

You are not alone.

Laid off. Now what?

What to do right away | How to start your search

Over 22 years & 4 economic downturns, I've helped over 167,000 people get more money, freedom & fun out of work. MANY of them came to me for help after a layoff. I've been a recruiter, a sales dude and a consultant. I've been laid off, too! I don't have all the answers, but I sure do have some proven tips & tricks to help you land a great new job ...faster & easier. I hope they help.

Cat Breet
Chief Stripe Changer, ARBEZ



Unemployed & unprepared? You will be okay!

“We all have an unexpected reserve of strength inside that emerges when life puts us to the test.” – Isabel Allende

Yes, losing a job is hard ... but you are not alone!

Getting laid off is shocking ... even if you see it coming. The good news is, there are tons of great resources out there for you. There are also people like me who can help you avoid the biggest mistakes and slash months of frustration out of your job search. I've been in the recruitment & consulting industries for 22 years. I have been an author, speaker, and online course creator for 12 years. I've had the pleasure of helping over 167,000 people affected by layoffs ... through good times (great economy, low unemployment) and bad times (tough economy, high unemployment). I don't have *all* the answers, but I sure do have some good ones for you!

After all these years, I do know one thing for sure: if you're willing to learn from experts about the best way to find and win the job you want, and if you keep taking little steps every day, you WILL find a job! Even during the bleakest of times, there *are* companies who need your help and cannot wait to meet you!

This guide is here to help you avoid some of the classic career transition mistakes ... like jumping blindly into a job search. I'll walk you through your layoff ... and straight into a smart job search ... step by step.

Most job seekers jump in at the deep end by writing their resume and applying for jobs online ... only to wake up months later, discouraged, and overwhelmed. There is a better way! Use this guide to make sure you have the most critical pieces in place ... in the right order BEFORE you even start to rewrite your resume. Step by step.

- Cat Breet

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WHEN THE LAYOFF HAPPENS

The day it happens: What to do at work

“Sometimes the biggest act of courage is a small one.” - Lauren Raffo

- ❑ **Don't panic. Breathe.** Do whatever you need to do to calm down ... for just right now. You can freak out later ... but right now, you need to keep your head on straight and walk out as nicely as possible.
- ❑ **Don't sign any paperwork until you can go home, sleep & read it with a fresh set of eyes.** You may want to review with a friend, or even an employment attorney. Once you sign the papers, you have agreed to the terms. So, before you sign, make sure you have asked all your questions and negotiated everything you can on your own behalf.
- ❑ **Ask when you will get your final paycheck.** Some states require companies to pay out the final paycheck the same day they let you go. Others do not.
- ❑ If you are feeling shocked, emotional or angry right after you get the news, **ask to set an appointment to discuss the terms of departure on the next day.** Just because *they* want to sit down and review paperwork with you right away does not mean you have to do it then. Ask to take whatever papers they have for you home with you, and then just leave.
 - Even though it can be difficult, **RESIST THE URGE to get angry or emotional or otherwise make a scene.** Unfortunately, you will make yourself look bad ... and make your own situation worse. Take a deep breath and walk away if you feel yourself about to explode.
 - **DO NOT GO ON SOCIAL MEDIA and bark about your former boss or former employer ...** even if they were unprofessional and handled the termination poorly. Again, the sad truth is that you will hurt yourself more than you will hurt them in the long run. Barking online (Glassdoor, Facebook, etc.) can hurt your chances of being hired by someone else. Everything you do online is public. If you're nasty online, it will not only hurt your chances of getting a new job, but it will also make it tough for you to maintain friendships and professional relationships with the former coworkers you really like and respect.
- ❑ **Sleep on it,** then review the termination packet and write down questions as you think of them.

24 Questions to ask before you sign any paperwork.

PLEASE don't sign anything until you get answers to these questions. The company's lawyers are looking out for the company, not for you. There are some key financial and benefit questions you need the answers to. You also might be able to negotiate some things.

1. What is the reason for my termination?
2. Who else are you letting go?
3. Am I eligible for rehire?
4. What will you tell a potential employer if they call to check my references?
5. Will you approve my claim when I file for unemployment?
6. What will be the last day you will pay me?
7. What will my termination date be?
8. If the termination date isn't today, what happens if I quit before my end date?
9. Will you still consider me employed while I receive severance pay?
10. What rights are you asking me to give up if I accept your severance pay?
11. Will you waive my non-compete agreement since you are laying me off?
12. What will you tell people if they call to verify my employment? Will you tell them that I am still employed, or terminated?
13. How will you pay out my unused vacation time or sick time?
14. How will you pay out my commissions and/or bonuses already earned?
15. What will happen with my employee benefits? (Health insurance, life, etc.)
16. What are my options for my retirement plans (pension, 401K, etc.)? (Do NOT cash them out until you do your research or talk to a financial professional! There may be significant tax implications and penalties for early withdrawal. Most people roll their retirement funds over to a new platform ... but never do it without professional guidance).
17. What are my options with my stock (if you own any company stock)?
18. Will I receive any severance? If so, how much?
19. Will you provide me with outplacement services? If so, may I spend that money anywhere I want? How do I get access to the outplacement dollars?
20. Will I be eligible for severance at the same time as my unemployment insurance?
21. What will happen to my severance if I accept another job internally?
22. What will happen to my severance if I am offered another job internally and I do not accept it?
23. Tuition reimbursement (if you have used some): How will you handle my tuition reimbursement?
24. Relocation assistance: How will you handle my relocation assistance?

Pro tip: Ask HR for copies of all your employment records. One day soon, you will want to have copies of your start date, end date, employment contracts, salary history, performance reviews, awards, etc. You'll need a lot of these details for your job search and it will be REALLY hard to remember the details, or to ask for these things, once you have left for good. Annual reviews are particularly valuable for project details, successes and achievements.

The day you get laid off: What to do at home

“We take better care of our smartphones than we do of ourselves; the phones are always recharged!” – Arianna Huffington

Practice radical self-care ... starting today.

Job loss is hard on everyone. I’ve watched some of the most confident, successful people go through job loss and wake up some days wondering if they will ever work again. Self-doubt is a natural side of losing your job, and the only way to break through is to take care of yourself. Keep your gas tank full. If you can afford it, it’s best to take a few days or even a week before you start a new job search. Let the grief and shock and sadness sink in and roll through you. If you try to ignore them, they will rear their ugly head at a most inconvenient time (like in the middle of a job interview!) So, let it all roll through you now.

- **Call your support network.** Call your closest family & friends. Let them know what happened.
- **Eat a nice dinner.** Food is good, and it’s important to eat well during your transition.
- **Get some exercise.** Exercise is one of the most important ways to combat stress. You don’t have to run a marathon; just make sure you are moving every single day.
- **Do something you enjoy** (watch a movie, build a puzzle, take a walk, talk to friends, etc.)
- **Pick one thing you will do for yourself every day** to keep your spirits high & body energized. Make it small, easy to do, affordable and healthy for you.

Family: Job loss is a family affair

Your work ball will bounce. Your family & health, however, are a little more fragile. Handle them with care.

Bad news does not get better with time. Job loss is a family affair, and it will only get harder to talk about the longer you wait. So please ... sit down and talk to your family right now. And remember: layoffs happen to terrific people every single day. Layoffs are a business decision. Do not blame yourself or sit with a great big bucket of guilt over this. Layoffs are a regular business strategy, and offer little reflection on you as an individual.

Here are some things you can do right now to keep the family calm and strong:

- Talk to your partner / spouse and children. Here are some things to talk about:**

How long can you go without a paycheck ... and still pay your bills?

What can you all do right now to cut down on expenses dramatically?

Is there anything you can do to make money right now ... while you search for a new big job?

- Involve the kids in the conversation** if they are old enough to understand. It's an important life lesson, and if they understand why you're trimming expenses, they probably won't bark about wanting new clothes or wanting to order take-out for dinner again.
- Figure out your WANTS versus your NEEDS.** Write them down. Talk to your family about it.

"Imagine life as a game in which you are juggling some five balls in the air. You name them - work, family, health, friends and spirit - and you're keeping all of these in the air. You will soon understand that work is a rubber ball. If you drop it, it will bounce back. But the other four balls - family, health, friends and spirit - are made of glass. If you drop one of these, they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same. You must understand that and strive for balance in your life." -Bryan Dyson, former President & CEO Coca-Cola Enterprises

Finances: Smart moves & Options to consider A CHECKLIST

“Money isn't the most important thing in life, but it's reasonably close to oxygen on the "gotta have it" scale.” -- Zig Ziglar

This one's hard too ... but when it comes to money, bad news REALLY doesn't get better with time! Furthermore, once you get a handle on the money situation, you will probably find out that it isn't as bad as you think it is.

It's MUCH better to face the financial side of your job loss head-on, right away. A 50-year study by Gallup about wellbeing found that the difference between thriving and just surviving is not how BIG your bank account is, but how IN CONTROL you feel over your finances. In other words, if you know what the real situation is, you will sleep better at night. Figure it out, then make a plan to deal with it.

Pssst! I am NOT a financial advisor of any sort, and I cannot tell you what to do with your financial situation. So, please get professional advice before you make any major moves with your money. However, I have spent the past 23 years working with people in career transition. And, I have spent the past 12 years on stage with certified financial advisors who were giving sound financial advice to people in career transition. This CHECKLIST offers the advice my clients in transition found the most helpful:

- Assess your situation.** What are your immediate financial needs ... and how can you meet those? Breathe and figure out what's real before you get upset. So often, people panic ... only to realize that they have access to more financial resources than they thought. What do you need? What do you want? Who else will be impacted by your job loss?
- Do not make any immediate financial decisions until you know everything that's going on.**
- Collect your final paycheck, and make sure they pay you all the commissions, bonuses and paid vacation that you are owed.**
- Find out if you are eligible for severance payments from your employer,** for how long and whether or not you can continue to take severance if you take a new job (some plans will stop your severance checks once you land another job).

- **Find out if you are eligible for outplacement services.** If not, ask for it! Some employers will add outplacement funds into your separation agreement if you ask for it.
- **File for unemployment insurance.** Knowing how much you qualify for in unemployment insurance will help you plan for how quickly you will need to get a job. Start asking about these now, so you can tap into them right away. Every state has its own requirements to qualify, length of time you will receive benefits and benefit amounts.
- **Benefits:** Ask HR to tell you exactly what you have in every insurance category (health, dental, life insurance and disability) & how long each segment will be continued, if at all.
- **Gather all your benefit information from your former employers.** Look over your benefits – and fill in the gaps. Most people lose their employer-sponsored benefits when they lose their job, but you may be able to maintain your health insurance benefits for some time, or roll your life insurance policy over to your name instead of losing it entirely.
 - **Life insurance.** Ask if you can get a continuance on your life insurance. Most people lose their life insurance when they lose their job. If that's the case for you, can you afford to go without? If not, how much can you afford to purchase on your own? Figure it out. Nobody likes to think about this, but if you have people counting on your income, do everything you can to get some life insurance for yourself.
 - **Health insurance.** Ask if you can continue your health insurance plan. If you can't, find a solution. You really can't afford to go without health insurance. Even if you must get a catastrophic plan (high deductible), do it ... especially if you have people who are dependent on you. COBRA is a health insurance option for most, but it's an expensive option. Look in your area to find other options. There might be affordable short-term healthcare insurance through local insurers, or maybe even through your state.
 - **Retirement funds, pension, 401K and other plans. Get expert financial advice you can trust before you sell any retirement funds.** Can you leave your pension & retirement funds without penalty? If you leave them, make sure your former employer is not going to automatically cash them out and send you a check. That might cause you to incur penalties and taxes you don't have to incur. Most people have 4 options:
 1. Keep your money where it is.
 2. Cash it all out. If you are younger than 59 ½, this will normally trigger a 10% early withdrawal penalty and state and federal taxes.
 3. Roll it over to an IRA or other qualified plan.
 4. Roll it over to your new employer's plan.

- **Cash flow: Create a budget.** If you don't already have a budget, now is the time to do one. Again, you need to know what's real: income versus bills. I know! I know! You do NOT want to think about this, but you must. You can do it! There are tons of budgeting apps out there (many of them are free and easy to use). Mint is one popular example. If you don't trust sharing your confidential financial information with other people, a good old-fashioned spreadsheet will do, too. The questions you need to ask are quite simple: What's coming in (income)? What's going out (bills)? Where can you cut expenses now? If you don't have an emergency fund (6-12 months of savings you can tap), then this would be a great time to get financial advice from someone who knows what they're talking about. If you need to cash out some retirement funds, make sure you get professional advice before you do. Once again, there are taxes and penalties you will incur if you do it the wrong way. Once your budget is laid out, it will be MUCH easier to see where you can make cuts now without a lot of discomfort.
- **Trim down your expenses.** Start cooking at home. Wait to buy that new car. Skip that fancy hotel this time around. When is the last time you really looked at where you spend your money? Something as small as daily run to a coffee shop (\$5-\$10 per day) can really add up.
- **Track your expenses.** It can be eye-opening to learn how fast a \$20 disappears from your pocket. A \$5 a day coffee = \$140 per month. Every little bit counts right now. Track to trim.
- **Get your FICA / credit score.** Visit www.annualcreditreport.com and print a copy of your credit report. You can do this once per year from Experian, Equifax and Transunion
- **Negotiate with your creditors.** Many creditors will let you pay less money per month while you are unemployed, but you must ask ... and you must get it in writing. Big companies have a department for this! It's often called a "hardship department." Ask what their procedure is. Get it in writing and get their commitment NOT to report you to the credit bureaus as late with your payments (most companies will agree to this). The earlier you contact your creditors to discuss, the more likely they are to work with you down the road if you find yourself struggling to pay your bills. Even if you are an on-time bill payer and have money in the bank, contact them anyway. They might reduce your interest rate or monthly payments.
- **Pay off bad debt if you can!** Bad debt is high-interest rate loans and credit cards. See if you can afford to pay those off, and/or consolidate them.

- **Make sure your family is protected.** Here are the big ones to consider:
 - **INSURANCE:**
 - Health insurance
 - Life insurance
 - Homeowners, car & valuables
 - Umbrella insurance
 - Disability insurance
 - Identity theft & fraud protection insurance
 - **ESTATE PLANNING:**
 - Will
 - Living trust
 - Health care directive
 - Durable power of attorney

Mindset matters! Get it strong & keep it strong!

“You’re braver than you believe, and stronger than you seem, and smarter than you think.” – A.A. Milne (Winnie the Pooh)

If you’re like most people, then you probably think the best place to start prepping for a career transition is to write (or rewrite) your resume. It isn’t! Boosting your mindset, shoring up your support network and taking steps to boost your confidence is the most important place to start.

Why? Because if you don’t do that first, then thinking about a career change will start to chip away at your confidence. Your inner critic will rear its ugly head and start to undermine all your enthusiasm and confidence. Don’t believe me? Talk to a couple of your friends who have been laid off and they will tell you exactly what I’m talking about. So, let’s head all that negative energy off at the pass.

Here are a few great ways to boost your confidence & strengthen your resolve:

- **Make somebody’s day a little brighter.** There are thousands of things you can do. Just start with one. Go find one person on LinkedIn today and wish him/her a happy birthday. Take some food to a neighbor. Reach out to someone you haven’t seen since college. Use LinkedIn’s notifications to comment on someone’s article and share it with others.

Surprised that this is my first step for you? I know ... but you’ll thank me late for the focus on connecting with others in a fun and positive way. That’s the stuff that will keep you strong through all of this. You will make their day brighter, and guess what: it will make yours brighter, too.

- **Remember: you’ve done hard things before! Write them down.** Have you ever been laid off before? Great! You know you’ve got what it takes to do this. Never been laid off? No problem. I KNOW you’ve done a lot of other hard things before in your life. Write a few of them down. What was the situation? What were the biggest challenges you face? What were you afraid of? What steps did you take to stay strong and make it through? Which of those things can you use right now to stay strong and make it through this? Talk to other people who lived through that situation with you, and they can tell you right away what they admired about you in that situation. Need some examples? Here are some of my “inner warrior” stories:

- ✓ Surviving as a childhood in an alcoholic home.
- ✓ Standing up to scary bullies in the 3rd grade, 6th grade and 9th grade.
- ✓ Paying my own way through college.

- ✓ Moving to new places all by myself.
 - ✓ Caring for my parents in their final 7 years – with grit and grace.
 - ✓ Surviving a tough layoff – and landing well on the other side.
 - ✓ Surviving the Great Recession after losing 100% of my income.
 - ✓ Starting & growing my own business for 14 years – through some really tough times.
 - ✓ Raising babies into amazing young men!
 - ✓ Making friends. Real friends.

You get the idea! There are my stories. What are yours?

- **Find your “champions.”** Make a list of your best connections on the outside of the organization. I call it “finding your champions.” This is a REALLY important step. Job loss is hard on your confidence, and you’re going to need a few people around you who can remind you how good you are. They will also be able to help you think about what’s next.

Best of all, your champions will bring you job leads! Just ask Terry. She was unemployed for 6 months and beginning to think she was too old, and nobody would ever hire her. Then she watched my video (in the Job Hunt Toolkit) about finding her champions. She made three phone calls to previous coworkers and got an interview that same day! 2 weeks later, she was at work.

- **Reconnect with old friends & coworkers.** Chances are *really* good your next job will come through your network. 12% of people get hired by applying for jobs online. Over 80% get them through networking. So, fire up your network. Start reconnecting with old friends and former coworkers. Social media sites and professional networking sites (like LinkedIn) makes it so easy to find them!
- **Join a job club if there are any in your area.** I started the Easter Job Transitions Group during the Great Recession, and it’s still going strong 12 years later! Over 16,000 people have come through our doors on Tuesday mornings. Alumni come back, and they are VERY helpful to new folks who are thinking about a transition ... or already in one.
- **Find your local CareerForce Center or CareerOneStop.** Some states (Minnesota is one of them) have an incredible network of workforce centers AND a generous budget for retraining for its unemployed citizens. Many of them will let you start taking advantage of their free webinars, classes and online resources now ... before you get laid off.
- **Find a job hunt buddy.** This is probably my most important piece of advice for you.

Get a buddy. The BEST way to prep for a job search, and then to go through that job search, is to do it with a friend. So, go find someone who is willing to get ready with you, and help each other every step of the way.

- **Do the Inner-Critic Knockdown.** There are plenty of voices out in the world telling us no ... but the most crippling of them all is the one inside our heads. DON'T let your silent saboteur push you down. Be vigilant about recognizing when he or she is rearing its ugly head ... and actively work to put that little voice in its place. You might even want to say "Thank you for trying to protect me, but I've got this under control. I can do this."
- **Remember what a rock star you are!** You will need to know your greatest skills, strengths and accomplishments to write an effective resume & LinkedIn profile. You will also need them when you start interviewing. It is SO MUCH easier to think about these things when you are still working, so do this now! Here's how to do this now:
 1. Make a list of all the things you do well at work. You will need this list when you start creating your resume and interviewing. Having them in your hip pocket will make things MUCH easier down the road, and they will help you really stand out as a candidate. It's much easier to think about the details and successes now ... before the layoff happens.
 2. Make a list of your biggest on-the-job recent SUCCESS STORIES (proudest accomplishments) right now, while they are fresh and the information you need is accessible. Then, go find the metrics & statistics to support those stories wherever possible. Here are some examples:
 - Reduced time to generate critical report from 32 hours to 3 hrs, which saved \$1,160 staff dollars per month.
 - Increased sales by 23% in 5 months by bringing in 2 new channel partners.
 - Reduced vendor costs by \$23,000 in 3 months by negotiating contracts.
 - Increased staff retention by 17% in 6 months, which saved the company \$370,000 in recruiting costs.

Statistics are the best & easiest way to stand out in a crowded field. You will get more interviews, get more job offers AND get a bigger monetary offer. These stats / metrics will make your resume and LinkedIn profile pop (and draw in more interviews and connections), but they will also make your interview stories SIZZLE. Note: Be careful not to share your current or former employers' confidential / proprietary information.

WHEN YOU'RE READY TO START YOUR JOB SEARCH

*"2 weeks. 6 interviews. 3 job offers. I cannot believe how easy this was!
Plus, I'm making more money than I ever have AND I'm not on call anymore.
Thank you!" - Mollie K.*

THAT is the power of a job search plan! Instead of running blindly into her job search, Mollie stopped to get a job search plan (this one by me). She figured out what job she wanted next then made a list of companies and people she wanted to talk to. It worked!

Just take this one step at a time. If you start to feel overwhelmed, walk away and start again tomorrow. Call a friend. Take a talk. Watch a funny movie. Take food to a neighbor. This a hard time in your life, so give yourself and the people who love you some grace. You WILL get through this! Stand up and take some new steps every day, but recognize when you're on overload and need a break ... and give yourself that break, guilt-free. You can do this!

1 - Get ready. Get organized.

It's the little things that make all the difference in the world ... like staying organized and making sure you present yourself professionally. Set your stage for success!

- I have a place at home to do my job searching
- I have a computer to use for my job search (or access to one)
- I'm comfortable using email and internet search
- I know how to create a resume
- I have a professional email address (not "cutiepieloveschocolate@msn.com")
- I have a dedicated phone number (ideally, a cell phone) that only I will answer
- I have a professional voicemail message on that phone number
- Have at least 3 "champions" or friend to support & encourage me (and they know I'm looking for a job)
- I have thank-you cards + stamps ready to send out after meetings & interviews

2 – The 4 biggest barriers to success

"Many of our fears are tissue paper thin, and a single courageous step would carry us clear through them." Brendan Francis

Most job seekers spend hours (or weeks ... or even months!) fretting over writing the perfect resume, networking and interviewing. While those things certainly are important, the truth is that there are other things lurking in the wings which stop most job seekers in their tracks, cause procrastination and unfounded worry. They will drive you to rewrite your resume ten times, stop reaching out to people and sabotage your best efforts ... if you let them. The great news is this: you can easily knock every one of them out of your way and get on to a productive job search.

Here are the 4 biggest barriers to your success:

- Lack of FOCUS
- Lack of ACTION
- FEAR
- ISOLATION

Any time you feel overwhelmed, and start to think "I'm too old," or "I'm too young" or "I'm not good enough," or "I'm too black," or "I'm too female" or ... well, you get the idea! When you start to think you will never get a job, I want you to stop your thoughts right away and ask yourself "Which of the 4 barriers are getting in my way right now?"

Chances are good that FEAR is holding you back. Fear of failure, fear of rejection, fear of wasting time ... again, you get the idea.

Before you convince yourself that something else is going on, figure out which of the 4 biggest barriers is standing in your way ... then do something about it!

3 - Figure out what you need: Priorities matter!

“Thanks to your strategy, I didn't just get the job ... but I negotiated \$16,000 more per year in pay.” - Mary L.

I can show up with my pom-poms and tell you HOW to make your dreams a reality all day long ... **but you won't do the work unless you *really* want what's on the other side.**

I speak from experience! It's really tough to make a good decision when you're consumed with emotions (fear, excitement, worry, etc.) and surrounded by other people who think they know what's best for you. These tools will help you remove all those distractions and compare opportunities honestly and effectively. It will help you make the best next move for you ... and lead to much greater success and happiness in the future.

I built these tools for myself in the middle of a career & family crisis. Hot with a wide variety of emotions, and worried about making the wrong decision, I needed a tool to help me look objectively at my options. I couldn't find them, so I built them.

CRISIS #1 - I had a lucrative job at a company I loved (a global healthcare company). On paper, I should have been really happy. I wasn't. In fact, I was miserable. But with one baby at home and another on the way, I thought it was best to suck it up and stick it out. I thought I was doing a darned good job of it, until one Monday night after work when my husband forced my hand:

“I don't know who are you, but I want my wife back. You have got to quit that job.”

What a gift. At the time, I was not impressed with him. At all. But he forced the truth out into the world ... and gave me the courage to face it & make a choice. The risks of walking away were high, and I needed to remove my fears and worry before I made a choice. These tools did that for me.

CRISIS #2 – Just two years later, I was working in a job I LOVED at another global company (which I also loved!) and had just been offered a promotion I really wanted when I got this call:

“Daddy had a stroke. You better come home now.”

That call absolutely blew up my happy, easy life and career. I moved my dying mother and bedridden dad into my home, then tried to keep all the balls going with my 50-hour a week job and two babies in diapers. It was just too much. Something had to give, but I was too exhausted and overwhelmed with hospital visits and life to figure it out by talking about it. Once again, these exercises helped me get my priorities straight and make some really good decisions.

My friend Monica is a brilliant photographer. She does it on the side. I desperately want to share her with the world, so for a while I was pushing her to start her own business, put up a website, advertise. She said “Yeah, yeah, yeah ... you’re right. I would love that.” But she never did it, because she loves the freedom to work no more than 10-15 hours per week ... when she wants, how she wants. She does not want a full-time job, and lucky for her she does not need it. Once she owned that, and told me about it, I stopped bugging her ... and she started loving the part-time photography she was doing.

Since this scorecard helped me pick the best next step, I’ve been obsessed with helping others to do the same. I’ve used the scorecard to help over 200,000 people around the world figure out what’s next. I hope they help you find the same level of clarity and courage that they’ve given to me and so many others. Stop. Breathe. And use these tools to figure out what’s best for you before you make the leap. You (and the ones you love) are worth it. - Cat

Use this scorecard to figure out what matters most to you in your life right now. Because you ... and the ones you love ... are worth it. **Do you have the balance you seek in your life?**

These are all really important questions! When you work & live in ways that run counter to your core values, it can negatively impact your career, your bank account and even your health.

Not convinced your values and priorities matter? A global long-term study by Gallup discovered that when you are unhappy at work, you are 2x more likely to suffer from depression and heart disease ... and will have, on average, 37% higher healthcare issues and costs! UGH. If you have ever been in a really stressful job, or one you hated, you know what I am talking about.

Great news: The PRIORITY SCORECARD can help you figure out what matters most right now in your life ... and will help you make the right decision about what to do next.

Here are 3 examples of the power of my Priority Scorecard:



Sample: Cat Breet's Priority Scorecard

I TURNED DOWN A PROMOTION and leave a company I loved because my family needed more of me.

I had two babies in diapers when I got the call 'Daddy had a stroke.' All of a sudden, I was taking care of my babies AND two bedridden parents (and all of their medical & financial concerns. I hired a nanny, but 3 months later she quit because she "was bored."

Ironically, my nanny quit the very same day my boss offered me the promotion I'd been wanting for 2 years – at a company I loved! UGH. I was exhausted, desperate and overwhelmed. Unsure what to do, I dragged out this scorecard and did it for myself. I ranked. I re-ranked. And it came out clear as a bell: I needed to quit and start my own business so I could make more money per hour AND build my own schedule. 15 years later, I could not be happier with my decision! I have more freedom, money & fun than I ever dared to dream I could have back then. The priority scorecard helped me make the right decision for my family and my career.

What I wanted most

- Flexibility to take care of kids & parents
- Match my current income
- Ability to work from home at least part-time
- No travel to other cities
- Work that matters & that I enjoy
- Independence: Ability to plan my own workday
- Culture: Good corporate culture
- Change and challenge every day
- Chance to innovate & create new things
- Large global company w/ lots of opportunity

Comparing scores

STAY IN CURRENT JOB	TAKE PROMOTION & Hire a new nanny	START MY OWN BIZ
__ 10	__ 10	✓ 10
✓ 9	✓ 9	✓ 9
__ 8	__ 8	✓ 8
✓ 7	__ 7	✓ 7
✓ 6	✓ 6	✓ 6
__ 5	✓ 5	✓ 5
✓ 4	✓ 4	✓ 4
__ 3	__ 3	✓ 3
__ 2	__ 2	✓ 2
✓ 1	✓ 1	__ 1
27	25	54

Total Score! →

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Sample: Jane's Priority Scorecard

Jane was so unhappy at work, she wasn't sleeping and was getting sick a lot. Even worse, she was yelling at her kids & fighting w/ her husband over silly things. She hated her job but LOVED the company and didn't want to quit! But she knew something had to change.

She came to ARBEZ to learn how to find a new job. Good thing! We encouraged her to look inside the firm as well, which she did. She got 3 offers (1 internal, 2 external). She did the scorecard to compare the opportunities against what she really wanted in her career and life and realized that taking a new job INSIDE the company was her best move!

What Jane wanted most

- Work that matters / impact
- Direct customer contact
- Money: Making at least \$90K per year
- Career growth – learning new things
- Clear leadership & direction
- Independence: Hands-off management
- Culture that is innovative & collaborative
- Solid company: Growing + good industry
- Work from home part-time
- Work-life balance: Max 50 hours + flexible

Comparing scores

STAY no change	STAY but take new job inside	LEAVE – New job new company
✓ 10	✓ 10	__ 10
__ 9	✓ 9	✓ 9
✓ 8	✓ 8	✓ 8
__ 7	✓ 7	__ 7
__ 6	__ 6	✓ 6
__ 5	✓ 5	__ 5
__ 4	✓ 4	✓ 4
✓ 3	✓ 3	✓ 3
__ 2	✓ 2	✓ 2
__ 1	✓ 1	✓ 1
21	49	33

Total Score! →



Sample: Eric's Priority Scorecard

Eric DOUBLED HIS MONEY, FREEDOM & FUN BY DITCHING THE CORPORATE LADDER. Eric was making \$63,000 working as a financial analyst at a bank, and he HATED his job. He knew he needed to get out, so he started shopping around. He got two great offers to work at two bigger banks. One offered him \$73,000. One offered him \$87,000. His parents said, "Take one of them!"

He was about to just take one of those 2 new job offers but thinking about it made him want to throw up. He could not figure out why! Until he did our scorecard. All of a sudden, it was crystal clear: change, adventure and flexibility were really important to him. He started talking to people he knew in the financial industry, and one month later he got a job offer to **become a consultant – AT \$120,000 per year!** When he mapped that opportunity against his priorities, it was very clear why he was so excited about it. He DOUBLED his income AND loves what he does for a living!

What Eric wanted most

- Financial analysis
- Not heads-down by self in a cube environment
- Chance to learn & grow professionally
- Flex time & vacation to mountain climb a lot
- Salary of \$63,000 or more
- New technology and/or industry
- Good manager with clear expectations
- Fun, hard-working coworkers
- Money for training (learn new things)
- Work from home part-time

Comparing scores

NEW JOB BANK 1	NEW JOB BANK 2	BECOME A CONSULTANT
✓ 10	✓ 10	✓ 10
___ 9	___ 9	✓ 9
___ 8	✓ 8	✓ 8
___ 7	___ 7	✓ 7
✓ 6	✓ 6	✓ 6
___ 5	___ 5	✓ 5
✓ 4	___ 4	✓ 4
___ 3	___ 3	✓ 3
✓ 2	✓ 2	✓ 2
___ 1	___ 1	✓ 1
22	28	55

Total Score! →

Your turn! 5 Simple Steps to getting the clarity & confidence you deserve:

1. **Write down your life & career priorities ... in order or importance.** Put your most important is at the top (and worth 10 points).
2. **Dig deep & CLEARLY DEFINE each thing until it is measurable.** For example: “Flexibility” might mean work from home 3 days a week for you. For me at 33, it meant being able to drop everything when my mom or dad had another health crisis. “good money” might mean \$85K a year to Jonah, but “\$195K + bonus” to you.
3. **Pick 3 options to rank against your priorities.** Score them against your list of priorities.
4. **Compare the scores and re-rank priorities as needed.** Pay close attention to your emotional response to the scores. You might say “Yup! That’s the one I really want!” Or, if you’re like many people, you’ll start to fight for the lower-ranked job by saying things like “Money is important to me, but it’s actually not #1 on my list. I think I’ll move money to the #3 spot on my list (and make it worth 7 points) and see what happens to the scores for both jobs.” Dig in to each item, one by one, to figure out why it’s important to you, and where you want it to rank on your list. Move around as needed until you’re happy with your list. *Note:* Only you can decide what’s most important to you, and what matters most will change throughout the course of your career and life. For instance, I never minded a long commute ... until the age of 34, when I had two babies (under the age of two) at home AND was taking care of my two sick, elderly parents.
5. **Talk to someone you trust.** If you thought you had some lightbulb moments reviewing this on your own, wait til you see what happens when you share this with someone else. They will ask you questions you never thought to ask yourself. And then they’ll shed some light you never would have seen on your own.

3 Keys to your success:

1. Finding SUCCESS & HAPPINESS IS AN INSIDE JOB So do this by yourself first ... without anyone else influencing you. It’s really important to get honest with yourself about what you want your career and life to look like, without influence from others.
2. The most important things in life rarely scream the loudest. So, dig deep and pay attention.
3. Be really honest with yourself! When I took a toxic job at one point in my career, my gut was telling me there was trouble on the horizon. I ignored it because I really wanted to work at that company. It was a huge mistake!



Your **PRIORITY SCORECARD**

Pick the best next step in your career!

What do you want most?

What matters most in your life right now? Freedom & Flexibility? Money? Fun? Work that matters? Good leadership? No travel? Be specific! For example, if you want more money, how much more do you want?

Score your opportunities

Can you get what you want? If the answer is YES, give it a +value. If NO, leave blank. Not sure? Go find out. When you're done scoring each opportunity, add up the score at the bottom of each column.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

OPTION 1 OPTION 2 OPTION 3

__ 10	__ 10	__ 10
__ 9	__ 9	__ 9
__ 8	__ 8	__ 8
__ 7	__ 7	__ 7
__ 6	__ 6	__ 6
__ 5	__ 5	__ 5
__ 4	__ 4	__ 4
__ 3	__ 3	__ 3
__ 2	__ 2	__ 2
__ 1	__ 1	__ 1

Total Score! 

<input type="text"/>	<input type="text"/>	<input type="text"/>
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4 - Figure out what you want!

Isolate your target job & pick the job that's right for you!

"You are never too old to set another goal or dream a new dream." – C.S. Lewis

It would be easy to panic and say that you can't worry about what you want right now. That would be a mistake – for three reasons:

- First, it will REALLY slow down your job search. The more clarity you have around what you want next, the faster & easier you will find it. Period.
- Second, you will be a MUCH more attractive candidate if you can tell them with confidence what you want, and why their project of job is exciting to you.
- Third, you CAN reinvent, repackage and chase your dreams ... even in the middle of this Coronavirus epidemic. You *might* have to put off the ultimate dream because you need money right now, or because you can't find that dream job fast enough ... but you might find it right now, too!

This is a good time to re-evaluate. What you want out of life and career changed over time. For instance, when I was little all I wanted to do was get a job traveling all over the world. Now, I love travel ... but I don't want to be a road warrior (traveling 100% of the time for work). When I was fresh out of college, I didn't mind an hour-long commute or working 80 hours a week. Now, I feel very differently about that. My priorities have changed, and I make very different decisions.

Only you can decide what matters most to you – and in what order. Our careers and our lives are very tightly connected. Take some time to think about what matters most to you right now in your career and your personal life. Here's how:

- Make a list of your PRIORITIES (done!)**
- Make a list of your NON-NEGOTIABLES** (the "gotta-have" list) Figuring out what you do NOT want is often easier than figuring out what you DO want. Nothing will ruin a perfectly good job faster than finding out that you're required to give up the things that matter most in your life (values and priorities). Stop the madness before it begins ... by evaluating a job against your top priorities BEFORE you take it. This list will help you do that.

Priorities shift with time, and they are extremely personal. Create this list by yourself, then review with the people who are closest to you. Think beyond the obvious (job title, money and leadership style) and dig deep to name the things that affect your day to day satisfaction at work. You CAN love what you do for a living ... but only if you're willing to figure out what you really want ... and then go for it. This list is a great step toward realizing your wildest goals.


Pssst! Figure out what you do NOT want is often an easier place to start!

Name your NON-NEGOTIABLES (5 Things you do not want):

1. _____
2. _____
3. _____
4. _____
5. _____

- CHART YOUR PAST CAREER HIGHS & LOWS.** What were your favorite jobs? Your least-favorite? Why? This exercise can help you find that sweet spot: the intersection between your strongest skills & the things you love to do.

CAREER HAPPINESS CHART: Plot *your* work history. Plot your jobs from left to right, from your first job to your current (or last) job. Rank each job on a scale of 1 to 10. When you're done, look at what you see. What kind of jobs, bosses and environment do you really like? What do you hate? What are the repeating themes?



Your Career Happiness Chart

Plot your work history. Plot your jobs from left to right, from your first job to your current (or last) job. Rank each job on a scale of 1 to 10. When you're done, look at what you see. What kind of jobs, bosses and environm

DREAM JOB!

It was a Perfect 10!
I loved my job! I jumped out of bed in the morning! I was THRIVING!

Average job

It was a 5 it was fine. I was good at it, but I was STAGNANT, STRUGGLING or bored.

TOXIC JOB!

It was a 0!
I hated my job! I was really SUFFERING

10

5

0

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How to evaluate the Career Happiness Chart:

Name your favorite job: _____

- Name 3 things you liked about it:
- Name 3 things you disliked about it:
- Why did you leave?

Name your worst job: _____

- Name 3 things you liked about it:
- Name 3 things you disliked about it:
- Why did you leave?

Find the common themes: What makes you happy & successful?

- What kind of work makes you happy?
- What kind of work environment makes you happy (people, place, management)?
- Any other insights you can learn from this?

Find the common themes: What makes you UNhappy & UNSuccessful?

- What kind of work?
- What kind of work environment?
- Any other insights you can learn from this?

- **DEFINE THE DREAM!** Define the dream: If there were no barriers, what would you like to be doing? If there were no barriers, what would you like to be doing? Think about the work, the money, the people, the challenges, and the rewards. What will bring you success, joy, and the life you want? The first step is the hardest. Once you define the dream, you will be amazed and how quickly opportunities begin to show up for you. If you need help with this, both *Job Hunt Toolkit Online* & *How to Become a Highly-Paid Consultant* courses at www.arbez.com offer you a series of exercises to help you figure out what's next.

DEFINE THE DREAM: Imagine your life 2 - 3 years from now ...

- What kind of work are you doing? _____
- Where? (Onsite? At home? Online? Overseas?) _____
- When? (full-time? Part-time? Days? Weekends?) _____
- How? (how are you getting your work done?) _____
- For whom (industries, companies)? _____
- *With* whom (what kind of people?) _____
- Money: How much are you making & how is your pay structured? (Straight salary, hourly, bonus ...?) _____

□ PICK THE RIGHT TARGET - The Target Job Scorecard

Which job is your next-best move? The scorecard will help you decide!

The Target Job Scorecard is an extremely important exercise. It is a GAME-CHANGER. Once you do this exercise, it will be soooo much easier to wake up every day, take confident action, write a compelling resume, network to find the hidden jobs and even interview like a rock star. So please ... do yourself a favor and take some time to do this. Review the sample scorecards below, then do your own scorecard for 3 different jobs you'd like to consider.

Stephanie had been unemployed for 9 months, and she was beginning to think she would never going to get a job. She was telling anyone that would listen about all the reasons she was not getting hired:

"There aren't any jobs"

"I'm too old"

"I just need to rework my resume"

"Nobody wants to help me!"

"Those jobs aren't real" and "I just can't do this."

You get the picture. She was REALLY discouraged, and in a dangerous place. Convinced all of those reasons were real, she turned to me for help. When I asked her what she was looking for, she spent 3 loooong minutes telling my 5 different jobs she was going after. I instantly knew where her problem was ... and it didn't have anything to do with the market, her age or her resume. Her problem: she was chasing too many jobs. That led to a few crippling effects:

1. She scattered (no focus, wasting time in all sorts of places)
2. Nobody knew how to help her, because they couldn't understand what she wanted
3. The people who wanted to help her were afraid to send her leads or introductions, because they weren't sure she really wanted a job in that space
4. The real opportunities she had over 9 months had not picked her because they did not think she would be happy in their job at their company.

THE FIX was actually really simple: pick the one target job you have the most experience, passion and connections around. This was too hard for her to do on her own, because she was so overwhelmed, afraid and discouraged. So I gave her my Target Job Scorecard. The scorecard will help you look honestly, without emotion, about which job is going to be the easiest to find ... and make you the happiest.

Take a look at how Stephanie scored her three top job targets. Once she saw the numbers, and WHY HR Operations was so high, she got excited again about looking for a job. The scorecard gave her the confidence that she was picking the right target AND that she had the skills & experience to be a really great hire in that space.

Just 4 weeks later, Stephanie had a great new job in HR Operations! 9 months of failure and frustration ... turned around just like that.

Karen had been laid off for 5 months without a single job offer.

She did the scorecard, and landed a job just 5 days later.

Paul STARTED his search w/ my scorecard and got 12 interviews + 2 offers in 2.5 weeks.

Mollie STARTED her search w/ scorecard & got 6 interviews + 2 offers in just 2 weeks!

THAT is the power of isolating your target job. Ready? Set. Go!

TARGET JOB SCORECARD

Sample TARGET JOB #1 (Job title): HR Operations

		1	2	3	4	5
Passion / Excitement:	How interested are you in it ... really?					✓
Experience	How much experience do you have?					✓
Proven results	Do you have a track record of success in this space?					✓
Expertise	How do you stack up against your competition? Are you a standout?				✓	
Future growth potential	Is it a growing or declining industry or trade?			✓		
Access to people	How strong is your network in this industry or trade?					✓

TOTAL SCORE: 27

Sample TARGET JOB #2 (Job title): Program/office mgmt.

		1	2	3	4	5
Passion	How interested are you in it ... really?		✓			
Experience	How much experience do you have?			✓		
Proven results	Do you have a track record of success in this space?		✓			
Expertise	How do you stack up against your competition? Are you a standout?		✓			
Future growth	Is it a growing or declining industry or trade?				✓	
Access to people	How strong is your network in this space?		✓			

TOTAL SCORE: 15

Sample TARGET JOB #3 (Job title): Training & development

		1	2	3	4	5
Passion	How interested are you in it ... really?					✓
Experience	How much experience do you have?		✓			
Proven results	Do you have a track record of success in this space?			✓		
Expertise	How do you stack up against your competition? Are you a standout?		✓			
Future growth	Is it a growing or declining industry or trade?			✓		
Access to people	How strong is your network in this space?		✓			

TOTAL SCORE: 17

Now, it's your turn! Pick your top 3 desired jobs, then have an honest chat with yourself. How strong are your chances of landing that job right now? Be really honest with yourself as you go along. Take a look at the final score, and ask yourself "Which of these jobs should I be going after right now?" **KNOW THIS:** You can choose to go after the lower-ranked job if you want. You're just going to have to work harder (network harder) and it will take longer. If your stomach and bank account can handle that, go for it! You'll have your eyes wide open, and that's half the battle.

Your possible TARGET JOB (Job title): _____

		1	2	3	4	5
Passion / Excitement:	How interested are you in it ... really?					
Experience	How much experience do you have?					
Proven results	Do you have a track record of success in this space?					
Expertise	How do you stack up against your competition?					
Future growth potential	Is it a growing or declining industry or trade?					
Access to people	How strong is your network (people you know)?					

TOTAL SCORE: _____

Your possible TARGET JOB (Job title): _____

		1	2	3	4	5
Passion / Excitement:	How interested are you in it ... really?					
Experience	How much experience do you have?					
Proven results	Do you have a track record of success in this space?					
Expertise	How do you stack up against your competition?					
Future growth potential	Is it a growing or declining industry or trade?					
Access to people	How strong is your network (people you know)?					

TOTAL SCORE: _____

Your possible TARGET JOB (Job title): _____

		1	2	3	4	5
Passion / Excitement:	How interested are you in it ... really?					
Experience	How much experience do you have?					
Proven results	Do you have a track record of success in this space?					
Expertise	How do you stack up against your competition?					
Future growth potential	Is it a growing or declining industry or trade?					
Access to people	How strong is your network (people you know)?					

TOTAL SCORE: _____

5 - Update your resume

“Courage doesn’t always roar. Sometimes courage is the little voice at the end of the day that says I’ll try again tomorrow.” – Mary Anne Radmacher

- ❑ **Start with a master resume.** Put everything on it, because you never know when a certain skill, project or industry experience will be important in the future. This master resume will be the big, long, comprehensive resume you use as reference document when you’re creating shorter, more tailored resumes for specific positions. See above (your proudest achievements) and make sure those show up on the front page of your resume.
- ❑ **Tailor your resume for every position you apply for.** Yup ... this is a ton of work, which is why you should be picky about which jobs you apply for (12% chance of getting hired by applying for jobs online) ... over 80% when you are referred to someone.
- ❑ **TEST your resume using jobscan.co.** Best thing since sliced bread!

Your resume is a MARKETING TOOL. It’s your sell sheet.

The 1st page of your resume like the front cover of a cake mix box. It’s a snapshot.

It’s a promise of what you can do for your next employer. The 2 page is like the list of key ingredients.

Myth busters: 4 Things you need to know about your resume:

1. **Your resume is designed to get you an INTERVIEW, not a job offer.** It is a marketing document. It is a *marketing document*. Share just enough relevant information to make them want to learn more ... by calling you and then meeting you. It should be a high-level view of your best work, and work history. Keep the nitty-gritty details in a “master resume,” but keep it short & sweet for your prospective employers.
2. When a real human being sees your resume, **you’ve only got 5-7 seconds to grab a recruiter or hiring manager’s attention.** Yet more proof that you need to be concise.
3. **The top 1/3 of your first page is most important.** Make sure your name, contact details, headline (area of expertise or job title) and your summary are clear, concise ... and aimed at your FUTURE boss, not your current or former boss.

4. Yes, **you need separate resumes for separate jobs**. If you are applying for more than one type of job, you will definitely need to craft a resume for each specific one. If you're applying online, you will need to tailor your resume for that specific job, company and industry.

How to write a great resume ... in 3 simple steps

1. **Know what YOU WANT** (target marketing plan)

If you don't know what job you are going after, you will not be able to write an effective resume. So, take a breath, do some research, and figure out what you want your next job to be.

- Target job – by title:
- Target industries:
- Target companies:

2. **Know what EMPLOYERS WANT & identify the gaps and transferable skills**

One of the most important steps to creating a resume and tailoring it for new employers is this: identifying the gaps. What are you missing? Are the gaps real, or perceived? Even if they are merely *perceived* gaps, you still need to be ready to address them – and overcome them when possible. This exercise will help you do that. If you're changing industries or careers, it is critical for you to spend some time doing research and identifying the gaps between what they want and what you have experience with, in areas like this:

- Skills
- Experience
- Education
- Technology
- Other (industry, ...)

EXERCISE: Identify the gaps (Get clear!)

This exercise will help you get REALLY clear about what's important ... and how to translate your past experience into what they're asking for.

Top 5 Required Skills Experience or Attribute Required for your Dream Job	Do you have that skill? Y or N	If yes, name Current Skills & Experience that match. If no, name comparable skills OR 1 way you can overcome this gap.

3. How to give it to them! *You're ready to create a terrific resume!*

- Maximum length of a resume should be 3 pages ... and only if it is all relevant. Most resumes should be no more than 2 pages in length (one page if you have less than 10 years of experience).
- Find a resume template you like, but make sure it has work history and dates of employment. No employer likes a purely functional resume without dates ... and they will discard it.
- Isolate your target (the job you want next) ... and then tailor your resume for that job.
- Let go of perfect! Do your best, clean up typos & grammatical errors and then go!
- Review it with 3 people **who know what they're talking about** ... then get connected!

6- Update your LinkedIn profile

Update your LinkedIn profile. Unless you've been an active LinkedIn user for a few years, you will probably need some help with this. LinkedIn can be overwhelming, and there are some critical things to get right or employers simply won't find you. There are a LOT of places you can go for help with you resume & LinkedIn profile.

The 10 Essential Elements to your LinkedIn profile

When you update your profile, start with these 10 Essential Elements! Rome was not built in one day, and your LinkedIn profile won't be, either. That's perfectly fine! However, there are some critical things you need to establish as soon as possible. I've made your life easy by listing them in order of importance. So, start at the top and knock these off your list one by one. Here's how: tap on the pencil icon near your photo to start editing your profile.

- Use your common name.** Use the name you *really go by!* If everyone calls you "Tammy," don't put "Tamara." Nobody will find you!
- Add a professional, friendly headshot.** LinkedIn stats show that members with a photo receive 21x more profile views & up 36x more messages. No bikini or dog shots. No selfies. 80% of the image should be your head. White backgrounds are best. Smile! It makes a big difference.
- Customize your profile URL.** You will use that at the bottom of your email, and people will use it to introduce you to others. There are many times where it is important for your LinkedIn URL to read with your name. For example, I changed mine to [linkedin.com/in/catherinebyersbreet](https://www.linkedin.com/in/catherinebyersbreet)
- Choose a headline that says exactly what you do.** Use industry-recognized job title and/or area of expertise ("Recruiter" instead of "Staffing specialist.") After that, state what you really do ("I get people hired faster and easier.") By all means, add your personal brand (if you've got one), or compelling descriptor for what you do. People need to see and understand – immediately – what you do. Again, see what other people are doing to get ideas.
- Create a strong, clear "About" section that grabs attention & clearly indicates what you do ...** for whom ... and why connecting with you is a really good idea. People can see the first two sentences of your summary when you come up in their searches, so make them count. But don't stop there. A summary with 40 words or more is much more likely to show up in search results, according to LinkedIn. Don't be shy about adding some personality. Nearly 40% of people reaching out on LinkedIn are looking for some sizzle.
- Experience matters!** Take the time to list your recent, relevant jobs with clear, compelling descriptions. LinkedIn uses search engine optimization just like Google. LinkedIn found that profiles with detailed positions are discovered **18x more in searches by other members and recruiters.** Use RESULTS and

METRICS whenever you can (“Bob got a job in just 2 weeks using my online job hunt toolkit.”) If you are unemployed, do not say “unemployed” anywhere on your profile. Let them find that out after they become interested in connecting with you. Instead, add a section that says, “financial analyst open to financial analysis positions.” Better yet, decide that you are open to considering contract work (you really should be), and say “Financial analyst – consultant.” I promise: people with full time positions will still be interested in you and call you. For dates, choose “2017 to present” for that new section.

- **Use keywords and language that are industry - standard** (“Recruiter”, not “Staffing specialist”)
- **Skills & expertise.** This section is critical. Add at least 5 skills. LinkedIn stats show that members with 5 or more skills listed are receive 17x more profile views and are contacted up to 33x more by other members and recruiters. WOW. List your skills in order of importance. LinkedIn will do the rest by asking your connections to endorse you for those. The more endorsements you have, the more you’ll show up in people’s searches. Tip: Let LinkedIn autofill with the most searched by words.
- **Recommendations.** Members with recommendations are 3x more likely to be contacted. Endorsements do not carry NEARLY as much weight! Ask 3 people who *know you well* professionally (and who are well-respected in your industry) to write a recommendation for you.
- **Contact details!** Include your email & phone in your summary if you are serious about growing your career and expanding your network. Nervous about sharing these? I’ve been on LinkedIn since 2005. I have over 8,000 connections and I’ve only had a handful of icky situations. But you might really need to keep your contact details private. If you do, find an alternative; get a Google Voice number that pushed to your private one, and create a public email account. Just make sure people can reach you in more ways than one!

7 - Fire up your network! And expand it.

*“We make a living by what we get, but we make a life by what we give.” –
Author unknown (often attributed to Winston Churchill)*

Your next job will almost certainly come through someone in your network. SilkRoad Technology studied 13 million applications and 300,000 hires. Only 12% of them got jobs by applying for them online. Over 80% got hired through networking & referrals. Here are some easy ways to fire up your network starting now:

- Connect with current friends**
- Start reconnecting with old friends and coworkers.**
- Start reaching out to new people on LinkedIn and other social media platforms.**
- Make yourself more visible outside your current company.**
- Hit LinkedIn daily.** Reach out to new people. Think about what job you might want next and make connecting with folks in that area of expertise your priority.
- Join industry groups where your future boss is hanging out – and get active.** Almost all of these professional groups have both an online community and in-person events. Take advantage of both. Become a member of the best ones and consider volunteering. Volunteering to sign people in as they arrive is a GREAT way to get to know people and stand out from the herd.
- Get active on social media in your area of expertise.** Don't just watch; engage! Like, comment and share great articles and videos that are relevant in your professional network. If you are a strong communicator, consider blogging or writing articles of your own. Consider cutting educational / informative videos ... but only if you're willing to make them professional. People WILL see them, and they WILL watch them. Casual is okay. Unprofessional is not.



The First 50: How to Start a Networking List

YOUR FRIENDS WANT TO HELP YOU... BUT THEY DON'T KNOW HOW. This list will help you change that.

Rally your troops! Your friends are referral heaven! But you have to ask for help.

First, go through every category and make a list of everyone you can think of that fits each category. Keep going until you get your first 50 contacts. Repeat until you've listed every single person you know, aged 1 to 99. Seriously.

Understand this: Most of the people on the list don't know what you do for a living, and have no idea that you are trying to find new connections and opportunities. They have never seen your resume or worked with you, which means they can't really speak to your knowledge, skills and abilities. It is your job to fill those gaps! Help them to help you by giving them a brief overview they can understand & use to help you make new connections.

Next, make a note of how you think each person might be able to help you. Do they work in your desired job? Do they know people? Do you just want advice or suggestions? Perhaps you do not know if they can help you. You won't know until you try.

Finally, call (ideal) or email / message every one of them to catch up with them and ...

- TAKE NOTES as you chat with each person.
- Check in with them first: “How is your family? How are you?”
- Tell them briefly what you do for a living and what you’re looking for (what kind of connection) & how you think they might be able to help you.
- Be quiet and listen carefully to what they say.
- Ask for advice. People love to give advice & suggestions ... but only if you ask.
- Ask for referrals if they do not offer them up on their own. You can simply say “Do you know anyone in that space?”
- Ask them to introduce you personally to those people! Your chances of getting a response will go up exponentially if you are introduced (versus calling someone and “name-dropping” by saying “Jane suggested that I give you a call.”
- Say “Thank you!” Keep saying thank you.
- Connect with them on LinkedIn
- KEEP THEM POSTED on what happens with their referrals. Seriously. This is the step which separates master networkers from mediocre ones. You must circle back and let them know how their referral turned out (what happened, how did it go, and next steps). Make it a habit to keep track of referrals in a database. It will pay off years later!

Family			
Friends			
Relatives			
Neighbors			
Former co-workers			
Community contacts			
Suppliers/vendors			
Political contacts			
Organizations			
Former customers			
Faith community			
Alumni association			
Professional associations			
Spouse / partner network			
Personal business service (Accountant, lawyer)			
Personal services (Hair, etc.)			
Other			

“Sometimes the biggest act of courage is a small one.” - Lauren Raffo

STRATEGIC (Skills-based) VOLUNTEERING

is a great way to fire up your network ... but it can also save your life AND get you a great new job faster & easier! Studies have shown that working as a volunteer ...

- Will get you a new job 27% faster!
- Makes you live longer (44% reduction in early death)*
- Helps you sleep better, have less anxiety and less hopelessness**
- Increases your sense of control over chronic conditions**
- Reduces chronic illness by 16% ***
- Lowers your risk of high blood pressure by 40\$ ****
- Reduces stress and your chance of depression by 12%
- Makes you 12% happier

6 Key advantages for job seekers:

1. **You will find a job 27% faster.** One study showed a 27% increase in job seeker success.^
2. **You will be a more attractive candidate.** 76% of HR executives said volunteering will give you a competitive edge over other candidates.^^
3. **You will keep your skills sharp.** Just like our leg muscles, our brains do much better with regular exercise.
4. **You can bridge (or eliminate) gaps in your experience, as well as try new industries and careers on for size.** If you want to jump into a new industry or career, volunteering can be a fast and easy way to gain skills, experience and connections. Paul's story offers a perfect illustration of this. He had absolutely no experience in the healthcare industry, but that's where he wanted to go. Applying online had brought him nothing but rejection. After completing a six-month healthcare technology certification course, he volunteered at a hospital to gain exposure. 7 weeks later, he got a full-time job in that hospital working on a new software implementation.

5. **You'll see a dramatic boost in your confidence!** Let's face it: finding – and keeping – your confidence during a job search is TOUGH. The longer a search goes on, the harder it gets. As a volunteer, you'll see your skills and experience in action on a regular basis. That will make for a great confidence booster.

6. **Your network will grow rapidly and easily.** You'll find a whole new world of highly-connected people volunteering right alongside you. Let them help you! Tell them what you're looking for and how they can help you. They will surprise and delight you with opportunities and warm introductions.

*Dr. Stephen G. Post and Case Western Reserve University School of Medicine and author of - 50 scientific studies funded through The Institute for Research on Unlimited Love. He has authored two books: *The Hidden Gifts of Helping: How the Power of Giving, Compassion, and Hope Can Get Us Through Hard Times* and *Why Good Things Happen to Good People: How to Live a Longer, Healthier, Happier Life by the Simple Act of Giving*.

**UnitedHealth Group study:

http://cdn.volunteermatch.org/www/about/UnitedHealthcare_VolunteerMatch_Do_Good_Live_Well_Study.pdf

*** The Science of Good Deeds: 30-year study by Cornell University -

<https://www.webmd.com/balance/features/science-good-deeds#1>

***4-year study of volunteering & hypertension: <https://www.nbcnews.com/better/pop-culture/volunteering-has-some-surprising-health-benefits-here-s-how-find-ncna932196>

^Volunteering as a pathway to employment Study - <http://www.nationalservice.gov/impact-our-nation/research-and-reports/volunteering-pathway-employment-report>.

^^Deloitte Volunteer Impact Study file:///C:/Users/cathe/Downloads/us-citizenship-2013-impact-survey-skills-based-volunteerism.pdf

8 - Start looking for jobs now!

You are ready to start shopping around! The easiest time to look for a job is when you don't need one. I am sure you're busy and feel like you don't have time to do this now, but you really can't afford to wait. Create time on your calendar to work on this at least once a week ... and more if you think a layoff might be coming soon. Skip that tv series (it will be there for you later, I promise!) and knock some of these things off your list now ... while you have the time and you're not in a panic.

Hello! You made it! Don't you feel better knowing you have some CONTROL over what happens to you? You've got a game plan ... and it's a good one. Yes, this is hard. Yes, it might even be scary. But you know what? You've done hard things before. You can do this! – Catherine

And remember this:

You are JUST as smart and talented today as you were yesterday. Don't let a layoff make you forget all that!



About the Author: Cat Breet (Chief Stripe Changer with ARBEZ) has been interviewing, hiring, and launching both consultants and full-time employees since 1997. She has hired, placed & coached top pros in the agriculture, finance, healthcare, high-tech, manufacturing, marketing, medical device, pharmaceutical, professional services, and retail industries. She has negotiated salaries ranging from \$20 an hour to \$1M a year and helped over 60,000 people to love what they do for a living. What she teaches works. When she's not helping people to change their stripes & do what they love for a living you can find her chasing fun with her husband & two strapping boys. Oh, and by the way ... she owns a zebra. His name is Joe.