS WEIRDOS

REMEMBER ALL MY RESUMES

THAT NEVER WENT ANYWHERE?

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MY STRATEGY WAS TO HIDE MY EDUCATION BACKGROUND  
SO I DIDN'T SEEM OUT OF PLACE





TURNS OUT I WAS APPROACHING TECH  
ALL WRONG

WHILE SCHOOLS AND TYPICAL COMPANIES WANT PEOPLE

WHO FIT INTO THE SYSTEM

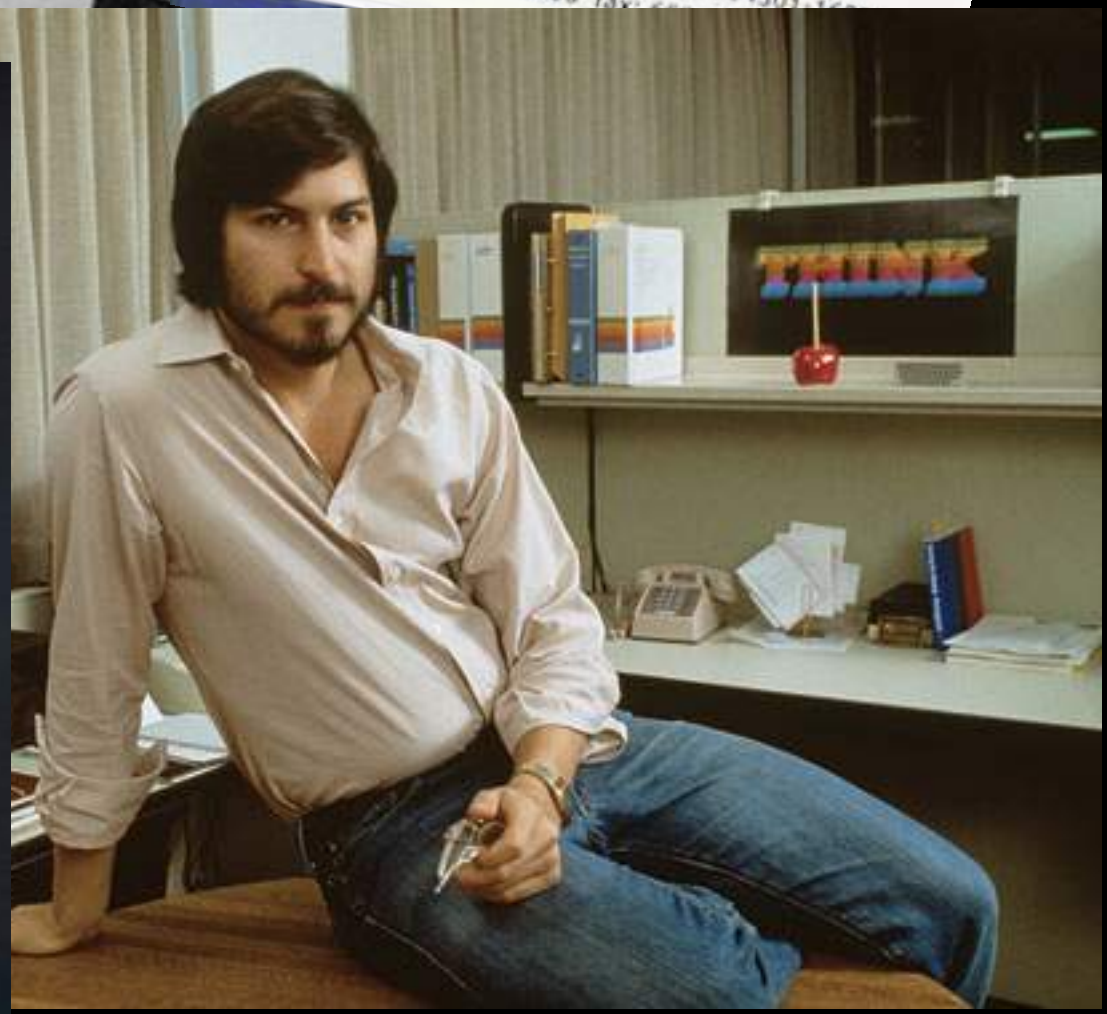


TECH COMPANIES WERE FOUNDED BY PEOPLE

WHO HATED THE SYSTEM



I'm CEO, Bitch.  
mark zuckerberg  
facebook CORPORATE HEADQUARTERS  
3156 university avenue, palo alto, ca 94301  
phone: 650-543-4800 fax: 650-543-4800





SO SUBMITTING A BLAND COVER LETTER SAYS:

“I DON'T BELONG”



IT WAS ONLY WHEN I STARTED PLAYING UP MY CRAZY TEACHING EXPERIENCES  
THAT I GOT MY FIRST INTERVIEWS

My actual cover letter to Apple!

December 9, 2010

Ms. Lily Sheung  
One Infinite Loop  
MS84-3CE  
Cupertino, CA 95014-9501

Dear Ms. Sheung,

It was clear from your presentation last month that Apple is not your typical company. It doesn't create typical products or provide typical experiences for its customers. And it certainly doesn't hire typical people to design and market those products and experiences. Thus, as the only former kindergarten teacher who taught his kids Keynote in the applicant pool, I proudly submit my application for a Product Marketing Manager internship this summer.



THE BOTTOM LINE:

THIS IS TECH.

LET YOUR FREAK FLAG FLY.

SECRET #3:

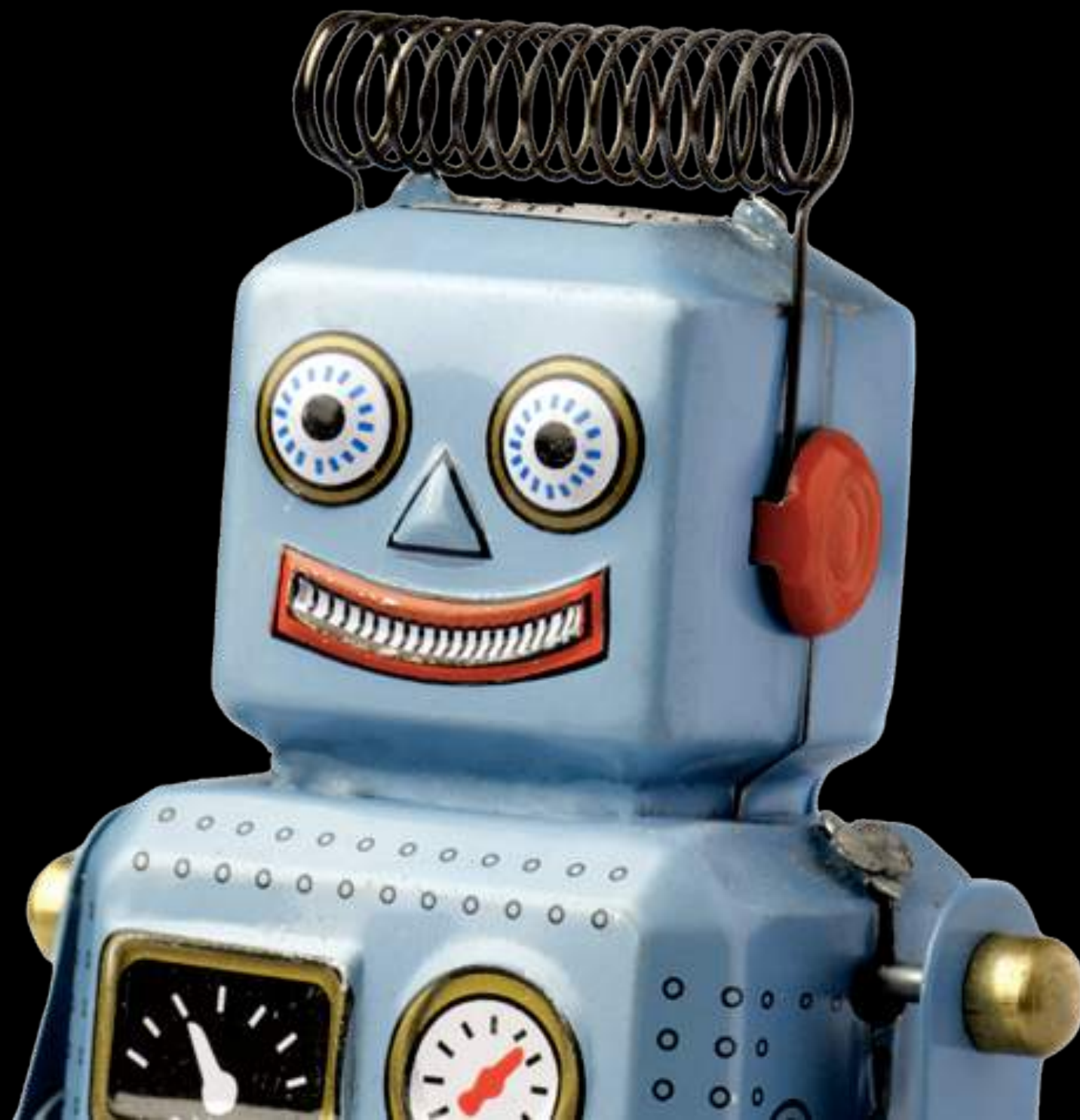
YOU'RE THE PRIZE

REMEMBER WHEN YOU WERE A KID AND HAD YOUR HEART SET  
ON THE PERFECT PRESENT?



AND NOTHING ELSE

WOULD DO?





WITH TECH RECRUITING, IT'S EASY TO GET IN THAT SAME

# SCARCITY MINDSET

**WANT TO WORK FOR GOOGLE? YOU HAVE ONLY  
A 0.2 PERCENT CHANCE OF GETTING HIRED**



# I CERTAINLY DID



GOOGLE  
REJECTED ME FOR  
THE 3RD TIME. GUESS  
I'M JUST NOT CUT  
OUT FOR TECH.



BUT HERE'S THE TRUTH

THERE'S SO MUCH MONEY FLOODING INTO TECH THAT  
TALENT, NOT JOBS IS THE NEW  
SCARCE RESOURCE

TECH

## Yelp Struggles, as Competition for Talent Impedes Growth

Tougher hiring conditions could mean fewer ads sold and slower revenue growth; shares sink 25%



yelp



AND IF EVEN A TECH GIANT LIKE YELP IS STRUGGLING,  
HOW DOES A NEW ENTREPRENEUR HAVE  
ANY CHANCE OF FINDING TALENT?

THAT'S WHERE

THE PRIZE MINDSET COMES IN

INSTEAD OF PUTTING ALL YOUR EGGS

INTO A SINGLE BASKET

**Thank you from Google!**

---



We just received your resume and would like to thank you for your interest in working at Google. This email confirms that your application has been submitted for an open position.

Our staffing team will carefully assess your qualifications for the role(s) you selected and others that may be a fit. Should there be a suitable match, we will be sure to get in touch with you.

Click on the attached file to review your submitted application.

Have fun and thanks again for applying to Google!

Google Staffing



**WARNING:  
SCARCITY  
MINDSET!**

WHY NOT REACH OUT TO AN ENTREPRENEUR

# WHO'S JUST BEEN FUNDED?

## CrunchBase Daily - Top Funding Rounds

SUBSCRIBE



### Vox Media

Vox Media is redefining the modern media...

**\$200M / Private Equity**

Investors: NBCUniversal, Inc.



### View Inc.

View Inc. is the pioneer in large-scale...

**\$150M / Private Equity**

Investors: Madrone Capital Partners  
NZ Super Fund  
Corning Incorporated



### Who What Wear

Who What Wear is the leading online platform...

**\$8.0M / Series B**

Investors: Lerer Hippeau Ventures  
Greycroft Partners  
Mesa Ventures  
Double M Partners  
Advancit Capital  
Amazon  
See More (7)

**WARNING:**  
PRIZE  
MINDSET  
AT WORK!

CHANCES ARE THEY NEED GREAT PEOPLE,  
PRONTO



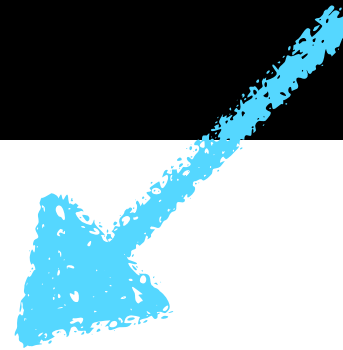
SO FOR THE PRICE OF A COFFEE,  
YOU CAN GET AN INSTANT  
INTERVIEW

My email to an edtech startup

Sent: Tuesday, May 3, 2011 8:25 AM  
Subject: Coffee?

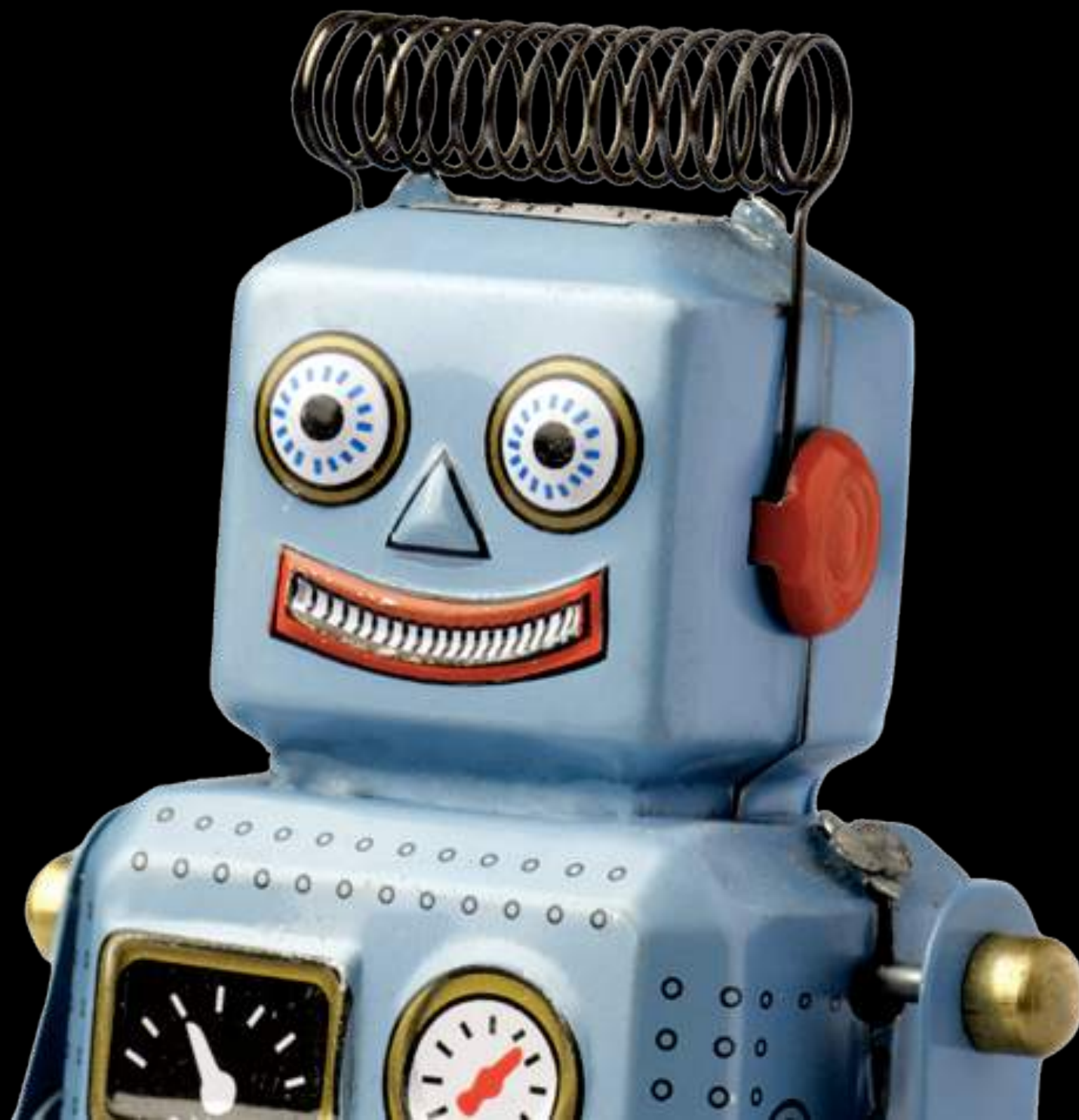
Dear Jacob,

I just saw your funding announcement on Crunchbase and my heart almost skipped a beat! You see, as a former kindergarten teacher, current marketing-focused grad student, and huge edu-gaming junkie, it's not everyday that I find both my dream company and great news about them. Congratulations!!!



IN OTHER WORDS

DON'T BE JUST ANOTHER  
SCARCITY-BOT



BE

# THE PRIZE



THE BOTTOM LINE:  
TECH EMPLOYERS NEED YOU.  
SO HELP THEM FIND YOU.

SECRET #4:

THINK LIKE A MARKETER



IN MY MARKETING CLASS, WE SPENT A LOT OF TIME LEARNING ABOUT  
COFFEE, MP3 PLAYERS, AND SOCIAL  
NETWORKS





WHY?

BECAUSE STARBUCKS, THE IPOD, AND FACEBOOK  
ALL REPRESENT GENERIC PRODUCTS  
THAT BECAME DIFFERENTIATED



NONE WERE THE FIRST IN THEIR CATEGORIES,  
BUT THEY CONVINCED CUSTOMERS  
THEY WERE BETTER THAN THE REST

TAKE A DELICIOUSLY  
*Indulgent* RIDE.

	TALL 12 fl. oz.	GRANDE 16 fl. oz.	VENTI 20 fl. oz.
Caramel Ribbon Crunch Frappuccino <small>blended beverage</small>	4.29	4.99	5.49
Mocha Cookie Crumble Frappuccino <small>blended beverage</small>	4.29	4.99	5.49



WHY ELSE  
WOULD YOU PAY  
\$6 FOR DIRTY  
BEAN WATER???

STARBUCKS RE...  
Iced Beverage

Lime  
Berry Hibiscus

COFFEE & TEA

Coffee  
Coffee with Milk  
Spiced Iced Tazo® Tea  
Iced Tazo® Tea Lemonade

COFFEE, TAZO®

Freshly Brewed Coffee (regular or decaf)  
Caffè Misto  
Tazo® Chai Tea Latte  
Full-Leaf Tazo® Tea  
Hot Chocolate  
Kids' Hot Chocolate (12 and vnt)

SO HOW COME WE TURN OUR MOST  
PRIZED ASSET - **OUR TALENT** -  
INTO A COMMODITY?

YOU KNOW THE DRILL:

COPY-AND-PASTE COVER LETTERS, GENERIC RESUMES, AND STANDARD INTERVIEW ANSWERS

\_\_\_\_\_ (Date)

\_\_\_\_\_ (Hiring manager's name)

\_\_\_\_\_ (Company name)

\_\_\_\_\_ (Address)

\_\_\_\_\_ (City, State zip)

Dear \_\_\_\_\_,

With \_\_\_\_\_ years of \_\_\_\_\_ (your profession) experience under my belt, I am seeking a position in the \_\_\_\_\_ industry, helping \_\_\_\_\_ (type of client you want to work with) meet their needs. Your organization has been recommended to me as one that holds great promise in this area.

My enclosed resume shows my ability to serve as a \_\_\_\_\_ (job you are applying for). As a \_\_\_\_\_ (former job title you held), I became familiar with the ins and outs of \_\_\_\_\_ (a relevant skill required for the job you're going for).



SOON ENOUGH,

EVERY CANDIDATE IS THE SAME



WHICH IS A RECIPE FOR FAILURE IN ANY INDUSTRY,  
BUT ESPECIALLY IN TECH

Google

VS

YAHOO!



VS



VS



IN THIS  
RAPIDLY CHANGING  
WORLD,  
DIFFERENTIATION  
RULES!





EVEN THOUGH, I WASN'T THE FIRST OR EVEN MOST-QUALIFIED APPLICANT

I STOOD OUT FROM THE PACK





WHICH EARNED ME A SHOT TO BE

PART OF THE TEAM





THE BOTTOM LINE:  
DON'T BE A COMMODITY.  
DIFFERENTIATE YOURSELF.

SECRET #5:

ONLY SHOTS ON GOAL COUNT

SO MUCH (DIGITAL) INK IS SPILLED

# ABOUT TECH THESE DAYS

**THE VERGE**



TRENDING NOW

Tinder throws a Twitter fit over Vanity Fair article

39  
NEW ARTICLES

## Google And Dell Launch A Chromebook Workplace

Posted 41 minutes ago by *Drew Olanoff (@drew)*



MENT - CARS - DESIGN - US & WORLD - FORUMS -



American  
de its most

The smartphone price wars  
are not victimless

By Vlad Savov



## Google Already Consulted With Top Geneticist on Mosquito Project, Hinting at Next Alphabet Moonshot



Galak-Z review: tough love  
works in space

By Sam Byford

The Verge B  
Guide 2015

By Verge Staff

IT'S EASY TO CONFUSE  
RESEARCH WITH PROGRESS

I'D SPEND WHOLE WEEKS

"WORKING" ON GETTING A TECH JOB





WITH NOTHING TO  
SHOW FOR IT

THAT'S WHEN I REALIZED:

YOU ONLY SCORE WHEN YOU SHOOT



SO I REPRIORITIZED MY TIME  
TO MAXIMIZE SHOTS ON GOAL

I SET QUOTAS FOR BOTH SHOTS:

# APPLICATIONS/DAY

No. 	Company List 
1	LucasArts
2	Electronic Arts
3	Leapfrog
4	Dreambox
5	E-Line Media
6	Institute of Play
7	SmartFM
8	Apple
9	eBay
10	Fisher Price



AND SHOTS ON GOAL:

# NETWORKING CHATS/DAY

No.	Company List	"Alumni"
1	Leapfrog	Y
2	Vtech	Y
3	Fisher Price	Y
4	Mattel	Y
5	LucasArts	Y
6	Electronic Arts	Y
7	Google	Y
8	eBay	Y
9	Apple	Y
10	Scholastic	Y



SINCE I KNEW AN APPLICATION BY ITSELF

MIGHT NEVER REACH THE GOAL



IN A MONTH, I WENT FROM ZERO INTERVIEWS

TO FIVE



Microsoft

amazon.com<sup>®</sup>



Google

IBM

THE BOTTOM LINE:  
PRIORITIZE YOUR TIME ON WHAT  
MATTERS - NOT WHAT FEELS GOOD.

SECRET #6:

THE APPLICATION IS JUST THE  
START

REMEMBER HOW I DISTINGUISHED  
BETWEEN SHOTS + SHOTS ON  
GOAL?



THAT'S BECAUSE THE WORST  
MISTAKE I EVER MADE WAS FALLING  
INTO THE ONLINE APPLICATION TRAP

ONCE I FINALLY STARTED APPLYING FOR JOBS,

I'D DO A DOZEN IN A ROW

## ☆ Associate Product Manager, University Graduate

Mountain View, CA, USA · New York, NY, USA

Product Management · Full-time

 Know someone who would be interested?

**APPLY NOW**

Find connections

Know someone at Google? Reach out to them

IT'S SO  
EASY!

put our users first. From innovative software products like Gmail, YouTube, Chrome, pioneering mobile devices like the Android, we build products that organize the world's make it universally accessible to our users. The Product Management team works closely with our engineers to guide products from conception to launch. As part of the Product Management team, you bridge the technical and business worlds as you design services that our customers love. You'll work with Googlers from Engineering, Sales, Marketing, and Finance, to name just a few. You have a bias toward action and can break down complex problems into steps that drive product development at Google speed. As a Product Manager, you will be part of shaping Google's next moonshot.

THERE WAS JUST  
ONE PROBLEM...

I NEVER

# HEARD BACK

resume-thanks@google.com

to me 

Dear Applicant,

We recently received your resume and would like to thank you for your interest in working at Google. Your application has been submitted for the following positions:

Associate Product Manager - New York

After reviewing your resume, a member of our staffing team will be in touch if we find you may be a fit for the roles for which you've applied. Thanks again!

Sincerely,  
Google Jobs

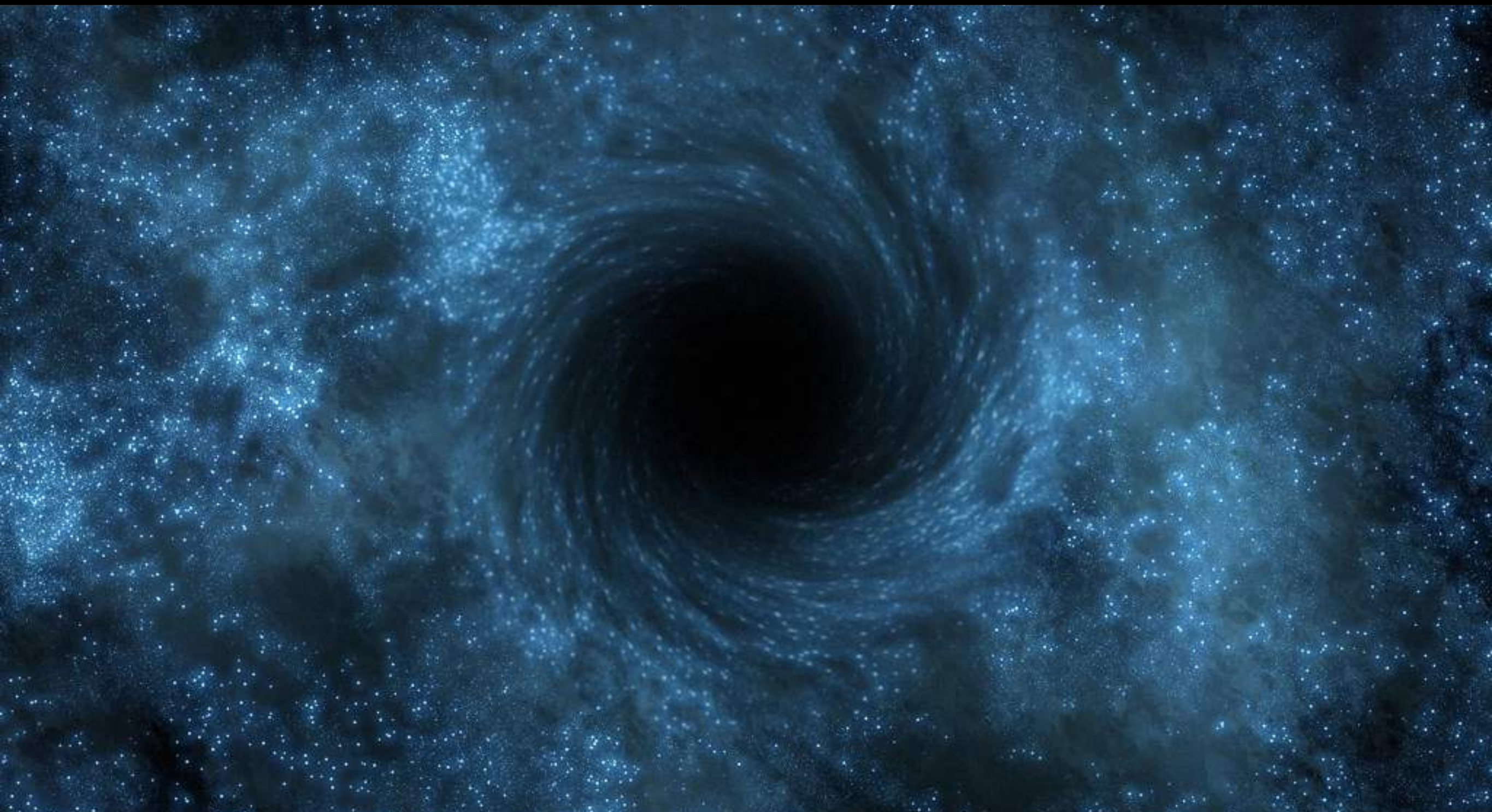
THE ONLY  
RESPONSE I  
EVER GOT!

IT WAS ONLY YEARS LATER, WHEN I WAS HIRING  
AT LINKEDIN, THAT I LEARNED ABOUT  
THE MOST DISTURBING FORCE IN THE TECH  
RECRUITING GALAXY



THE ONLINE APPLICATION

# BLACK HOLE





STARING AT THE HUNDREDS OF SIMILAR APPLICATIONS,

I BEGAN TO GIVE UP

Location	Current/Last Role	Education	Date
Milpitas, CA	Account Manager	B.A. – Philosophy	May 27
Sunnyvale, CA	Bank Teller	associates – Business Management	May 27
Redwood City, CA	Quality Control Analyst	General education	May 26
San Jose, CA	Academic Consultant	B.A. – Political Science	May 26
San Jose, CA	Sales Representative		May 22
	Return Support Specialist		May 21
San Jose, CA	Marketing Program Manager	Bachelors of Computer Science – Computer Engineering	May 20
Half Moon Bay, CA	Support Clerk		May 18
Milpitas, CA	Wait staff cover	General Education	May 18

UNTIL I LEARNED ABOUT THE 2ND-MOST  
POWERFUL TECH RECRUITING FORCE:  
REFERRALS

AS SOON AS MY COLLEAGUES STARTED RECOMMENDING CANDIDATES,

# MY JOB BECAME EASY

<input type="checkbox"/>	★		<b>Sunnyvale, CA</b>	<b>Bank Teller</b>
<input checked="" type="checkbox"/>	★		<b>Redwood City, CA</b>	<b>Quality Control Analyst</b>
<input type="checkbox"/>	★		<b>San Jose, CA</b>	<b>Academic Consultant</b>
<input type="checkbox"/>	★		<b>San Jose, CA</b>	<b>Sales Representative</b>
<input type="checkbox"/>	★			<b>Return Support Specialist</b>
<input checked="" type="checkbox"/>	★		<b>San Jose, CA</b>	<b>Marketing Program Manager</b>



AFTER ALL, WHY TAKE A RISK ON AN  
UNPROVEN STRANGER WHEN I'VE  
GOT A SURE THING?

AND SURE ENOUGH, MY OWN  
EXPERIENCE AS AN APPLICANT BORE  
THAT OUT

# AFTER YEARS OF REJECTION, I FOUND AN ALUM @ GOOGLE WHO COULD VOUCH FOR ME



Home Notables **Students & Alumni** Recor

50 results

Search this set

Google X Clear all

### Where they live

United States	45
San Francisco Bay Area	20
Greater New York City Area	12
Greater Boston Area	8
Greater Philadelphia Area	3

### Where they work

Google	50
University of Pennsylvania	40
Harvard University	35
U.S. Department of State	32
UC Berkeley	28

### What they do

Engineering
Information Technology
Research
Finance
Human Resources

Show More

Date: 2/01/2011  
Subject: RE: Swattie Interested in Google  
Hey Jeremy!  
Just browsed through your profile. Very impressive!  
If you send me over a copy of your resume and a brief cover letter, I'd be more than happy to put in an internal referral, which would get you in the door and probably a phone interview within the week.  
-----  
Hi there,  
As a fellow Swat alum, I just wanted to reach out to see if we could set up 15 minutes to chat about Google. I'm thinking about applying for a product management summer internship and would love to hear about your experience there.  
To this end, please just let me know if you have any time to chat on Thursday. I'll follow-up next week just in case that would be a better time to work something out.  
Thanks so much!  
-Jeremy Schifeling

AND THE NEXT DAY,

GUESS WHAT WAS IN MY INBOX?

[REDACTED]@google.com>

to jeremysc, Lindsey 

Hi Jeremy,

Congratulations, you've been selected by the hiring managers to interview for

I have scheduled a phone interview for you per the availability you provided. Y



WHICH ALLOWED ME TO SEND

A REJECTION LETTER OF MY OWN... :)

Dear Nikki,

Thanks for sharing this great news. Alas, I just accepted an internship with Apple for this summer. As such, I'll have to withdraw my candidacy.

Nevertheless, thanks for offering this chance to interview - I will definitely keep Google in mind for post-graduation opportunities.

All the best,  
Jeremy

THE BOTTOM LINE:  
AN APPLICATION IS A SHOT.  
BUT A REFERRAL IS A SHOT ON GOAL.

SECRET #7:

FOCUS ON FIT OVER PRESTIGE



AFTER YEARS IN THE WILDERNESS

I FINALLY MADE IT TO THE TECH  
PROMISED LAND





SO WHY WAS I SO  
MISERABLE?

MY FINAL MISTAKE WAS  
PRIORITIZING PRESTIGE OVER FIT

WHEN TECH IS SO HOT,  
IT'S TEMPTING TO GO FOR THE COMPANY  
THAT EVEN YOUR GRANDMA KNOWS



BUT WHILE THAT MIGHT MAKE FOR  
EGO-STROKING THANKSGIVING  
DINNERS





IT'S A LOUSY PATH TO  
HAPPINESS

# THAT'S BECAUSE PRESTIGE DOESN'T:

- Get you out of bed in the morning, excited to get to work
- Keep you motivated in the face of challenge
- Satisfy the hunger to do awesome things that brought you into tech in the first place



"Your time is limited,  
so don't waste it living  
someone else's life."

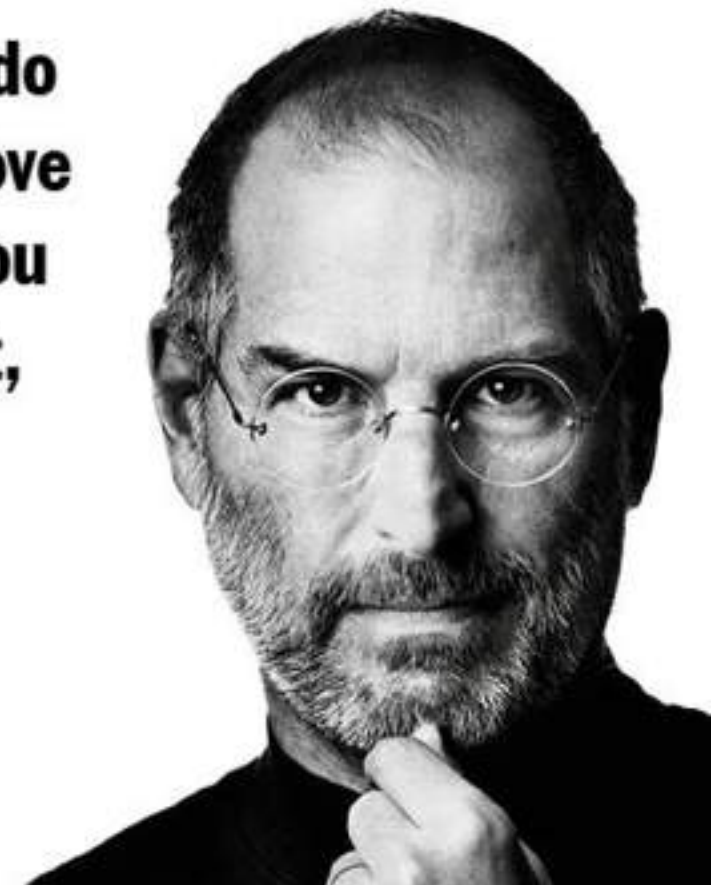
**Steve Jobs**, Co-founder & CEO  
Apple

THE ONLY SURE PATH  
TO SATISFACTION IS  
TO:

- Find something that you love doing every single day
- Find people that you love doing it with

**“The only way to do great work is to love what you do. If you haven't found it, keep looking. Don't settle.”**

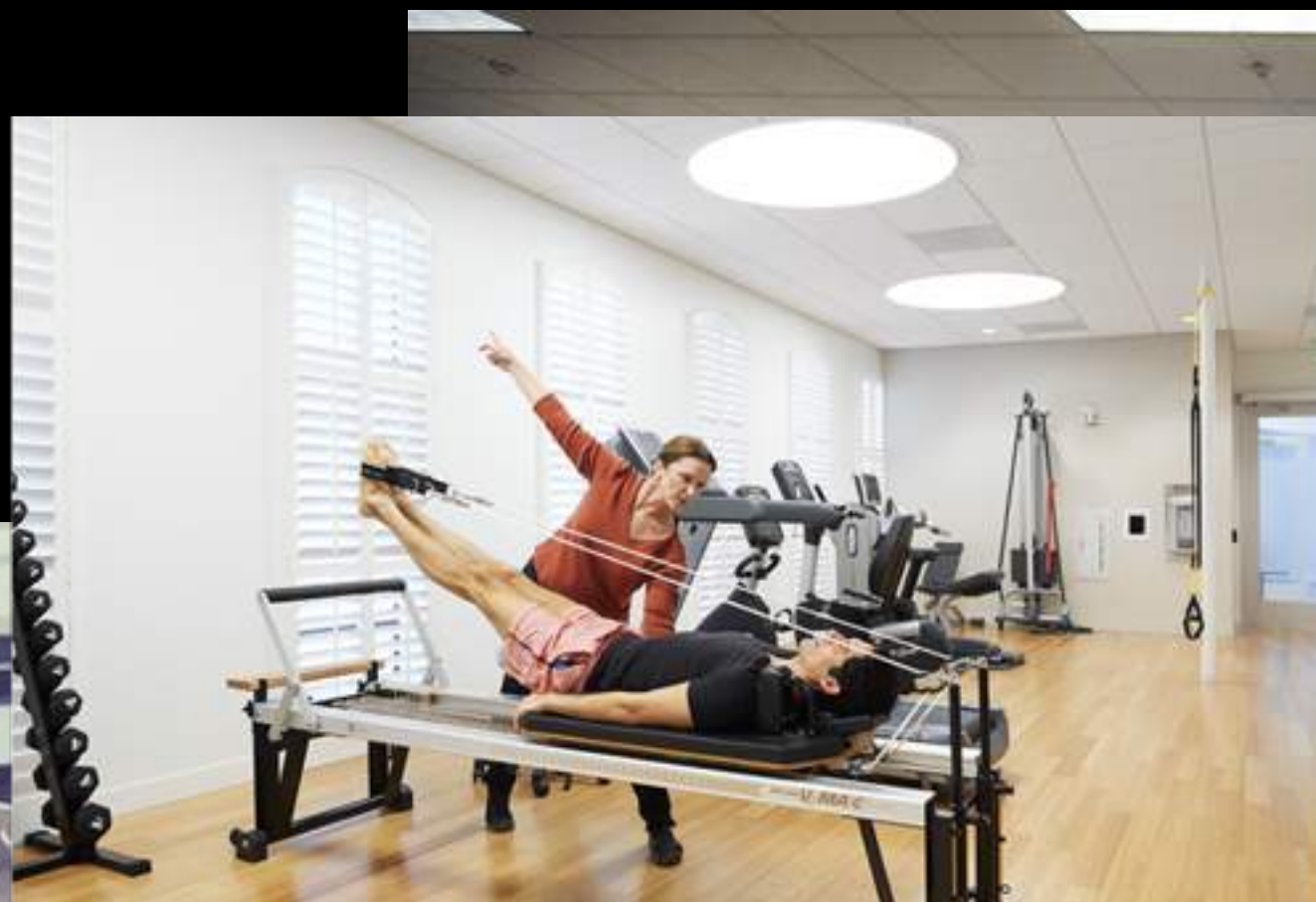
**- Steve Jobs**





PEOPLE SAID I WAS CRAZY

# WHEN I GAVE UP ALL THIS





BUT WORKING WITH AN AWESOME  
TEAM ON THINGS THAT I CARE  
ABOUT?

THAT'S

THE ULTIMATE PERK

THE BOTTOM LINE:

CHOOSE YOUR JOB WISELY.

OPTIMIZE FOR HAPPINESS OVER SEXINESS.

SO THERE YOU HAVE IT.



# THE 7 ULTIMATE SECRETS TO TECH RECRUITING

## 1. You don't need tech skills to get a tech job

Tech jobs are open to you, even if you weren't a CS major. So don't give up before you start.

## 2. Tech wants weirdos

This is tech. Let your freak flag fly.

## 3. You're the prize

Tech employers need you. So help them find you.

## 4. Think like a marketer

Don't be a commodity. Differentiate yourself.

## 5. Only shots on goal count

Prioritize your time on what matters - not what feels good.

## 6. The application is just the start

An application is a shot. A referral is a shot on goal.

## 7. Focus on fit over prestige

Choose your job wisely. Optimize for happiness over sexiness.

THE JOURNEY TO TECH IS A LONG, HARD ONE

**BUT IT'S SO WORTH IT.**





WHERE ELSE CAN YOU INVENT THE FUTURE

**AND HAVE THE TIME OF YOUR LIFE  
DOING IT?**



I'M HAPPY TO

HELP ALONG THE WAY

EMAIL ME AT  
[JEREMY@BREAKINTO.TECH](mailto:JEREMY@BREAKINTO.TECH)





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ALL I ASK IS THAT YOU

PAY IT FORWARD



As a former teacher,  
I believe in sharing everything I've learned.

So, in that spirit, please share!

HERE'S WISHING YOU

**GOOD LUCK ON THE JOURNEY!**

