

---

# One-sheet Workshops For Job Seekers

---

Job Seeker Flip Book

---

Alan Hill, The Miracle Worker,  
version 5.2

---



Except where otherwise noted, this work is licensed under  
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

# Advantages from Adversity

---

*Turn your disadvantages into an opportunity*



Almost situation or limitation can become an advantage when looked at in the right frame of reference. Are you using your disadvantages for maximum benefit?

A young adult job seeker with only a GED wants to become a Radiologist. No experience and no college. Recently moved out of parents house and up until recently had to use a walker due to cancer (now in remission). Think of 5 ways this job seeker can use this to their advantage.

- 1.
- 2.
- 3.
- 4.
- 5.

One answer: This job seeker was treated very well by health care professionals through their ordeal. As a result, they have a passionate desire to give back and help others. A possible networking statement could be "I'm seeking people to help me with my radiology degree because I'm passionate about helping cancer victims become cancer survivors. Do you know of any educational grants or full scholarships that I can apply to?" In this way, people are willing to help someone who's passionate about contributing to the greater good of society.

## ***Exercise:***

Think of a prominent disadvantage in your job search or career. List out the 5 ways you can turn this to your advantage.

- 1.
- 2.
- 3.
- 4.
- 5.

# Amazing Introductions

---

*Quickly connect with your audience through an attention-grabbing introduction*

**“Hi, Who are you, what do you do?”**

A common first question often asked at networking events. How you answer this question determines if you make an impact or leave them feeling flat.

You can create instant interest by simply using the right words to connect with your audience. And this short, quick process can be continually tested and refined until you get the positive responses you want.

## **Process**

1. Who is your audience? Label them – Are they Job seekers? Managers? HR professionals?
2. What is their challenge or need? – A job? Productivity increases? Validation from CEO's?
3. List 3 negative feelings about the situation before they listen to you: Afraid? Apprehensive? Hesitant?
4. List 3 positive feelings about the situation after they listen to you: Confident? Purposeful? Assured?
5. Put these into statement formulas

Title		Challenge #1	
Title		Challenge #2	
Title		Challenge #3	

Feeling #1	Feeling #2	Feeling #3
Feeling #1	Feeling #2	Feeling #3

### *Statement formulas*

- I help **(Title)** dealing with **(challenge)** move from **(negative feeling)** to **(Positive Feeling)**.
- I help **(group)** feel **(positive feeling)** about **(challenge)** and **(challenge)**, is that of interest to you today?
- I show **(audience)** how to transform their **(challenge)** to create **(positive feeling)**.

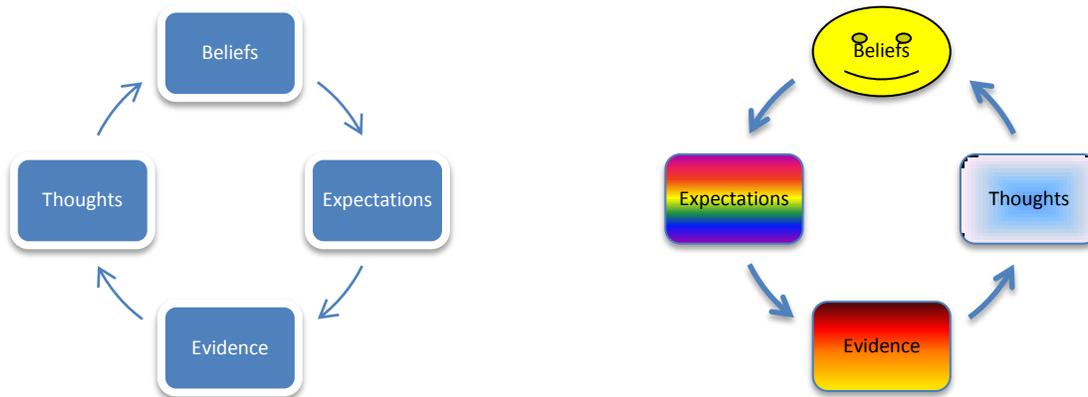
### *Statement Examples:*

- I help job seekers use the Internet to transform their job search from apprehensive to confident.
- I show job seekers to use the Internet and create online career confidence.
- My career is helping Operations managers make confident and purposeful decisions about LEAN manufacturing.  
Would you like to be confident in your LEAN thinking? Great let's get started.

# What I want to believe, I see

---

*Change what you want to believe and create what you want*



Do you know someone that it seems no matter what, things work out in their favor? The secret of how that happens is no secret, it's based on their outlook on life, and how they think about things. We can have it too if we're willing to examine and change our beliefs.

Perhaps you've purchased a new/used car. Did it seem like those cars were now everywhere? By changing our expectation we start to find evidence that supports that belief. By changing what we want to see (or believe) we change our result. Once we change our desires or our beliefs, we begin to see what is available to help us move forward in life, our jobs and our relationships with others.

## *Example*

A job seeker was going on several interviews but kept hearing challenges like 'You don't have an advanced degree'. She was asked to compare this to shopping for a high priced item, such as appliances or a car. In that situation, her questions were not indications she didn't want to buy, instead if the questions were answered to her satisfaction, she said she'd wanted to purchase the item. This became the frame of reference for the questions on interviews. Once she could successfully answer the question about no degree she realized she was one step closer to having a job. She developed several answers to the question including highlighting her many years of job specific experience, which was better than a degree.

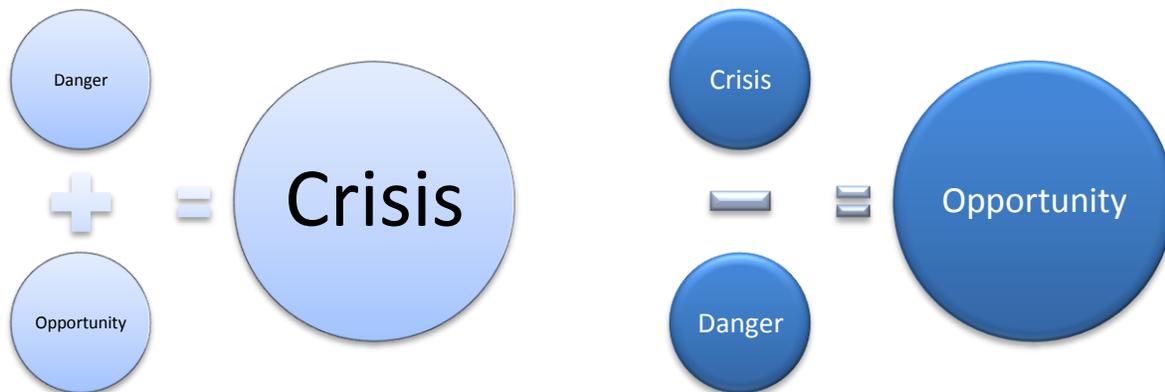
## *Exercise*

1. For 30 days, decide on something you want to see differently. Perhaps it's a job search or relationships with others.
2. Decide on what you will change in your expectation and then notice what evidence begins to appear to support that expectation.
3. At the end of 30 days, evaluate if you want to keep this new belief or revert to your old belief.

# Create Advantage from Crisis

---

*Find opportunity for success at work when others only see problems*



People traditionally focus on crisis and seek a solution to the problem. This is appropriate for most situations. However, there is another perspective that is often used by very wealthy people. They find the opportunity and danger in a crisis, and then by minimizing the danger, they capitalize on the opportunity. You can apply the same process to your situations and discover and create opportunities where you may only currently be aware of the crisis.

This is an algebra problem. Although there won't be heavy math involved here, you may remember that you can rearrange any algebra problem to solve for the unknown quantity. In life, many people are quick to identify the Crisis and the Danger, so now we only need to 'solve' the algebra problem to find the Opportunity.

So in the diagrams above, we have the equation:  $D(\text{anger}) + O(\text{ppportunity}) = C(\text{risis})$ . How do we 'solve for  $O(\text{ppportunity})$ ?

If you know the Danger and the Crisis, then subtract the danger from the crisis and we are left with opportunity.

Most people don't think to apply this process to their situations or to events surrounding them and they miss out on the opportunity that is available to everyone, including themselves.

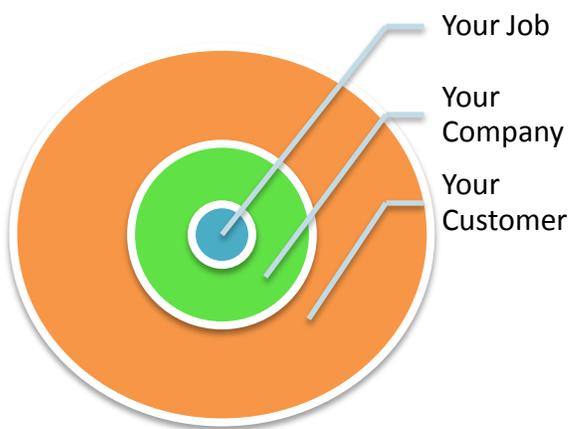
## **Exercise:**

Think of a crisis situation in current world events. The evening news will tell you of the danger this situation brings. Now ask yourself; "If those dangers could be removed or minimized, what potential opportunity is left and for whom?"

Now apply this same principle to a crisis situation in your personal or in local/regional events. How might you take advantage of the opportunity if you were able to minimize the danger? What steps do you need to take to minimize the danger?

# 'Fast Five' accomplishment areas

*Don't believe you have accomplishments? Find them fast with these tools*



Many employees don't track their improvements; they believe it to be too difficult or too challenging. In fact, tracking and sharing your accomplishments is an easy, yet critical part of any employment. Very few employees have the option of not improving their job performance. These tools give you an easy structure to recognize your accomplishments and put measurements to them. These tools work together to create your accomplishments.

## **Target areas:**

First, understand you are *always* making improvements in three areas: Your job, your company and your customers.

For example, you can improve your job when you simply reorganize the filing system so you can get information more quickly. Imagine how the next person to do your job will benefit from your improvement. Also, you make improvements for your company. Let's say your filing system change allows salespeople to close one more deal a week because they're not waiting for information. Your customer benefits also, because they start saving money sooner by using your company's products.

## **5 domains of improvement:**

You may have heard of Cheaper, Faster, Better, More. We've added a fifth dimension, people and feelings – especially important for areas such as customer service. The process involves recognizing that you've made one or more of these improvements every time you make a change.

## **Process**

By examining areas of frustration we can identify things you had to improve. Then decide which targeted area (your job, your company, your customer) was positively affected and which domain was improved.

Remember that *before* you started your job, things were more expensive, slower, worse and less capable. *After* you started improving things - often times just so you could work effectively – things became cheaper, faster, better and more functional.

1. What needed to change? What was the frustration?

2. Who benefitted: you, your company, your customer?
3. What domain improved: Cost, speed, quality, productivity, people?

## What needed to change?

- 

## Who benefitted?

- You, Company, Customer, Other

## What domain improved?

- Cost, Speed, Quality, Productivity, People

### *Example:*

You work in customer service for 1 year. 6 months after you start, customer service complaints have dropped because you changed the way you answer phones. You realize that many times people need to be heard before they can listen. When you shared your changes to the 'standard script' with other customer service team members complaints dropped by 50%.

Result: On your performance review (and your resume) you indicate you've improved customer service quality for the company by 50% in 6 months.

### *Example:*

You work in a light assembly job at a medical device manufacturer. Everyone's amazed that you're able to do twice the work of others. When you show them how you do it, your methods are instantly adopted by others.

Result: On your team award they recognize you for increasing overall productivity for the department by 50% without sacrificing quality. You update your resume with this new award.

# Get An Attitude... Theirs

---

*Meet their expectations and create instant fit*



We all have attitudes – many of them in fact. And they vary depending on the situation.

One of the things we look for in others is if their attitudes match ours. Perspective or focus - means someone sees things the way we do. Attitude means someone feels the same way we do. These two things tell us this person is similar to us and we can relate to them.

You can use this to create rapport and make a fit with the person you are working with.

Take a look at the diagrams above: there are 4 major attitudes and focus areas that are of importance in most conversations, especially those that relate to work (note this does not apply if the topic is inflammatory or creates high emotion).

## **Exercise**

As you're talking to people at work, in job interviews, at networking events, listen for the subtle verbal cues that tell you if this person is dealing with facts or people, and if they are focused on telling or asking.

Then, begin to focus your attitude and outlook on the things that matter to the other person. Are they focused on fun or facts? People and purpose or task?

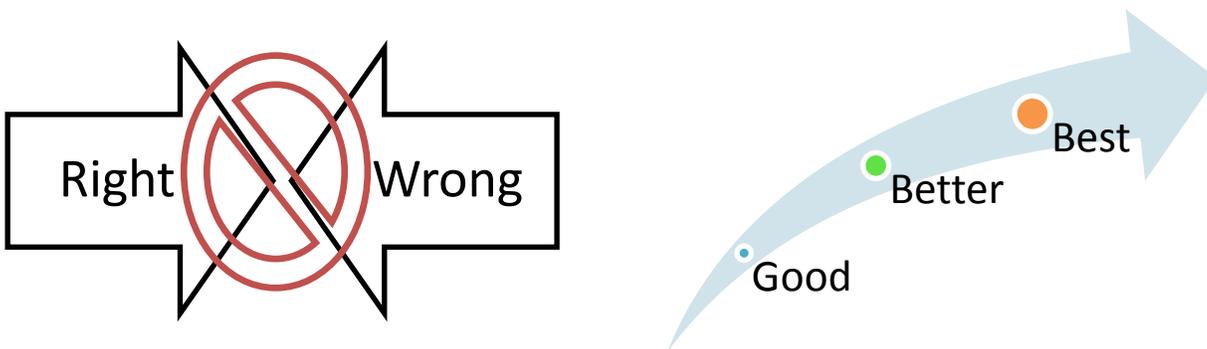
Next, change your conversation to account for and connect to their attitude and focus areas.

Finally, measure the response – do they start agreeing and building rapport with you? If so, you have successfully identified what's important to this person. If not, switch to a different attitude and focus until you get the resonance.

# Good, Better, Best

---

*Change your position – change your results*



Most people look at situations, ideas and opportunities through a basic 'right or wrong' filter. This limits their flexibility and choices to a simple binary 'yes or no' 'agree or disagree' response. To spontaneously create unlimited choices and responses use the 'good, better, best' response, where the proposal from the other side is always 'good' and then ask yourself or your team 'what would be better?' 'What would be best for everyone?'

This eliminates the possibility of a 'no' response and forces everyone to create engagement and positive responses.

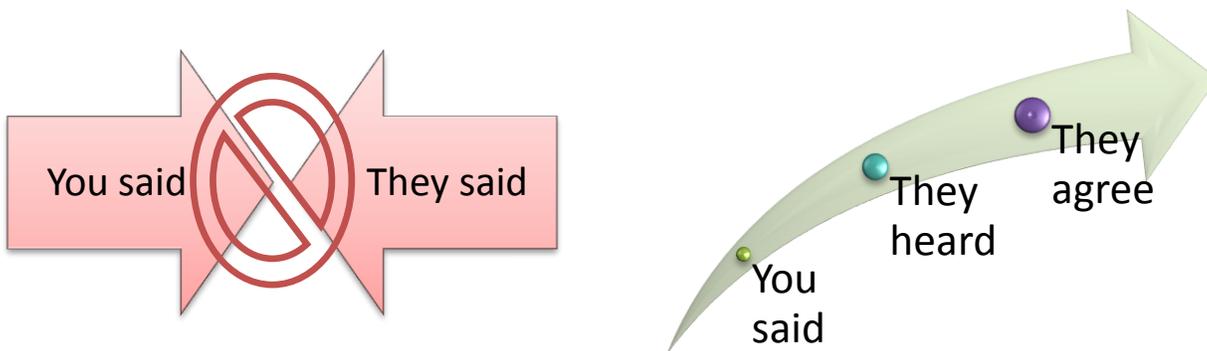
## *Examples*

- *"Do you want to go for chicken or fish?"*
  - "Both are good, but steak would be better."
- *"Do you want a pay raise or more time off?"*
  - "Both are good, better would be a promotion."
- *"We need to cut costs and increase productivity."*
  - "I agree, both are good. And it would be best to do that through increased customer satisfaction."

# Did they hear what you meant?

---

*What is more important than what we say? How it's heard.*



When creating compelling messages for new audiences, such as networking events, we have an opportunity to test if our message is well received by measuring the response we get. This is sometimes called the 'ah ha' response, meaning the person heard it and 'gets' our point and agrees or resonates with the message.

There are only two responses that matter most to us, mis-match or match, agreement or dis-agreement. In other words, the person we're speaking with either understands and agrees with what we say or they don't. We can use this binary response to our advantage by continually testing and modifying what we say, how we say it and to whom we say it - until we get a positive, receptive response.

This works best when we have several people in our audience that can hear the message and respond, you can try out various phrases until you see the spark of understanding and agreement.

## *Example*

Imagine you're at a networking event, you have the opportunity to try out versions of your elevator speech until you get the one that resonates. You can try long and short versions, each highlighting different pain points until you get the 'ah ha' response.

## *Exercise*

Work out several variations of your elevator speech for different audiences, different messages and different lengths. Test the changes one at a time and see what response you get from the person you're talking to.

# Don't force, flow

---

*Let go of what limits your success – a bobber always pops up.*



In American culture we are proud of our heroes that have ‘pulled themselves up by their bootstraps’. We celebrate the hero who overcame struggle and adversity to succeed in spite of the odds. Unfortunately, when we try to emulate those mythic stories in our lives and relationships, it means we have to first create the struggle and adversity in order to overcome it. We create the very things that limit us. How? By creating beliefs that control our actions and responses.

For example, often we’re told ‘*work hard, get a good job and you’re set for life*’. This implies several things and if we agree, it creates beliefs such as: ‘*Hard work is good*’ and ‘*loyalty will be rewarded*’. So if we believe this, how do we feel about people who seem to violate these beliefs?

We all know people who are successful **without** working hard or people who are rewarded **without** proper displays of loyalty. How does this make us feel when it seems that we’ve played by the rules but someone seems to cut in front of the line and get the benefit without the effort?

What would have to happen to allow us to change our beliefs? Could we become like the bobber in the water, always rising to the top of whatever waves toss and turn in our lives? It’s possible, but we first need to let go of the beliefs we wish were true, such as ‘work hard’. Once we identify them, then we can objectively decide if they’re a fit for the life and career we want to achieve. Best of all, it can make life more effortless if we’re willing to let go and rise up above our self imposed limits.

## *Exercise*

1. Identify the things you know to be true about work by writing out all the proverbs you know about work. (“Work Hard, get a good job” “The early bird get’s the worm”, etc.).
2. Imagine what proverbs wealthy people tell their children, write them down next to your list.
3. Decide which new proverbs you’re going to ‘try on’ for 30 days. Act as if they are true.
4. Evaluate your progress at the end of 30 days. How has these new proverbs allowed you to improve your career and relationships with others?

# Measuring Your Success

---

*Can't measure your accomplishments? Get great numbers easily*



Too often employees don't stop to measure the impact of work they do. When it's time to explain exactly how much better they improved their work, their company or their customers, they are at a loss to measure exactly how much of an improvement.

This simple process taps into the hidden power of your subconscious mind. The part of ourselves that sees everything, knows everything, hears everything and misses nothing. When asked in the right way, it allows us to uncover answers.

First, think of a specific job situation that you know you improved something, but honestly feel you have no idea how to measure it (**IMPORTANT: DO NOT PROCEED UNTIL YOU HAVE A SPECIFIC EVENT**). Was it for a customer or coworker or for yourself (your job function)?

Second, ask yourself "How bad was it before I made the change... Excellent, Good, Fair, Poor, or Bad?"

Third, ask yourself "After I made the change, was the situation Excellent, Good, Fair, Poor, or Bad?"

Finally, give each rating 20% on a 100% scale as follows Excellent = 100%, Good = 80%, Fair = 60%, Poor = 40% and Bad = 20%. Now add up the percentages to get your measurable amount of improvement.

## **Example**

You're a customer service specialist and there were a lot of complaints before you started. Customers thought the service was poor. 6 months into the job, customers generally seemed to feel the service was good. This means customer service improved to 80%. Or you could also say it improved by 40%.

Your statement might be: *"I improved customer service an estimated 40% in 6 months."*

# Speak Their Language, Numbers

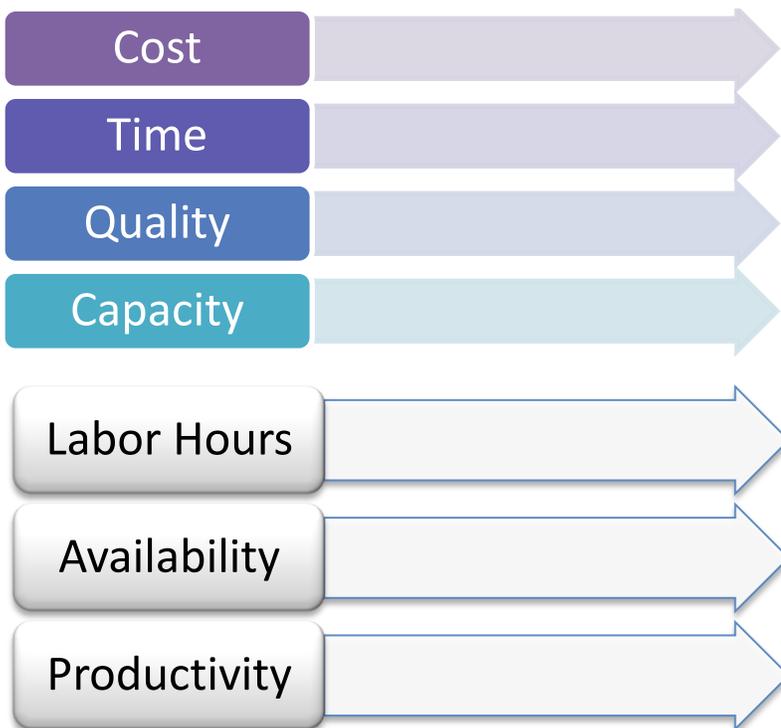
---

*Make a simple metrics system that shows if you get what they want, so do they.*

You want approval to do something to make your job faster and more efficient, but you can't seem to get your boss to agree. When you demonstrate that it's in their best interest to do what you want, you'll quickly get anything approved by management.

Do this by showing over a period of time the cause and effect relationship of what you want. Create a series of simple measures of effects (Cost, time, quality or capacity or others). Below that – track a series of possible causes (hours worked per person, Materials availability, Number of items produced per hour). Show the measures over a series of time.

Now you can demonstrate the sources of Cost overruns are a result of overtime from a lack of available parts. It's easy to justify the expense of buying additional stock of parts to avoid production shortages ... *because you have the numbers to prove it.*



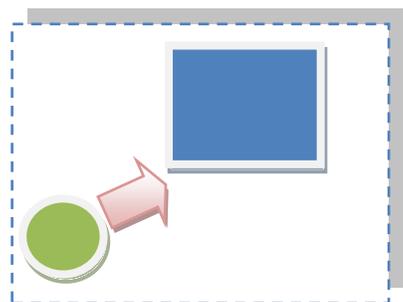
## *Example:*

A Mainframe Operations Specialist at a retail company sees that too many batch processes at night slow down the computer. He needs several thousand dollars for a software update. By showing that these batch processes will impact sales during the holiday season, he gets his software purchase easily approved and the managers are grateful to him for calling this to their attention.

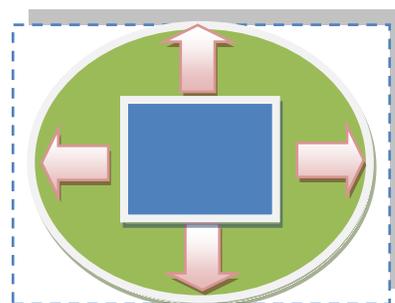
# Stay *inside* your comfort zone

---

*Don't struggle to get outside your comfort zone, make your comfort zone bigger.*



Step outside



Stay within

Popular wisdom says that you must get *outside* your comfort zone (the green circle). Presumably this will help you exceed your comfortable routine. This is fine advice for most situations.

But, what happens when you're 'shy' and therefore not a 'good networker'? What happens when you try to get outside your comfort zone?

What many people don't realize is that comfort zone boundary, in this case, shyness, is protecting them from something. Perhaps it's embarrassment or worse. However, most people are not socially shy around friends and family, so, what's the difference? In the latter case, the family is inside the comfort zone, while strangers are 'outside' the comfort zone.

Once you redefine who's 'in' and who's 'out' your zone expands automatically, without struggle. Once you realize that friends, family AND strangers are not going to embarrass you, your zone expands to include them and it expands without struggling to get outside of it.

## **Exercise**

- Think of a situation where you're not confident (Job interview, networking, etc.)
- Ask yourself 'what is that zone protecting me from?' "What will happen if I fail?"
- Ask yourself, 'in what situations am I confident that are similar?' (Helping others, talking to friends, etc.)
- Now, re-imagine the former situation as the latter and create similarities
  - In what ways is a job interview similar to helping others? How can you help the job interviewer?
  - In what ways is networking like talking to friends? How can you make friends at networking events?
- Notice how your comfort zone has expanded to include the previous situations.

# Testimonial maker

---

*Get AMAZING testimonials from co-workers and customers with this tool*

## **Instructions**

If you struggle with getting great testimonials from co-workers, customers and employers or if you wonder what to say when asked to give a testimonial, use this quick tool to get AMAZING results. Make sure people know how special you are in print.

Use feeling words for the 'before' and 'now' questions to create the emotional impact that makes connections with the readers of these testimonials.

What service was provided?	
Did I provide you value?	• Yes or No
How did it benefit you?	
What will you change?	
3 words: How did you feel before?	
3 words: How do you feel now?	
Statement	
Example:	• "You transformed me from confused to confident in my job search. Thanks!"

# What kind of networker are you?

---

*Bring more than business cards, bring value to networking events*



## Quick Quiz:

Yes/No

- Networking, like life, is a contact sport.
- I collect at least 10 business cards per event.

Yes/No

- I look for what the other person can offer me.
- I get 2 appointments per event.

Yes/No

- I 'hang back' to see what they have to say first.
- I know I have a lot to offer anyone who'll listen.

Yes/No

- My priority is finding people I can work with.
- I want to know what we can build together.

Yes/No

- I'm most interested in what motivates a person.
- If you want to work together, we'll find a way.

Score: give yourself a point for each question you agreed with.

<b>Co-Creator</b>	• Asks "Who are you serving?"
<b>Collaborator</b>	• Asks 'How can we work together?'"
<b>Giver</b>	• Asks "What can I do for you?"
<b>Trader</b>	• Asks "What can we do for each other?"
<b>Taker</b>	• Asks 'what can you do for me?'"

**Descriptions**

***Taker***

Serves: Themselves

Interested in: self

Talks about: What they have to offer.

Wants to know: How you can help them.

***Trader***

Serves: Themselves

Interested in: Self

Talks about: Why the 'deal' is good for you (and them).

Wants to know: What you have to offer.

***Giver***

Serves: Others

Interested in: Helping you.

Talks about: "What do you need?"

Wants to know: How they can help/what help do you need?

***Collaborator***

Serves: Others

Interested in: Accomplishing something great

Talks about: What we can build together.

Wants to know: How we can partner up for success.

***Co-Creator***

Serves: Others

Interested in: Legacy

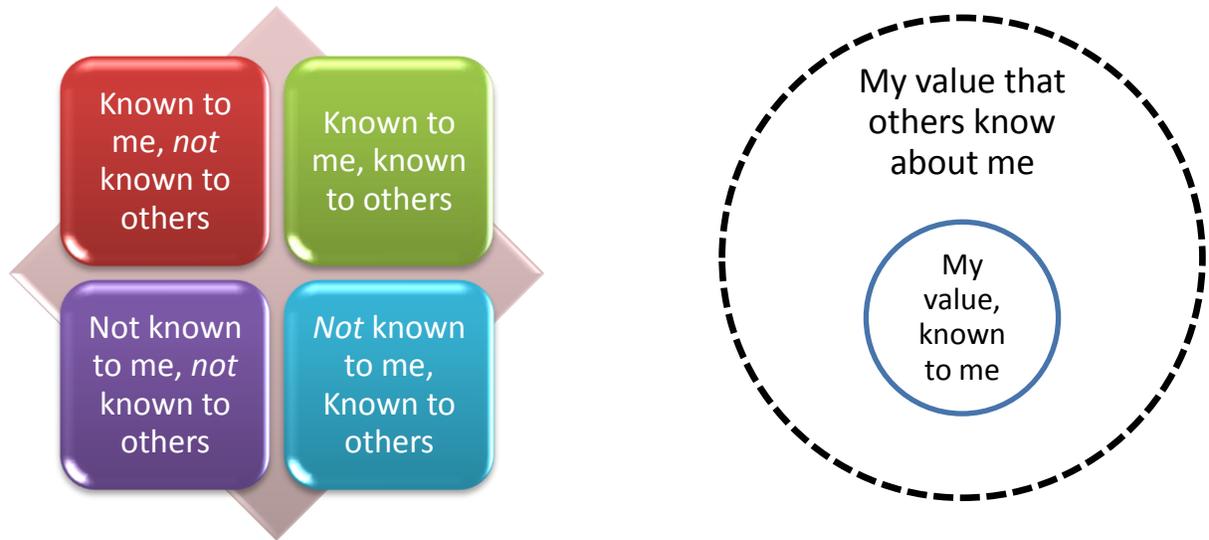
Talks about: The greater need.

Wants to know: Who are you serving?

# Your Invisible Value

---

*See what others see in you to make your value bigger.*



- *WOW! Tremendous! Thank you!*
- *What you did was incredible!*
- *How did you do that?*
- *How do you make it look so easy?*

What do all these statements have in common? When said to us, about us (or about a task we've performed), what they have in common is these statements surprise us. It's because we often don't know what people can't do for themselves, typically because we're doing something that is simple to us.

Consider the IT person who recovers a deleted file off your hard drive. To them it's a simple process. To us, it's nearly a miracle, especially if we've put a lot of work into the document without making a backup.

What if... What if we could somehow recognize what others see as valuable? What could we do with our value once we clearly understood what others needed and what we do.

Often times our value is not found in our job description, because that is what we're expected to do. Instead it's those tasks and special requests that are in addition to or in spite of our job description. This is where your invisible value lies hidden... but hidden only to you. Here is your chance to discover it.

## **Experiment**

For the next 30 to 60 days, listen for comments from others, when they are impressed with what you do for them. Write down what surprised them and what you did, what task you performed. Take note of specifically what surprised them most. Was it the speed, efficiency, accuracy of what you did? What about complexity? Why does it seem difficult to them and not to you?

# Inspiration Generator

---

*Create inspiring speeches, presentations and impactful messages with these tools.*

*Facts tell, stories sell. Create an emotional message through a story format. Decide the emotion you want them to experience, then create the story and moral to support that emotional conclusion. If you're creating a visual slide, such as a chart, use the Moral as the chart title for dramatic effect.*

Problem

Action

Result

Moral/  
Lesson

*Example:*

**Problem:** "Farming is not a wealth creating industry, small farmers are going broke."

**Action:** "Farmers can create opportunity by leasing their land to windmill companies."

**Result:** "Over \$100,000 per year is possible for the average farm family."

**Moral:** "Wind is a financial solution for today's cash strapped farmers."

# Accomplishments Creator

---

*Create compelling stories to get you hired in today's job market.*

*Use this tool to create compelling accomplishment statements for your speech, resume and interviews.*

*Tell the entire PAR message in interviews, only use the Result and Skill section for resumes.*

Problem

Action

Result

Skills

*Example:*

**Problem:** "Part failure caused a manufacturing plant to risk a 6 week shutdown"

**Action:** "I called the competition and had them send me a reserve part"

**Result:** "Saved \$2 Million in plant shutdown and cut downtime from 6 weeks to 24 hours"

**Skills:** "Negotiation, Responsibility, Ownership, Creativity, Problem Solving"

**Resume statement:** "Saved \$2 Million and averted a 6 week plant shutdown through problem solving and negotiation skills"

# No Pressure Interviews

---

*Have a big presentation or interview? It's ok to make mistakes*



Ever have a situation that required you to succeed? Perhaps a job interview or giving a big presentation. Regardless, you felt the pressure was on. One slip up and the whole thing could go down the drain.

What happened? If you're lucky, nothing. If you're like many people, the pressure to perform flawlessly becomes its own monster that can hijack our brain, make us forget what we're going to say and help create the very failure we're concerned about. Have you ever met someone who doesn't seem to prepare or stress about making presentations, and they seem to do very well at it? If you would like to enjoy stress free presentations, give yourself permission to make mistakes.

## *Prescription for failure?*

Defeating this monster is simple; give yourself permission to make mistakes. You can do this when you realize that your audience doesn't know the way it's supposed to turn out. They don't know what you meant to say, wanted to say or forgot to say. To them, it's 'perfect' the way it is and we don't need to tell them any different.

Twitching, fidgeting and apologizing all indicate we're nervous, because we're not living up to the standard we set for ourselves. But our audience doesn't see it that way, they only see we're nervous and then have to guess at why. By giving ourselves permission to make mistakes, we take the pressure off so we can focus on what we really want to communicate; our ideas, our value, or our desire to work for this company.

## *Practice*

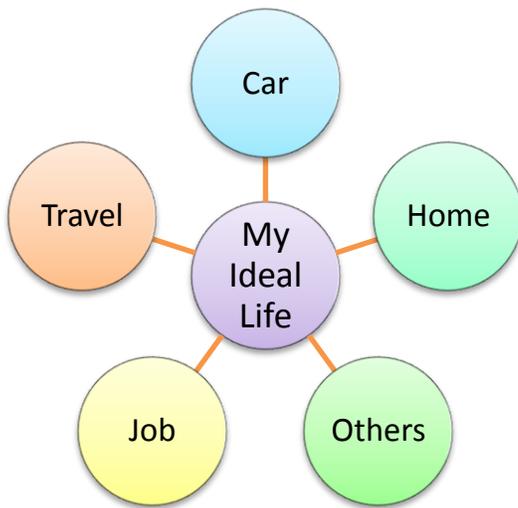
Before your next interview or create a high pressure situation and tell yourself, 'I give myself permission to make mistakes' or 'if not this one, then next time'. This creates a state of mind that's free of performance anxiety. Will you still make a mistake? Yes. Perhaps several of them. But remember, those are lessons to help you improve *next* time, so you don't make that same mistake again. This time it's ok to make that mistake. Next time will be ok to make another mistake.

In 30 days check your progress. Have you made improvements? The answer is probably going to be yes. Is it perfect? No, probably not, however, if you have permission to make a mistake, then it's definitely ok.

# Plan To Succeed

---

*Simple Life, Simple Plan, Simple Success*



When we get an opportunity to plan our lives, such as entering college, or re-plan our lives, perhaps during a layoff, it can be a tremendous opportunity to examine what we want to achieve; for ourselves, for our family, our community and our legacy. The unfortunate thing is, no one seems to know how to create a simple life plan. Once we do this, we can determine for ourselves our definition of success. Simple is important because simple is do-able.

## *Process*

It starts by determining the parts that make up a life. Any life. For example, we have to have a place to call **home**, probably need a **car** (or at least transportation), **relationships** (friends, significant others), a **work** and **income**, and whatever else we want to have as experiences; **vacations**, **education**, perhaps **meeting famous people** or getting the opportunity to perform **charity work** may all make up an ideal life. The first step is to identify exactly what those items and events are for us individually.

Next, compare that to what we currently have. We currently have a place to sleep, We have some form of transportation, but they may be less than ideal. We may have friends who are not ideal friends. Perhaps we don't yet have a college degree. Regardless of where we are, it's important to determine our starting point, because then we can measure the distance from our current life to our ideal life plan.

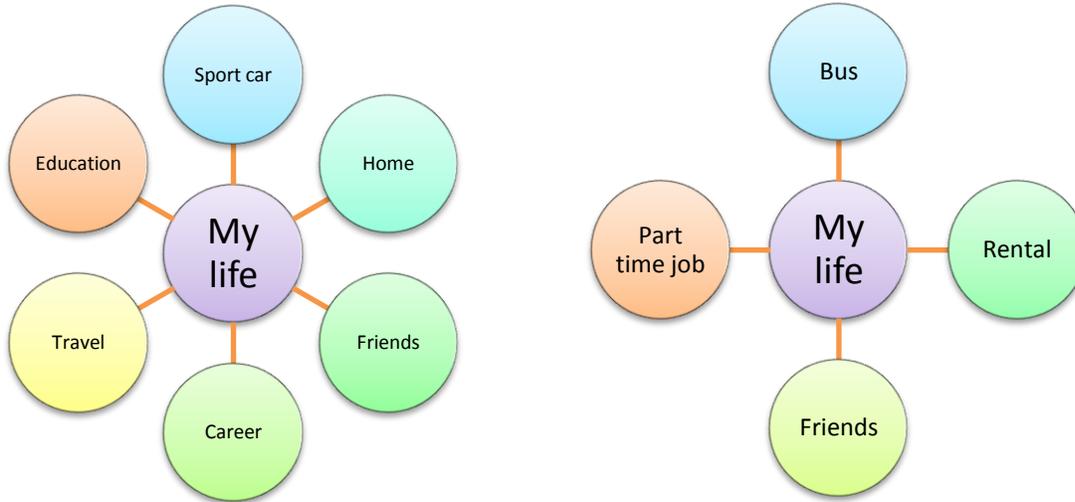
These 2 points (Ideal life and current life) become 2 pictures or maps that show us our gaps we have to fulfill.

Finally, we start making choices and taking actions that will get us to our ideal life; by asking what resources we need in order to obtain *our* ideal life. For example, we may want a great job, which requires a college degree, which requires college funding, which requires... what? This 'what' is the point of our options. When we ask ourselves '*what do we need to obtain that?*' we create options for achievement. All we need to ask is '*who has already achieved that, and how did they do it?*' This helps us identify a 'success map' of what works and keeps us off the path of what doesn't work.

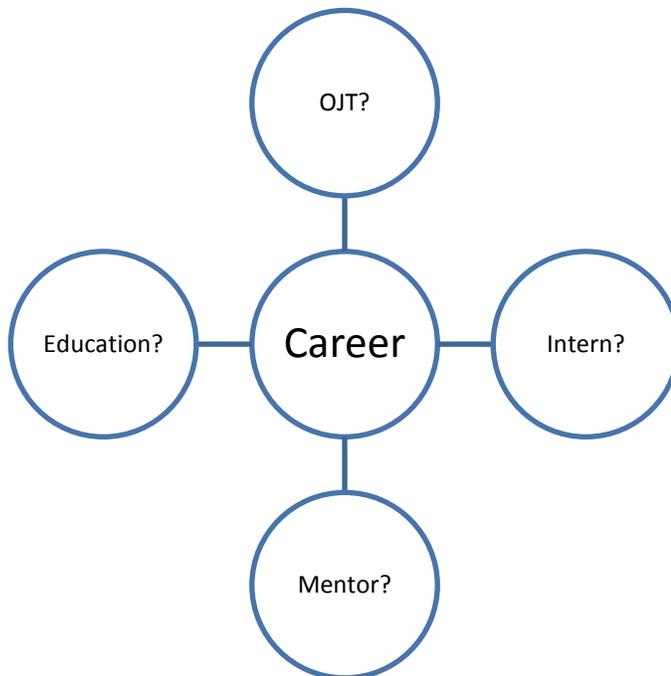
**Example**

Notice the two diagrams below, they have been simplified so we can see the process; you'll want to complete as many items as possible.

On the left is the ideal life, to the right is the current life. There are significant portions missing (Education, Travel) and a mismatch between the various diagrams (Bus vs. Sport car, Part time job vs. Career).



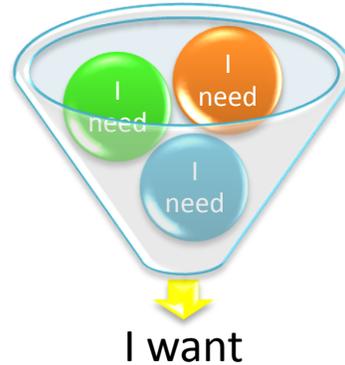
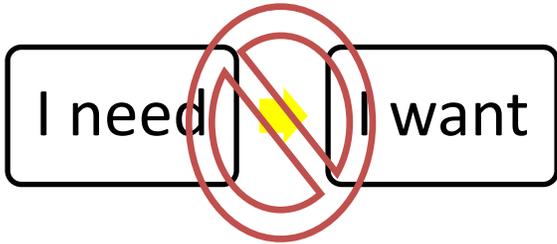
After you have done this map, identify the significant gaps and expand those circles out with options for achieving the ideal state. Here is an example. This is a good time to share this plan with others to ask for their input, suggestions and help. Then identify a working plan to create progress to our ideal success.



# Do You Believe In Failure?

---

*Examine your assumptions to ensure success*



## *Create options for success*

In his book, *“Get Anyone to Do Anything”* David J Lieberman explains the how we create associations between what we want and what we have to do to get it. He calls this “mean values and end values”. For example, I may want a new car. To get it, I believe I need a pay raise. (Mean Value = pay raise, End Value = new car). But, perhaps my current job would be willing to give me a company car, or maybe a car allowance. Without looking at all options, I go and insist on a raise. I may get told no, but I missed out on the most important part, getting the car.

Unfortunately, we may create a direction that may not necessarily be the best, fastest, or easiest way to accomplish our desires and goals. In fact, it may often lead to what we don’t want, failure, instead of what we do want, success.

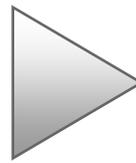
We do this in a lot of things, too often society gives us the associations they want us to accept without us even challenging the connection. One of the most challenging value pairs in America is ‘work hard and you’ll be successful’ (Mean value = hard work, End Value = success). Do we really need hard work to be successful? Do we know people in our lives who have achieved success without hard work?

This process is called ‘value pairing’ or ‘I want (x), so I need (y)’. The best way to resolve this is with a new statement “I want (x) so I need (y) or (z) or (a)’. By creating more options for ourselves, we create the best chance of success, because we have more options for creating better results.

## *Exercise*

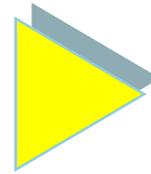
1. On the right hand side of a sheet of paper, list out your desires and goals. What you want, what you wish for, who you want to be.
2. Work your way back to the left, and connect what you believe you need to have in order to get that goal or desire.
3. Create another option (or several) for how to reach that desired state. Look to other examples of people who’ve successfully achieved that goal, result or outcome. Did they need the mean value or did they do it without having the mean value?

Mean Values



End Value

Grid of four squares: top-left is blue-bordered, others are green.

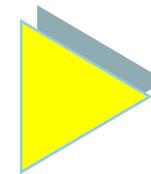


Green double-lined circle



On the right hand side (circles), list out your desires and goals. What you want, what you wish for, who you want to be.

Grid of four squares: top-left is blue-bordered, others are green.



Purple double-lined circle

In the blue square, write what you believe you need to have in order to get that goal or desire.

Grid of four squares: top-left is blue-bordered, others are green.



Light blue double-lined circle

In the green squares, create other options for how you can reach that desired state.

HINT: Look to other examples of people who've successfully achieved your circle goal, result or outcome. Did they need the mean value or did they do it without having the mean value?

Grid of four squares: top-left is blue-bordered, others are green.



Orange double-lined circle



Grid of four squares: top-left is blue-bordered, others are green.



Red double-lined circle

# Stop Setting Goals

---

*Why goal setting doesn't work, and what to do about it*



## *What's wrong with goals?*

When setting goals for personal, work or business, it can sometimes feel like we're at a carnival midway shooting gallery, where the contest feels rigged, and the target, or goal becomes an impossible thing to hit because we often rack up a series of near misses instead of celebrating our accomplishments. What's wrong is not the goal or desire, but the process of goal setting that needs to change.

All too often, we set goals that we want to achieve but we only see one way to achieve that goal, which is by doing something (or a series of some things) we really don't want to do. This can cause us to delay action that would move us forward.

For example, suppose we want to get a new job and realize direct contact is a better way than applying online. Unfortunately, we don't like cold calling so we delay activity, sometimes forever. We unfortunately never accomplish the goal. However, if we only realized that we could 'talk our way to success' by simply meeting potential employers at networking events (something we enjoy and want to do), we could more easily accomplish the goal of a new job.

Sun Tsu, the famous Chinese general and author of the book "The Art Of War", said "If you don't like the options you've been presented, look for another option". We can apply that same thinking to the art of goal setting, and achieve success instead of frustration.

## *Exercise*

Determine what you want to achieve and what steps you want to do to achieve that result or goal. Have an accountability partner hold you accountable for rewarding yourself for accomplishing the result you want.

1. Write 3 things you *want* to accomplish this week (these are your goals, but goals you want).
2. Pick the thing you **most want** to accomplish.
3. Write 3 things you *want* to do to achieve this desire (these are your tasks).
4. Pick one thing you consider a reward or treat – you will give yourself if you accomplish step 2.
5. Pick one thing you consider a non-reward – you will use to motivate yourself in case you don't finish step 2.
6. Ask your accountability partner to hold you accountable for step 4 or 5.

# What I Want This Week

---

3 things I want to achieve this week...

#1

#2

#3

The 1 thing I want to do most this week (from the list above)

Most wanted

3 things I want to do to achieve this one most wanted thing

#1

#2

#3

Something I consider a reward is...

Reward

Something I consider a non-reward is... (Perhaps a chore or activity)

Non Reward

# Amazing Objectives

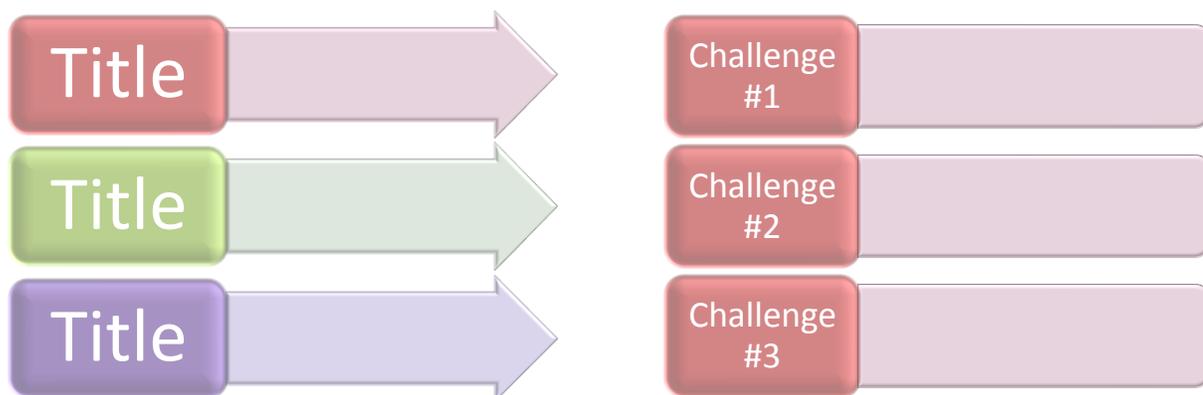
---

*Quickly connect with your audience through an attention-grabbing objective*

Objectives when used to illustrate what you want can fall flat with hiring managers. However, you can create instant interest and command attention by simply using the right words to connect at the top of your resume.

*Process*

6. Who is your audience? Label them – Are they VP Of Sales? Operations Manager? HR professional?
7. What is their challenge or need? – A job? Productivity increases? Validation from CEO's?
8. Put these into the statement formula.



*Objective formulas*

To help **(title)** solve the challenge of **(challenge)**.

To resolve the challenge of **(challenge)** for **(title)** and **(industry)**.

To solve the problem of **(challenge)** for **(title)**.

*Statement Examples:*

- To show job seekers to use the Internet and create online career confidence.
- To help Operations Managers make confident decisions about LEAN manufacturing.

# How to talk to a leader

---

*Leaders communicate differently than managers – relate to them on their levels*



While there are many differences between managers and leaders, there is one key fundamental difference of focus. Managers are focused on “what” (things, activities, resources). Leaders are focused on “why” (context, meaning, purpose, passion, values).

When speaking to leaders, they focus on *why* you’re talking with them, why it’s important to you. Managers focus on *what* is being discussed.

There are key areas that leaders listen for. If you are seeking to communicate, connect and persuade a leader to buy your product or service or hire you for a job, you need to communicate not just on their

level, but on many primary levels at once. Those levels are:

- Skills - What are you good at, where do you excel? What are the limits of your expertise?
- Beliefs - What do you believe about yourself or this situation that limits your effectiveness?
- Emotions - How you feel about the situation, what do you need emotionally, and how could that cause you to react?
- Values - What do you value most – what’s important to you in this situation?
- Identity - Who are you? Is it flexible? Can it be changed or upgraded?

When you communicate to a leader about a job or service you offer, speak to them about why this is important. Talk about how it makes you or the customer feel, why they value it more than money, or how it can support their identity and growth as a person. Take time to explain beliefs about the situation, yours and theirs. Help them see how your ‘why’ is more compelling than ‘why not’.

Remember, people can see your actions, behaviors and words. Only leaders focus on why those actions are important to you. The better you explain to them these layers of yourself or the situation, the better you will communicate and connect to them.

### *Exercise 1 - Examine*

Using the worksheet below, think of a situation that is important to you. A new job, a sale or purchase. This is the action level.

Now examine each layer and ask :

- How are your skills a match for that action?
- Then ask what beliefs you have about the environment, economy, the relationship, etc. and how do those impact the situation?
- How do you feel about this situation? What would you like to feel? How can you provide that emotional need, either for yourself or through your actions and interactions with others?
- How are your values aligned with this action? Do you truly value and appreciate the outcome? Is this a potential source of conflict between what you want, your actions and what you value?
- Who do you think you are? What are the limits of your identity? If you don't see yourself as an 'executive' type, can this be limiting your actions and choices? If you changed your identity, would that change what you value? Would it change your actions? Would it help you achieve what you want?

### *Exercise 2 - Listen*

For the next 30 days, practice listening beyond what people talk about and listen for why they are talking about it at all. Why is it important to them? When you overhear a conversation in a grocery store or restaurant, use the chart to assess why they believe what they're saying is true. Ask yourself questions like: What do they feel about the situation? What do they believe their role and identity is in this situation? What do they value most?

### *Exercise 3 - Respond*

For the next 30 days, spend time getting feedback from people with the following phrase: 'if I understand you correctly, you're saying...' and then go the next level down from what they're talking about. If they speak of cooking skills, say 'you're saying you a great cook, correct?' The purpose is to get the affirmative response as many times on as many levels as possible. This confirms that you're able to listen for the hidden meanings of what people are trying to say with their words and actions.

My Actions are determined by...

My Skills which are limited by...

My Beliefs which are limited by...

My Emotions which are limited by...

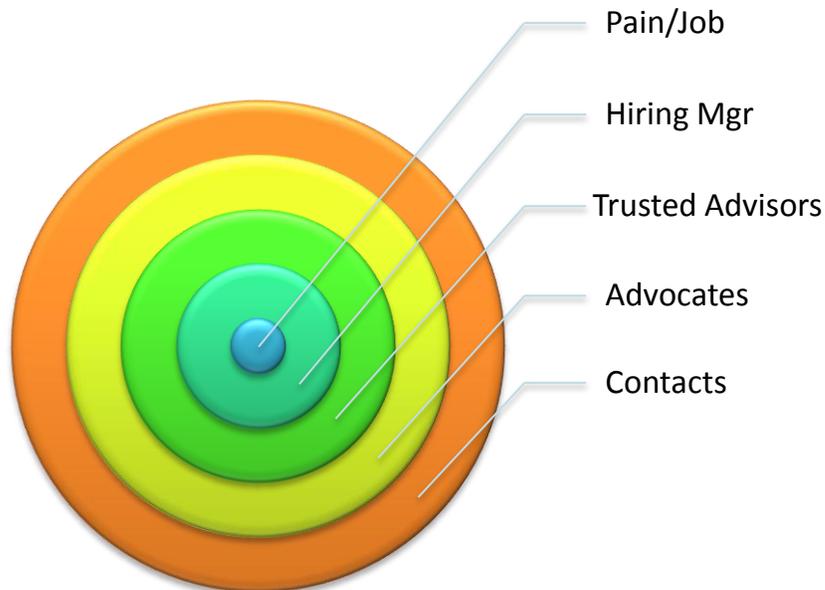
My Values which are created by..

My Identity (who am I?)

# Advocates and Introductions

---

*Center in on your job search*



## *Are you being introduced?*

If we want a new job or new business we take a direct approach and call the hiring manager or purchasing manager and ask for the job or order. With today's modern technology, we get easily rebuffed. The worst part is we bypass the very people who can help us get what we want, which makes them feel ignored and disregarded.

Instead, we can create advocates and introductions by understanding how the process works.

## *Example*

Bob wants to get a job as an Operations Manager at Acme Manufacturing. Bob has 20 years experience turning manufacturing chaos into smooth running shops (**Pain/Job**). By attending several networking groups meets a few people who work at Acme (**Contacts**). Bob tells these contacts stories about how he's solved manufacturing problems and asks for introductions (**Advocates**). These people are excited to introduce Bob to the 'higher ups' (**Trusted Advisors**) because he can solve Acme's problems. When Bob gets invited to speak to the VP of Manufacturing (**Hiring Manager**), he reviews the plant operations and makes suggestions for improvements. Bob's willingness to help impresses the VP of Manufacturing, so he offers Bob a job on the spot.

# Inspire Referrals

---

*Get recommended to people and companies who share your values*



**“Have you ever worked at a place that felt great? That’s the place I want to work at. Who do you know at that place that can refer me? Here’s my phone number.”**

One of the greatest challenges when looking for a job through networking is we ask for *“anyone who knows someone at any place in general that might have a job”*. For all the good this generalized approach does, we may as well stay home.

The best way to get a referral is to inspire them to think of the ideal place we want to work, the ideal team we want to work on, or the ideal boss we want to work for. They could be anyplace, and our network knows them, our challenge is to get them to remember it. We do this by causing them to remember a time in their past when they worked for the ideal boss or the ideal workplace.

To share what we want, we have to know what it is first by completing the values exercise (below).

Once we know what we want, we can ask people to remember a time in their past when they worked at this ideal place, with this ideal team, for that ideal boss or shopped at the ideal business.

## **Exercise**

Get a list of values and circle:

- 3 values that are important for the team you want to work on
- 3 values that are important for the boss you want to work for
- 3 values that make up the ideal customer you want to serve
- 3 values that are important to you in the workplace

Now prepare your networking statement:

**“Have you ever worked at a place that [VALUE], where the team [VALUE] or for a boss that [VALUE]? That’s the place I want to work at. Who do you know at that place that can refer me? Here’s my phone number.”**

## **Example**

**“Have you ever worked at a place that [was fun], where the team [trusted each other], or for a boss that [inspired loyalty]? That’s the place I want to work at. Who do you know at that place that can refer me? Here’s my phone number.”**

# What's Not Working?

---

*Is your job search stalled? Discover where with this simple approach*

*Treat your search like a business, not a job*

Businesses have to search for new clients all the time. As a job seeker we have an advantage because we're only looking for one job, not several clients. We can use the same method used by businesses to determine where we are and how we're doing in the job search.

When we focus on critical areas of a successful job search by tracking activity in each category (A, B, C, D), we are able to troubleshoot the process and focus attention for improving our chances.

For one week record the following numbers:

- \_ # of **networking events** attended (including grocery stores and family friendly events)
- \_ # of **advocates** created who will speak well of us on our behalf (or hand deliver a resume)
- \_ # of informal **follow-up meetings** with trusted advisors (people who know hiring managers)
- \_ # of **pain points** identified that you can solve (in discussion with hiring managers)
- \_ = Total **job offers** this week

*Fix what needs fixing*

For each area, use the table below to determine what changes to make in your job search.

# Network Events	# Advocates	# Follow-up mtgs	Pain Points
Chamber of Commerce & neighborhood events	Share your value & their pain	Create Rapport	Use Effective Listening & Questions
Use Associations Unlimited	Ask for referral / introduction	Use the "Magician Close"	Research Keynote Speeches

## **Network Meetings**

If you're not making contacts at the companies you want to work at then increase the number of networking events you attend.

Call your chamber of Commerce.

Refer to "Associations Unlimited" by Gale in your public library and attend trade associations that your target Hiring Manager might attend.

## **Advocates**

If you are not creating advocates then change your value message.

Use "Amazing Introductions" to create compelling networking introductions. Keep testing until you get a message that resonates with your contacts.

## **Follow up meetings with Trusted Advisors**

If you're not getting invited to follow up meetings (coffee or informal meetings):

Stop discussing "How" you solve problems and pains. Use the "Magician Close":

"How I do it is a combination of [skill], [skill], and [skill], but what's important is you get the problem solved which is [pain]. Would you prefer to meet on [date] or [date]?"

Close: Verbally ask for the meeting by giving them a choice of dates to meet you.

## **Turn Pain Points Into Job Offers**

If you're not getting job offers from your meetings with Trusted Advisors

Use "Listen Like A CEO" to ensure you understand the emotional need for the Hiring Manager. If you don't know the pain, you can't solve it.

Stop seeing the Hiring Manager as 'successful' and start asking questions to draw out their concerns about this project, their company, or the industry.

Research pain points through industry Keynote presentations, speeches given by company leaders and press releases. What are their challenges, opportunities and threats to success? Discuss these in the interview and how you've helped solve them in the past.

# Network Like A Rockstar!

---

*Make your network work for you by asking questions*

## *Don't Tell, Ask*

Too many people spend so much time on their networking speech and stressing about what they will say. They forget the most important component, who will listen to them? Specifically, who they will meet and what that person needs to feel; about you, your interaction with them and your ability to care, about them.

While having an elevator pitch is an important part of preparing, it's also important to prepare how you will respond to others at the event. It seems people choose to ignore them, or perhaps over talk them with an incredible urgency to share who they are, what they do and here's a business card.

The good news is this creates an incredibly fantastic opportunity for you to be different. In fact, it's easy to stand out at any networking event if you are willing to do one thing... differently. Ask.

Family

Occupation

Recreation

Dreams

Ask about 4 things (in any order)...

- Family
- Occupation
- Recreation (interests)
- Dreams

By asking questions around these topics, you're doing the most important **work** of **networking**, creating rapport and interest in you as a person. This is because of the "Law Of Reciprocity" which means if you're nice to me, I'll likely return the favor. In fact, I'll very likely feel obligated to return the favor. This creates a question in their mind "How can I be nice back to you?" They will wonder and may even ask "what can I do for you?" Regardless, they will be more attentive and listening for some (perhaps) small way they can help you. You'll know you've come to this point when they ask about you, your interests and your dreams. Remember, what's 'small' to me may be *very* helpful to you.

## *Exercise*

Go to your next networking with the intention to motivate 6 people ask for your card. Use the FORD process to create a feeling of reciprocity. And leave the elevator pitch at home.

# What Color Is Your Attitude?

---

## *Shape Your Environment For Success*



### ***YOU MAKE ME SO MAD!***

How many times have we said or thought this about others, or about a situation? Perhaps the word is 'frustrated' instead of mad or some other description. Regardless, we find ourselves reacting to the situation and we lay blame upon the feet of whoever else is involved.

While this frustration is quite natural, the seeking out and blaming of others cripples us and needlessly limits our choices, because others are truly not the source of our frustration.

Then again, the blame doesn't lie with ourselves either, because we may truly not be in control of our environment. So if others are not to blame, and we're not to blame, whose fault is it, anyway?

Don't blame others or yourself, blame the situation.

Better still, don't blame the situation, take control over it.

There are some principles that, once you're aware of them, can be used to your advantage to shape the situation to your liking.

### **If you're not shaping the situation, the situation is shaping you.**

1. **They're waiting for you.** In situations, people wait for leaders to organize and direct them. Especially when they lose control of their emotions, they give control to you.
2. **You decide to focus on the good or bad.** There's good (white) AND bad (black) in everything, like the Yin Yang symbol. You choose the focus, is it good or bad? Others follow you.
3. **Your focus changes the color balance.** If you focus on the good, (white) you make the situation brighter. Want more bad (Black)? Focus on the bad.
4. **There's more than black or white.** Every situation has a ton of emotional color we can add to the picture. Like a 'paint by numbers' kit, we may have to accept the situation but we get to add whatever emotional color we want, red, blue, etc.

### ***Exercise***

Look for the emotions in each situation as they occur. Before you 'jump in' ask yourself "what's the good (white) in this situation? What's the bad (black)? What other colors do I notice? These colors shape your attitude and allow you to provide counterbalance to create what you want.

# Golden Permission

---

## *Do You Have Permission For Others To Help You?*



### **Turn Not-working into Networking**

Have you ever met someone at a networking event that was more concerned about their needs, not in helping you?

Perhaps they forced a business card on you and asked for a time to meet with you.

How did that feel?

Perhaps this person meant well, and perhaps they even have something that could help you or your business. Unfortunately, the feeling of being 'put upon' causes us to reject the message and also the help someone might be able to give us. The trick is to not be that person when we are networking.

### **The Golden Moment**

In any networking interaction, there is a 'golden moment' we can create. It's when *they* ask how they can help us - instead of us asking to meet with them. This is easy to do once we know how.

You create this 'golden moment' by providing value first. As we invest a few moments in the relationship by first listening to their business/career pain and needs, then providing introductions, connections and information that's considered high value to them.

The trick is to continue to do this to the point of 'overwhelm', where they feel an obligation to return the favor. As this feeling grows inside them they will eventually ask, "What can I do for you?"

This is the time to turn them into an advocate. Say this: "I'm glad you asked, it seems only people of great character like yourself are willing to ask that question. I'm passionate about helping (job title or industry) transform (struggle) into success. Can you introduce me to people in that field?"

This works because of the "Law Of Reciprocity" which means if you're nice to me, I'll likely return the favor. In fact, I'll very likely feel obligated to return the favor.

### **Exercise**

At your next networking event, go with a listening attitude and an intention to create the 'golden moment' of permission. Identify pain points, communicate value (repeat) until they ask 'what can I do for you'? Once this happens, thank them and then ask for an introduction.

# Ask For Your Passion

---

*Easily get support for projects you are passionate about*



People generally feel with their emotions first and justify their emotional actions with logic afterward. The point is people don't move on logic, they move on emotion.

If you want people to support you, you have to give them EMOTIONAL reasons to do so. One of the fastest tools to connect with someone emotionally is through a story. A specific story. It must be simple and quickly told to hold their attention. And it must have a specific 'ask' at the end of it. Here's the format; But be careful - make sure you want to do this, because you'll find the support you seek once you connect through stories.

In order to activate your story, you need 2 passionate components – A person or group that you want to help, why they are important to you (personally or professionally).

*Create your story using the PAR + Moral format.*

Story Format	
Who	Who do you want to help?
Why	Why are they important to you?
Problem	Why is this problem for them?
Action	What did you do to help them?
Result	What was the happy result?
Ask	How can your audience help you?

This story format assumes you've had some direct experience helping your identified group – which you use to create your stories around. You can also use 'imagine if' as in 'imagine if we could help these people...'

## *Exercise*

- Who are you passionate about helping?
- Why is that important to you? Why does it matter to you?
- What is the specific problem they are dealing with?
- What did you do (or can you do) to help them?
- What can we do to help? How can we help you?

# Don't Interview!

---

*Do coffee and collobrate!*

## *The Problem With Interviewing*

Stiff and formal, which is how most interviews go, is not how to start a relationship, neither is it a great way to start a work relationship.

If you consider that no other daily interaction is so formal, not even your waitress, then why do we expect to learn anything of value in an interview?

Job Seekers go on interviews and they look to make an impression on those rare chances they get to sit in front of the hiring manager by having 'great answers to interview questions'.

Problem Solvers don't interview, they have coffee.

## *How Problem Solvers Interview*

Once you discovered who you are, what value you bring, and what you're passionate about, you can create your branding statement about what problems you solve for whom. This causes them to ask you to coffee or lunch because they want to hear what you have to say and how you've solved problems they have. Generally the coffee will be with a contact or trusted advisor for the person you'll work for, the hiring manager. This contact cares deeply about the hiring manager and is looking for people who can solve this problem, that's you. In order to be introduced, you'll have to have a 'freemium' to offer, something they can take back and give to the hiring manager to consider you.

That could be a report, white paper, problem study, or presentation you've created. You offer this for free as a premium ('freemium') because you care about helping others and seeing the problem resolved. Remember, this is your passion so you can afford to be generous. One person even uses their blog with an offer to interview them to create a meeting.

**IMPORTANT:** Offer to meet the hiring manager for free to discuss how your ideas can be implemented at their company. 2 reasons: #1) They may not have the time or desire to solve the problem themselves, they may want to hire a specialist. #2) You're looking to create a relationship, not a transaction. You'll stay in touch as you discover more problems this person has that you can solve.

## *Exercise*

This week, create 5 'freemiums' that you can offer about problems you solved for others at work. Be sure to explain: What was the problem for them? What did you do to solve it? How did they benefit?

Here is a list to get you started:

Report, white paper, problem study, presentation, computer program, ebook, training guide Workshops, Training Course, Videos on Youtube, Blog, Meeting (via meetup.com), LinkedIN community group.



# Don't Look For A Job!

---

*Make them look for you!*

## *Job seeking is backwards*

Most unemployed people look for work backwards, with an empty-handed, begging approach of 'give me a job' and they spend all their time applying online. When this doesn't work, they look for excuses to blame such as discrimination, lack of degree or experience.

The truth is they waited for a job to be posted online before they contacted the company. That's too little, too late.



Hiring Managers already know who they want... a Problem Solver. That's who they're looking for. Smart people of talent need to be found, discovered, not beg for work.

Problem Solvers **don't** wait for a job to be posted. They know that's too late. They look for the companies that are leaders in their industry, or strong 'up and comers' who have a vision to become the top player in the industry. They don't look at 'me too' companies. "Me Too's" have an ability for squelching and squandering talent and passion. That's no place for a problem solver, no place for a linchpin.

## *How Problem Solvers find work*

The first most important part is to know what problems they have, and what they feel are their solutions. Then it is a simple matter of positioning yourself as "The Problem Solver" for their need.

## *Exercise*

So how do you find problems to solve? Target a list of 20 companies that you would LOVE to work for in industries that are growing. Check with employees and leaders at these companies to see what the scope of their vision is. If they don't see themselves as becoming an industry leader, don't bother, it's a waste of your time.

Next, consult the industry trade associations they belong to. Find out from their annual conference what they see as top challenges and top solutions. **DON'T GUESS!!! FIND OUT FOR SURE!!!** Now you know how to craft your branding statement for "What do you do?" "I solve (problems) for (industry)."

# Job Search Timeline

*Find their pain before it becomes a job*



## **Job Seekers look too late**

If you're looking for a job, and you're scanning job postings online or in the newspaper, you're looking in the wrong place for your next job. That's a passive job search and it only results in jobs less than 25% of the time.

Everyone knows the best jobs are not found online, they're found by people who don't spend their time in front of a computer. 75% of the time jobs are found by people who know where to look, who to ask, and what to offer.

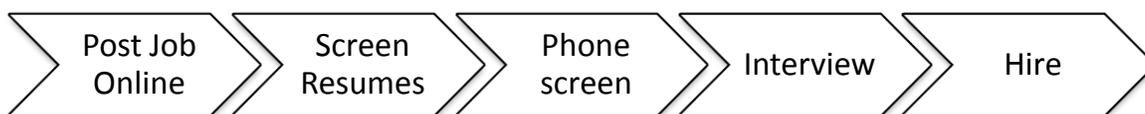
According to Amy Lindgren of [Prototype Career Services](#), savvy seekers know the hiring process starts long before the job is posted.

That could be you, but you have to be willing to stop looking for jobs online and start finding problems to solve *before* they become a job posting.

## **Where to look, when to look, makes a difference**

For job seekers, traditional job search begins with a job posting, applying and hoping for an interview. Hiring Managers start with a different timeline, theirs. Smart Problem Solvers start according to the Hiring Manager's timeline, not the Job Seekers timeline. They know Hiring Managers are looking for them long before the job is posted. The goal is to be introduced to the hiring manager at the "Ask For Referrals" step, the 3<sup>rd</sup> step in their timeline.

## **Job Seeker's timeline versus Hiring Manager's timeline**



Job Seeker Timeline



Hiring Manager Timeline

## Exercise

Start looking for pain, not for jobs. Jobs are found online, pain is found through networking.

Determine 5 industries that are growing that you want to work in, and find the top 3 industry leaders and the top 3 growth companies in each of those industries.

Go to your library and ask for help with the following research:

1. "What resource will help me discover the 5 growth industries in my state?"
  - a. Choose 5 industries that have high growth prospects.
2. "What resource will help me determine fastest growing companies in these industries?"
  - a. Choose the top three industry leaders and the top 3 fastest growing companies.
3. "What national trade associations serve those industries?"
  - a. Choose at least 1 trade association per industry that has a national convention
4. "How can I find their presentations or a report on the speakers?"
  - a. Research the presentations at their last national convention
5. "What are the top problems and challenges facing this industry?"
  - a. Study the presentations and press coverage to determine top challenges
6. "What are the top solutions to those problems and challenges, according to them?"
  - a. Determine from the presentations and press coverage what they see as solutions.

Craft your accomplishment stories according to the research you've conducted. Now go to the trade associations and network with those industry insiders. Let them know what you've done for others through your stories.

# Problem Solver Cover Letters

---

*Eliminate your competition before the job is posted*

Attention	• Hypnotic Headline
Problem	• Agree with their problem
Action you took	• Briefly tell how you solved it
Benefit /result	• How did they benefit?
Irresistible Offer	• Your freemium offer
Guarantee	• Not delighted? They still win
Call to action	• Next step: Website, free meeting

## *Cover letters are boring!*

Hiring managers see hundreds of letters that talk about candidates, skills and experience. That's good news for us as Problem Solvers because we get to capture attention of our new boss before other job seekers bore them to death.

It's like a kindergarten class in their brain – they can't pay attention because of so many competing priorities. We have to offer them mental candy to get them to stop what they are distracted by long enough for them to notice what we're offering.

After we've done our research on their problems and solutions, we now have what we need to create a compelling message now we need to use a format for our letter that interrupts their brain and gets their attention to make them act.

## *Call them into your world*

You've gotten your problem solver stories complete, on your resume and in your networking introductions. But now we can add a 3<sup>rd</sup> leg to our marketing campaign. A direct mail letter to make our next boss want us, and only us.

As a job seeker, if you received a letter that identified your greatest pain in the job search and promised to solve it, would you contact them? What if it said they would help you for free, no obligation? What if it promised you that your new job was less than 30 days away, all you had to do was go to the website and start using the free information offered. I bet you would at least go to the website, right?

Likewise, when we speak to our new boss about them and their needs, they will be compelled to act!

We start by talking to them, about them. We do this by agreeing with their problem or opportunity *as they see it*, not as you can solve it.

## Formula for success

There is a simple formula to help people realize you're talking to them and to get them to want to act on our behalf. That simple formula is explained below.

**Attention:** Who are you talking to? Be specific with the industry or job title you speak to.

**Problem:** Agree with their problem, let them know that the problem is common, and hint at a solution.

**Action you took:** Tell a brief story about a specific time you solved this problem for someone else.

**Benefit/result:** Continue the story on how that other person benefitted.

**Irresistible offer:** How can they find out more? Free meeting with you? An article or ebook you wrote? This must be time-limited in some way, or there's no reason to act now.

**Guarantee:** If they're not delighted with your solutions, what will they get to keep for hiring you?

**Call to action:** Visit a website? Call you? Email you? Watch a video? Make sure it's simple to do and limited to 2 choices.

## Example letter

*Subject: LEAN Manufacturing failures, and what to do about them*

*Sam:*

*I heard from Tim Smith at the Chamber of Commerce that you were challenged by manufacturing quality and production problems since you changed over to LEAN manufacturing. According to the LEAN Institute, almost 65% of conversions to LEAN have production challenges in the first 90 days.*

*Having been through over 5 LEAN conversions myself, including personally leading the project team on 2 of them, I can tell you that's par for course. But it doesn't have to be the end of the story either.*

*In fact, every conversion I led we improved quality at least 70% and cut product delivery time in half.*

*Because I have a lot of respect for Tim, I'm willing to meet with you personally to talk more about your conversion, but I'll be going out of town on a tour of German manufacturing plants in 3 weeks, so we'll have to meet before the 25<sup>th</sup>.*

*Call me at 612 123-4567 and let's setup a time to meet that works for your schedule.*

*Sincerely,*

*Dave Schmead*

*Your turn – make your own points to create your letter here*

**Attention:** Who are you talking to? Be specific with the industry or job title you speak to.

Answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Problem:** Agree with their problem, let them know that the problem is common, and hint at a solution.

Answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Action you took:** Tell a brief story about a specific time you solved this problem for someone else.

Answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Benefit/result:** Continue the story on how that other person benefitted.

Answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Irresistible offer:** How can they find out more? Free meeting with you? An article or ebook you wrote? This must be time-limited in some way, or there's no reason to act now.

Answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Guarantee:** If they're not delighted with your solutions, what will they get to keep for hiring you?

Answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Call to action:** Visit a website? Call you? Email you? Watch a video? Make sure it's simple to do and limited to 2 choices.

Answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# How big is your world?

---

*Expectations of what's 'right' eliminate other possibilities*



*What holds us back – our past interfering with our present*

Are you making *easy* progress toward your goals? Are your results almost effortless? What's stopping you might not be something you're even aware of – your unexamined beliefs.

- Work hard get a good job and you can retire.
- If an employer invests in you, then you should be loyal.
- Work and personal life should be separate and balanced.
- If I ask for help, then I'll appear weak.
- I shouldn't brag about myself.

[These are some of the rules we tell ourselves](#), but are they necessarily true, and do they help us or hold us back?

What we believe can stop us from achieving results, regardless of what we desire or need to accomplish. Often times these beliefs were given to us, without examination or proof, by our elders, parents, teachers and others in authority. They help shape our worldview, our identity and our expectations of what's right and wrong. The challenge is when our beliefs are different than those around us, our behavior creates disconnects with them and then we don't receive the support we expect and need.

Our goal is to identify beliefs that hold us back, who gave them to us and if they are helping or hurting us, now that the work world has changed. Afterward, we can identify those who have new rules, and 'try out' those rules to see if they are a fit for our beliefs.

More important than changing the world is changing ourselves first.

*Exercise*

Determine your world view of work. List at least 4 things you tell your children about work. What advice do you give to them to help them succeed?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Now, identify who in your life told you these things were true?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Now, how did that advice work out in their life? Did they have more or less success than you did?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

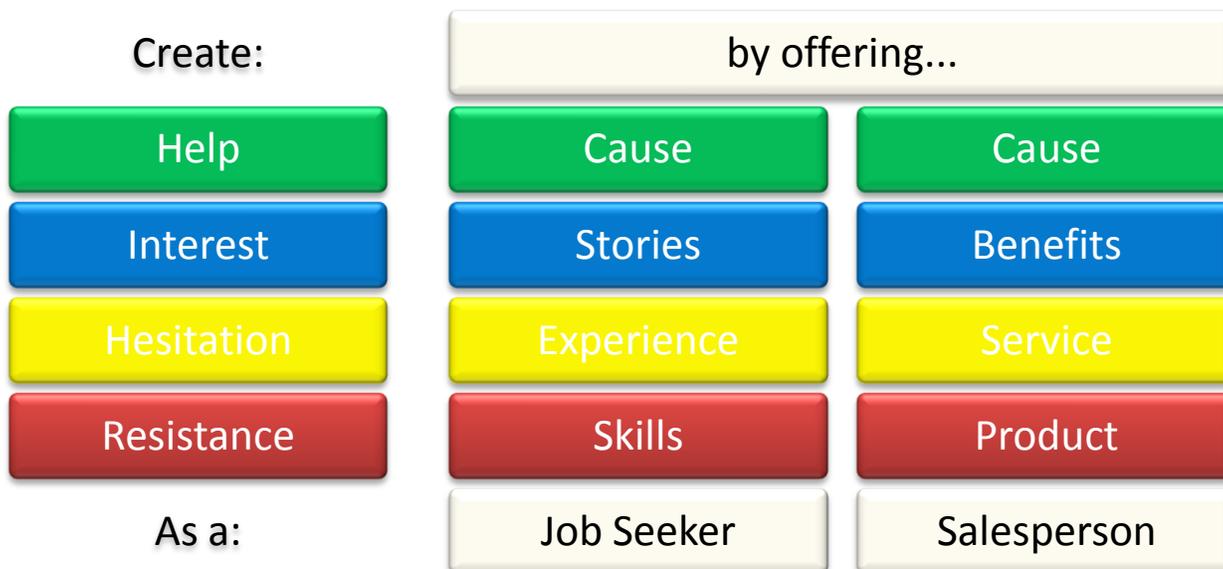
Now, identify 4 people who have the success in work you want. What did they tell you (or would they tell you) was the secret to success? List their beliefs about work.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

# What are you offering?

---

*Attract the help you want with an appealing offer*



*"I'm not a product, I'm not a service, I'm a cause"*

Sales people generally sell products or services. Likewise, Job Seekers generally sell their skills and experiences. This is met with resistance and hesitation because it's 'selling' yourself.

People do not like to be sold to, they would rather buy. The difference between buying and selling is a perception of control. If they feel you took control, they exert resistance. If they feel in control, they offer help.

Like a Salesperson needs to offer benefits that outweigh the risks, Job Seekers can offer stories of success to show how they've helped employers just like them. Both of these create interest instead of hesitation or resistance. The best offer of all is a cause. When you offer a cause, you can ask for and receive the help you need to reach your goal.

## *Identify your cause*

If you create a cause or mission, then you can ask for help and support from others. Help for a cause one of the highest forms of engagement you can get if you are a Salesperson or a Job Seeker. You are no longer offering anything. Instead you're asking for the legitimate help you need. They are no longer choosing to buy, they are choosing to support you.

## *How can I help?*

Ask for what you need when they ask how they can help with your cause. If you want an introduction ask for it. If you want attendees at an event, ask for it. This approach makes others happy to help.

# Who knows me?

*Look in the right places for great connections*



## Who you ask

When connecting to a target company, Job Seekers look inside the company for connections. This neglects over half of the potential sources of people who would love to introduce you and may have sufficient influence with the hiring manager.

Job Seekers start by asking “Who do I know *inside* the company who can introduce me?”

They should also ask “who do I know **OUTSIDE** the company that can introduce me?”

No man is an island, neither is any company isolated unto itself. Companies need to buy supplies from vendors, they need to

sell their products and services through sales people and many have many large clients. Each of these points is a relationship you can leverage. These ‘outsiders’ can be turned into your advocates if you simply ask for an introduction to the hiring manager.

In addition, for certain high level, strategic positions you can leverage relationships with professional service firms including CPA’s Bankers and Legal Counsel.

## Exercise

Put 3 columns next to your target list of companies. Identify the vendors, customers and Sales people who may be able to introduce you.

Company	Vendor	Customer	Salespeople
Acme Steel	ABC Power	Johnson Construction	John Smith
Hi-speed technology	Best tech recruiters	Speedy Cash Registers	Mary Anderson