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**2009 Volume 2**

**From John Hadley Associates**

**February**

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**Dear John,**

Wow, I can't believe how popular my **"5 Secrets to Getting a Job You'll Love!"** tele-class has proven this month - at last count over 170 had registered! The service can still handle a few more callers for Thursday's session; visit [www.JHACareers.com/DreamJob.htm](http://www.JHACareers.com/DreamJob.htm).

The other program you owe it to yourself to check out is the **Interview Boot Camp** that starts in 2 weeks - someone who came to the first one I did in November told me it was the best investment she had ever made! [www.JHACareers.com/InterviewBootCamp.htm](http://www.JHACareers.com/InterviewBootCamp.htm)

Drop me a note on what's frustrating you about your career search, or any obstacles you face in your career, at [Advice@JHACareers.com](mailto:Advice@JHACareers.com). Add your thoughts to my **Career Accelerator Blog** at <http://JohnHadley.JHACareers.com> - and forward **Career Tips** to anyone who might benefit from advice on how to market themselves!

**The 4th Leg of the 3-Legged Career Search Stool**



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I often tell people about **the 3-legged stool of Career Search - where the 1st leg is your Passions, the 2nd is your Skills, and the 3rd is your Life/Compensation Goals.**

**The mistake I see people making all the time is to start their search by focusing on the 3rd leg, instead of the 1st.**

Passion is critical - it provides the energy required for success, to sustain you through the hard work and frustrations of any career search, to give you the drive to work on any skills (the 2nd leg) you may need to develop to be successful, and to open your mind up to possibilities you had never before considered that let you achieve your life/compensation goals (the 3rd leg) while doing something you are really excited about.

**There is a 4th leg that is critical to a successful search, and is a natural outgrowth of that focus on the 1st leg:**

**Confidence.**

**If you don't project confidence in yourself, why should I believe in you?** I'm seeking someone who can help me achieve goals that are really important to me (or my company), and who will produce critical results. If you struggle to present those confidently, or even just to express results clearly, then I'm not going to take a chance by entrusting such vital issues to you.

Confidence is closely related to the 1st leg of the stool. The more passionate you are about an issue, the more you naturally tend to project confidence when you speak about it.

On the other hand, even if you are confident in your abilities to produce in a certain role, if you have become blasé, if you're yawning while you present yourself, or if you seem bored, I'm going to take a pass. You may be great at it when you apply yourself, but I'm going to wonder if you really will put in the level of effort I need.

**Confidence is a funny thing, though. Sometimes just acting confident re-stocks our supply.** I learned this in elementary school. I found that if I was in a bad mood, I could either act that way, or choose to act as if I was in a good mood. If I started to 'pretend,' pretty soon I felt better and then was no longer pretending.

**The same can happen with confidence. You can wallow in a lack of self-confidence, and let it feed upon itself, or you can choose to act decisively. The more you act like you have confidence, the more you will project it, and the more you will see positive reactions that create a feedback loop, helping you to feel more confident.**

This is much more difficult to do, however, if it's an area in which you lack passion. People can sense that you are just going through the motions, and then you don't get the positive reaction you seek.

So what do you do if your passion is for something in which you have little experience or formal education? Unearth the commonalities between what you've done or studied and that passion. Make the strongest case you can for why you would be a good candidate, and let your passion show. People are much more willing to listen if you seem excited. And when they listen, and brainstorm with you about something you are really passionate about, they are likely to give you ideas you haven't even thought of as to how to achieve at least a substantial part of what you want to do.

Also listen carefully to the feedback you are receiving, but don't just accept it at face value. Seek critical input to see how you can make a stronger message, what gaps you might need to fill in around your background and accomplishment stories to be more believable, and whether there are alternate approaches that might make the path a bit easier.

**Just don't give up! Keep pressing to get to a role you are passionate about, even if it means temporarily choosing Plan B, so as to fill in some of the critical gaps that enable you to pursue Plan A in another year or two.**

For More On The Winning Mindset: [www.JHACareers.com/WinningMindset.htm](http://www.JHACareers.com/WinningMindset.htm)

### **Turn Interviews Into Offers**

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Absolutely the most important thing you can do in any interview is to build rapport with the interviewer. You can have all of the qualifications in the world, but if I don't like you, if I think I'm going to cringe every time you walk into my office, there's no way I'm going to hire you.

On the other hand, if I've convinced myself that you are someone I'd love to have on my team, working side-by-side with me on difficult challenges, then I'm going to bend over backwards to stretch your qualifications to fit my role.

**If you want to learn how to make this happen, join my 4 week "Interview Boot Camp" group coaching program** that starts in 2 weeks. We will focus on the skills and techniques you need to employ to absolutely convince hiring managers you are the solution to their problems.

**Gina told me that my November Interview Boot Camp was the best investment she had ever made. There are only 10 slots available**, so whether you're struggling right now to turn interviews into great offers, or just want to make dead certain you're fully armed when you DO get interviews, check this out now!

Interview Boot Camp: [www.JHACareers.com/InterviewBootCamp.htm](http://www.JHACareers.com/InterviewBootCamp.htm)

### **Career Accelerator Blog**

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Don't miss reading these posts:

- Misconceptions About An Effective Job Search Campaign: <http://johnhadley.jhacareers.com/?p=44>
- The Power Of Thank You Notes: <http://johnhadley.jhacareers.com/?p=40>
- Guard Your Professional Image: <http://johnhadley.jhacareers.com/?p=20>

Add your own 2 cents - and use the RSS link on the menu bar to get regular feeds as I add new content.

Join In On The Career Accelerator Blog Discussion: <http://JohnHadley.JHACareers.com>

### **Upcoming NJ Events**

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#### **"Why (or Why Not) and How to Engage a Career Coach"**

CNG, Thursday, 2/19, 6:30-9PM, Bernards Township Library, Basking Ridge  
Free event, open to the public

#### **"The Killer Marketing Message"**

Jewish Family Services, Somerville, 7-9PM  
Free event, open to public; Call 908-725-7799 to register

### **Dear Career Tips: (Dealing With Age & Disability)**

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I have been laid-off recently from a job which I had for a number of years. I'm in my 50's and have some difficulty with speaking. With my age and disability, it will be extremely difficult for me to find a job. My concern is getting by the pre-screeners over the phone. My voice is difficult to understand until you get used to it.

Dear ***Difficulty With Pre-Screeners:***

If you haven't already, I'd start by getting closely connected with support groups or other types of groups where people with your type of disability or speech issues might congregate, and see what resources, networking contacts and advice you might get from those groups.

Given the voice difficulties, it seems like your best bet is to focus on writing to people:

- **Put together a strong marketing letter laying out why you would be an outstanding employee** for whatever organization / job you are interested in. Be sure to lay out the types of results they can expect from you, or that you have produced for your past employers. (Not just what you did, but what that meant for the employer.)

- **Given the speech issue, you may want to consider mentioning your condition up front, and the fact that it has never interfered with your job performance.** (If you have comments from past bosses that relate to that, you could include those as a 'testimonial' to demonstrate it.)
- **Search out the names of senior executives for the companies in which you are interested in working. Write your marketing letters to them, requesting a meeting,** being sure to tell them how interested you are in their organization Tell them you will follow up on (give a date) to set up a meeting. Then do it. And each time you follow up, if you haven't had a response yet, tell another time (a few days to a week later) when you will follow up again.
- **Don't attach your resume, unless you are sending in a formal application to a specific job.** Save that for something you would use as a leave- behind, or if they specifically request it. (If you attach it, most of the letters will never make it to the executive's desk - they will simply go to HR, or the trash.)
- At the same time, **reach out to everyone you know, everyone you've worked with, etc. to have networking meetings with them.** Since they already know you and your issues, the speech problem should not be a barrier with them. Work on making sure they know exactly what your target is, and exactly why you would be terrific at it. Equip them to be able to help you, but don't ask directly about openings. Ask them for names of people they would recommend you reach out to, or resources to uncover who the senior executives might be that you could write to.

Good luck!

Submit YOUR questions to: [Advice@JHACareers.com](mailto:Advice@JHACareers.com)

**About John Hadley Associates**

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I provide Career Search Counseling internationally for job seekers who are frustrated with their search, teaching them effective techniques to land the job and pay they deserve. I also work with professionals struggling to increase their visibility so that great opportunities will find them.

Visit our website for free Career Resources! [www.JHACareers.com](http://www.JHACareers.com)

**Contact Information**

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