



INSIDER SECRETS REVEALED

Tips, Tricks & Strategies
From the Podcast Interview With

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INSIDER SECRET - There is a hidden job market

Four out of five jobs are never posted. This means that you'll never be able to land these jobs simply by applying on job boards. It also means there is great opportunity out there. You just need to know how to be found by this hidden job market.

INSIDER SECRET - Gifted and talented people can be underperformers if they are in the wrong job.

When you understand who you are and when can see your blind spots, you can recognize both your strengths and weaknesses, and then you can seek out your perfect job.

INSIDER SECRET - There is a difference between knowledge & applied knowledge.

There are many resources available on the market to help job seekers, but it is almost too much information. The key is not just knowing what to do (which is important) but actually doing what you need to do to be successful in finding your perfect job.

INSIDER SECRET - Insiders Secrets Revealed highlights "golden nuggets" of information to help you.

These tip sheets are an amazing resource for you to quickly scan to identify 1) something new that you didn't know and can apply today; 2) something that you already know, but aren't doing, so you need to take action on that piece of advice; or 3) something that you know and are applying, so you need to keep moving in that positive direction.

INSIDER SECRET - If you are unhappy in your job, you are not alone.

Studies show that 75%-85% of workers are disengaged. This means that they lack meaning and passion for their work, or even worse, they downright hate their jobs! For the disengaged people, their jobs are just a paycheck. The Find My Perfect Job Formula is intended to help you find, not just any job, but your perfect job!

INSIDER SECRET - If you are unemployed, you are not alone.

Full, lifetime employment is no longer the norm. Losing your job is an opportunity to make a positive change and find your perfect job. Because chances are, before you were let go, you were one of the 75%-80% of people who didn't exactly love your job. There is no shame in being unemployed. The quicker you get over it and move on to the place where you do something about it, the quicker you'll be able to find your perfect job.

INSIDER SECRET - Take control

If you allow yourself to be a victim of a layoff, department closing or even being fired, you will be in a very negative place, and your negativity will get in your way. But, if you accept the situation and say, "It is what it is. What am I going to do about it?", you put yourself in control of your future, and that is a much happier place to be!



INSIDER SECRET - If you are re-entering the workforce, you are not alone.

When the economy is up and companies are hiring, it is a great time to reenter the workforce. However, the job-seeking process has changed dramatically in just the past few years. The Find My Perfect Job Formula can help you navigate the new world of job hunting.

INSIDER SECRET - Your first step is to figure out what you want.

The wrong thing to do is to start by updating your résumé. You first need to consider yourself and look inward, before you begin looking outward. Your starting place is to gain clarity of who you are and then be clear about what you want. Knowing where you are going has to be discovered first.

INSIDER SECRET - Assessments have extraordinary value.

Assessments can be like holding up a mirror to yourself and can provide you with objective information and a perspective that you can't see yourself. Assessments can help you see where you are naturally going to thrive. You don't want to be in a situation where you have to adapt all the time in order to be successful.

INSIDER SECRET - An employer is your customer who pays you for your value.

You must understand your customer and what they want and need before you try to market yourself to them and ask them to pay you for your services.

INSIDER SECRET - You want to be very targeted in your marketing.

Be clear about your value and where that value is needed -- your target customer. Then, use your customer's language to communicate your value to them.

INSIDER SECRET - When you take a product marketing approach, you'll have more confidence.

You gain confidence because you not only know yourself and the value that you bring, but you also know your customer and that you are a perfect fit for their job. Your ideal customer is looking for someone who can add value and solve business problems for them.

INSIDER SECRET - Hitting apply to an online job board will not get you a job.

You must get to work networking, both online and in person, if you want to get your perfect job.

INSIDER SECRET - You have value -- not for any job, but your perfect job.

Your talents, skills, gifts, knowledge and experience are of extraordinary value to your perfect job - not just any job. Know that, own that, and claim that. Then begin the process of finding your perfect job so you can live your life with meaning and purpose!