

GET THE JOB YOU WANT, EVEN WHEN NO ONE'S HIRING

Take Charge of Your Career, Find a Job You Love, and Earn What You Deserve!

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FORD MYERS is president and founder of his own career management consulting firm, Career Potential, LLC. Mr. Myers has personally assisted thousands of clients reach their career potential or move on to successful business ownership situations. He is also an accomplished public speaker. His consulting and speaking clients have included Princeton University, Radian Group, The Vanguard Group and the International Society for Performance Improvement. Mr. Myers has been featured by the *Wall Street Journal*, the *Chicago Tribune*, the *New York Times* and many other publications. He is the author of *The Ultimate Career Guide*. Mr. Myers is a graduate of Temple University and Hampshire College.

The Web site for this book is at www.CareerPotential.com.

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MAIN IDEA

You can find a great job in a down economy – but not if you use conventional job search strategies. Instead, you have to reverse the dynamic.

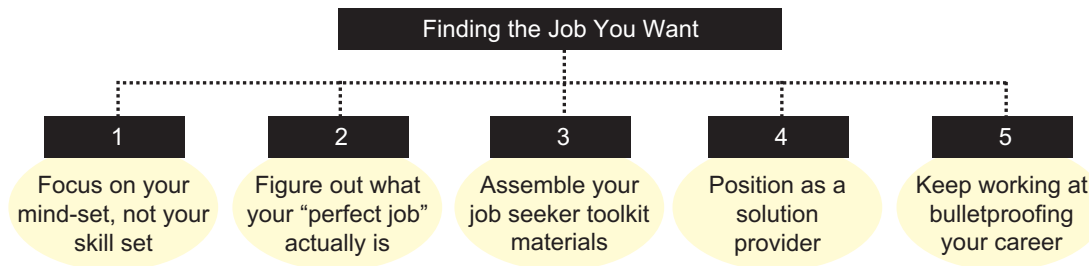
Rather than waiting for a company to advertise your dream job, identify what problems and challenges the company you want to work for is clearly and obviously facing at the present time. Your challenge then becomes how you will demonstrate to your potential new employer that hiring you would address these issues successfully. If you can definitively show hiring you will make their company more productive, more efficient or more profitable, then you'll be able to land a good job irrespective of what the economy is doing.

Of course, this approach isn't for the faint hearted. To pull this off, you'll need to be proactive about building and managing your career. You have to take full responsibility for how your own career unfolds. You also have to learn how to sell your value in a compelling way if you're to have any chance of making this play out. And you have to be prepared to read, study and work hard to keep your skills at the cutting edge of what's happening in your profession.

The whole point of all this is while others are sitting on the sidelines waiting for the economy to improve, you can be out there securing the job you really want. It's all up to you.

"Maybe you're in career transition (laid off); perhaps you're underemployed (not enough challenge or compensation); or you might be fully employed but dissatisfied. Whichever situation you find yourself in, there are proven (and sometimes contrarian) steps you can take to maximize your opportunities and get the most from your chosen career. With the proper knowledge and support, you can make your career anything you want it to be, even in the midst of economic turmoil. You can't stop the storm, so learn to work in the rain. When times are tough and things look bleak, that's the time to push harder than ever. Push now, and you'll be heard. Leverage smart career strategies, and you'll get noticed."

– Ford Myers



1. Focus on your mind-set, not your skill set Page 2

When it comes to getting a job, having the right mind-set is more important than having a good set of skills. Irrespective of what the economy is doing, companies are hiring new people all the time. All it takes to get hired is being able to offer precisely what they need when they need it and that's up to you.

2. Figure out what your "perfect job" actually is Page 3

While you may be prepared to do other things to "pay the bills" in the short-term, you have to figure out what you want to be doing long-term and where you want your professional path to take you. Clarify what your perfect job is so you know what to shoot for rather than leaving this vague and undefined.

3. Assemble your job seeker toolkit materials Page 4

In just the same way as a builder doesn't show up at a job with just a hammer, you need a variety of tools to make your perfect job become a reality – not just a resume. Assemble a toolkit which will be available to propel you towards your perfect job. In simple terms, the best tools get the best jobs, especially when the market is down.

4. Position yourself as a solution provider Pages 5 - 7

When no one is hiring, the best way to get a job is not to look for a job. Instead, you want to position yourself as a solution provider. You approach firms you know and give them a "Proposal for Service" which outlines what you can do for them, the results you could generate. This soft sell approach is a great way to go.

5. Keep working at bulletproofing your career Page 8

Keep in mind landing your dream job is the not the end. It's just a new beginning. You now have to take advantage of that and kick on. By all means celebrate your achievement in a meaningful way but then get back to the cornerstone of your career development efforts – honing and developing your key personal and professional strengths. Put all your time and energy into managing your career rather than just doing your job and you'll do fine.

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