

LAND THE JOB YOU LOVE



*A Simple Guide
to Get a Great Job
in 2 Months—
and Enjoy the Search*

LARRY
STEVENSON

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*Dedicated to the Mentors
Who Shared their Vision of How to Get a Great Job*

*Richard Nelson Bolles, Dean Curtis,
J. Michael Farr, and Clare Bishop*

WHAT PEOPLE ARE SAYING ABOUT LARRY STEVENSON

**VIC B, AVIATION FLIGHT TEST ENGINEER,
FOUND A JOB PAYING 15% MORE WITHIN 4 1/2 WEEKS**

"I'm having so much fun on this job search. It's all about treating people like human beings and maintaining the 'How can I help?' attitude."

**MATT T, CITY PLANNER,
FOUND A JOB WITHIN 28 DAYS OF HIS POSITION BEING ELIMINATED**

"I appreciated your coaching through the whole process...Having people, like you, that I could reach out to through the process was invaluable in helping to find new work."

**THEA H, PROGRAM MANAGER
FOUND A JOB TRIPLING HER PAY--WITHIN 3 WEEKS**

"I'm excited to let you know that I'm now the professional program manager with a starting pay which is almost tripling my previous pay..Thank you again. The principles work."

**CHRIS D, AUTOMOTIVE MGR.,
FOUND A JOB AFTER 9 MONTHS OF LOOKING--WITHIN 2 WEEKS**

"I just wanted to say thank you for all your time and kindness. It feels so good to be starting my own path...you were a huge part of that...It is amazing how things fall into place after a trial."

**LISA D, MARKETING PROCESS SPECIALIST,
2 WEEKS OF OUR 1ST MEETING**

"I feel my association with you started turning the tide for me no matter what happens."

PREFACE

I first started helping people find better employment (based on salary and satisfaction) in 1978. I continue to practice this passion and purpose some 40+ years later. Fortunately, many of the greatest gurus in getting jobs guided my journey and enhanced my skills over the years.

RICHARD NELSON BOLLES introduced me to the creative minority, those few who counseled careers based on in-depth analysis of self and the workplace, in his masterwork *What Color is Your Parachute? A Practical Manual for Job-Hunters and Career Changers*. While first published in 1970, I uncovered the premise, inventories, and activities outlined in 1979. Later, I enjoyed the privilege of meeting Dick Bolles professionally many times at conferences and seminars. The world lost a wonderful visionary when Dick died in 2017 at age 90.

CLARE BISHOP mentored me during the formative years of my career. He first introduced me to the dictum “There is no end to the good you can accomplish if you don’t care who gets the credit.” He mastered planting seeds in people’s minds that germinated and grew into full-fledged conviction of their own. He expanded my ability to help people find great jobs from the United States into Brazil, Argentina, Chile, and the United Kingdom. Clare executive produced a video tape and workbook series of job search materials that sold over half million copies in 18 different languages.

J. MICHAEL FARR, the author of 100+ books on job-hunting, added to my job search expertise. Michael sponsored conferences and fostered an association to nurture the concept of self-directed job search training. I watched, in awe, as he transformed a timid young woman into a confident presentation worthy of hiring. He also taught amazingly simple methods of impressing decision makers, then sent a group of 300 people out in a 40-minute assignment to schedule an interview with someone we didn’t know. More than 80% of the group returned with scheduled interviews—in cities they did not live in!

DEAN CURTIS, the founder of Curtis & Associates, demonstrated a completely new approach to training and workshops. He replaced lecture, PowerPoint, and video with games and activities. Dean reformed work among traditional welfare recipients, transforming them into motivated, self-confident, and contributing members of their communities.

I synthesized all that I learned from these magnificent mentors and others into 5 keys to get a great job—your dream job—in 2 months.

FORWARD

This eBook outlines the basics of the time-proven 5 Keys to Land the Job You Love:

1. Draft Your Dream Job Description
2. Adopt the *How can I help?* attitude
3. Ask questions to discover wants and needs
4. Prove you are the solution to their wants and needs
5. Make your 10s each week

You can learn enough in these pages to move forward with confidence and success in landing the job you love. You may find more details, exercises, and worksheets in my workbook *I'm Having So Much Fun on this Job Search: How to Transform a Demeaning Activity into a Rewarding Search to Help Others* (available on Amazon). Additionally, you can access online courses at GetaGreatJob.Teachable.com. Enter the code “eBook” for a 50% discount on the list price.

The Right Tools Allow you to Focus on How You Can Help People and Organizations—and Have Fun Doing It

The rest of this book will discuss how to prepare the tools to discover wants and needs and then prove you are the solution to their wants and needs. You prepare more than enough of the tools to adapt to any situation. Deciding which tool to use will depend on what interviewers ask you. The following two analogies may help you to understand.

THE KITCHEN CABINETS ANALOGY



We will liken these tools to utensils you keep in your kitchen and pantry. You recognize that going to the store each time you decide to bake or cook something and buying new utensils for that one recipe would waste time and delay success. So, you keep a well-stocked kitchen with pots, pans, measuring cups, mixers, and measuring spoons and your pantry stocked with flour, sugar, and spices.

How do you decide which pots, pans, or utensils to use? It depends on the recipe. The recipe guides you in which utensils and ingredients to pull out of the cupboards.

THE GOLF ANALOGY



Another analogy involves, a bag of golf clubs. Unless you are playing pitch and put, you take a full bag of clubs onto the golf course: drivers, wedges, irons, and putters. How you decide which clubs to use is determined by the lay of the ball. You choose the club that will move the ball the best for that shot.

Like your kitchen or a golf course, you enter your job search with a full-dessert tray, home-run statements, and questions for interviews.

Train the Mouth to Say the Right Thing Without Thinking

Excellent musicians and athletes practice their skills repeatedly to build what is called *muscle-memory*. Muscle memory allows their muscles to perform the piece or dive without thinking about it. The muscles automatically follow their memory unless interrupted by thought. One Olympic diver, after a disappointing dive, explained his subpar performance by saying, *"My muscles knew how to do that dive perfectly. But I thought about it too much and it showed."* He stopped thinking about the dives and won the gold medal.

The mouth is a muscle. We suggest that you train your mouth to say, without thought, the questions you prepare, phone scripts, and statements that allow you to prove you are the solution they need. You can train your mouth by practicing each item personally in front of a mirror or to a picture on the wall. Then practice saying them to 10 friends or family members. Next, practice saying them to 10 former colleagues.

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1

DRAFT YOUR DREAM JOB DESCRIPTION

DO YOU WANT A JOB, CAREER, OR CALLING ORIENTATION?

Researchers describe three orientations to work. “Some people work just to make a living. Scholars call that a **job orientation**. Others work because it gives them an opportunity to move up in the world and build a reputation. That is called a **career orientation**. Still others work because of a deep sense of purpose—a desire to serve a cause they are passionate about. Scholars refer to that as a **calling orientation**...Research shows that people with a calling orientation do, in fact, exhibit remarkably high motivation...But does that mean that everyone *should* have a calling orientation? Is there anything wrong with just having a job and working to get by? What should work really mean to you anyway?” (*The Zookeepers’ Secret*, Thompson & Bunderson, 2018, p 8)

Thompson and Bunderson provide excellent information on myths and truths about job, career, and calling orientations. They outline that callings require both a passion and a purpose. They cite examples from studies of zookeeper’s whose jobs are dirty and dangerous, pay very low, and require years of both education and volunteer service to finally achieve paid positions. “But, zookeepers represent the happiest group of employees we have ever studied. Their sense of meaning is off the charts.” (ibid p 16)

ACTIVITY 1: STUDY THE ZOOKEEPER’S SECRET

Purchase a copy of *The Zookeeper’s Secret* and study it to help you explore your orientation, purpose, or calling.

ELEMENTS OF YOUR DREAM JOB

While Thompson and Bunderson caution about the extremes of pursuing a dream job, I suggest you draft a dream job description—within the cautions outlined by Thompson and Bunderson. I emphasize you *draft* your dream job description, because, over time, you will update it as you change and evolve or as your experiences and skills modify your desires.

When looking for new employment, people tend to consider only a few aspects of a job. Then, they encounter elements they could have foreseen, but failed to contemplate. We emphasize that any dream job must address all six essential elements of a job. They include:

1. **Skills, tasks, & responsibilities** you will fulfill to deliver the expected productivity, efficiency, effectiveness, & quality of work you desire
2. **Industries** (2-3) of the organization that you would enjoy most. Consider how the job of *manager* differs when performed in the banking, manufacturing, and food service industries. You may find a list of possible industries at <https://www.naics.com>
3. **Size** of the organization: global, large (1,000-75,000 employees), mid-size (300-1,000), small (25-300), or startup (3-7 employees most of whom are principals in the company)
4. **Ownership** of the organization. Do you prefer working for stockholders, private or family owners, self (you own the business), *We the People* (governments) or no owners (nonprofits)
5. **Location** of your job includes both the *geographic location* (country, state/province, city) and locale (metro, urban, suburban, rural, or virtual - a growing locale given the challenges of 2020),
6. **Environment** encompasses several ethereal elements of the job including the physical layout of the workplace, the management style of leaders and workers, and the corporate culture including written and unwritten rules.

Limit your description to 1-2 pages and modify throughout your life. For help in drafting your own dream job description, email Larry@LarryStevensonGroup.com with “Dream Job” in the subject line for an article and a worksheet.

USE YOUR DREAM JOB DESCRIPTION TO COMPARE JOB OFFERS

Let me highlight why you need to draft your dream job description and how to use it.



Companies and organizations write job descriptions to outline exactly what they desire in terms of skills, experience, qualifications, and essential functions of that job. While organizations recognize that encountering an applicant that meets every item in the job description remains rare, they still endeavor to hire the applicant that most closely can do the job described, fit into the work team, and provide an acceptable return on investment. During this process, they compare each job applicant and hire the one that most closely matches their idealized job description.

I suggest you do the same. Write a description that most accurately outlines what you desire in

terms of skills and tasks, industry, size, ownership, location, and environment. Use your selections about industry, size, ownership, and location to search for organizations you can help (discussed in chapter 3). You will discover companies or organizations that require your desired skills and experience to achieve their goals or resolve their challenges. As companies offer you jobs, you will compare each offer to your dream job description, recognizing that matching every element occurs rarely, and accept the offer that is closest to your dream job.

You may find the idea of multiple job offers incompatible with your previous job search experience. The system you learn in this book routinely generates multiple job offers in a matter of weeks for people who spend months looking for work with no success.

TIM'S EXPERIENCE TYPIFIES OUR CLIENT'S SUCCESS.

Tim (not his real name) lost his job as a manufacturing manager as factories in his city experienced serious economic challenges. He spent 9 discouraging months applying to job postings and networking to no avail. Typical job search practices increased his isolation as he spent more time on computer applications, job postings, and resume sharing than with people. The isolation coupled with the prolonged unemployment compounded his despair.

Tim started applying the skills you will learn in this book. He resisted the concepts at first, then accepted them, but found the pull of the *job seeker identity* pulling him back into unsuccessful habits and practices. Eventually, he internalized these principles, retained his professional identity, and consistently maintained the *How can I help?* attitude.

Within 4 weeks he received, much to his surprise, not one, not two, but three really good job offers. He found his dream job description very helpful in comparing the three job offers and determining which one to accept. More than a year later, he still enjoys the job he accepted.



2

ADOPT THE
HOW CAN I HELP?
ATTITUDE

RESIST THE JOB SEEKER IDENTITY, MAINTAIN YOUR PROFESSIONAL IDENTITY

Each person possesses multiple identities that combine to define who they are. Some identities deal with gender, origin, religion, marital status, and more. One of our major identities involves our *professional identity*. While some of our identities remain constant, even considering incongruities, others remain fragile and easily lost. For example,

- I have lived in Utah longer than California. Yet, my origin identity remains “I am a Californian”
- Unfortunately, our professional identity changes too easily. For example, most people after 10-15 years of one professional identity, lose their *professional identity* after 1-4 weeks of unemployment

Since nature abhors a vacuum, unemployed people fill the vacuum with the *job seeker identity*. Evidence of the new identity comes forth at a party when asked “What do you do for a living?” The unemployed person stumbles with something like “I’m in between jobs” or “I’m looking for a new job, do you know anyone who is hiring?”

The trouble with the *job seeker identity* is it perceives the world works contrary to reality. Compare the following:

THE PROFESSIONAL IDENTITY

Recognizes decision makers hire people they already know and respect for key positions

Realizes leaders advertise jobs as a last resort unless the company requires them to advertise

Networks to exchange mutually beneficial information about workplace challenges & trends

Respects the important role of gatekeepers and treats them professionally within their parameters

Clarifies (due diligence) purposes and information required by management in presentations

Focuses on providing leaders with all the necessary, and no extra information needed to make decisions

Provides concise, factual data applying to the decision at hand with no superfluous information

Reconnects with leaders after presentations to provide additional information to make decisions

Asks questions or provides brief, pertinent facts in voicemail and email messages

Recognizes that professionals talk shop on a regular basis

THE JOB SEEKER IDENTITY

Approaches human resources when they see jobs advertised and think human resources is crucial

Thinks the best jobs get advertised and assume no one is hiring for good jobs when they don’t see postings

Networks in a mad chase to find people so they ask “Are you hiring? If not, who do you think is hiring?”

Tries to avoid, or manipulate, gatekeepers because they view them as the enemy

Uses the 1-page description found on a job board to prepare for interviews thinking it is accurate

Rather than focusing on the leaders, they focus on themselves in interviews, worrying about what to say, look like, & think

Speaks in galloping generalities and shares more information than leaders need, but too few facts

Follows-up after interviews by asking “Have you made a decision yet?” and other irritating remarks

Asks for open-ended chunks of time in voicemails and emails with “I’d like to talk to you.”

Hesitates to call people because all they ask is “Are you hiring?”

Your professional identity maintains momentum, focuses efforts, and dissolves artificial barriers to success. Therefore, retaining your *professional identity* remains crucial to your success. The *job seeker identity* creates stumbling blocks to your goal of finding a great job. Unfortunately, the pull of the *job seeker identity* equals that of a black hole in space that consumes all matter and even light.

As you read this book and begin to apply what you learn, if the concepts seem difficult and inappropriate, ask yourself “Am I thinking like a job seeker or a professional?” Typically, you will find the job seeker identity has pulled you back into its gravitational pull. Find a way to reassert your professional identity to think more clearly.

LET YOUR PROFESSIONAL INTRODUCTION HELP MAINTAIN YOUR PROFESSIONAL IDENTITY

As stated earlier, one sign that the *job seeker identity* replaced your *professional identity* occurs when asked “What do you do for a living?” you reply, “I’m in between jobs.” I suggest using the following outline as your *professional introduction*. It 1) reinforces your professional identity and 2) adjusts the length of the introduction to the situation. Follow this outline:

1. “My name is <insert name>.”
2. “I have <YY> years’ experience as
 - a. “a <insert adjective> <job title>.” OR
 - b. “helping organizations <a skill you love to do>.”
3. “For example, <insert two home run statements (see chapter 4)>
4. “What organizations/companies do you know that need that kind of help?”



EXAMPLE 1 using an adjective and job title

“My name is Sarah Strong. I have 9 years’ experience as a detail-oriented accountant. For example, I worked with the tax commission for 9 months to reappraise our 30-acre nonprofit organization’s property taxes. As a result, they reduced our taxes by half a million dollars a year retroactive for 5 years. In addition, I negotiated corporate discounts with our major vendors resulting in \$84,000 savings each year. What organizations do you know that need that kind of help?”

EXAMPLE 2 using one of your favorite skills

“My name is Simon Smith. I have 14 years’ experience helping organizations identify hidden bottlenecks in production or service processes and managing the team to remove the bottleneck. For example, at ACME Manufacturing we identified 3 bottlenecks in the processing line. I managed the team of 23 experts to remedy the situation. It took 3 years, but we solved the bottlenecks resulting in a \$400M increase in productivity. What companies do you know that I could help remove their bottlenecks?”

ADOPT THE HOW CAN I HELP? ATTITUDE TO MAKE YOUR SEARCH FUN

Your professional identity allows you to adopt the *How can I help?* attitude. Rather than focusing on yourself, job postings, and having to *sell yourself*. Your focus turns to finding organizations you can help achieve *their* goals and resolve *their* obstacles. Train yourself to think and say, “*How can I help?*” in most situations. We feel good about helping others, as it engenders feelings of usefulness, altruism, and contentment.

Your task then is to recognize what you do well and find companies that need those skills to achieve their goals. Consider these thoughts. If you found an organization you could help in 2 hours with an email, would you do it for free? If it took 30 days, would you sign a 30-day contract? If it would take 2 years, would you work as a W-2 employee?

“The most demeaning activity” vs “I’m having so much fun on this job search!”

One woman once described looking for a job as the most demeaning thing she had ever done. She likened a job search to standing in front of Walmart holding a sign stating she “would work for food” except that “I have to chase the cars down the street yelling ‘pick me, pick me’.”

Contrast those sentiments with Vic who declared “I’m having so much fun in this job search!” He said it happened when he adopted the *How can I help?* attitude and began treating people like human beings.

3

ASK QUESTIONS
TO DISCOVER
WANTS & NEEDS

Let me clearly state that “Do you have a job opening?”, “Are you hiring?”, or “Do you know someone who is hiring?” do not qualify as questions that professionals use to discover wants and needs. Job seekers use these questions and then wonder why they get sent to human resources or do not receive satisfactory answers.

Your *professional identity* coupled with the *How can I help?* attitude mentally prepare you to ask questions to discover companies or organizations whose projects and goals you can help them achieve or problems you can help them resolve.



The *job seeker identity* resists this activity, instead asking the dead-end questions mentioned earlier on this page or spending the time talking about themselves. Professionals, however, *talk shop* with colleagues and offer to help them with their projects—always respecting and protecting the proprietary information and fiduciary responsibilities.

Overall, you seek the answers to these very general questions:

1. Does this company possess any goals, projects, wants, or needs that I can help them achieve?
2. What does the company do well? What do they wish they did better?
3. Who in the organization possesses the information about projects, goals, wants, or needs?
4. What is the mission, core values and management style of the organization? Could I fit in?
5. How does the company measure success of their productivity, efficiency, effectiveness, & quality?
6. How does the company measure or determine individual return on investment? What do they expect?

DISCOVER ANSWERS ONLINE

You begin your search for answers online. Companies provide an abundance of information about companies. We suggest using them in the following priority:

1. **CareerOneStop.org helps you find company names:** Search “Business Finder” from the home page. Read the information about how to use it and “About this data” → Type one of the industries from your *Dream Job Description* in the “Search by...Keyword or Code” → Enter the Zip Code of the location from your *Dream Job Description* → Select how many miles to commute → Click the number of employees filter on the left to limit to size of company you desire → Click on the name of the company
2. **Indeed.com and GlassDoor.com provide great information:** (you can read reviews about work happiness, reviews by employees and others, salary information, benefits, and more) Here are instructions for Indeed.com. Click “Company Reviews” at the top of the window → Type the name of the company you found on CareerOneStop, industry or job title you desire (notice the prompts that appear as you type, they provide additional companies) and the Zip code → Click “Find Companies” → Review the list that appears and click on the ones that interest you.

3. **Company web pages tell you about themselves if you know where to look:** Study the navigation tools along the top or left of the page. In addition, look for information provided along the bottom of the page. Look for tabs that say *About, Our Team, Our History, News, Principles or Values, Our Company, Press Releases, Highlights*, etc. You can find names of people in the company, projects, and more. Also look for annual reports which provide an abundance of information

ASK NON-TECHNICAL PEOPLE QUESTIONS

One of the advantages of our system—you talk to people rather than isolate yourself behind a computer screen. For our purposes, technical people are people who do the work you do or want to do. Non-technical people includes everyone who does not do the work you do or want to do.

Non-technical people can give you good information about their company and names of technical people within the company. We suggest this brief (5 minutes) outline to use with non-technical people. You may use this outline at social gatherings, professional meetings, and even in lines at the grocery store. The outline consists of the following points. I list them in exact words you may use until you are comfortable using your own words:

1. “Where do you work?” (if you don’t know)
2. “Because I am a <insert your job title>, I’m always interested in how companies do <your field of work>. Do you mind if I ask you a few questions?”
3. “How does your company fulfill their <your field of work> functions? Do they use in-house teams or outsource it to others? How big is the team that does the work? Where are they located?”
4. “What do you feel that group does well? What is one thing you wish they did better?”
5. “Thank you, I appreciate the information. Do you mind if I ask you other questions in the future?”
6. “Do you know anyone on the <your field of work> team that I could talk to? May I use your name?”

Consider the excellent information you gather with this script: how teams work, what they do well, what they need help improving, additional contact to ask additional questions, and a name of a technical person.

Example 1: Asking Non-Technical People Questions

“Where do you work?”

“I am a marketing specialist, I’m always interested in how companies market their product or services. Do you mind if I ask you a few questions?” (Let them answer)

“How does your company fulfill their marketing functions? Do they use in-house teams or outsource it?”

How big is the team that does the work? Where are they located?” (Let them answer)

“What do you feel that group does well?” (Let them answer)

“What is one thing you wish they did better?” (Let them answer)

“Thank you, I appreciate the information. Do you mind if I ask you other questions in the future?” (Let them answer)

“In addition, who do you know in the marketing team that I could talk to? May I use your name when I contact them?” (Let them answer)

ACTIVITY 2: TRAIN THE MOUTH TO ASK NON-TECHNICAL QUESTIONS

1. Practice using this script in front of a mirror or to a picture of a person on the wall
2. Practice using this script on 10 members of your family or friends
3. Use this script with former colleagues who now work at different companies?
4. Use this script with people you know each week

ASK TECHNICAL PEOPLE QUESTION

Once again, we define technical people as those in a company doing the work you like to do—or related to it. You ask non-technical people general questions about how the company performs the work, what they do well, what they could do better, and identify a name of someone else who can give you technical answers.



Technical people, on the other hand, can provide much deeper answers about the work you do than non-technical people. We don't pretend to know the technical details of every occupation you may pursue. We want to provide a framework that you complete with your technical knowledge of the topics, questions, and details we would miss. Your *job seeker identity* will resist these types of conversation. You will feel uncomfortable because "job seekers don't do this." You will be correct—job seekers don't have these kinds of conversation.

Your *professional identity*, however, recognizes that professionals *talk shop* on a regular basis.

Professionals discuss trends affecting their occupation. They review regulations, guidelines, and other factors required for compliance in the field. Professionals enjoy collaborative sessions helping one another without disclosing proprietary information or intellectual property.

You may ask technical people questions on many facets of their work, the industry, or the economy. Use these suggestions to create your own technical questions:

- Occupation, industry, and economic trends
- Standard software or other tools used in the field
- Specific techniques, procedures, or problems common to the field and unique to their company
- Articles, press releases, and product or service announcements
- Key performance indicators used in the company or industry, and how they measure them
- Projects, operations, or goals of the work team common to the field and specific to their company
- Managerial styles, corporate cultures, written and unwritten rules within the company

RESPECT PEOPLE'S TIME

The *job seeker identity*, that finds it difficult to fill all the time they have on their hands, forgets how busy professionals find their days. Your *professional identity* recognizes people have very busy lives. They do not demand big chunks of time from other professionals.

- Limit your questions to professionals to just 3-5 minutes
- Group your technical questions into 2 or 3 questions that pursue a common thread. For example, you may ask 3 questions about the new release of a software standard in your industry. Then, at another time, ask three questions about articles that appeared in a trade journal

Your relations will grow better through 5 or 6 five-minute conversations than one 30-minute conversation. These repetitive conversations build trust, establish rapport, and create a professional relationship. In the beginning, you may ask your questions by email (don't say I have a few questions, please call me)—ask 2 or 3 questions in the email or voicemail itself. That respects their time and implies they may answer quickly and easily.



4

PROVE YOU ARE
THE SOLUTION TO
WANTS & NEEDS

Once you find an organization or company that needs your skills and experiences to achieve their goals or resolve their problems, you prove you are the solution they need and offer to help them. You provide decision makers, recruiters, and others with specific examples how you solved similar problems or achieved similar goals as their company. Opportunities to share your proof occur in

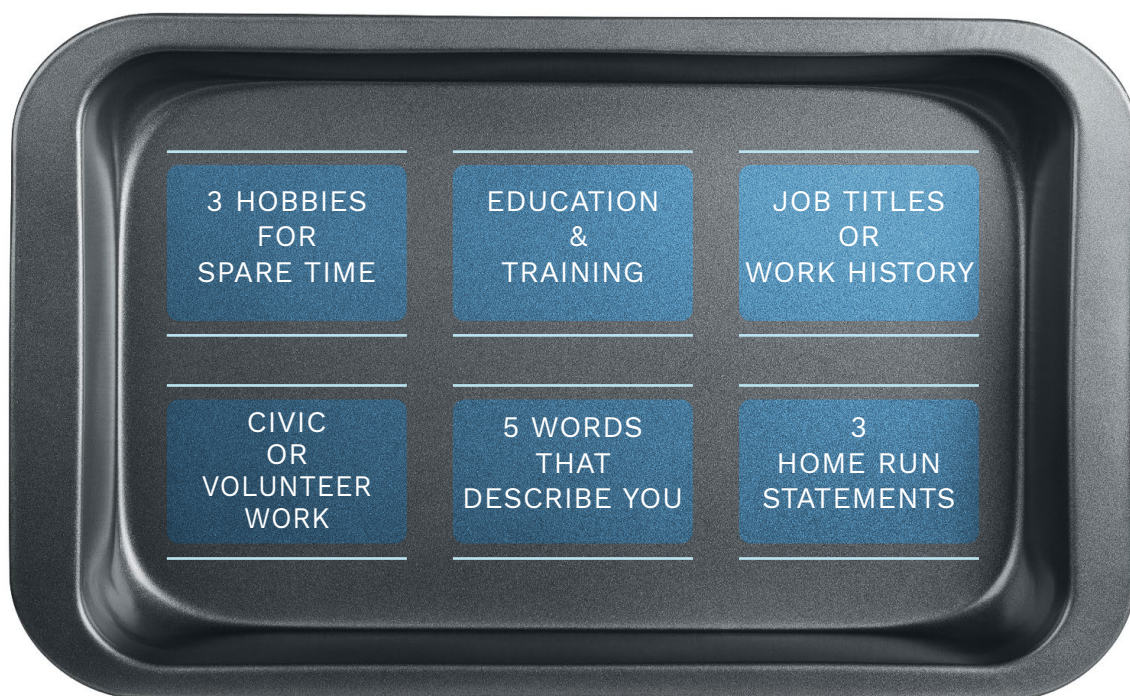
- Phone conversations
- Face-to-face or virtual meetings
- Online applications and resumes
- Interviews and reconnections after interviews or meetings



PREPARE YOUR TOOLS TO PROVIDE SOLID INFORMATION TO MAKE GOOD DECISIONS

YOUR DESSERT TRAY ANSWERS THE QUESTION “TELL ME ABOUT YOURSELF”

Fine restaurants recognize the value of presenting a tray filled with their desserts to diners after their dinner. They know that seeing a variety of delicious, tasty morsels will likely entice the diner to order dessert. Interviewers ask the question “*Tell me about yourself*” to learn very quickly if they want to know more about you. Your answer should entice them to ask more questions and begin to see you as the solution they need. But, you do not want to **make anyone eat everything on your dessert tray**. We suggest that you prepare your own dessert tray by selecting 1 or 2 at most, from each portion of the dessert tray that would most appeal to the company.



EXAMPLE 1

I've always been creative. In my spare time, starting as a teenager, I would design online games and apps. I received my BS in Computer Science from USC and attended Thinkful's app development boot camp. My 11 years' experience in game development includes working at Electronic Arts, Disney, and Epic Games. I also volunteer with a youth at risk program helping youth use gaming to recognize cause and effect for actions. People describe me as creative and detail oriented. For example, I worked on the development team that developed War Games version 5.0 which sold 4 million copies in its first three months and was voted one of the top 10 games by both NewZoo and MetaCritic. We also added 2 scenarios to Fortnite that became one of the highest rated portions of the game based on client reviews.

EXAMPLE 2

I enjoy stretching myself. I rock climb and cycle 25 miles most weekends. Iowa State awarded me my MBA with an emphasis in finance, while my BS in finance came from Michigan State. I started my career in finance and after 8 years transitioned to line management where I've worked for the past 5 years. In addition, I served on our local United Way board for 6 years. People describe me as a results-oriented team-builder. For example, they assigned me to chair the United Way's day of service event for 2 years. Working with our team and delegating more we tripled volunteer participation and increased cash donations by \$157,000. At Acme Services, I reassigned staff to better utilize their skills resulting in both a 27% increase in productivity and 19% decrease in flawed products."

HOME RUN STATEMENTS TO PROVE YOUR SKILLS AND EXPERIENCE

Your dessert tray may induce people to want to know more about you, but you still need to provide them with solid, factual data to prove your skills and experiences will help them achieve their goals, resolve their problems, or improve their productivity. They need rock-hard information to make good decisions. They look to you to provide them with that information.

You prepare short, factual statements to convey the information decision makers require. Some job coaches call these power statements, PAR (problem, action, & results) statements, or STAR (Situation, Task, Action, Results) statements. We call ours *home run statements* because you structure the statements based on a baseball diamond.



1st Base states where you accomplished the feat

2nd Base briefly describes what you did (don't dance on 2nd base)

3rd Base explains the results generated by the action

Home plate applies that example to this company usually in the form of a question

EXAMPLES OF HOME RUN STATEMENTS

1st As CFO of Charity Point, 2nd I negotiated for 9 months with the tax commission to reduce our property tax burden. 3rd As a result, they reduced our property tax by half a million dollars a year—retroactive for 4 years. Home Is that the type of negotiation you would like in your company?

1st When I managed our flagship branch, 2nd I reassigned staff to better utilize their skills & talents. 3rd As a result we increased productivity by 87% in 3 months and 230% over 2 years. Home Are these the type of increases you would like?

WHEN TO USE HOME RUN STATEMENTS

You include home run statements in resumes, cover letters, online applications, interviews, and reconnecting after interviews. We already demonstrated how to use home run statements in your professional introduction and dessert tray. We will explain how your home run statements help you reframe people's thinking about your weaknesses.

Home run statements provide the perfect answer to interview questions exploring your skills and experiences:

- “Tell me about your experience at your last job.”
- “How would you describe your last work team?”
- “We’re looking for someone with <skill>. Would you describe a situation in which you use that skill?”
- “What are your biggest strengths?”
- “Share a time that your efforts contributed to the good of the company?”
- “What <skill> experience do you have?”
- “Tell me about your experience in...?”

HOW TO PREPARE YOUR HOME STATEMENTS

You need about 33 home run statements to fill your golf bag or kitchen cabinets.

Following the home run statement structure outline listed on the previous page, create a spreadsheet like this table to draft your statements. We offer a free Excel spreadsheet that already contains this table (email “Home Run Statement Spreadsheet” to Larry@LarryStevensonGroup.com), plus more worksheets to turn your ideas into sentences. Ensure that your spreadsheet allows you to list at least 10 skills.

10 SKILLS	SITUATIONS	VERY SPECIFIC EXAMPLES (Just Short Ideas)
Skill 1	Current or last job	
	All previous jobs	
	Civic & other service	
Skill 2	Current or last job	
	All previous jobs	
	Civic & other service	

Next, refine the sentence 5 times for the following improvements:

1. Exchange implied numbers for real numbers using \$, #, %s (highlight implied words then change them)
2. Translate jargon for terms nobody can misunderstand (highlight jargon then replace them with clearer)
3. Ensure use of the active voice rather than passive (highlight passive verbs “is yy” and rewrite for active)
4. Verify that both *tense & person* remain consistent (highlight all verbs and pronouns ensure they match)
5. Upgrade the vocabulary at least one grade level (highlight words to upgrade, then replace them)

0	1
4. Rough Sentence	
5. Edit for Number	
6. Edit for Jargon	
7. Edit for Active Voice	
8. Edit for Person and Tense	
9. Upgrade Vocabulary	

Then, ask someone with good English grammar skills to edit them the final time. Remind them to ignore the normal grammar rules involving numbers (for example, the rules state you should use the word for numbers one through fifteen, but you will use the alpha-numeric number 1-15). Ensure to leave all \$, %, # instead of using the words dollars, percentages, or numbers.

REFRAME THEIR THINKING ABOUT YOUR WEAKNESSES

Everybody possesses certain traits or experiences that companies may perceive as a weakness or *red flags* to *potential challenges*. Examples may include, but not be limited to,

- **Obvious weaknesses:** too old, too young, overweight, disability, or other issues.
- **Hidden weaknesses:** performance or project failures, former incarceration, terminated for cause, lack of experience, too much experience, too many short-term jobs, gaps in employment for various causes (caring for children or parents, health problems, obsolete skills or more).
- **Weaknesses the interviewer creates for you:** some interviewers purposely want to see how you respond to negative questions, so they ask questions that require you to address a time you failed or dealt with an irate client, colleague, or vendor. Or they ask the dreaded “*What’s your biggest weakness?*” question.



Those engulfed in the *job seeker identity* fear their weaknesses and hope the decision maker ignores them. Those in the *professional identity* recognize that we all fail sometimes. They review failures or weaknesses to learn from them in an effort to avoid the same mistakes in the future. They also deal with the challenges they can repair and move on from the ones they cannot. Professionals also recognize that rather than play the “blame game”, they help decisions makers *reframe their thinking about weaknesses* if possible (though it is not possible in every situation).

HOW TO PREPARE TO REFRAME THEIR THINKING ABOUT REAL OR PERCEIVED WEAKNESSES

Create a spreadsheet or table like the one below.

1. List each of your obvious, hidden, or perceived weakness in column 1.
2. List 3-4 reasons, or *red flags*, decision makers may worry about as your real or perceived weaknesses in the second column.
3. Identify or prepare home run statements showing how you learned from the mistake, or flatly showing the assumption is false (for example they perceive you don’t have experience, when you do but in different situations).
4. Identify at what point during the interview you will share your home run statements.

PERCEIVED WEAKNESS	DECISION MAKER'S WORRY	HOME RUN STATEMENTS THAT REFRAME THEIR THINKING

QUESTIONS TO GATHER NECESSARY INFORMATION TO ANSWER THEIR QUESTIONS

Frequently, interviewers purposefully ask questions that you do not possess enough information to answer. They ask to see

1. How you will respond.
2. How you think spontaneously.
3. If you just start answering without enough information (They worry that, if hired, you may proceed on projects without enough information wasting money on false starts).

People acting on the *job seeker identity* fear that asking questions may indicate their inability to act, so they start answering with partial information—which is exactly what they fear you will do on the job. People with their *professional identity* intact recognize the need to gather more information. They ask intelligent questions before proceeding with insufficient information. Frequently, questions indicate the direction decision makers desired.

TYPICAL QUESTIONS THAT REQUIRE MORE INFORMATION TO ANSWER WELL

Some of the questions that interviewers ask that require additional information to answer include but are not limited to:

- “What do you expect as a starting salary?”
 - You lack information about the financial aspects or salary ranges of the company
 - So, you ask questions to gather more information about the expected pay structure or ROI
 - “What would you normally pay someone with my experience?”*
 - “Before answering may I learn more about the financial impact of the job? What is the expected return on investment? What budgetary oversight would the position have?”*
- “Do you have any questions for me?”
 - You want to discover if there is anything that they still want or need to explain?
 - So, you ask questions to gather more information about their priorities or expectations
 - “I have a pretty good idea about the job, but would you summarize the 3 most important aspects of the job?” You, then, respond with 3 home run statements about those topics*
 - “Is there anything you think I should know or information you desire before we finish?”*
- “How would you proceed in <insert anything> situation?”
 - Allow yourself to follow instincts to gather information needed to proceed
 - So, you ask questions to clarify what would be needed to proceed and expected outcome
 - “What driving or restraining forces would impact the project?”*
 - “Would you clarify the expected results & assigned resources that affect the outcome?”*
 - “Before I proceed, would you please share more information about the project?”*

ANSWERING THE BIZZARRO QUESTIONS

Beginning in the late 1990s companies began to ask, what I call “*the bizzarro questions*”. These questions typically have nothing to do with the job. They will surprise you—that’s their purpose—and test your ability to answer under pressure. Most bizzarro questions require more information to answer. Here are some examples:

- “How many quarters would it require to equal the Empire State Building?”
 - Information you need: how many stacked quarters=1 foot and how tall is the building?”
- “If you were an animal (or tree, plant, rock) what would you be?”
 - Information you need: what kind of animal (etc.) do you need?

RECONNECT AFTER CONTACTS OR MEETINGS

People guided by the *job seeker identity* tend to ask interviewers when they will make their decision. Then, they start calling the decision maker or recruiter to ask, “Have you made your decision yet?”. They fail to remember how people react to being asked if they have completed a task they have not completed—irritated.

The *professional identity* recognizes that after giving a presentation to management to help them decide, they reconnect with the decision maker—to continue providing information to make a good decision. Likewise, you should reconnect after interviews to share additional information to persuade them you are the solution.



RECONNECT AFTER JOB INTERVIEWS

1st evaluate the interview

Immediately after the interview—and before you get distracted—sit down to evaluate what happened. These 5 questions will help you:

1. “What were the names and titles of each person who interviewed me?”
2. “What went well in the interview?” Note the connections and aspects they really seemed to like
3. “What did I say that I wish I hadn’t said?” Write the answers that you didn’t like, and you want to fix
4. “What didn’t I say that I wish I had said?” Write all the great answers that come 5 minutes afterward
5. “What requirement did I not meet to their satisfaction?” Write the skill or experience and how to fix it

2nd reconnect to provide additional information

You begin the reconnect strategy before you leave the facility. Bring 5 blank *Thank You* cards to the interview.

1. Leave a handwritten *thank you* card—emphasizing what went well—for every person you met.
2. Call 3-4 working days after the interview and fix the answers you felt you didn't say well.
3. Call 3-4 working days after the 1st phone call and give the answer that came to you after the interview.
4. Call 3-4 working days after the 2nd phone call. Share what you did to compensate for the requirement you worried about where you did not meet the expectations.

Limit the length of each phone call to no more than 4 minutes.

- Begin each phone call with *"My name is Jane Brown. We met for an interview on <date>. I've been thinking about this question you asked. I wanted to say...<share what you want to say>."*
- End each call with *"I really want to work with you. Is now a good time to schedule a 2nd interview?"*

RECONNECT WITH PEOPLE WHO SHARED INFORMATION WITH YOU

If you follow this model, you will talk to many people who will share information and names of individuals to contact. Common courtesy dictates that you reconnect with them to report what happened with the information or name they shared with you. You may say:

- *"You shared some information <or name> with me on <date>. I really appreciated what you shared with me. I wanted to let you know what happened with the information and contact."*
- Share what you did with the information or what happened when you met with their referral.
- You may ask their reaction or opinion about what you were told by the referrals they shared with you.

WRITTEN MATERIALS—BECAUSE EVERYONE DEMANDS SOMETHING ABOUT RESUMES & SUCH

SUCCEEDING WITH AN APPLICANT TRACKING SYSTEM (ATS)

Human resource recruiters rely on the ATS to automate a large part of their workload. It allows recruiters to include weighted phrases on the job description, which are phrases that combine to create a score for each applicant based on the use of the designated keywords.

Frequently, recruiters specify a desired score. The ATS shows them the people who received that score or higher and sends a rejection email to the rest. The recruiter asks the top scorers for a video interview. Those who do well in the video interview get an in-person interview and the best of those get a face-to-face with the decision maker.

All of that is based on if the ATS recognized the designated key words in your application, resume, cover letter, and other required documents, OR based on the decision maker telling the recruiter *"No matter the ATS score, I want this person included in my interviews."*

How to Work with An Applicant Tracking System

The key to maximizing your success with an Applicant Tracking System is how well your application materials use the designated keyword phrases. This highlights why asking questions of people is critical **before you submit your application, resume, or cover letter**. They help you understand the keywords (skills or experiences) that must appear in your application materials. Once you recognize the keywords, you can use the *find and replace* feature of a word processing document to replace your phrases with the phrases the ATS searches and scores.

ACTIVITY 3: PRACTICE ADAPTING APPLICATIONS AND RESUMES FOR APPLICANT TRACKING SYSTEMS (ATS)

- 1. Review the last 5 applications you submitted
- 2. Highlight keywords found in the job posting
- 3. Highlight the exact same keywords in your materials in one color
- 4. Highlight the words you used that were similar but not exact in another color

APPLICATION SUBMITTED TO...	PHRASE USED IN JOB DESCRIPTION	PHRASE I USED IN MY MATERIALS

A WORD ABOUT RESUMES...BECAUSE YOU INSISTED



No book about finding a job remains credible without a section on resumes. So, here is the section you may crave.

Resumes clearly remain a tool of the *job seeker identity*. Who else uses a resume? How many professionals, who are not looking for a new job, carry resumes in their briefcase? Yes, the resume is a crucial tool in the job seeker's toolbox. People forget that the phrase most decision makers use to get job seekers off the phone is *"Send me your resume."*

As we shared early in this book, people cease to see you as a professional the moment you pull out a re-

sume--you become a job seeker. Job seeker's get sent to human resources. So, don't complain when you get sent to human resources when all you did was give them your resume. So, resist the urge to lead with your resume. Lead with the *how can I help?* attitude and questions to discover wants and needs.

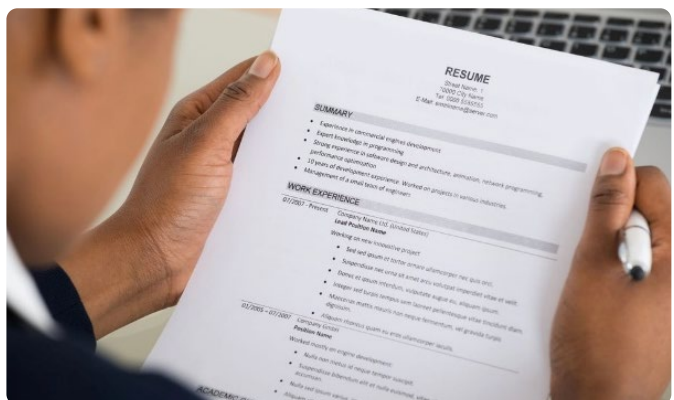
You Still Need to Have a Resume

That said, you still need to have a resume. You need to have one that will score very high on the ATS system because you hope your network connections call you--frequently--and say *"We have a position opening within our company. I suggest you apply."* Those are the phrases used when a decision maker must list his job publicly, but really wants you to apply. Usually, they may have also gone to human resources and said, *"No matter what the ATS score, I still want to interview <your name>."*

In those cases, and when you identify good postings on job boards, you need a solid resume that confirms the information you already shared in phone calls and information interviews. Your resume still needs to pass inspection electronically and personally.

You need to be able to customize that resume in a few minutes to get the high ATS score. But you also need to understand the truth about how decision makers review resumes.

Decision makers spend 2 minutes studying a resume. Their purpose is to find a good reason to discard it. They believe that if they can eliminate enough resumes, they will be left with the two best. The light of heaven will shine on those two confirming they are the heaven-sent perfect employee. (You laugh, but so have hundreds of executives as they confess that is exactly what they hoped would happen.)



- They spend 20 seconds looking for what they want to see. If they don't see it in 20 second--rejected.
- They then spend 40-100 seconds looking for any other good reason to reject it.

Resources to Help You Prepare Your Resumes

You can find excellent resume writers who will draft one for you. The National Resume Writers Association (<https://www.thenrwa.com/>) can connect you with good resume writers. I suggest that you use one if your realistic salary expectations hover at \$100,000-200,000 or more.

You can also find excellent books on resumes. We suggest

- *What Color is Your Parachute? Guide to Rethinking Resumes* by Richard Nelson Bolles, 10 Speed Press (2014)
- *Modernize Your Resume: Get Noticed! Get Hired!* by Wendy Enelow and Louise Kursmark



ACTIVITY 4: TEST YOUR RESUME

1. Think like a professional who is hiring for your position
2. Review the resume in 20 seconds
3. Did you see what you wanted? Was it buried or absent?
4. What can you do to move it to the top of your resume?

10 Minutes to a Customized Resume

We offer a method for you to create a master resume that you can customize for each submission in just 10 minutes. Our suggestion assumes that you have studied resumes sufficiently to create this master.

Follow these steps to create your master resume

1. Create a word or Google document titled **<Your Name> Master Resume.docx**
2. Layout the first page of your document with all the framework that will not change: name, phone, email address, section titles, company names, titles, dates, education, hobbies, civic service, etc.
3. Ensure that the first section under your name is titled "Summary"
4. Type the 3rd base (results) portion of all your *Home Run Statements* on pages 2-3 in bulleted format
5. Save the document with the title listed in step 1

Follow these steps to customize your master resume for submission

1. Save your master resume as *<Your Name> Resume for <job title or company name>. docx*
2. Cut and paste the most appropriate *home run statements* from pages 2-3 into the appropriate sections of the first page of your document under the titles: company names, titles, dates, etc.
3. Paste the 4-5 most important home run statements applicable to that job into the "Summary" section
4. Delete everything left on pages 2-3
5. Save the document with the title listed in step 1

ACTIVITY 5: USING YOUR OWN MASTER RESUME

1. Create your Customizable Resume using your best current resume
2. Test this approach with the next 4 job applications you submit

10 Minutes to a Customized Cover Letter

We offer a method for you to create a master cover letter that you can customize for each submission in just 10 minutes. Our suggestion assumes that you have studied cover letters sufficiently to create this master.

Follow these steps to create your master cover letter

1. Create a word or Google document titled *<Your Name> Master Cover Letter.docx*
2. Layout the first page of your document with all the framework that will not change: your name, phone, email address, opening and closing paragraphs (see below. Use YY as placeholders)
3. Type the 3rd base (results) portion of all your *Home Run Statements* on pages 2-3 in bulleted format
4. Save the document with the title listed in step 1

OPENING PARAGRAPH

"Please accept the attached application and resume as application for the YY position at YY. YY impresses me because of their YY and YY. I hope the following experiences highlight how I can help you achieve your goals.

CLOSING PARAGRAPH

"Are these the results that you hope to achieve at YY. I really want to work with you to achieve your goals of YY and YY. I look forward to connecting with you to discuss how I can help you achieve your goals.

Follow these steps to customize your master cover letter for submission

1. Save your master resume as *<Your Name> Cover Letter for <name of person receiving and job title>. docx*
2. Find and replace the YYs with job titles, companies, things you like about the company
3. Cut and paste the 3-5 most appropriate *home run statements* from pages 2-3 into the body of the letter
4. Delete everything left on pages 2-3
5. Save the document with the title listed in step 1

ACTIVITY 6: USE YOUR CUSTOMIZABLE COVER LETTER

1. Create your Customizable Cover Letter using this format
2. Test this approach with the next 4 job applications you submit

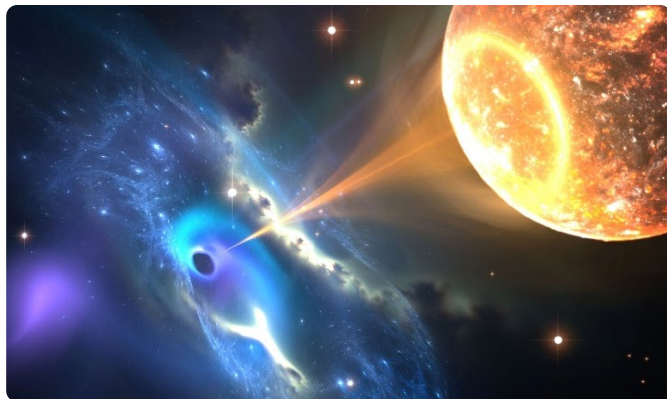
5

MAKE YOUR 10s

The preceding chapters taught how to prepare the tools to define your dream job, maintain your *professional identity*, adopt the *How can I help?* attitude, ask questions to discover who needs your help, and statements to prove you are the solution to their needs.

RESIST THE JOB SEEKER IDENTITY & THINK LIKE A PROFESSIONAL

As we discussed earlier, the *job seeker identity* contains the gravitational pull of a black hole in space. The identity typically asserts itself when you



- Begin to move forward
- Implement what you have learned
- Think about people to contact or meet
- Talk to your contacts asking questions
- Ask questions to identify wants & needs
- Answer questions in interviews or meetings
- Reconnect or “follow-up” after interviews

Vic told the story of when the job seeker identity took possession at the beginning of a phone call.

I had to apply for anything close to my skill set to continue receiving unemployment payments. I had applied for a job posting for an intern at a radar company. Someone called me from the company because my resume impressed them.

I blurted out “But I don’t want to be an intern!” Suddenly, I realized that I had made it about me—a classic job seeker perception. I quickly recovered by saying “But let’s see if I can help?”

I asked what kind of radar they were working on. They told me they received a contract to fix bugs in a certain radar system. I worked with that radar in the air force, so I asked, “Does it still have these 3 bugs?” He said those were the bugs they were trying to fix.

I offered to send them some work arounds we had come up with. It took me 2 hours to draft the email. They appreciated my suggestions they called to meet with me not as an intern.

Some of the signs that the job seeker identity drives your decisions and actions:

- You hesitate adding names to your contact list because “They can’t give me any job postings?”
- You worry more about yourself, what you will say, and your wants, rather than *how can I help?*
- Your job coach notices your statements, obstacles, or answers sound like a job seeker
- You introduce your resume first when contacting someone or ask, “Are you hiring?”

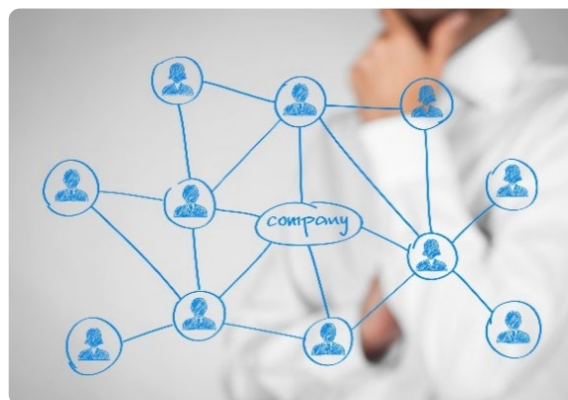
Some solutions that can pull you out of the gravitational pull of the *job seeker identity*:

- Repeat your professional introduction to yourself, friends, or colleagues
- Listen for statements that focus on you, your needs, your wants, or sound like a job seeker
- When you discover that you resist acting, ask yourself “*Am I thinking like a job seeker or a professional?*”
- Get a job coach or job club and report to them your 10s for each week

CONTACT 10 PEOPLE A DAY & SCHEDULE 10 MEETINGS A WEEK

This chapter implements everything you learned before. We call it *Make Your 10s*. Make Your 10s refers to how many people you will contact by phone or email each day and how many meetings you schedule each week.

- **10 Contacts a day:**
 - 4-5 of the contacts to gather information
 - 2-3 of the contacts to set appointments for meetings
 - 3-5 to reconnect with previous contacts, meetings, or interviews (though this number could grow significantly as you proceed through the weeks)
- **10 Meetings a week:**
 - 5-6 to gather information
 - 4-5 with decision makers to prove you are the solution



If you discover that you resist this idea, you are probably thinking like a job seeker. Professionals understand about talking shop. Professionals show a natural curiosity about what is happening in their field of work.

IDENTIFY, IN 2 HOURS MONDAY MORNING, ALL 50 PEOPLE TO CONTACT FOR THE WEEK

Most professionals resist calling people on Monday mornings. They recognize that people want to catch up on work and attend meetings typically scheduled for Monday morning. Therefore, Monday morning provides a great time to schedule your week and identify all 50 people you will contact. Knowing who you will contact makes it easier to contact them. It removes the uncertainty and provides direction for your activities that week.

Using this system, you can identify all 50 people in two hours on Monday morning. This system works when your *professional identity* controls your thoughts. When you find this difficult to do, ask yourself “*Am I thinking like a job seeker?*” Also, remember 50% or more of the people you will contact possess information about who needs help that you want to discover. Identify the following number of people from the following sources:

1. **10 people from your email and phone contact lists:** As you write their names, identify
 - a. The purpose of the contact: gather information, schedule a meeting, or reconnect
 - b. If they are technical or non-technical people, which defines which questions you will ask
2. **20 people from LinkedIn, Social Media, Professional Associations and Other Directories:** Identify
 - a. The purpose of the contact: gather information about current or past employers or competitors
 - b. If they are technical or non-technical people which defines which questions you will ask
3. **10-20 people from previous contacts or meetings:** Review your calendar or task lists from the last 4 weeks to identify
 - a. Decision makers you met with and the stage in the reconnecting strategy for that week
 - b. Technical or non-technical people who gave you information or additional contacts and what information you need to reconnect or report on
4. **7-10 Job postings** you found from Indeed.com, Monster, LinkedIn, and other job boards. Still try to find non-technical or technical contacts from email, phone, & social media to gather inside information

Once you identified your 50 people schedule them into your calendar (mobile, desktop, or paper) either as scheduled timeframes individually or in a 90-minute reserved block with the names indicated in the description field. You did most of the work. You identified who to contact, when to contact them, and what you will talk about.

A FEW WORDS IN CLOSING...

DON'T DO THIS ALONE—GET A JOB COACH AND JOIN A JOB CLUB

Looking for a job requires massive amounts of intellectual and emotional stamina. Traditional methods, involving the *job seeker identity*, enforce isolation sitting in front of a computer looking for job postings, submitting online applications, rewriting your resume for the 155th time, and looking for email rejections generated by applicant tracking systems.

What you learned in this book eliminates isolation because you talk to 10 people every day and meet with 10 people a week. Of course, that assumes that you maintain your *professional identity* and don't get dragged into the *job seeker identity* which, as we've discussed, persistently tries to assert itself.

GET A JOB COACH

We suggest you find a job coach to help you

1. Resist the *job seeker identity* and maintain your *professional identity*
2. Act as a sounding board to explore the 6 essential elements of your dream job description
3. Help prepare, refine, and practice your questions and tools to prove you are the solution they need
4. Receive reports: On Mondays about how many names you identified and on Fridays how you made your 10s
5. Brainstorm solutions to any obstacles or problems associated with your search
6. Celebrate your successes and mourn with you when you receive rejections
7. Provide either love, lift, or a kick to keep you moving forward

You may find potential job coaches through your friends (close family needs to stay supportive rather than coaching), state departments of workforce development, college placement offices, religious organizations, community action programs, LinkedIn, and online searches.

JOIN A JOB CLUB

Job clubs originated during the recession of 1979. People looking for work would get together once a day or once a week to motivate each other, problem solve together, practice skills, and stay on track. You may find local job clubs through your local office of the state department of workforce services.

If not, we offer a virtual job club on Mondays and Fridays for a monthly fee. Our club members meet on

1. **Mondays at 2 p.m.** (Mountain) to report on how many people they identified that morning (see our section on identifying 50 contacts in just 2 hours on Mondays.)
2. **Fridays at 1 p.m.** (Mountain) to 1) report how many contacts they made and how many meetings they held that week, 2) brainstorm solutions to one another's problems, and 3) outline action they will take the next week.

Learn more about our virtual job clubs at our web site <https://jobcoachlarrystevenson.com/>

Train Yourself to say How can I help?

Our last piece of advice reinforces the importance of adopting the *How can I help?* attitude. Train your mouth to say, “How can I help?” whenever you hear someone express a goal, a need, or a problem. The difference between demeaning and fun on your job search is treating people like human beings and sincerely wanting to help.

LARRY STEVENSON

<https://jobcoachlarrystevenson.com/>
