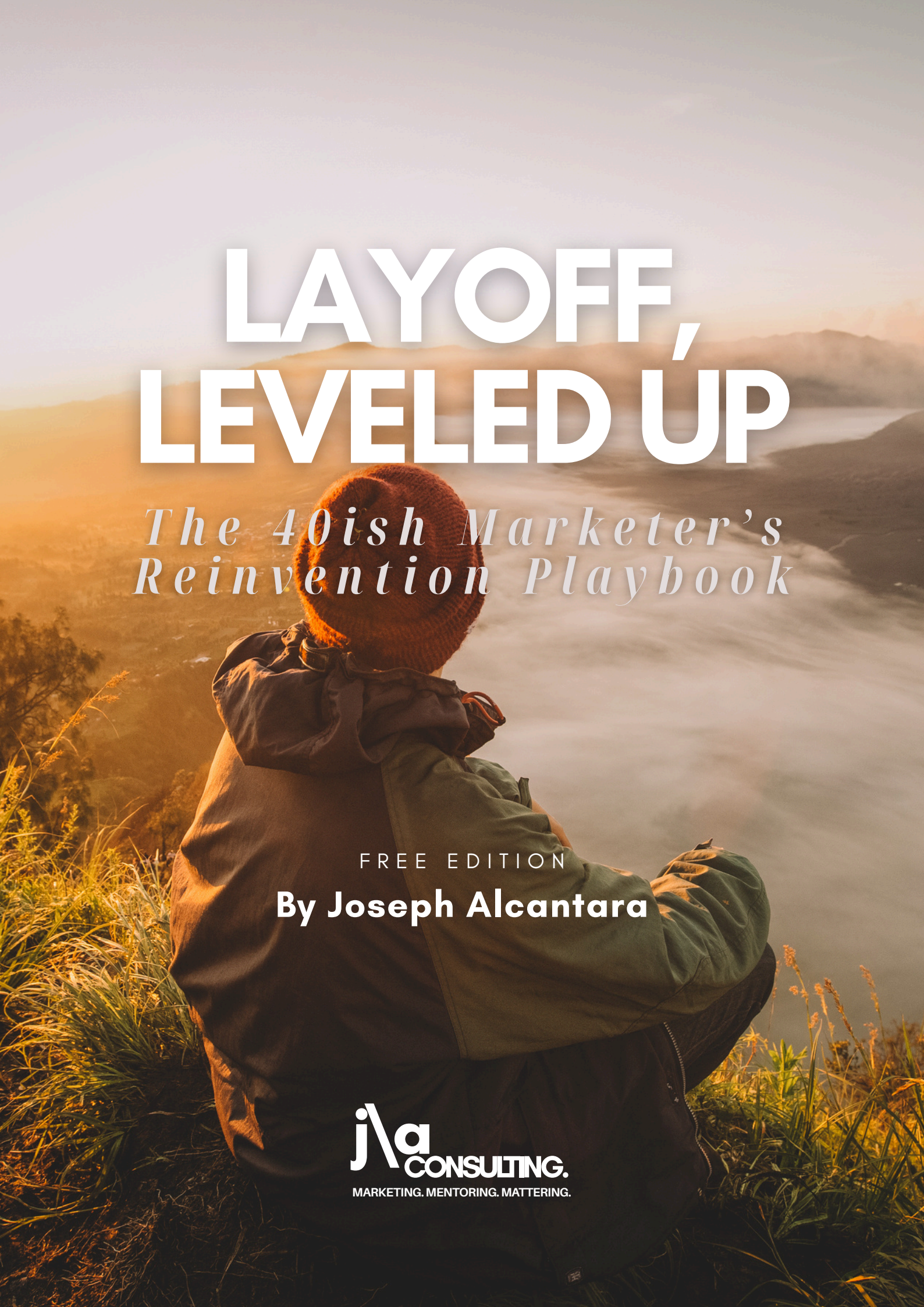


LAYOFF, LEVELED UP

The 40ish Marketer's Reinvention Playbook

FREE EDITION

By Joseph Alcantara

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Skip the Rebound Resume Rush

We've been conditioned to panic-apply. Breathe instead.

Right after I was laid off, I saw others frantically pushing out résumés, trying to secure the "next thing" fast. But something in me said—pause.

I knew if I didn't reflect first, I'd land in another role that didn't align. And that's worse than being jobless—it's being soul-less.

Reflect

- What kind of work would light me up again?
- Am I reacting from fear—or creating from intention?
- What does my ideal day feel and look like?

Action

Don't touch your résumé today. Instead, write a "Future Joseph Work Manifesto"—what you want more of, less of, and non-negotiables.

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Network Like a Ninja

Your next gig won't come from a cold application—it'll come from a warm connection.

Two past colleagues I hadn't spoken to in years ended up hiring me for consulting. Not because I begged—but because I reached out honestly.

Don't underestimate your past network. People don't forget how you made them feel.



Reflect

- Who have I genuinely enjoyed working with in the past?
- Who might benefit from what I can offer right now?
- What connection have I neglected that I want to revive?

Action

Message 3 old contacts. Keep it simple: "Hey, I've been thinking of you. Would love to reconnect and catch up."

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LLC = Layoff Life Cheat Code

Even if you're not sure what to sell—start the business shell.

Having my LLC already set up was the smartest accident ever. It let me invoice clients immediately. It changed my mindset from "laid off employee" to "independent pro."

You don't need a full business plan—just a basic framework and belief.

Reflect

- What's something people always ask me to help with?
- What service or skill could I package for short gigs or workshops?
- Am I ready to be seen as a business, not just a person?

Action

Check if your name or brand is available as a domain and Instagram handle. Secure it. That's step one of your reinvention.

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Position. Package. Pitch.

You're not just job hunting. You're problem solving. Own that.

When I positioned myself as a fast, agile, strategic branding consultant, I closed two projects in two weeks—with zero pitch decks.

It's not about having the fanciest résumé—it's about showing up with value.

Reflect

- What's the problem I solve best?
- What's the "Joseph" experience that's hard to replicate?
- If I had 60 seconds to explain what I do—how would I wow?

Action

Write your "I help" sentence:
"I help [audience] do [thing] so they can [result]."
Post it. Own it.

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Ditch the Ego

It's not weak to ask for help—it's strategic.

I had to drop the "I'm fine" act fast.

I let my circle know I needed guidance, referrals, even pep talks. When I did, the floodgates opened.

You're not too senior. You're just human.

Reflect

- Where am I pretending when I could be supported?
- Who's already offered help that I haven't taken?
- What am I afraid people will think if I admit I need help?

Action

DM someone right now and say, "Hey, I could use your advice. Got a minute?" That's all it takes.

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Learn and Leverage AI

You're a marketer with decades of instinct—now supercharge it with tech.

I built an eCommerce brand using AI in 30 days. Not because I'm a tech bro—but because I'm curious and resourceful.

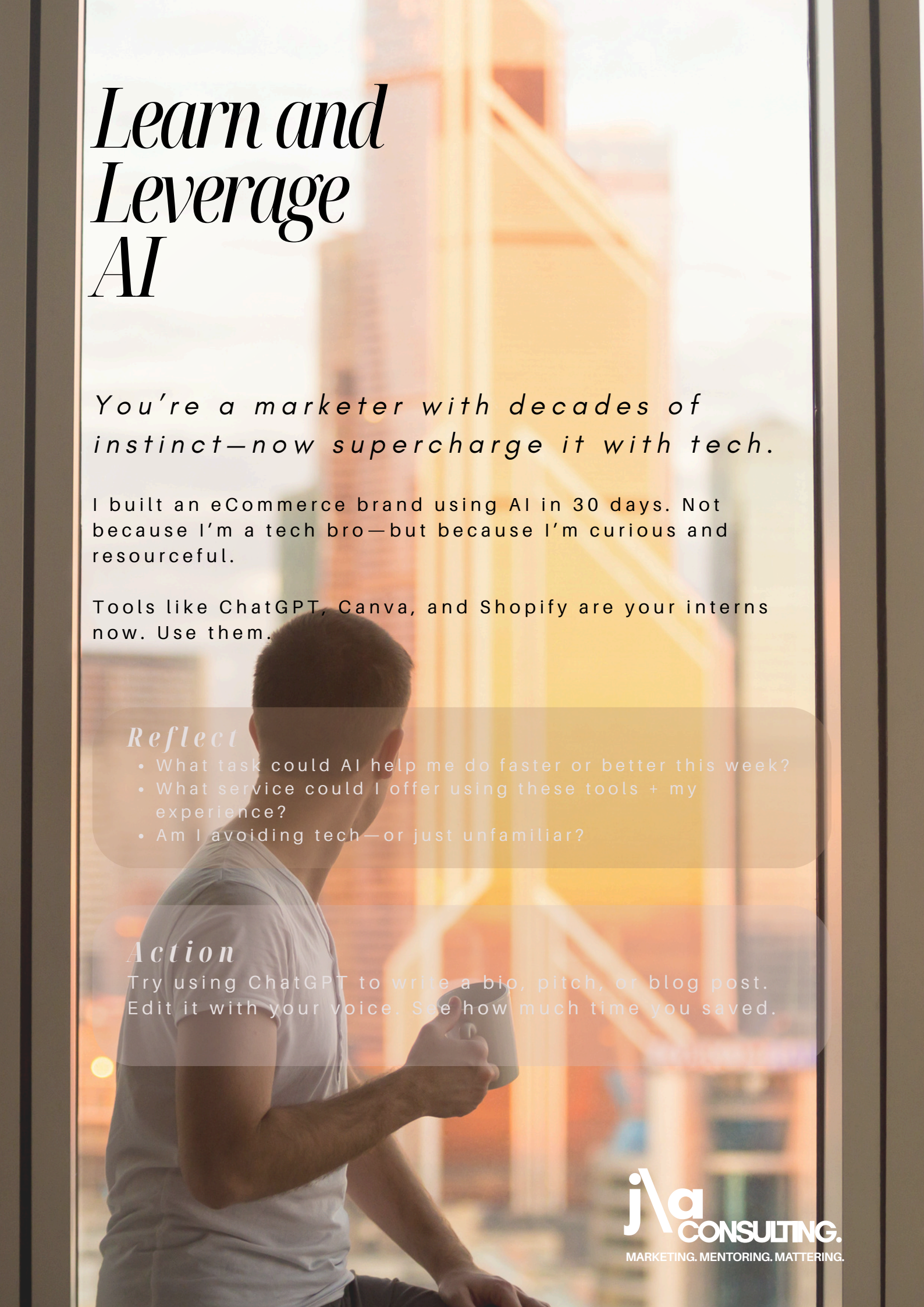
Tools like ChatGPT, Canva, and Shopify are your interns now. Use them.

Reflect

- What task could AI help me do faster or better this week?
- What service could I offer using these tools + my experience?
- Am I avoiding tech—or just unfamiliar?

Action

Try using ChatGPT to write a bio, pitch, or blog post. Edit it with your voice. See how much time you saved.



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Feed Your Soul (and Your Bookshelf)

What you consume shapes your comeback. Choose wisely.

During my downtime, I devoured books and podcasts that poured belief back into me.

Worthy by Jamie Kern Lima. Let Them by Mel Robbins. Think Like a Monk by Jay Shetty. The Next Conversation by Jefferson Fisher.

These weren't just reads—they were lifelines.

Reflect

- What stories inspire me to keep going?
- How do I want to feel at the end of each day?
- What nourishes me beyond achievement?

Action

Choose one soul-filling read or listen this week. Commit to 20 mins a day. Block it like a meeting.

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Turn Pain Into Purpose

The world needs your story.
Even if it's still messy.

This post, this guide, this next chapter—they all came from pain.

But I alchemized that pain into purpose.

You can too.

Reflect

- What's one hard-earned truth I can share?
- Who could benefit from hearing what I've lived through?
- What legacy do I want this season to leave?

Action

Record a 1-min voice memo to your future self. Say what you're learning, feeling, hoping. One day, you'll listen back in awe.

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Your next chapter starts here.

You have the ideas. Now build the plan. Go from career reflection to real opportunities in consulting, fractional work, and whatever comes next.



THE COMPLETE REINVENTION PLAYBOOK

78 pages of practical tools to move forward:

- Position and package your expertise
- Build offers and pitch potential clients
- Reconnect with your professional network
- Shape your personal brand and next career move

Worksheets, templates, prompts, and real-world lessons.

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