

Making Your Own Weather

Two Free Lessons

Being in Job Search

Finding yourself in job search can be stressful, confusing, scary, and lonely. Many of our financial, social, and emotional needs are met through our work and when that goes away, a big piece of us goes away with it. But I have good news for you! Through this course, you will learn about the job search process, meet some incredible people, develop new skills, be a resource to others in a similar situation, and of course you're going to get a better job faster™.

...Bob helped me identify my own blind spots, helped me distinguish accomplishments from job descriptions, and worked with me to create an effective job search strategy.

Michael C.

Course Goal

Being in a job search requires skills that most professionals do not have by experience. Essentially this is a big Sales and Marketing exercise and unless you come from both of those disciplines, why would you know about them? We are going to learn how to develop and communicate your brand, master the outreach process, and ultimately how to close the deal. There is definitely work to be done and there are no shortcuts but quality over quantity will play a large part in your success story.

My goal is to Encourage, Empower, and Enable you so that you have the skills and the confidence to amaze your next employer. With these three key elements, the job search process will be more effective (a better job) and more efficient (faster).



MEET YOUR INSTRUCTOR
BOB GOODWIN
Founder of Career Club

A Little Bit About Me

For the past 10 years, I have been very active in helping people who are in job transition. It started out when a friend of mine was in job search and I quickly became one of the folks he gave other job seekers to network with. It didn't take long to realize that many of the skills I had acquired in my day job were equally relevant for someone in career transition.

Beyond that though, I also observed that a job search is an emotionally draining process for many given the high level of rejection, the hurt they may be feeling from having lost a job, the separation from colleagues, the profound brokenness of the job search process (for candidates and employers) and the financial stress a loss of income causes.

I came to appreciate and embrace a true calling to Encourage, Empower, and Enable. Encouragement comes naturally to me and I will almost always take a call if for no other reason than to try to inject some positivity into someone's day. But saying nice words isn't enough, anymore than telling a hungry person you're thinking about them helps versus actually getting them some food. Empowerment usually takes the form of listening to where someone is challenged in his or her search and offering some advice based on what I know may be holding them back. Enabling is simply identifying folks in my network who may be of additional help to them on their way to their next role. This is all well and good but the problem is it doesn't scale, meaning I can't meet one on one with so

many people. Thus was born this course to document what I have learned, as well as the feedback I've received as to what was most valuable to the hundreds of people I have had the good fortune to help along the way. Of course, my hope is that you pick up some ideas here that you can leverage to land your new job that much more quickly.

My career has been exclusively in the realm of Sales & Marketing. I was blessed to start my work life with two terrific companies, Xerox and Dun & Bradstreet, both who provided me with training I still use to this day. I have spent the bulk of the last 20 years with three of the largest marketing research companies in the world, having personally led the engagement teams for clients like P&G, Coca-Cola, and Samsung. Needless to say, you learn a lot about Marketing from these world-class brands. And maybe the most important thing I've learned is that there is a process for growing a brand. These companies didn't become household names by chance. They understand the process for identifying needs, developing products and services that satisfy those needs, and then executing smart sales and marketing strategies to win in the marketplace.

*Like you, I have faced the unwanted circumstance of having to find a new job. I discovered that many of the sales and marketing principles I had learned in my career directly applied to selling myself to my future employer. Beyond that though, I also observed that a job search is an emotionally draining process for many given the high level of rejection, the hurt they may be feeling from having lost a job, the separation from colleagues, the profound brokenness of the job search process (for candidates and employers) and the financial stress a loss of income causes. As a result, Career Club was founded to help people who are in job transition learn how to **GET A BETTER JOB FASTER.***

The Process

The very good news for you today is that many of the same principles these brands use, you can apply to your job search and that's what we're going to learn about in this course called Making Your Own Weather™. This system is rooted in being proactive. If you don't like the rainy job search parade you've been a part of, then you need to learn how to make some sunshine. MYOW is about not being a victim but learning the things you can do TODAY to start to take control of your future. Your Attitude is absolutely key. This is about much more than positive self-talk or other tricks to temporarily get out of a funk. You will learn how to confront and control both Fear and Confusion, the twin clouds that loom in the job seekers mind.

We will learn about developing your Message, how to craft and express your brand in compelling ways - your skills and accomplishments, your passions and interests, the problems you solve for potential employers. You'll stop fumbling when someone asks you to "tell me about yourself". You'll know what you should and shouldn't have on your resume, and how to tell the stories during the interview that will get you the job.

Once your Message has been developed, you are ready to begin Outreach. You'll learn how to network much more effectively by setting the right tone during a meeting, practicing what I call "good networking hygiene" and how to open doors that aren't naturally open. Employers are looking for creative problem solvers and we'll learn how to create outreaches to targeted companies that get read and responded to by hiring managers, not ignored by resume-reading bots. We'll look at how you can organize your search to keep you on track. Your job right now is getting a job and how you go about your search speaks volumes to potential employers about how you'll go about your new job, so process matters.



Making Your Own Weather

(Topics We Cover)

Lastly, we will look at how to close the deal once you're in an active Interviewing cycle. I like to say, "The resume might get you the interview but the stories you tell will get you the job." There is an art and science to framing the conversation you want to have with the interviewer that best casts your qualifications to meet the requirements of the role. When you are engaged in an active interview cycle, you may feel a ton of pressure to perform flawlessly, to be perfect, to not blow it. We're going to look at some principles and tools to make that pressure go away and instead fill you with a sense of confidence that employers will find irresistible. The VERY good news is that you only need one job! Unlike a company that needs to add more and more customers every year, you only need one prospect to say Yes.

Maybe it's important to state at the outset, but I don't have pixie dust or other magic to offer you. What we're going to talk about requires work on your part. There is no shortcut and if someone tells you there is, well, it's just not true. We're going to focus on real strategies that will result in you getting a better job faster™.

1

Attitude – Keeping an Even KEEL

2

Attitude - Community

3

Message – 4 C's

4

Message – Bake a Cake, Cherry on Top

5

Message – Your Resume (Adjectives are not Accomplishments)

6

Outreach – Most Powerful Question You Can Ask

7

Outreach – How You Go About Your Search

8

Outreach – Making Your Own Weather

9

Interviewing – Research & Preparation

10

Interviewing – STAR (The Stories You Tell Will Get You the Job)

11

Closing the Deal

Attitude

Keeping an Even KEEL

The first and most important step you can take on your job search journey is to get your mind in a good place. You can have a fantastic resume and an unbelievable network of contacts. You may even be in a field that is hot with plenty of competition among employers for talent. None of these matters if your attitude is clouded by fear, low self-esteem, bitterness, impatience and a host of other negative feelings. These feelings will manifest themselves in low activity levels and ineffective interactions with your network or employers. These will only serve to sabotage you getting a better job faster. And while a healthy attitude is the first step in your journey, you will need it to be with you during the entire process.

You can think of it like the keel on a sailboat. Without the keel, a sailboat would capsize pretty easily as the winds and currents cause it to lean this way and then that way. And like the keel, you will need it for your entire journey to smooth out the ride. The lows can be terrifyingly low and the highs can be deceptively high, so balancing them will keep your job search on course and keep your head above water.

Maybe you have experienced applying online for dozens of open positions and then never heard back, or recruiters who tell you you're the perfect candidate and then they never call you back,

Know you will find another job.

Emootional ups and downs are natural.

Expect the best from yourself and others.

Let the past go.

Whether you need to or want to leave your current position, I know firsthand how stressful the process can be. Bob helped to break down the walls of the dreaded job search process.

Heather Z.

or semi-random networking that doesn't seem to be going anywhere. Maybe you've been a finalist several times and you're consistently the second-place candidate. There is a lot of disappointment on this journey. If you're reading this right now and nodding your head and thinking "that's me", you're in good company, because that's pretty much everybody!

So what's the key to getting to a better mental place? Overcoming Fear, Confusion, and Bitterness.

Fear is mostly grounded in the nagging thought that this is not going to end well for me. We play negative tapes like, "I'm too old (or too young)", "I don't have the right skills employers want", or "if my last employer didn't need me why would anyone else", etc. Fear is amplified when it is accompanied by a strong sense of urgency resulting in Panic. Panicking can lead to total paralysis in some cases or making some extremely poor choices in others. If you are feeling this way now, please slow down a little and don't make any big decisions. In Lessons 4 and 5 we are going to see how you can recapture your mojo by knowing what you're great at and how to talk about it in a way that doesn't sound like bragging. You will move from paralyzed to energized.

Confusion is rooted in not knowing what to do. You could have all the motivation in the world but if you're unclear on the process and steps you should (and shouldn't) be taking, that can lead to a lot of wasted time and energy on things that aren't going to help you get a better job faster. Having a map of how to get from Point A to Point B is absolutely vital to minimizing the time you're in job transition. Later modules in this course will be your guide so you will know how to organize and execute your job search. Confusion will be replaced with clarity and confidence.

Bitterness is perhaps the most insidious of the three. Nelson Mandela is credited with wisely observing that, "Bitterness is like drinking poison and waiting for your enemy to die." When we're angry or bitter we are saying to ourselves we are justified in feeling how we do. How we were treated simply wasn't fair and if people knew how badly I got screwed they'd understand. So we waste time explaining to people what happened and how we were wronged. But just like Nelson Mandela said, the only person you're hurting is yourself. We stay stuck in a mental place that isn't healthy. If you need to vent, grieve, cry – whatever it is you need to do, do it. Just do it BEFORE you start meeting with people. Letting go of the past and focusing on what's in front of you is the only route to take.

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Karen G.

I cannot express how much Career Club ONE has helped me in my job search and in my level of confidence in myself, what I am worth, and how to get the most out of my approach to finding my dream job. Bob's groundbreaking program and genuine passion to help others get the most out of their job search journey has been life changing to me... I am forever grateful.

Let's pause for a few minutes and do an honest assessment of your mental state coming into this course.

- How long have you been looking for a new role?
- What do you feel is the dominant emotion you have been feeling recently?
- What do you feel when you are meeting new people and telling them you're looking for a new job?
- What do you think has gone well in your search so far?
- What do you think could be improved?
- Are you projecting confidence to others?
- Are you discouraged or excited about what might be next for you in your career?

Attitude Community

In the Good Book we find many stories that still apply to us in the 21st century, even for those who find themselves in career transition. In one story, we read about a paralyzed man who learns that the Teacher is helping many people. Like the other folks desperate for a change in their circumstances, he wants to go and be cured of his condition. But there are a couple of challenges he faces: he's paralyzed so getting there is a major challenge, plus there are massive crowds seeking the same thing. The good news is that he has several friends willing to carry him on a stretcher to get to the house where help can be found. Once they get him there though, the place is so jammed full of people there is no way they are going to get to see Him. Not giving into the futility of the occasion, they call upon their persistence and creativity. They hatch a plan to raise their friend up to the roof and then dig a hole big enough to lower him down to get face-to-face with the Decisionmaker. When He sees the extraordinary effort they made to get to Him, He immediately puts our hero back on his feet and remarks that He hasn't met anyone else like this.

Let's take a closer look at why being in community is so vital to your job search.

One of the most natural things we can do when we have a loss is to withdraw. We feel sad, hurt, and maybe angry too. I don't know about you, but if I'm feeling this way the last thing I want to do is go meet a lot of new people! The desire to isolate is exactly the opposite action we should take though. I have a friend who once described feeling like he was living in a snow globe, stuck in his only little reality while watching the world seemingly go on around him.

If you're feeling that way too, here are a few pearls of life wisdom that also apply to a job search:

- Though one may be overpowered, two can defend themselves. A cord of three strands is not quickly broken.
- A brother or sister is born for a time of adversity.
- A wise person seeks many counselors.
- As iron sharpens iron, so one person another.

We are better together!

The obvious lesson is that we are better together! Whether it's encouragement, new ideas, networking relationships, or accountability, there are many reasons to be in community. Let's look at a few of the reasons to be in community:

1

ENCOURAGEMENT

Going back to Lesson 1 on keeping an even keel, there is a lot of rejection on the way to getting that coveted job offer. Some days we will be giving the encouragement and some days we will be receiving the encouragement. Our emotional gas tanks can run low and it is a true gift to be able to help another bounce back from a disappointment.

2

NEW IDEAS

This is the wisdom of the crowd. I know I don't have all of the good ideas and I suspect you don't either but when we share our story, our struggles, our successes with others, we benefit from their experiences and their unique thought processes. Additionally, there are so many resources available to job seekers at your library, online, and from career coaches that it would be impossible for one person to know all of them.

4

ACCOUNTABILITY

I believe this is one of the most powerful aspects of being involved in a group. This is the opposite of the pity party coffee klatch. When we hold ourselves accountable to others, we are much more likely to follow through on our commitments. If I said this week I was going to reach out to five new contacts and direct mail three new target companies, I can assure you I don't want to show up next week not having done them. Left to my own devices, I can come up with all sorts of excuses but when I have to share with my peers, that's a different story!

3

NETWORKING

This is probably the most obvious reason people join a job search group. It is likely that your next career move will come in some form or fashion from a networking contact. One thing you will probably discover is that people who are searching for similar roles can become great resources for you. If you and someone else are looking for roles in Marketing, it is likely that you're not looking for the exact same thing but may bump into opportunities that might be a better fit for your job-seeking friend. Of course this works in both directions and you may be the beneficiary in other situations. Caveat - we will see in Lesson 3 that if we start networking too aggressively before we have our story down, it can actually be counterproductive.

5

RESOURCES

Usually, these groups will have guest speakers who are authorities in their respective areas. Often, they will have plug-and-play access to career coaches, resume writers, LinkedIn experts, and other resources in the job search ecosystem that have a proven reputation for helping.

WARNING: One good reason to NOT get together with others is to have a pity party. Sitting around commiserating only burns up valuable time and energy you could be applying in a more constructive way. It might feel good for a few minutes to vent but it will get you no closer to your goal. Another false sense of community is being on LinkedIn all day trading encouraging platitudes and posts with others instead of doing the hard work of executing your job search plan. It feels better than watching daytime television but it is about as productive.

How to Find a Job Search Community

In most cities, there is at least one, if not several job search groups you can join. Some are free and others have a modest participation fee. A quick Google search (job search group + your city) will give you an immediate head start on this. Similarly, you can find these on LinkedIn with the same search string.

Secondly, as you are networking, ask others if they are in a group they find helpful (or if you're speaking with someone who previously was in job search, what groups they found useful). Nothing better than a satisfied customer to point you in the right direction.

For some people, they have received outplacement services from their ex-employer. Many outplacement firms offer group meetings and this can be a great place to start to find community.

If you are not in a job search group, may I strongly encourage you to find one? The camaraderie, shared ideas/resources, networking options, and accountability will fuel your search.

Reflection:

- Have you been a Lone Ranger in your job search? If so, how do you think it has potentially held back your search?
- Which of the benefits of being in community with other job seekers resonated the most with you?
- When will you commit to participate in a group?

WHAT NOW?
HYPERLINK FOR CONVERSION
LANDING PAGE