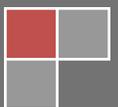


2012

# Why you can't find work

## It's not your resume, it's your approach

You'll learn why so many job seekers only find frustration instead of employment. You'll learn exactly what to do to make your search successful by turning the tables and finding ways to make your next employer want you.



# Make Them Want You

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*By Alan Hill*

## Introduction

Are you struggling in your job search? It could be a result of your process, not your resume.

So many times I have had a job seeker stop by my office, hand me their resume and ask for a review. I always ask them why they want me to review it and too many times they say 'because I'm not getting interviews'. While I agree, their resumes are generally ineffective wastes of time for hiring managers (because they say nothing of value), that's not why they're not getting interviews.

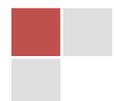
They are not getting interviews because their process is faulty. They use a 'job seeker' process which automatically puts them at a psychological disadvantage. They posture themselves as a needy job seeker instead of a valuable contributor to success.

Even if they tell me they are 'networking' – I will usually find out they are attending job clubs and not trade and professional associations. I ask them if they attended job clubs when they weren't a job seeker, and when they say 'no' I ask them how they expect to find employed people if they won't hang around them. Unless they are selling their services to job seekers, they are generally wasting their time. I have seen hundreds of job clubs, and I have only seen ONE effectively pass referrals.

That's right, not even the group I currently run is effective for helping people find work. Why? Because the process does not lead to a referral or introduction. People are not clear on what they want, who they can help and what value they provide. Nor do they ask for introductions to targeted companies. If you attend groups like this the most you'll get out of it is free coffee. You are much better off attending your profession's association or better still, the professional or industry association of your next boss.

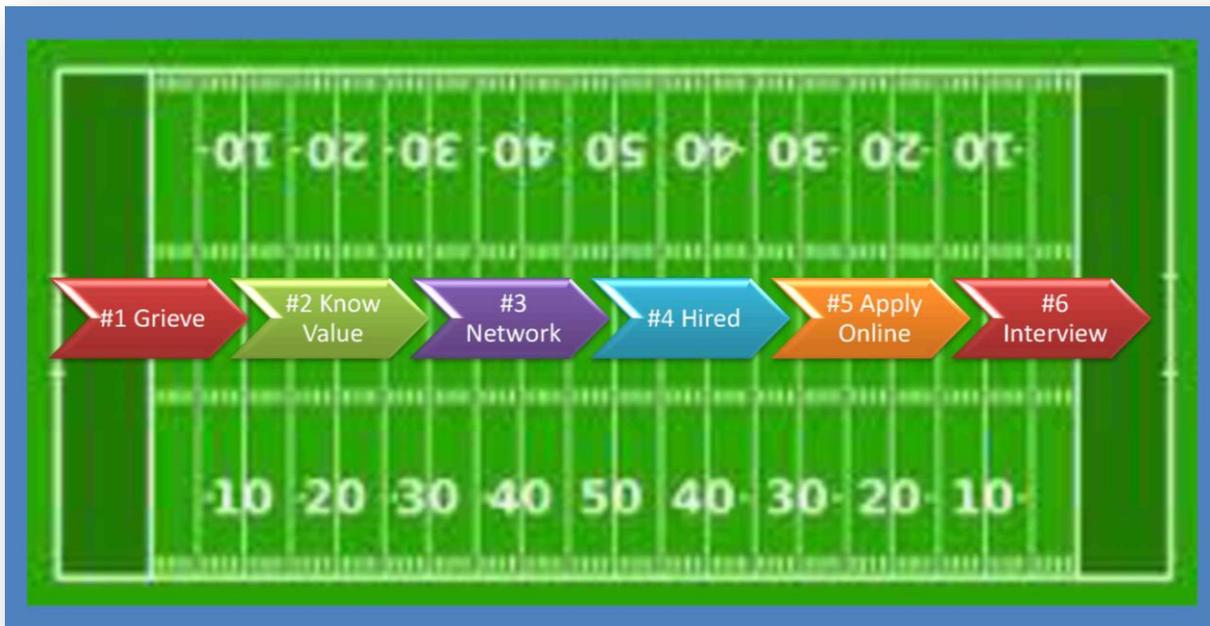
*Stop being a job  
seeker, start being a  
problem solver*

So, I coach people to identify their value and have value based conversations. That is covered in my other ebooks. If you need help identifying and explaining your value, please see my other ebooks. However, there is another problem, once you know your value, you still don't know where to go, what to do or what questions to ask. I'm going to solve that for you right now.



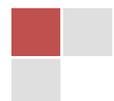
I'm going to show you how to stop looking for work, stop being a job seeker. And start finding people who are looking for you right now. People who are EAGER to have you help them solve their biggest problems. If you're ready to admit that 'go to the website' doesn't work, then let's get started.

Take a look at the diagram below:



You'll notice that most job seekers start at #5, "Apply Online". This is too late, the game is already over, because the person who started earlier is already "Hired" (#4). The rest of the game is a mere formality to justify the decision the hiring manager already made. You see, they'll make a decision to want you (and therefore hire you) in their head long before they ever tell you or anyone. Long before they create the job posting, long before they have formal interviews. You need to be that person, the one they want, long before the formal process of posting a job happens. This is called the hidden job market, and it's time you started making it work for you.

But before we get there, we have to start at the beginning. Step one: Grieve.



## GRIEVE

If you've suffered a significant loss you know there is a need to grieve that loss. The only way to really resolve it is to identify it, enter it and process through it. You do that best with good friends and counselors who can help you process those emotions effectively.

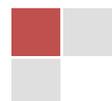
It's very similar when you lose a job you love because often times you're not just losing your livelihood, you've lost a sense of identity. Too much in America we over-identify with our work, and it makes sense. You've invested a significant amount of career time and if you went to college, a significant amount of money adopting a work identity. When you get laid off or let go, you are no longer a banker, printer, professional or specialist. And if you're no longer any of these things, then what exactly are you? And what are you good for?

These feelings are real and they must be dealt with effectively before you approach your next job search. In my work I've found the best way for people to deal with this is to give them space and time to talk about it (but not wallow in it). If you're stuck in your job search, start here. Find someone to talk through this with, someone who can listen and ask questions but not judge and CERTAINLY not give advice. Advice shuts down emotional processing. This just makes the frustration fester which makes everything worse. One person told me "Talking helps, I am a verbal processor. I don't know what I think until I hear myself say it".

Honestly self evaluate: Are you really over losing your job? Are you really over losing your identity? If you're not a \_\_\_\_\_, who are you really? As you are answering, check in with your conversation partner and look at your responses as you talk about it. Are you exhibiting significant emotion (does your voice rise or crack, do you tense up, are you near tears?) or are you truly at a point where you can talk about your experience and your last boss without emotion?

The other thing I see, especially when someone has been out of work for a significant amount of time, is a defeated posture and low self worth. Of course this is a common experience among the long term unemployed (unfortunately). However, it will destroy your job search efforts. No one will hire you if you show low self worth (or any negative emotion). They don't want to be around you and they don't want to hire you. When they say 'do you fit in?' they mean, "are your emotions positive?" They want to know that you're on an even keel

*When you get laid off,  
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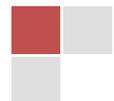


emotionally and if you don't 'get over' your job loss, you will sabotage yourself repeatedly, often before you ever open your mouth.

Why this is important: Imagine you are in an interview and they ask 'What did you dislike most about your last boss (or company)?' If your response is filled with anger and emotion, then you failed the interview.

**Goal:** emotional confidence, adopt proper attitude of self worth.

**Success:** You feel better about your situation, your attitude is positive.



## IDENTIFY PERSONAL VALUE

Do you know why someone should hire you? Can you answer that without mentioning your skills or your values? Do you have a 30 second elevator speech or can you explain it in one sentence and under 15 seconds? If you can't, then you are going to eliminate your chance of making a connection to your next employer.

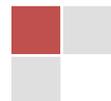
Imagine you are at a networking event (the next step) and your potential employer is here. Are you 100% confident that you will make a positive impression? If not, then you need to clarify your value and their need. I'll show you how to do this but for an in-depth discussion please check out my other ebook, "Don't Be A Job Seeker".

I often tell my clients that their job search and their resume is not about them, it's about their next employer. What I mean is you need to explain the problems you solved and the benefits others gained by having you as their employee. When you tell these stories then your next employer can identify the value you can bring to them.

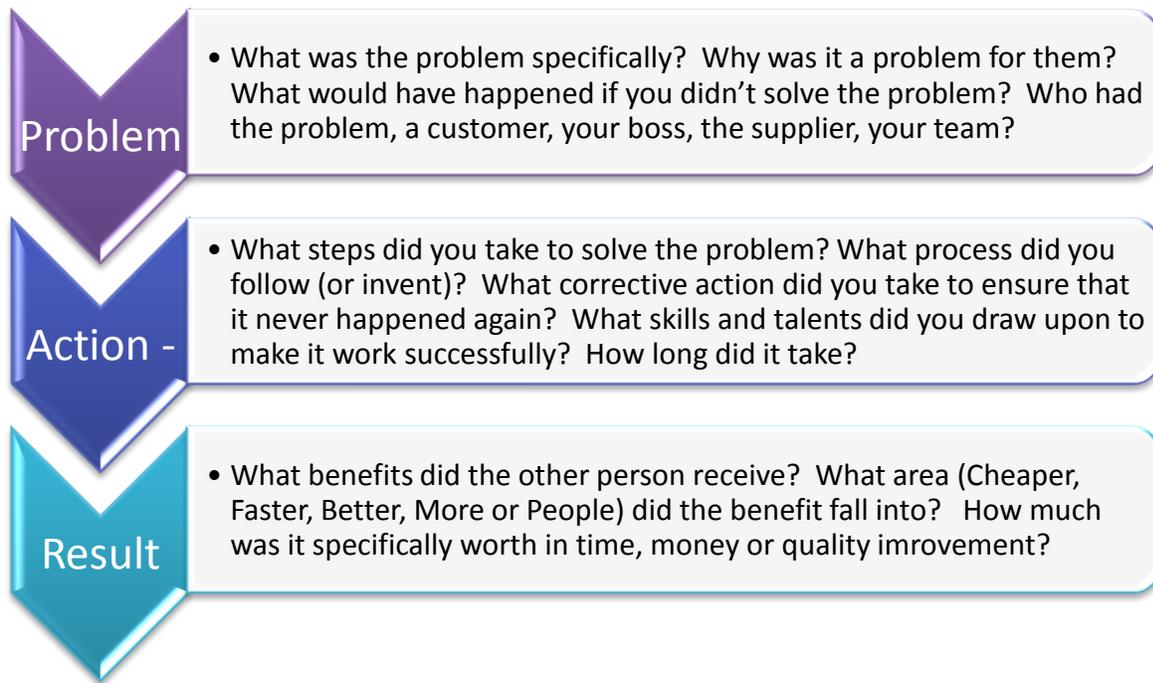
Also, your networking is not about you, it's about them. You must tell stories about how you solved problems for others at work.

So here's how you find your value. Identify 4 to 5 times on each job you held where you improved something for someone else. There are five areas of improvement in every business. I call them:

<b>Cheaper</b>	Sales, Expenses, SG&A
<b>Faster</b>	Efficiency, Productivity, Successful teams
<b>Better</b>	Quality (service, products)
<b>More</b>	Functionality, Customers
<b>People</b>	Morale, Turnover, Training



There is a very simple process for finding your value. First, find a dialogue partner, someone whose job it is to ask specific questions. Once you have them, have them ask you to tell them a story about a time when you solved a problem for someone else at work. There is a form they will use to capture the responses.

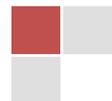


This is important because people are seeking solutions to these problems. In every business, in every company people are struggling with finding solutions to these 5 problems. They don't ever go away, they just get worse (or better if they have the good fortune of meeting you).

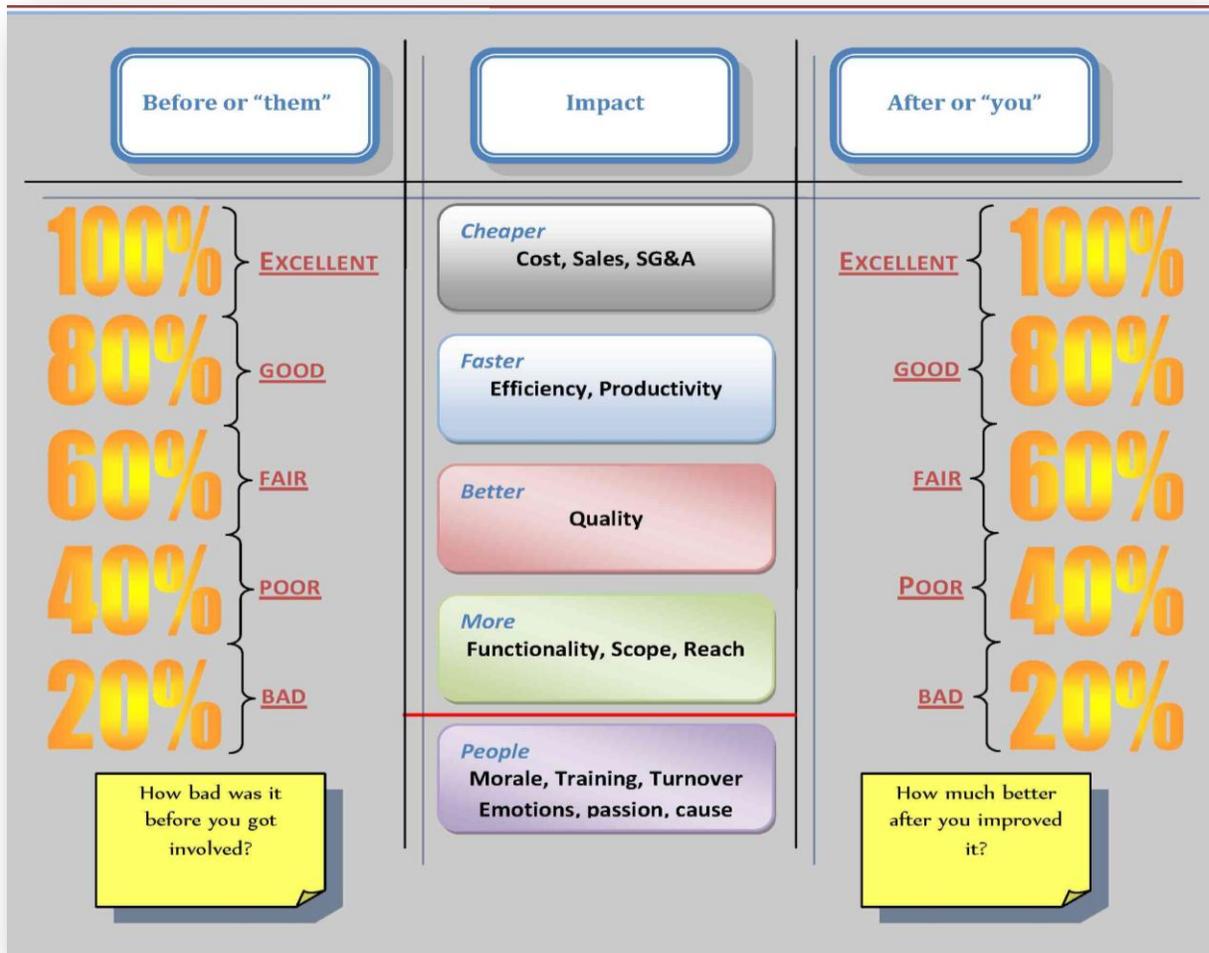
CAUTION: You are not permitted to say 'I was just doing my job' or "I don't know what it was worth". These are ways to emotionally weasel out of the truth, that you are really valuable. You are not permitted to tell yourself that you didn't do anything valuable. If you find yourself doing this get a partner who will continually ask questions about who benefited and by how much. This person will keep you honest. Honest with yourself about your real worth.

*In every business, in every company people are struggling with finding solutions to these 5 problems.*

There is another step to this process – Exactly how much? In other words, how much better did you make it? Almost every time I work with someone, they say 'I don't know, or 'that was too long ago' or any of a myriad of excuses to prevent themselves from finding out how much they are worth. While I respect their right to

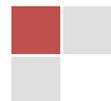


demure – I don't allow them to believe a self-lie about it being hard to know their value. See, the brain is an amazing recording instrument, it knows how much better things got as a result of what you did, but we often don't realize it stores the information non-numerically. It stores it in the form of pictures, emotions, and language. So we can access the stored value through any of these mechanisms. Here's a diagram I use to explain just how much it was worth to their employer.



What we do is compare the 'before' and 'after'. In other words, I ask 'how bad was it before?' and 'how much better was it after?' Usually they will say 'Poor' or 'Fair' and then they will say 'Good' or 'Excellent'. This means they improved the situation from 40% to 80%. Now you have the measurement for your positive impact.

Sometimes, people are not sure this estimate is exact. I have news, it's not. Nor is it intended to be. Instead, you have to use the words "...an estimated..." as in 'I improved quality an estimated 80% by implementing a checklist process'.

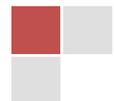


Now you have several high value stories to tell at your next networking event about what you did and how valuable it was to your last employer (or customers). When you tell these stories remember to use the Problem, Action, Result (PAR) formula when explaining the benefits you brought.

Now you know what you're worth, we'll use this later when we go to networking events to communicate your value.

**Goal:** identify areas of greatest work contribution.

**Success:** You can articulate your value in a story format.



## ASSESSMENT

Next when I talk to clients I ask them “Who do you want to work for?” or “Who deserves to have you apply?” Very rarely can I get anyone to answer with 3 companies that they have targeted. I don’t really care HOW you target your companies – I care that you have identified 3 companies. Too many more and it won’t work. Networking takes a lot of effort – trying to network with the world is unrealistic because you’re working at creating relationships and getting people to trust you enough to hire you. This takes a lot of effort, and if you’re going to waste your effort and time applying online and running around to a hundred companies you will find yourself spinning your wheels and getting nowhere fast. If you’re tempted to take a mass approach then I have 3 words: “STOP DOING THAT!”

The truth is, this is often an excuse for not knowing how to do a proper assessment and research.

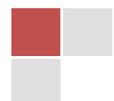
If you’re not sure where you fit, then here’s a couple of techniques I use to help my clients find their way and identify their ideal jobs, ideal roles and target the industries and companies they would enjoy working at. Please note, this is not an exhaustive list, there is lots of ways to pick companies from lists such as ‘top workplaces’ and ‘top family friendly employers’ etc. I do not intend to duplicate that information here, you should be able to find those lists from job seeker books at your library.

Who are you?

If you’re not sure what you would like to do then I recommend a couple of assessment tests. I won’t provide operating instructions for the websites because things change fast on the internet. Instead I want to talk about how to apply the results.

### Temperament assessment

First, take a look at your personality, or temperament. What do I mean? Do you prefer to work with numbers or are you action oriented? Do you prefer to have people be in agreement or do you prefer that people focus on having fun? There are several personality style assessments, I’ll show you a free one that you can take at <http://keirse.com>



**Overview of the Four Temperaments**

Adapted from *Please Understand Me II*, by Dr. David Keirsey.

**Temperament** is a configuration of observable personality traits, such as habits of communication, patterns of action, and sets of characteristic attitudes, values, and talents. It also encompasses personal needs, the kinds of contributions that individuals make in the workplace, and the roles they play in society. Dr. David Keirsey has identified mankind's four basic temperaments as the Artisan, the Guardian, the Rational, and the Idealist.

Each temperament has its own unique qualities and shortcomings, strengths and challenges. What accounts for these differences? To use the idea of Temperament most effectively, it is important to understand that the four temperaments are not simply arbitrary collections of characteristics, but spring from an interaction of the two basic dimensions of human behavior: our communication and our action, our words and our deeds, or, simply, *what we say* and

**The 4 Temperaments**

- Guardian**
  - Supervisor (ESTJ)
  - Inspector (ISTJ)
  - Provider (ESFJ)
  - Protector (ISFJ)
- Artisan**
  - Promoter (ESTP)
  - Crafter (ISTP)
  - Performer (ESFP)
  - Composer (ISFP)
- Idealist**
  - Teacher (ENFJ)
  - Counselor (INFJ)
  - Champion (ENFP)
  - Healer (INFP)
- Rational**
  - Fieldmarshal (ENTJ)
  - Mastermind (INTJ)
  - Inventor (ENTP)
  - Architect (INTP)

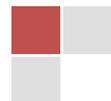
**Portraits in Temperament**

- George Washington
- Mother Teresa
- Harry S. Truman
- Mohandas Gandhi
- Eleanor Roosevelt
- Princess Diana
- Mikhail Gorbachev
- Theodore Roosevelt

The basic points are do you prefer to work with logic or emotion? Do you prefer action or relationships? There is a self assessment you can take and by answering a list of questions you can determine your personality style.

When you have taken the assessment, read through the profile descriptions for each category. You'll find a lot of insight about yourself and others. As you are reading, ask yourself 'would I fit in here?' if you were in a workplace with people who were all 'like that' (according to the profile).

How to apply this? When you gather a bunch of people together (such as at a workplace) all those personalities create a culture. Is it a 'fun loving' culture or is it a 'results driven' culture? More importantly, will you tend to fit in or will you have to make an effort to join in each day? Don't make work a chore. Know your personality style, and find someone who needs you (the real you) to show up each day.



## Interest assessment

But, just because you can fit in, doesn't mean you want to be there. How do you know if you're going to enjoy the work each day? If you're looking to get back into a role that you previously fulfilled you probably already know what the work requires. However, you might also want to consider that this 'pause' in your career is a perfect time to reassess your overall direction.

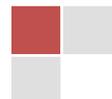
There is another assessment you can take that basically determines your interests in a certain work. For example, do you prefer to work with concepts and ideas or with your hands? Do you prefer to work with people or with facts and analysis? While you may know the answers to these questions, do you know what types of occupations you could pursue?

Take the assessment at <http://mynextmove.org>

The screenshot shows the My Next Move website interface. At the top, there's a navigation bar with the logo and a search bar. Below that, a large heading asks "What do you want to do for a living?". Underneath, there are three columns representing different assessment paths:

- "I want to be a ..."**: This path involves searching for careers using keywords. It includes a text input field with examples like "doctor, build houses" and a "Search" button.
- "I'll know it when I see it."**: This path involves browsing careers by industry. It features a dropdown menu currently set to "Administration & Support Services" and a "Browse" button.
- "I'm not really sure."**: This path involves a comprehensive assessment of interests. It includes a "Start" button to begin the assessment.

Click on "Start" under "Tell us what you like to do" for a comprehensive assessment of your interests.



When you are done, you'll be provided a list of jobs to explore, categorized in 'Job Zones'. Job Zones arrange various jobs by the amount of preparation, experience and education you need, from no preparation "Job Zone One" to extensive preparation in "Job Zone Five".

Explore these job descriptions and write down the 3 to 5 occupations that resonate most with you. Ask yourself what intrigues you most about these roles? Now you have a reason to network with people who are already doing these occupations. You can find out from them if you would be a good fit and enjoy doing it. As a 'side benefit' you get a free relationship with people who can recommend you for your next job. After all, they're already doing the job and if you're a good fit, then by talking to them about their needs and your values, you can talk your way into a job that doesn't exist. You may even find out that the person you are talking to is thinking of leaving for another position, which would create an opening for you.

### **Are you reinventing yourself? Find your passion**

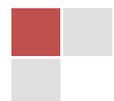
This is perhaps the most important part of your assessment. Often times I notice my clients get stuck because they attach their identity to their occupation. To many times upon first meeting someone we ask people who they are and what they do. While this puts unemployed people at a disadvantage because they often don't know how to answer, it also implies that if you are not employed your identity is somehow less in some way. This is important because too often I see people seeking to get reemployed as who they were and what they did before so they won't have to suffer with the uncomfortable identity questions.

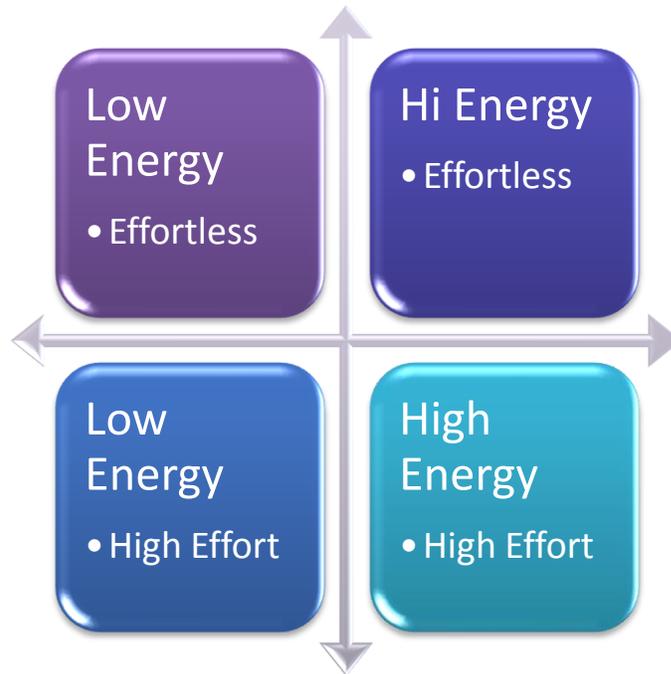
They want to be reemployed as quickly as possible more for the sake of re-establishing their identity as a productive, useful contributor to society. Nothing wrong with that except they are missing out on a chance to reinvent themselves. And they won't review what they did well, what they found exciting and what they'd enjoy doing most.

Ok, but how do you do that? Review your past work experiences – think of specific instances where you were doing stuff for help others. What were you doing? What part of the event did you enjoy most? What is working with people or working with a problem? What skills were you using? What activities did you find most enjoyable and most challenging? List them out – as many as you can remember.

Now that you have this list, it's time to rate and rank them. You rate and rank them on the basis of how much enjoyment (or energy) you received and how difficult or effortless you found the activity.

This gives you four quadrants – see the diagram below:





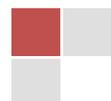
In the lower left quadrant we have things that didn't excite you (Low Energy) and took a lot of personal effort (High Effort) on your part. These are activities you want to stay away from in your next job.

Opposite this state, in the upper right quadrant we have activities that gave you high energy and took no effort on your part. These activities are what you want to look for in your next job. Perhaps you were doing data analysis and it thrilled you and you found it took no effort at all. These are activities that you want to focus on in your next role.

In the other quadrants we have areas you may choose to consider, depending on the specific activity. In the upper left quadrant are activities that may not have given you great energy, but were effortless on your part. Perhaps you will find that these activities you have a lot of experience doing so even though you may not find them as exciting as you once did, you still are very competent at the process and can easily achieve results.

In the lower right quadrant are activities that gave you high energy even though they took a considerable amount of effort on your part. This is an area to pay particular attention to because it indicates areas of growth for you personally. You need to take a closer look at these activities because it indicates areas that you may find exciting. Activities in this quadrant are potential sources of excitement and new job opportunities.

There is another perspective to look at: In all of this we need to examine who you were serving – who where you working on behalf of, or who benefitted from your work? Group them in a class or group of people. Were they disadvantaged kids in inner city schools? Where they single Moms? Where they the



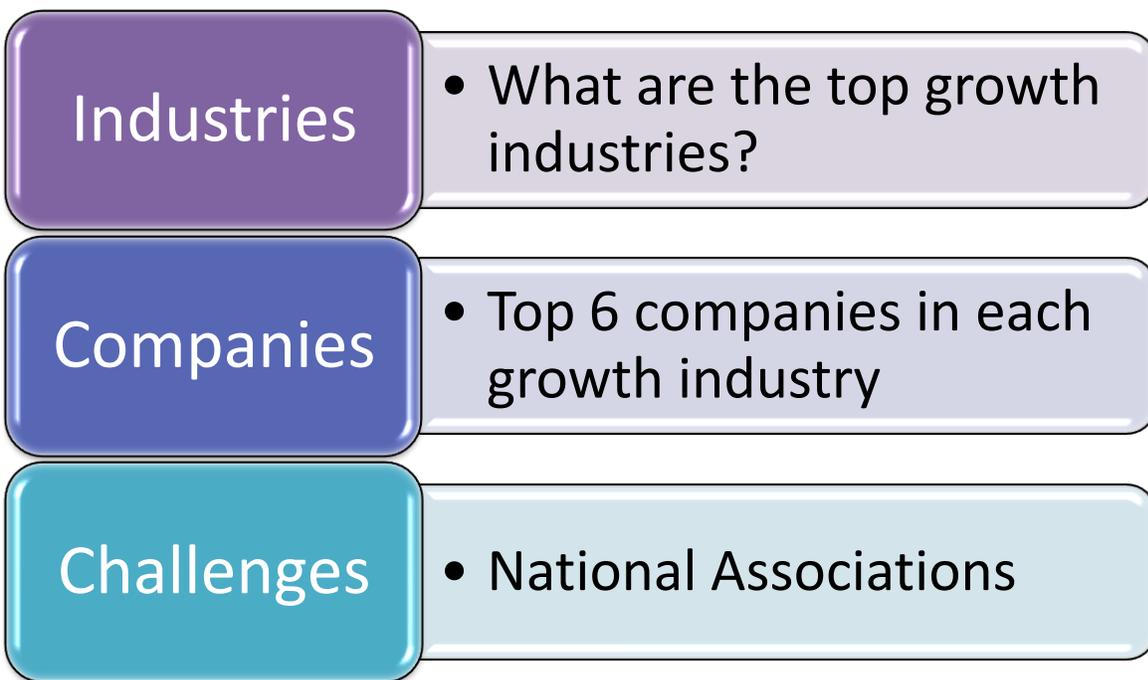
elderly? Do you see a common thread of who you're serving? Find organizations that are already serving those groups of people and let them know you're available to be helpful by being who you are.

### Find the need

So, speaking of finding out their needs, how do you do that? Two answers: 1) Research 2) Confirm with people in the industry (as described above through information interviews).

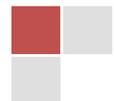
Do you love to do research? You're going to love the next step. If not, you're almost sure to want to skip it. If so, find someone who can help you get the answers you need to proceed.

Three areas of research are:



First, find the long term growth industries. You can do this by researching articles in various investing magazines (no one cares more about growth than investors) or if you really want to get the details, go to the library and ask for help researching Value Line. They are an independent advisory group that tells investors which industries and which stocks are poised for growth, both short term and long term. Find the industry reviews they do for growth industries and pick the top one or two that appeal most to you.

Other areas to look at include Standard & Poor's Industrial Outlook if you are targeting an Industrial, Manufacturing or Production industry. Their Industry Summaries are very good. If you have a 401k invested with your last employer, you can also call the broker, they probably have industry research that they would be glad to share with you.



Now that you know what growth industries, you need to know the top 6 companies in your area. Each industry has a code, commonly referred to as an SIC code (for Standard Industrial Classification). They also have developed a new one called NAICS. Once you know the growth industries, look up their SIC code. You'll need this to find the top companies.

You find the top companies by going to the library – ask for help with the Dunn & Bradstreet (D&B) Million Dollar Directory (or similar). This will allow you to research the top companies in a given area and rank them by sales. You want to find the top 6 companies, because the top three are clearly the industry leaders, where the next 3 are the top contenders. Depending on what type of company culture you prefer to work at, stability (industry leader) or creative (contender) you now have a short list of 6 companies you need to network with. You also have the names of the company leaders so you can search their names on the Internet and find out what speeches they have given and what associations they belong to for insights to the top challenges they are facing.

**MOST IMPORTANT:** Now that you have the top industries, find the top industry associations for each of these. You can find this at the library by researching in Gale's reference "Associations Unlimited" or by typing in google "(Industry) association, (State)" For example: "Forestry association MN".

How would you like to know what the top problem is in these industries? Now that you know your value, wouldn't it be great if you could read their minds and find out how they see you fitting in? Once you have the top industry associations you can start looking for the top problems. Even better, this is so easy to do.

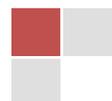
Look for this problem/solution in their annual conference. Find the slides for the keynote speaker. It will have the 2 slides that matter most; top challenge and top solution. If you can't find the presentation slides, look for a transcript or press releases. You can also find the top challenge in industry surveys. These are available from the industry website or if you call.

Now that you know this you'll be able to confirm in your networking later "I heard the industry is facing the challenge of xxx, has that been your experience?" They'll either agree or tell you what they see as their *real* challenge.

Now you can prepare your marketing materials – your resume, your portfolio, your cover letters, etc. all with the focus of the pain you solve and value you bring. To get help with your resume, please check out my ebook on resumes "Miracle Resumes". This will help you craft the exact bullet points that highlight your value.

**Goal:** Identify ideal jobs, roles, target industries and companies.

**Success:** you know your 3 companies pain, needs, where they actively participate.



## NETWORK

Why are you networking? If your answer is to 'find a job' you should stay home. Seriously. That is the worst position to start from. You started from what you need, what you want and what you hope for. That's what everyone else is doing INCLUDING your next boss. Think about it. If that 's what your next boss is starting from, why not meet them 'where they are' emotionally and psychologically speaking? In this way you are communicating value. Speak to them about them. Specifically, communicate to them about their value and needs.

Locate trade and professional associations and GO to the meetings, volunteer for the committees, and get involved in helping. Every profession and every industry has professional associations where hiring managers meet EVERY MONTH. Go and meet them.

Now that you are in front of them, ask them about themselves. Who are they? What do they do? How is it going? Etc. This 'chit chat' is necessary for the person to decide that they like you enough to stay in conversation with you. They like you because you are asking them questions about their favorite subject in the world, them. Ask them about the challenges they have faced successfully. Then ask them about your research – "You know, I recently read that the top challenge in the industry is xxxx, have you found that to be true in your experience?" If they say no, they'll answer with what they believe *is* the real challenge.

As they are talking, confirm their experience with a story about when you solved that very problem. "Yes, it's true, disorganized operations do create a lot of waste. That's what I told my boss at Acme warehouse. So we reorganized the warehouse and increased efficiency over 70% in our first quarter".

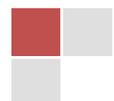
They will bite on that just like fish bait. "Really? Tell me more, how did you do that?" Then simply tell them "it took a lot of hard work, dedication and commitment from the team (three values), but in the end our efficiency improved dramatically" (never reveal your magician secret to the audience).

Then follow up by asking "Would you like to have coffee sometime and we can discuss it further, when we have more time?" **Their response will be dramatically different than 'go to our website and apply online' because they can't, you didn't ask for a job, you asked to solve their problem.**

Practice your value message with attendees at these events. Learn what works and what doesn't. Each time measure their response and adjust it as appropriate.

You can also network at company events. By this time you should be making friends at the companies you are going to be working for. Start asking about events the company is sponsoring, either for non-profit or marketing.

Speaking of non-profit, you can easily find out what causes this company supports and arrange for a series of tours for these people. Arrange a field trip for the youth of the community or for

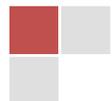


the people who can use their products but can't afford them. This will allow the company to do something positive and more importantly, it will allow you to develop relationships with hiring managers who can (and will) recommend you.

You can also develop and grow these relationships online. How? If a tree falls in the forest and no one hears it, does it make a noise? Regardless, if someone is on social media sites, either blogging, Facebook, Twitter or LinkedIn, they are producing content and commentary. You can 'like' their comments and call more attention to their insight. You can help them promote themselves, their cause, their company.

**Goal:** develop introductions and STRONG advocates (raving fans) at target companies.

**Success:** People regularly *invite you* to coffee after the meeting.



## STAY IN RELATIONSHIP

Ok, now comes the most important part, follow up. Most job seekers will start their follow up after an interview. And when they do, they'll only send a thank you card at most. Very few will actually call the interviewer. Unfortunately for them (and lucky for you) none of that will matter, it won't help them get the job. You will already have the job because you have been following up long before the job was ever posted. The approach you take is as follows:

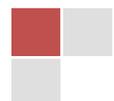


Pretext means you have a reason to be there besides looking for work. You can be presenting to the trade association, you can be getting the local YMCA youth group to come on a tour, you can be presenting a special workshop on the top solutions you've discovered to industry problems and more. Just don't be there for a 'job seeker' reason.

Fill their bucket means once you've made an authentic connection and demonstrated your value through stories (see above) you have an opportunity to find ways to be relevant to them by helping them solve their challenges. The easiest way to do this is to adopt one of 8 roles you can 'be' to help them. These come from a very good book "Networking with the Affluent" By Thomas Stanley. You can read a review here: <http://edutoearn.com/consultancy/8-approaches-to-networking-the-affluent/>

According to Stanley, here is the 8 ways you (or people you know) can help someone:

1. **Talent Scout** - Provide talent scout services to people who influence the affluent. Clients need help in finding quality suppliers. Could you be the one to go to as a reliable source of good quality supplier?
2. **Revenue enhancer** - The supplier who offers more than normal. There is the man who sells trucks and then the man who sells trucks and who finds business for those who buy trucks from him. One top networker said that the most important thing you can do to convert a prospect



into a client is to ask for a pile of business cards because “I have many clients who are likely to buy from you.”

3. **Advocate** - If a particular industry is being threatened by new laws or legislation then, you can take a stand and defend the industry. Mail the letter to various contacts in that industry, and they will see you are interested not only in providing your services but being an advocate for them.
4. **Mentor** - Not just a mentor to a few, but the mentor to a niche market. Survey and find what the real need is in the niche. Maybe not the service you offer. So hold a seminar to address the concern. Become proficient and helpful. You then become the true helper of that niche.
5. **Publicist** - Generate publicity and endorsements for others is often more important than promoting yourself.
6. **Family Advisor** - You may offer a service to plan the funding of the college education of children of families. But maybe these children never make it to college. So you could become a family advocate and aim to help these children make it to college.
7. **Purchasing Agent** - If you are the seller of a service, then you have great experience of buyers – those who buy from you. Use this knowledge to become an expert buyer. Be able to negotiate good deals on anything and you have already become of great value.
8. **Loan Broker** - Being able to negotiate loans at reduced interest rate costs.

You may or may not be able to do all of these, but you probably know someone who can help in each of these areas. A referral to your friends is a double win.

*“If you want advice, ask for money. If you want money, ask for advice” – Jim Bear*

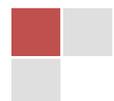
They will appreciate you and so will your new boss. Start practicing now. Go to your next networking event and when you ask “how can I help you?” listen for items in one of these 8 categories.

Then we get to #4 on the game, “Hired”. They ask “How can I help you?” They’ll ask this because of the “Law Of Reciprocity” which means “you scratch my back, I’ll scratch yours.” If you help someone enough their sense of responsibility kicks in and they feel a

natural compulsion to help you back. They know you and like you enough to want to help you back. Let them.

This is the shining moment. You can capture this golden opportunity by asking for advice, not money. My very good friend, Jim Bear, from [‘You Can Get Hired’](#) taught me an effective method to move the conversation forward. He said “If you want advice, ask for money. If you want money, ask for advice”. What he means is that if you ask for a job (money) at this point, you’ll be referred to the website (advice), exactly what you DON’T want.

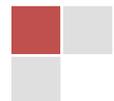
So instead, ask for advice. Say something like “Glad you asked. As you may know, I think you work for a fantastic company. If you were me, what would be your advice, how should I go about getting introduced to the hiring manager for the accounting department?”



They will gladly help you back. They'll most likely introduce you to the hiring manager themselves. If they don't offer, you've earned the right to ask for them to introduce (and endorse) you. You will automatically be in the 'hired' camp. Especially if the person you have been serving is the hiring manager for your department.

**Goal:** 8 ways to stay helpful.

**Success:** People become your 'word of mouth' advocate, spontaneously introducing you to others.



## METRICS

How do you know you're making progress? As you have probably already realized, this won't happen overnight. It also won't happen if you insist on only applying online. You're going to have to do more. So how do you know if you're making progress, heading in the right direction?

It comes down to tracking and sharing. This is where your job club comes in to help you. If you are all doing this method and tracking your results, you'll all benefit each other greatly. You'll quickly start to share what works and what doesn't.

Take a look at the tracking sheet provided in the appendix. This tracks a weekly tally. It's divided in half; the top half is tracking your activity. The bottom half is tracking your results. Here's why: If you (or your fellow job club members) take an action that produces more coffee dates, wouldn't you want to know what it was? This way – every week, you'll be able to share your results and compare them to others in your club. Find out what works for others. Don't try to do this alone. Sharing success is how you reduce the time to have your next job find you.

*Find out what works for others. Don't try to do this alone. Sharing success is how you reduce the time to have your next job find you.*

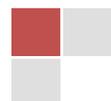
Speaking of groups, sometimes I have found clients appreciate having someone hold them accountable. However, they usually expect me to bring the 'smackdown' if they don't complete what they agree to do every week. I don't believe that is an effective way to hold someone accountable. If you're not doing what you are supposed to do, then maybe you shouldn't be doing it.

When you consider that there are lots of ways to make contact with people, virtually, telephone, in person, etc., no one way is going to be the 'right' way for everyone. I have found that if my clients don't do something it's because they don't want to do it, or don't want to do it the way I asked

them to. I firmly believe that people in job search really honestly do want to find a job – a job that suits them – in a manner that suits them.

I developed an accountability sheet that works for this method of accountability. It's available in the appendix if you wish, it's titled 'what I want this week'. It works like this:

In the first section you list out 3 things you really want to achieve this week towards your goal of finding a job. NOTE: you don't list out 'find a job', that's the goal. This section is for listing the activities that support that goal. For example, you may need to make a resume, research



companies, identify trade associations and hone your value statements. Well, obviously that's quite a bit, so list out the top 2 or 3 things that really are priorities **you WANT to work on**.

In the next section, what if 'life happens' and you get busy or distracted? What is the one top thing that you most want to do (not most HAVE to do)? List that top thing here.

In the next section, list 3 tasks that you can do that would support that activity – the activity you REALLY want to do most this week. Write that down here.

But, what if you get the activity done in only one task? Should I hold you accountable for completing all three tasks? No, that would be unfair. In fact, you might find a way to accomplish the activity without doing any tasks. Who knows? Perhaps you'll find someone to complete your resume for you. And while we're dreaming, maybe you'll find someone to do it for you at no charge. Hey it could happen. So it's not fair for your accountability partner to hold you accountable for achieving your tasks if what you really want is to succeed at completing your activity, right?

That's why there's the final section. Pick out a reward that you want, something that you'd consider a treat. It could be (and probably should be) something simple, affordable and personally delightful. Something you remember from childhood perhaps.

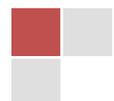
Now, what would you consider a 'non-reward'? Something that you need to achieve already, like deep clean your kitchen, organize your closets or your tax receipts (won't that be fun?). Either way, you win. You get a treat or you get something done that you need to get around to sooner or later.

That is what your accountability partner will hold you accountable to, did you give yourself a reward or non reward, and why? Now, wouldn't you rather be held accountable for that?

In this way, you'll be able to share what works, and what doesn't with your team and support group. Remember, if you don't have one, you can start one.

**Goal:** Learn what is most successful, shorten job search time for yourself and others.

**Success:** if you're getting the next step, great. If you get the website, not great.

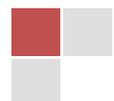


## CONCLUSION

Thanks for taking time to read this ebook. I appreciate it. More importantly, you now have in your hands a working model that will take you from failure to success in job search. Remember, this is not about you but about them. Everything you do is designed to turn around your search from looking for work to having work find you.

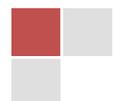
Your success is just around the corner. When my clients put this advice to work they find themselves in a unique spot – employed!

Don't wait to claim your success. Push away from the job boards and applying online, start giving your employer maximum opportunity to find you!



## Appendix A – Job Search outline

1. **Grieve** – Goal: emotional confidence, adopt proper attitude of self worth.
  - a. Discuss emotional feelings of loss of identity.
  - b. Acceptance that the ‘go to website’ method of job search doesn’t work.
  - c. **Success:** You feel better about your situation, your attitude is positive.
  
2. **Identify personal value** – Goal: identify areas of greatest work contribution.
  - a. Discuss PAR statements and identify areas of greatest value.
  - b. **Success:** You can articulate your value in a story format.
  
3. **Assessment** – Goal: Identify ideal jobs, roles, target industries and companies.
  - b. Self assessment <http://keirseey.com> (temperament and personality).
  - c. Self assessment <http://mynextmove.org> (Interests).
  - d. Research top growth investment industries (S&P Industrial Outlook, Value Line, etc.).
  - e. Research top 6 companies in each industry (D&B Million dollar directory).
  - f. Research top industry and professional associations in targeted industries (Associations Unlimited).
  - g. Prepare: Marketing materials (Portfolio, Resume, Cover letter, testimonials, value stories).
  - h. **Success:** you know your 3 companies pain, needs, where they actively participate.
  
4. **Network** – Goal: develop introductions and STRONG advocates (raving fans) at target companies.
  - a. Develop pretexts and rapport builders to start conversations with new friends (at industry events).
  - b. Practice value message.



- c. Social Media: Twitter, LinkedIn, Facebook.
- d. In person: Industry trade events, company hosted events.
- e. Approach: “What can I do for you? What is your top struggle in these 90 days?”
- f. Approach: “Would you help me arrange a company tour for veterans in job search?”
- g. **Success:** People regularly *invite you* to coffee after the meeting.

5. **STAY IN RELATIONSHIP!!!!** Goal: 8 ways to stay helpful.

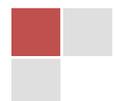
- a. <http://edutoearn.com/consultancy/8-approaches-to-networking-the-affluent/>
- b. **Success:** People become your ‘word of mouth’ advocate, spontaneously introducing you to others.

6. **Metrics** – Goal: Learn what is most successful, shorten job search time for yourself and others.

- a. Complete weekly accountability sheet if needed.
- b. Track and review progress with mentor/coach/buddy/job club weekly so others learn what works.
- c. **Success:** if you’re getting the next step, great. If you get the website, not great.

### Quick Process - for those who like shortcuts:

1. Identify your value stories
2. Identify top three targeted companies
3. Network and fill up their bucket
4. They invite you to introductions/contacts and to apply for upcoming (hidden) jobs

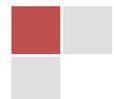


## Appendix B – Results Tracker

### Results Tracker – Problem Solver Job Search Strategy

**Instructions:** Use this activity tracker weekly to track your individual efforts. Be prepared to share them in a group setting to further enhance the learning of successful ways to get employed. Your shared efforts help everyone. If you have questions please see your group leader.

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Total
Advocating for others										
Linked IN										
Events										
Direct Mail										
Online Apps										
Relationship Reconnects (target co)										
Other										
	<b>Activity</b>									
	<b>Results</b>									
Screening Interviews										
Hiring Manager Interviews										
Job offers										



## Appendix C – Accountability Sheet

### 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

