



Wake Up To a Job You Love © Home Study System

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 build a solid, laser-focused plan to land a job they love which is fun, fulfilling and financially rewarding.

A "Beta Launch" of this program, tentatively scheduled for March 1, 2013, will be priced at an introductory "Charter Member" rate of \$147. Here's an overview of the content:

Module 1: Establish a Foundation for Your Career Transition Campaign. Through a unique self-assessment process, you'll discover your 3-6 top transferable skill sets (aka "Key Success Factors"), which will become major building blocks of your campaign, to help you:

1. Know with certainty what skills you're naturally good at and enjoy the most;
2. Feel more confident about what you can offer prospective employers;
3. Get crystal clear about your perfect career path and the work you love;
4. Create compelling content for resumes, cover letters and social networking profiles;
5. Make educated choices about the right jobs to pursue;
6. Feel more at ease when communicating with hiring managers;
7. Be specific about what you need from your networking contacts and colleagues;
8. Take control of interviews, salary negotiations and job offers.

Module 2: Build Your Confidence and Career Marketing Content by backing your top transferable skill sets with "Reality Stories" that showcase how you've used these skills at your highest level of effectiveness to produce results for your employers. These stories can be tightened 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 the "Six Dimensions of Career Clarity" model, and strategic brainstorming tools, to sketch out your ideal career scenario, which includes the top transferable skill sets (Key Success Factors) you discovered in Module 1.

Module 4A: Transform Your Résumé from Bland to Brilliant to stand out from the crowd and grab the attention of prospective employers. You'll use the "Reality Stories" from Module 2 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 hiring managers, 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 Module #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 Module #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 Module #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 how many people enroll, there may be monthly Q & A group calls and a private Facebook group for participants to post questions and interact with each other.