



## Wake Up To a Job You Love © Online Coaching Classroom

This program is an online, self-paced, self-study version of my career coaching program, based on core content, materials, and tools I use with my private clients, to help them get clear about their most perfect career path and land a job they love.

**A beta launch of this program**, scheduled for the first quarter of 2013, is designed for only 10 participants. It will also be priced at a *fraction* of the cost to work with me privately, as well as *deeply discounted* from the fully-launched version. **Here's an overview of the content:**

**Module 1: Uncover Your Top Transferable Skill Sets** to have a solid foundation for your career transition campaign. Through a unique assessment process, you'll extract your 3-6 top transferable skill sets (aka "Key Success Factors") which will help you:

1. Feel more confident about what you can offer prospective employers;
2. Create compelling core content for resumes, cover letters and social networking profiles;
3. Get clear about your most perfect career path and work you love;
4. Feel more at ease when presenting your value to your network and potential employers;
5. Take control of interviews, salary negotiations and job offers.

**Module 2: Showcase Your Success Stories** by substantiating each of your "Key Success Factors" with concrete examples -- "Reality Stories" -- of how you've used those particular skills at your highest level of effectiveness. These become "Multi-Purpose Success Stories" because they can be tightened up for resume bullets and social networking profiles, expanded for answers to interview questions, or woven into networking conversations...the possibilities are endless!

**Module 3: Discover Your Perfect Career Path** to get clear about the work you love: a reason for welcoming Mondays and jumping out of bed in the morning. You'll use your "Key Success Factors" along with career interest / personality assessments and brainstorming exercises, to determine which career paths will be the most perfect fit for you.

**Module 4A: Transform Your Résumé from Bland to Brilliant** to stand out from the crowd and grab the attention of target employers. You'll use the "Success Stories" from Module 3 to create eye-catching, value-driven, key-word rich resumes, cover letters, and social networking profiles which will bring you more interviews and potential job offers.

**Module 4B: Perfect Your Elevator Pitch** to know exactly what to say to engage your networking contacts and target employers, instead of watching their eyes glaze over. You'll get a formula for crafting a pitch that sounds natural and energetic.

**Module 5: Network Your Way into the Hidden Job Market** to compete in the unpublished job market and get referrals to jobs through networking. You'll learn strategies for communicating with your network that will open doors to hiring managers.

**Bonus #1: Multiply Your Job Opportunities in Unexpected Ways** to avoid getting stuck in the discouraging cycle of posting resumes on job boards — and waiting for responses that may never come. You'll learn to expand your search beyond job boards to bring you more opportunities than you ever thought possible.

**Bonus #2: Turn Job Interviews from Interrogations into Conversations** to establish instant rapport with interviewers and be positioned as a top candidate. You'll learn a "five categories of interview questions strategy" to help you cut down on prep time, ease performance anxiety, handle tough questions, and increase your chances of getting the job.

**Bonus #3: Negotiate Your Job Offer with Confidence** to get paid what you're worth and enjoy all the benefits and perks of your new job. You'll learn how to use five salary-negotiation rules which will assure you won't leave money on the table.

**Additional Information:** Depending on the needs of this group, I may offer monthly Q & A group calls and a forum for participants to post questions to me and have an opportunity interact with each other. New bonus modules and materials may also be added during the launch period.