



Get Hired FAST!

**3 Secrets of Every Successful Job Search
or Career Change**

REVEALED

Secret #1

**What do
you want
to do now?**



Introduction

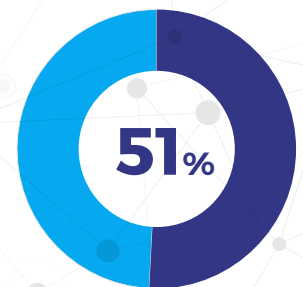
It is a sad but true fact that a majority of Americans don't enjoy their work. They feel stuck in jobs that are going nowhere. They don't feel that they are making a difference to anyone, and it is disheartening to say the least.

In March of 2017, Americans reportedly felt better about their career prospects (finally) but most aren't all that thrilled with their actual jobs. According to a CBS report, two-thirds of American workers offered that they are disengaged—or worse—at work.

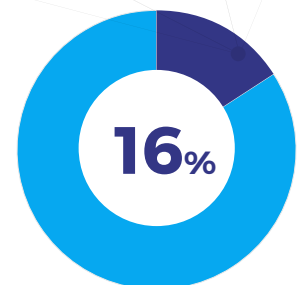
Of the 100 million full-time employees in the United States, 51% offered that they are just not engaged, meaning that they feel no real connection with their day-to-day jobs. As result, they are doing what they have to do to get by. They don't feel any passion or interest for their work, so they do the bare minimum—just enough to keep from being fired.

In this same report, another 16% offered that they are “actively disengaged.” In other words, they resent their jobs. They tend to gripe to (and maybe even about) their co-workers. These Debbie and Donald Downers let their disgruntlement be felt. They will complain to anyone who will listen. They feel their needs aren't being met at work. So, they constantly complain.

One correlation that emerged from the study is that for many people who are unhappy at work, their boss has a lot to do with it. To a large degree, the way people are promoted regardless of their ability to manage people is responsible for the unhappy morale at work. Companies and organizations probably need to take a closer look at how they promote their people and what kind of training their offer their newest managers.



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Millennials are looking for greater job satisfaction. They want jobs that allow them to “do what they do best,” grow professionally and offer a sense of purpose, among other things. They are seeking a career path... not just a job.



I ❤️
MY JOB

Another important consideration is the generational differences in workers. According to James Harter, the chief scientist for workplace management at Gallup, the polling and management consulting firm that surveyed these unhappy workers, Millennials are approaching their work differently from Boomers or Gen X'ers. Millennials are looking for greater job satisfaction. They want jobs that allow them to “do what they do best,” grow professionally and offer a sense of purpose, among other things. They are seeking a career path...not just a job.

All of this is important to consider when striking out on a job search or career change. Whether you are just starting out, you are a mid-career professional ready to change course, or you are a late career professional considering what to do in your early “retirement” years, you want one thing: you want to feel like the work you are doing has some meaning. That’s what we all want.

Secret #1 to Every Successful Job Search or Career Change

That leads to the #1 secret that I have come to believe is the #1 challenge for every job seeker or career changer I have ever worked with. The first dilemma you face is being able to answer the question, “What do you want to do now?”

I know it sounds like a simple question. I wish it had a simple answer. The fact, however, is that it is anything BUT simple to answer for most people.

Most of my new clients come to me with very clear notions of what they never want to do again if they can help it. They are not sure at all, however, about what they might like to do moving forward.

When they feel stumped by the question, “What do you want to do now?” I ask them to imagine that I have just given them a magic wand. Then I ask them to think back to a time when they were young...really young, like four or five years old.

Back then, in a simpler time, you let your imagination run free. You imagined that you could do, be or have anything you wanted. What was that for you? Did you want to live in a big house? Did you dream of being an astronaut? A firefighter? A teacher? A veterinarian? A combination of those or something else?

When you are a child, you don't let practicalities get in the way. In fact, you may have had a bold dream that you were sure would be your destiny one day until someone...perhaps someone you loved and respected...told you that you couldn't do what you want. Maybe they told you that your dream was “stupid.” Maybe they told you that you weren't smart enough to be whatever it was you wanted to be. Maybe they told you that they couldn't afford to send you to school to be whatever it was. Maybe a teacher discouraged you for some reason. But someone—someone you loved and looked up to told you, “No.” And you believed them. You thought they were right. What did you know? You were four years old!

So, take a moment right and pretend that I just gave YOU the magic wand. Close your eyes and imagine that you could be, do, or have anything in the world that you want. What is it? Can you see it? Don't worry about how you might make it happen now. Don't worry about it being too late. Just get in touch with whatever "it" is. Do you see it? Can you feel it? Is it coming back to you?

This exercise helps a lot of people get in touch with the dreams of their youth. If it doesn't do that for you, don't worry. We'll get in touch with it another way. This is just one way that has proved helpful to people over time.

Another exercise might be to consider the quote below. What would you attempt to do right now if you knew you could not fail?

These are important questions to ask yourself, and no one can answer them but you. You get to choose. You **HAVE** to choose. A sure way to misery is to turn your life over to someone else. It is your life. You are in control of your next moves. But you must, must, must know what it is you want. Otherwise, you will continue to drift and you will continue to feel like you aren't doing what you were meant to do with your life.



Secret #2

The tools to reach your dream job

If Secret #1 is knowing what you want to do next in your career or knowing what job you want next, the next “secret” (Secret #2) is knowing all the things you must know in order to make your next move possible. No matter what you decided you want to do next, there are going to be action steps that you have to take to make your “dream job” a reality.

If you are looking to start your own business, you will need to look for resources to help you do that. There are plenty out there, and your options are many. Coaching is becoming a booming business, for example, and new coaches are joining the field every day. There are life coaches, health coaches, wellness and fitness coaches, business coaches...even coaches for coaches! You name it, there is a niche for it and if there isn't one, you can create one.

Many retiring or veteran business people are going into the field of consulting as their next career. They are using their past expertise to help companies that are struggling get their bearings and become successful and sustainable.

Leadership coaches are also big in the business world. Many managers are promoted without all of the management skills they need in order to be successful in their new roles. Coaches who help them develop those skills are being hired by corporations that see the value in offering that sort of support for their newer managers and supervisors.

Freelancers are also making a dent in the entrepreneurial world. If you are a writer who doesn't mind not having a regular paycheck, you may be able to make a good living writing for companies or individuals who need your services. I have a coach colleague who was a former English teacher. She writes reports, ghost writes books, and teaches others how to start their own freelance writing enterprise. She is doing well, and there is no reason why you couldn't either, if that has appeal for you.

So, if you want to strike out on your own, there are plentiful opportunities, and I encourage you to check them out if that is what you would like to go that route.

This guide, however, is really directed at the person who want to find a traditional job in a field that they are interested in or have some previous experience in. I am going to share the tools you must employ to get your next job, and I will offer some advice on how to make the most of each of them.

Secret #2 to Every Successful Job Search or Career Change

If you decide you want a job or you are making a change in your career but you are sticking with the traditional route of being an employee, then there are certain tools that you must know how to use and you must use them properly.



1) The first and most obvious tool, of course, if your **résumé**.

Writing your resume is not the first think you do. Deciding what you want to do next is the first thing you do. Writing your **résumé** without knowing what job you are going to be applying for is counterproductive. You are wasting valuable time. You decide what job you want FIRST. Then you write the **résumé** that is both **pertinent and relevant** to that job for which you are applying.

Too many times, people fail to analyze job postings correctly. They cherry pick the skills they have (or think they could learn if given a chance) and the apply for jobs they may not be adequately qualified to perform. It leads to disappointment when they fail to get a call back or an invitation to be interviewed. Ever wondered why you hear crickets after applying for a particular job? Chances are you weren't a good "fit" based on the requirements of the job posting, but overlooked some of the key components of the job description.



You must pay close attention to every job posting. What are “basic requirements?” Don’t think that if it says “required” that that is something that might be negotiable. There are plenty of people who have the requirements listed. Don’t waste your time applying for jobs that you aren’t a good fit for. If you aren’t sure, use tools like [JobScan.co](#). It allows you to upload a job description and a résumé for free, and it will analyze the two and offer a percentage of “match” between the two documents. If you aren’t at least a 60% match, you should look further or adjust your resume accordingly. Most recruiters and hiring managers want someone who is at least a 70% match, but they certainly won’t give you a look if you aren’t at least a 60% match.

Speaking of being a solid match for a job, as a job seeker, you also need to understand the [Applicant Tracking system](#). Know how it impacts your ability to get through the electronic gate keeping system that could block your résumé. If you aren’t aware of how the ATS works, your résumé could go into a “black hole” where no one even sees your application. Know how it works.

You need to understand, too, that getting your résumé “done” doesn’t mean that you are through with it except to upload it. You need to have a working copy that you can easily tweak as necessary. For each job that you apply for, look for as many new possible keywords or other criteria in the job description that you might modify in your working résumé and create a stronger match to the job description.

Not to say that all professional résumé writers do a poor job, but I have to say that I personally prefer to teach you how to write your own as opposed to farming off the duty to someone else. It may be more difficult—and risky—for you to try to modify a résumé that someone wrote for you. You will feel more comfortable over time if you learn how to write your own résumé and then change it as you need to.



2) The next tool you need after the résumé is a compelling cover letter.

Unfortunately, this is another area where people tend to screw up. They don’t personalize the letter, and they don’t create a connection between themselves and the person receiving the letter. In this day and age when it is so easy to find the name of anyone you want to know either from LinkedIn, a Facebook business page, or just plain Google, why would you send a letter to “whom it may concern”



instead of to the name of a real person. Even getting the exact person's name wrong like sending the letter to the CEO instead of the Human Resources Officer is preferable to the impersonal "Dear Madam or Sir."

Find the name of a person and take a chance that it's the right person. Like I said, even if it's wrong, it's preferable to not even trying.

Then, create a connection between yourself and the company if you can. Do you use the product they produce? Do you have a memory of an ad campaign they used when you were a kid? When did you first become aware of their brand? A long time ago or just recently? Why do you want to work for this particular company? Why do you want this particular job?

Don't make the mistake of regurgitating what is already in your résumé in the cover letter. That is boring and shows a lack of imagination. Instead, write a letter that is a little unconventional. It needs to stand out from the crowd. You need to distinguish yourself from everyone else. Show a little humor. Be a little original in your approach. It may make the difference between your getting called for an interview and being shoved into the "No" stack of applications.



3) A third tool that you must have and employ with some skill is LinkedIn.

LinkedIn started out in 2002 and is the most popular site for work-based networking. It has gone through a number of iterations, but it remains a "must-have" in the toolkit of professional networking, job seeking, and staying current on professional news and trends.



As a professional, regardless of whether you are actively seeking a new job or looking to transition from one career to another, you need a top-notch, fully optimized LinkedIn profile.

Unfortunately, and this is perhaps solely the opinion of the author, but recent changes in the LinkedIn user's interface have made LinkedIn less user friendly than it was at one time, and it has never been quite as intuitive as Facebook. With that said, it is worth the investment of time and effort to make sure that your LinkedIn profile is fully optimized and up to date.

If you aren't sure how to set up your LinkedIn profile properly, don't be embarrassed, but do ask for help. One of my stand-alone services is an hour on the phone with the individual who wants to make sure that they are making the best possible first impression with their LinkedIn profile. It doesn't require a huge investment in time or money, but once you have it done, you will be glad you did.



4) The fourth tool in your job search toolkit is your personal and professional “brand.” You already know about brands. We have grown up with brands like McDonald's, KFC, Chevrolet and Ford, just to name a few. Think of how you feel when you hear the words, “Disney World.” What comes to mind when you hear Amazon? Each company has a brand—a reputation—that it has spent years and millions of dollars building.

You may not have thought of yourself as a brand, but you are. When someone hears your name, do you know what comes to mind for them? Are you known as being

dependable or a drama queen? Are you a team player or are you the loner? Do you love a good joke, or do you appear to be uptight and humorless?

If you don't know, you are woefully unaware, and you need to change that immediately. Start with asking the few friends you have who love you but will be brutally honest with you. Ask them what they think of when they think of you. Do they see you as someone who is responsible? Or do they see you as someone who likes to slide by doing the least amount of work required.

How do you show up at work or at networking events? Do you take time with your appearance? If not, why not? Do you think that business casual means jeans and a t-shirt? Do you take pride in your grooming, or is that something you save for only special occasions?

Your personal and professional brand is all tied up in how you show up both in person and online. You may not like hearing that, but it is the truth. If you aren't sure you have a great personal brand right now, it is time to start changing it. You can't change it overnight, but with time and effort, you can rebrand yourself to create the impression you want. In other words, you have a certain amount of control over how you show up. Do you have control over what everyone thinks of you? No. But not everyone loves McDonald's or Chevrolet. Yet enough people do that they are doing okay in their respective industries. Taking control of your personal and professional brand means taking control of your appearance and being thoughtful and intentional with regard to how you show up anywhere. Going to work, start taking a little extra time to dress with an eye toward the job you want as opposed to the job you have. Get your hairstyle updated. If you are a woman and you haven't indulged in a makeover at the cosmetics counter for a while, take an afternoon and treat yourself. You will learn new techniques that may update your whole sense of yourself.

When going to networking events, dress and groom yourself with an eye toward making a good first impression. Remember the adage about not getting a second chance to make a good first impression. There is a lot of truth to that.

Work on your handshake. Is it firm but not domineering? Do you feel okay looking new people in the eye (without staring and being creepy?) Do you feel comfortable in your skin or do you fidget?

I like to people watch at networking events, and I recall one occasion when I watched a young woman try as hard as she could to shrink herself as small as

possible. She hunched her shoulders in. She crossed her legs. Her eyes darted around the room giving the impression that she was intensely uncomfortable. She was so miserable, in fact, that I felt sorry for her.

Does any of that sound like you? If you are naturally shy, networking events will rank right up there with root canals and visits to the gynecologist, but they are absolutely necessary if you are positioning yourself for an opportunity that won't come your way without it. Work on your sense of self and become more aware of your body as you attend these events. Take a friend if that helps you feel more at ease. But do what you can to work on your posture, your presence in general, and how you greet new people.

All of those tips relate to your in-personal or personal brand. In addition, you need to be mindful of your professional, online brand. How do you show up on social media? Are you one of the millions of trolls who find something negative to say about things you don't like? Do you retweet inflammatory political or sexist images or comments? Do you post a lot of religious commentary?

This is just a caution to be careful when posting anything online. Once posted, it is out there for eternity. You can try to delete it, but we have seen lots of examples of people who deleted something that hasn't gone away. It is still circulated somewhere.



5) Create a powerful plan of execution. Unfortunately, knowing the proper steps to take isn't enough to get you the job you want. You need to know how to put them all together and create a power plan. Not only do you need to create the plan, but **you must work your plan.**

So, what does a plan look like? Well, it starts, as does all of this, with knowing what you want to do next. Until you have a clear vision of what you want this process to result in, nothing else matters.

Once you have an ultimate goal in mind, work backwards from there. What specific steps would you need to take in order to get you from where you are now to your ultimate goal? Think of it in terms of an itinerary for a trip. When planning a vacation, you decide where you want to go first. Then you figure out how to get from where you are now to where you want to be. It's the same principle.

What groups do you need to connect with? Where do you need to spend your time networking? What individuals do you need to reach out to from your past or from



your industry who might help you along the way? What kind of schedule do you need to create to keep your search on track? One thing you want to bear in mind is, don't make job hunting an overtime exercise. You will run the risk of burning out on it. Do decide to spend an hour a day if you are already working full time in another job. Plan to spend 4 hours or so a day if you aren't. Find time for other activities, though. Keep your mind and body sharp with exercise and some fun activities. Most employers will want to hire someone who is relatively well-rounded, so don't lose sight of other interests that you have. Schedule your time wisely. And find activities that will build your self-esteem because it is likely that your job search will nip away at that in the early stages. Rejection is part of the process. Realize that and own it. Don't let it discourage you. Persistence will pay off in the long run.



6) The sixth tool in your toolbox is research. Unfortunately, many people overlook this key part of the job search process. Failing to do your homework and researching the company you want to work for can make the difference between success and failure. I sat in on and participated in many interviews while I was serving in my role as president of the Virginia Education Association, and it would always be apparent early in the interview who had done their homework and who hadn't. One interviewee, for example, knocked the interview out of the proverbial ballpark because he had done a great amount of research about the job and the organization. He had even attended our convention as an observer and had talked to members to get a sense of the challenges we were facing. He was able to articulate an understanding of the organization, the various challenges before us, and also offered some possible solutions. As he left the room, the general consensus was that he was the guy we needed. What set him apart from his competition? He had bothered to learn as much as he could about the position he was applying for. He had taken the time to learn as much as he could about who



we were and what we did. Some people came to us without having studied our website and failing to have a clear understanding of the position they were seeking. Needless to say, they didn't get far in the process because they hadn't done their homework.



7) Interview Preparation and Execution. This step is clearly closely related to the previous step. Interview preparation requires you doing research, but research alone won't get you the job. You must show up looking sharp, confident, and appearing competent. You can be nervous—nerves are expected...but you must not let your nervousness interfere with your ability to perform well.

Prepare your SOAR stories. What are SOAR stories?

Most hiring managers and potential employers want to hear of previous experiences that you had that will show you in a positive light. Even stories where you didn't prevail will provide value if you can demonstrate a key learning that will help you in your new job.

Briefly, SOAR stories include four components: Situation, obstacles, action, and results. These are the core components that employers will want you to elaborate upon in your interview. They will want you to explain a situation in which you faced a real-life challenge. They want you to describe the situation, and they want you to offer how it impacted you and your co-workers to the extent that you can.

They want you to offer what were the obstacles that you believe defined the situation at its core. What made this a challenge as opposed to a routine situation? What was your thought process as you considered how to approach the situation? Then you want to describe in detail what you did to address the situation. What specific action steps did you take? Were you able to address the problem on your own or did you need to enlist the help of your team or other members of the staff? Did you have to delegate responsibilities? How did you monitor what everyone was doing, or if you were acting alone, how did you measure your progress?



Finally, they want you to explain what the results of your action were. Did you solve the problem or adequately address the challenge? Were you able to point to a specific “win” for yourself or your team? Did it impact the company’s bottom line? (Did it save money or make money as a result of your action?)

And in a reflective moment, you also may want to offer what you learned from that particular situation. Did you feel good about what happened, or did you feel like there was more you could have done? Did the outcome make you proud of yourself or did you feel that you could have done more?

Every situation will be different, and if you have more than a year of experience in the work force, you may have more than one SOAR story to share. Prepare a few different ones in advance and be prepared to use the one(s) that best fit the question that you will be asked in your interview. Use stories that will show you are a good fit for this job and/or this company. Make your stories concise. Don’t ramble. At the same time, offer enough detail and specificity that the interviewer understands what was happening and what was at stake as well as your role in addressing the issue at hand.

CONCLUSION

These seven steps are critical to your ultimate success in the job search process if you are looking for a particular job. If you are seeking to set yourself up in a new career as a freelancer or consultant, a coach or a speaker, you will need different steps. These guidelines are directed at the individual who wishes to find a promotion or a lateral move from one company to another.

Secret #3

**Patience,
persistence and
never, ever,
ever panic**

Introduction

If I could sum up my best advice for job seekers, I would offer the following words of wisdom summed up in three “P’s”: Practice **patience**; be relentlessly **persistent**; and never, ever, **ever**, let yourself succumb to **panic** (at least not for very long). What I know for sure is that this period in your professional life is a **phase**. It will **pass**. But that will only be true if you don’t lose your head and panic.

Now, I know that practicing **patience** and **persistence** and avoiding the urge to **panic** is a whole lot easier to say (especially if you aren’t the one who is job hunting) than to do. When you are out of work and not sure where your next paycheck will come from, it is hard to practice any of these three **“P’s.”**

They are a must, however, if you are going to come through this particular phase in your life wiser and more self-assured instead of letting the process ruin your self-worth and self-esteem.

I warn people all the time: **Job hunting is a brutal process!** It is definitely not for sissies, and it is not for people who don’t have a strong sense of themselves, what they have to offer, or their value as human beings as well as potential employees. I recently wrote a short report on the [10 things I think everyone should consider before deciding to change their job or career](#). There are probably more than 10 things, frankly, but I came up with at least 10 that I think every job hunter should consider. Whether you are job hunting because you were let go, you were caught up in a downsizing or a reorganization, or you are thinking of going on a job search because your current job is making you miserable, there are some specific considerations that you probably haven’t even begun to take into account.

If you have never really had to look for a job until now, **you don’t know what you don’t know about how to start the process**. Everything you thought you knew about job hunting has changed in the last few years. The fact that job hunting has changed so dramatically is why so many Career Coaches (including myself) are busy advising people about how to negotiate the various aspects of the process.



Career Coaches can help guide the unsuspecting job hunter through the maze of unknowns that include the Applicant Tracking System, new resume formats, developing an attractive and compelling personal and professional brand, creating an intriguing elevator pitch, and researching companies to determine if they are a good fit for you professionally. While learning new job hunting strategies that will lead to your next great professional opportunity, however, it is necessary for you to practice more **patience** than you thought you ever had, and to be relentlessly **persistent** in the face of repeated rejection.

My most emphatic caution, however, **is not to panic**. Even as I write those words, however, I know how easy it is to succumb to the worst case scenario thinking that can cause you to feel sick with anxiety. The problem with **panic**, however, is that it comes through, even when you think it doesn't. Trust me on this...if you are in **panic mode**, everyone around you can sense it...including and most especially...the people who are interviewing you.

Panic serves no purpose and could do you great harm! Do not let it take charge of you! Find someone with whom you can confide to let it out. Don't try to pretend it isn't there. Panic can only get worse if you try to

hold it inside. It dissipates once you get all of your worst fears out in the open and shared with someone who can offer a different perspective. If you can't share your fears with your spouse or significant other, then share them with a coach, an advisor, a mentor, a Priest...someone who will listen with patience and will speak with a voice of reason and experience.

Job hunting is not a short game. I have compared it to a marathon as opposed to a sprint. If you are job hunting, and you just started out, get prepared to last for the long haul. I don't say that to discourage you but rather to encourage you to take a long view. Given that the average job search is taking about 9 months, if you have been looking for a while, you are not alone.

The other silver lining for you is that gaps in your employment record are not considered the stigma that they might have been before.

“Patience, persistence and never, ever, ever panic,” should become your daily mantra. As you continue your search, work to keep your spirits up and recognize that you are not alone. Whether you have your own Job Search Coach or not, you have access to more material than you can read in one lifetime on every possible topic related to job search, here on LinkedIn and in other places on the web. In fact, it would be easy to get overwhelmed with all of it, so take it one chunk at a time. You can do this! You just need a strategy, and you need to make a plan, and then you need to work the plan for **as long as it takes.**

I tell my clients one simple truth that separates those who will be successful from those who will not be successful in their job search.

The successful candidates keep going until they find a job. The unsuccessful one's panic, lose heart and give up.

So take a deep breath, relax, and know that you can do this. In job search as in most things in life, it is not a cliché...it is a fundamental truth: **“Attitude is everything.”**

Happy job hunting.



HIRE ME!

QUESTIONS?



Reach out to

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Dear Reader,

I have been a Career Transition & Job Search Coach since 2013. While I specialize in helping teachers find alternate career paths, I also work with mid-career professionals who find themselves at a career crossroads or in the midst of a career crisis.

I was trained by one of the leading career coaches in the country, and I have helped hundreds of people navigate the tricky terrain of the job search process since starting my business after a long and satisfying career as an educator.

Reach out to me with questions about your own job search journey. I would love to hear from you.

Kitty