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Question 1: LinkedIn Post About a Favourite Feature

"Are you serious."

That was my first reaction.

I was going through Unimad for the first time and I had already seen the resume builder, the portfolio, the Value Proposition Document. All of it free. All of it genuinely useful.

Then I saw the application tracker.

I have seen platforms that combine resume and portfolio tools before. That is not new. But I have never seen one that thought far enough to ask: what happens after you send the application?

Because here is the reality nobody builds for. Job hunters today are not applying to one dream company and waiting. They are sending 15, 20 applications a week with no response, as though no work was put in. And every single one of those applications deserves to be accounted for.

Not because you are desperate. Because you are strategic.

Unimad did not build the tracker because it was trending. They built it because it solves a problem that is painfully real for anyone who has ever applied and heard nothing back.

That is the difference between a platform that looks useful and one that actually understands you.

This is not an AI tool. It is a personal AI workspace.

And I have not even finished exploring it yet.

Question 2: Five Different Hooks for the Same Post

Hook 1

Every application I sent without a response was time I will never get back.

Hook 2

Everyone on LinkedIn has an opinion on why you are not getting hired. Nobody has your specific answer.

Hook 3

I have sent hundreds of applications. I could not tell you what happened to most of them.

Hook 4

Every platform wants to help you get the job. Nobody thought to help you track what happens after you try.

Hook 5

Everyone was pointing in the right direction. Nobody actually took you there. Until this.

Question 3: Managing Consistency, Quality and Voice Across 8 Team Members

Honestly, I will not pretend I have a perfect system. What I have is something that has worked every time I have used it.

The first thing I bring is experience. Not to hide behind it, but because switching between eight distinct voices without letting any of them bleed into each other is not something you can fake. I have managed two to three founder voices simultaneously before and I know what that demands. Eight is a bigger room but the same principle applies.

The second thing I bring is patience. And I mean a specific kind of patience.

Before I write a single word for anyone, I listen. Not passively. I provoke. I ask questions designed to make them react, not just respond. Because the moment someone pushes back on something, or leans in hard on something else, that is when I hear their real voice. Not the polished version they think they should sound like. The actual one.

I do this for two reasons. First, it gives me a moment I can return to every time I sit down to write for them. Second, it shows me where their emotion lives and emotion and voice are the same thing.

As for keeping eight voices separate, my answer might sound strange but it is the most honest one I have.

Moments.

If I can remember the specific feeling of a conversation with a particular person, I will not accidentally write them in someone else's voice. The moment anchors the voice. Every single time.

That is my process. It is not a spreadsheet. It is presence.

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