

BRILLIANT WORK

Putting personal and business power to work...brilliantly.

“Dancing At Your Desk” Get a Job Workbook

by Sue Frederick

*The companion text for this work is a book entitled
“Dancing At Your Desk, A Metaphysical Guide to Job Happiness.”
which is available at www.brilliantwork.com*

Welcome to the BrilliantWork Program

We changed our “pitiful thinking” to “powerful thinking.”

We dreamed of a bigger, more fulfilling life and pictured it happening.

This week we take action.

You must go out into the world and research your new ideas – even if you’re not sure which direction you’re going in. The act of moving forward in any direction – even the wrong direction – has magic and power to it.

Your momentum will create the energy to make things happen, and that energy will attract what you truly want.

We won’t change our lives by sitting home thinking about it.

Our ideas and dreams must be followed by **forward motion**.

Let’s begin.

Take Action!

Research, network and interview—only while operating from the high-end of your continuum.

After doing the explorations described in the previous steps, it's essential to take action.

Go out into the world and research your new ideas.

Meet people, network, make phone calls; take tangible action steps in a new direction.

It's a law of physics that once an object begins moving forward it takes on a force (energy) of its own. Once you move forward in any direction – even the wrong direction – you'll be pulled into the flow of forward-moving energy, and you'll be guided to the right people and opportunities.

You'll become part of a vortex of positive energy that moves you into the right place at the right time; forward action takes on a life of its own.

Here are some examples of taking action:

- **Call two people** who are working in the career you're interested in. Ask them how they got started and how they like it. Ask for advice.
- **Learn Positive Energy Networking** and practice it everywhere. This means putting out strong positive energy to everyone you meet and telling them who you are and what your talents are. They won't remember the words you say, but they will remember your good energy.
- **Research your new career** on the internet and make three research phone calls based on what you've learned.
- **Write a brochure** or business plan (or design a website) for your new business idea.
- **Get resume help** or create a powerful resume yourself.

Write three steps you can take this week to make your dream happen:

- 1.
- 2.
- 3.

Where do I really want my life to be in six months? Write it down:

Where do I really want my life to be in one year? Write it down:

Remember, inaction, sitting at home worrying or being unhappy, will not open any doors. You must take a step forward in your new direction – then doors will open.

“But I’m still not sure which direction to go in,” you say. That doesn’t matter a hoot, I say. (Because you actually DO know.)

Remember your list of “Careers I Keep Considering” from Step Two, page three? Look again at your top three possible careers – the ones you got a “yes” from when you visualized a day in the life of that career.

The one that makes you giggle is the first one you should pursue.

Take at least three steps in the direction of that career.

If nothing opens up after two weeks, take three steps in the direction of your second choice.

It’s that simple.

You’re going to follow the good energy – wherever it takes you.

Get Inspired First!

Remember that you are energy and everything around you is made of energy.

This is an interactive universe, according to the physicists.

Therefore the results of your action steps depend on your energy!

The more positive high-end energy – happiness, optimism, divinity and inspiration you can pump through your body before making any phone calls or going to any meetings – the better the outcomes will be. Guaranteed!

When we're at the high end of our continuum, we're plugged into our inspiration. We're tapped into endless source energy which is where our brilliance originates. Work flows effortlessly, fluidly and exceeds expectations.

When we're at the lower end of our continuum, every task seems like overwhelming drudgery. Nothing is flowing and every chore takes twice as long as it should. Think of opening up to receive it rather than forcing it. Know when to stop working and when to start working. That's the difference between inspiration and drudgery.

Everybody has their own unique way of moving from the drudgery state to inspiration – or getting into the groove. Before starting any large task you need to move your energy to the high end of your continuum. Think of matching your energy level to the task level. If it's a large and overwhelming task, you must be at the top of your gauge before starting – so you'll have lots of fuel in your tank.

Exercise

Write five steps you can do to improve your energy before starting a task.

Examples

Go for a walk to get the energy moving in your body.

Laugh with a friend.

See the project already finished – effortlessly.

See yourself getting positive feedback for it.

Have a cup of tea.

- 1.
- 2.
- 3.
- 4.
- 5.

Dancing At Your Desk “Get A Job” Booklet

After you’ve completed all of your homework in the previous steps, this information will help you do informational interviews, job interviews, and create great cover letters, pitch letters, resumes and new business brochures.

Informational Interviews

Interviewing Those Who Do What You Dream of Doing

Find someone in your community who is in the job position that you’re dreaming of pursuing. Give them a call and very graciously explain your situation and that you’re doing research to see if this career really is the right career for you.

Before making this call be sure to get your energy to the high-end of your continuum. If you’re pumping positive energy during this phone call, you’ll attract a good response.

When you get the interview, ask them pointed questions about their day-to-day activities.

Examples

1. Please tell me how you got started in this career.
2. What do you like most about your work?
3. What do you like least?
4. In what ways do you find meaning and fulfillment in this position?
5. What was your training and background before entering this career field?
6. What would you recommend to someone who wanted to get started in this field?
7. What attitudes or values do you view as most important in this work?
8. Describe a good day at your job.
9. Describe a bad day at your job.
10. How many hours per week do you work on average?
11. How would you describe the stress level of this job?
12. Do you enjoy going to work each day? Why or why not?
13. Is there anyone else you suggest I talk to?

Spend some time writing notes from your interview:

- Does this career seem like what you expected it to be?
- Are you still interested in pursuing it? Why?
- Were you disappointed or thrilled with what you learned?
- Is this career in harmony with your values and beliefs?
- Would this career make you happy? Does it make you giggle to think about it?

Resumes & Cover Letters

The Ultimate Cover Letter

Your cover letter needs to be rewritten for each job you apply to. It needs to be concise, to the point and stating that you meet the exact qualifications they're looking for.

This letter doesn't tell your life story. It simply tells the HR person (who is screening resumes) that you DO have the qualifications mentioned in the ad. Remember, positive energy only and user-friendly always!

Here's an example:

Put the company address here.

Dear _____,

I was pleased to learn of your need for an _____. I believe the qualities you seek are well matched by my track record:

YOUR NEEDS

- Leisure Industry Experience:
- Customer Service Skills:
- Sales Experience:
- Executive Management Experience:
- Staff Training & Management:

MY QUALIFICATIONS

- 12 years as COO of Valley Resort Lodge
- Built a business and grew it to annual six-figure in sales.
- 7 years personal risk management assessment sales.
- CEO & CFO of HealthWays Insurance Agency
- Trained & managed staff, implemented employee handbook and employee negotiations.

I've enclosed a resume that details my experience. I'd love to meet with you to discuss possibilities. I'll be in town June 21st through June 26th finalizing relocation plans, and I will be available for interviewing at that time. While in Atlanta, I can be reached on my cell phone at: 119-337-4444.

Sincerely,

Rick Katz

The Ultimate Resume

The purpose of the resume is to get you in the door for an interview. A great resume will get you a great interview. Think of your resume as a baited fish-hook. You're trying to catch their interest. Most of all, a resume must be user-friendly and packed at the top.

Remember, it's a sales pitch that makes you look interesting enough to get an interview. That's it! It doesn't contain your life story, every job you've ever had, or every hobby you've ever pursued. It's a sales pitch that must sell you within 10 seconds. Its primary winning ingredient is USER-FRIENDLINESS.

It only needs to go back ten years in your career history. Anything more than that, and you could be unfairly eliminated from the interview possibility pile because they think you're too old.

The overworked HR director will probably spend 15 seconds scanning your resume before deciding if it goes in the trash or in the "to be considered" pile. Give her good reasons to say yes, and pack those reasons at the top.

You also need an attention grabber. I've invented a little paragraph that I call your "special spin." This is either a quote written by you that says why you love this work and how good at it you are. Or it's a testimonial from someone else saying how terrific you are. It must ooze with creativity and positive energy.

Remember, positive energy is everything. Do not put one word of negativity on your resume. Nothing bad has ever happened to you in your career or life as far as the resume goes. You can leave gaps in your work history to be filled in during the interview.

There are two main types of resumes: Chronological and Functional.

A **chronological resume** works best if you want to continue working in the same field. This is the format where you list your work experiences starting with the most recent. Explain your position, responsibilities, salary and accomplishments. The employer is usually most interested in your most recent work experience. Spend more time (and take more space) writing up your recent job than your past ones.

However, if you're changing careers, looking for something new, re-inventing yourself, or looking for your first job, then you need to do a **functional resume**. I prefer this type of resume for my clients. This resume is organized around your skills and abilities rather than your work history. Here you identify the skills and abilities required for the position you're seeking. Then look over your job and life experiences and describe the things you've achieved that best demonstrate those required skills.

Questions to ask when evaluating your resume:

1. Is there a clear focus at the top of my resume that instantly tells someone who I am, what job I want, and why they should hire me?
2. Does anything make my resume different than or better from the thousands of other resumes they'll receive?
3. If someone spends 15 seconds scanning my resume what will they summarize about me?
4. What is the downfall of my resume and how can I fix it or use it to my advantage?
5. What in my resume will prevent me from getting an interview and how can I eliminate it?

Always keep your resume to 2 pages or less.

Sample Resume

Jack Harris jackharris@mesa.com
8880 Pine Street 303.888.8987 (H)
Boulder, CO 80301 303.222.6668 (C)

Objective

A leadership position as **Sales Territory Manager** with a progressive company using my natural abilities as a self-starter and team leader with 10+ years of sales and management expertise.

“My innate ability to relate to clients, along with tenacity and uncompromising integrity have allowed me to exceed my employers’ objectives consistently throughout my career.”
Jack Harris

Areas of Expertise

- ◆ Management professional with highly successful track record in national and International companies.
- ◆ 10+ Years experience in strategic and tactical territory/account development.
- ◆ Managed Sales Territories with Sales Revenue of \$5-15M annually.
- ◆ Met Sales Quotas 40 of 46 quarters from 1991 to present.
- ◆ Provided presentations of enterprise solutions, value proposition, explicit needs analysis, proof of concept, and project assessment for prospects.
- ◆ Coordinated Professional Services and comprehensive training to all levels within organization.
- ◆ Developed national marketing strategies to penetrate viable market segments. Responsible for the assessment and capture of core market opportunities (65% of total company revenues).
- ◆ Designed and Coordinated National Advisory Board Users Group and National Symposiums.
- ◆ Exceeded \$15M in sales in 1995. Met expense budget of \$1M.

Professional Experience

Corporate Account Executive – 2001 to Present

SEISMIC SOFTWARE – Global Leader in software development tools, best practices and professional services. Annual sales of \$750M.

- ◆ Responsible for prospecting and development of Geo territory with 3 Technical Engineers to broad market segments in highly technical consultative environment.
- ◆ Developed relationships, built consensus within multiple departments to close business.

Area Sales Manager – 1996 to 2001

BUSINESS NETWORKS – Privately held manufacturer with annual sales of \$150+M. Industry leader in Biomedical products with distribution in 60 countries. USA Subsidiary based in Washington, DC.

- ◆ Directed 5 Regional Sales Managers in a 29 state territory. Sold biomedical equipment with integrated software application in B-to-B environment.
- ◆ Acted as Project Manager for all accounts. Inclusive of technical specifications, implementation strategy, training/education logistics and analysis of productivity metrics.

Director of Commercial Sales – 1989 to 1996

WELLNESS INC. – A \$300M manufacturer of consumer wellness products based in Raleigh, N.C.

- ◆ Managed five Territory Sales Managers and 12 Channel Partners in a thirteen (13) state region and three (3) Canadian provinces.
- ◆ Built and motivated cohesive conscientious sales team committed to achieving corporate goals.
- ◆ Exceeded \$15M in sales in 1995. Met expense budget of \$1M.

E d u c a t i o n

Degree

University of Missouri, Columbia, Missouri
B.S. Sports Science

Sales Training and Skills

Value Added Selling 1995
Spin Selling 1994 & 2001
Competency in Siebel, Outlook, MS, Excel.

Sample Resume

Betty McFarlane Phone/fax: 999-333-1234
2268 Green Ave Cell: 729-123-4567
Atlanta, GA 80088

OBJECTIVE

A position as **Event Planner** which applies my background and expertise in management, budget planning, marketing, vendor contract negotiation, speaker recruitment, and publishing.

“I love planning conferences. The excitement of getting the best people, best place, and targeting the best attendees, is exhilarating. Blending so many diverse elements into a successful event in which everyone benefits is like being an alchemist – turning raw materials into pure gold.” Betty McFarlane

AREAS OF EXPERTISE

- ▶ Planned, directed, and coordinated more than 40 multi-day conferences for thousands of attendees.
- ▶ Planned and implemented 100s of smaller events, training seminars, workshops, luncheons, & receptions.
- ▶ Implemented 50% increase in conference attendance.
- ▶ Recruited numerous New York Times best-selling authors for conferences.
- ▶ Negotiated nearly 200 facility (hotel/conference) contracts for events.
- ▶ Created 250 brochures and 16 newsletters.
- ▶ Gave motivational lectures as a featured speaker at more than 30 national conferences.
- ▶ Created substantial gains in conference revenue and more efficient utilization of resources.
- ▶ Calmly and effectively problem solved all the challenges that arise during event planning.

PROFESSIONAL EXPERIENCE

Contract Manager

Current – **Tech Graphics**, Atlanta, GA

Set-up and oversee end-user contracts, maintain quality control and price cost adjustments.

Conference Director

1997 to 2000 – **Atlanta Women 2000**, Atlanta, GA

Researched and acquired speakers, developed seminar program and curriculum, negotiated speaker contracts, arranged travel and hotel contracts, created web content, and conference database.

Regional Administrator & Event Director

1995 to August 1997 – **Business League International**, Atlanta, GA

Planned and executed events & conferences, managed projects, planned and managed budget, wrote annual reports, news releases, brochures, marketing materials and grants. Conducted fundraising campaigns.

EDUCATION

BA in Humanities 1981

Georgia State College

Graduated with honors

Sample Resume

John Haas (578) 909-2222
3306 South 99th Avenue Jhaas@nwinfo.net
New Orleans, LA 90090

JOB OBJECTIVE

A position as VIP MANAGER which will apply my background and experience in business development and management, customer services, and problem solving.

Areas of Expertise

CEO & CFO of WellTrack Insurance Agency
World class customer service skills
Staff management experience
Outstanding communications & interpersonal skills
Human resource management

PROFESSIONAL PROFILE

Self-starter with more than 17 years as CEO & CFO for independent businesses. Extensive public contact and expertise with customer complaints, insurance claims, problem solving, company policy enforcement, and staff management.

“Many of my clients walk-in to pay their policies so that we can chat. They sit and tell me their problems, and I find solutions for them.” John Haas.

PROFESSIONAL EXPERIENCE

CEO & CFO of WellTrack Insurance Agency, New Orleans, LA from 1995 to present

- < Built independent agency from scratch to an annual \$5 million in sales.
- < Developed trust and rapport with insurance clients.
- < Built community reputation based on integrity and complete attention to customers' needs and concerns.
- < Enforced company policies.
- < Mediated & problem solved to meet the needs of WellTrack as well as my clients.
- < Trained and managed staff, implemented employee handbook and employee negotiations.
- < Created and oversaw budgets and marketing plans.
- < Developed annual business plans.
- < Oversaw all accounting functions from payroll to IRS forms and financial statements.

Controller for Growers Supply, Inc. Yazoo, MI from 1993 to 1995

CFO, COO, & Corporate Secretary for Circle K Enterprises, Inc. Collinsville, AL from 1983 to 1993

EDUCATION

Bachelor of Arts in Business Administration
Kentucky University

Associate Science Degree; Business Administration
Missouri Valley Community College

LICENSES

Registered Representative Securities & Exchange Commission
State of Washington Insurance License; Property, Casualty, Life & Disability

Sample Pitch Letter

Send a pitch letter when you want to work for a company that doesn't have any job openings. It works better than a resume – which would end up in the HR office. Send this letter to the person who has the power to hire you – not the HR director. Always follow it up with a phone call. Before making the phone call, pump your energy to the high-end and picture having a great meeting with the person you're calling.

MICHAEL SELLERS
160 Quince Lane Vail, CO 80015
303-999-1111 msellers@aol.com

March 16, 2004

Brass, Inc.
410 Arapahoe Way
Denver, CO.80208

Dear Mr. Gamov:

I am an experienced, multifaceted professional seeking employment opportunities as a service manager or field supervisor with a progressive, forward thinking technology company.

Here are some of the qualifications I can bring to your company:

- In-depth knowledge of PC networks and computer systems products.
- 15 years of effective experience in the computer industry.
- Built company from ground to \$10 million in annual sales.
- Ability to successfully interface between salesman, technicians and customers.
- Conflict resolution skills – Be it employee, vendor, business or consumer.

I'm writing to you because you may be in need of someone with my experience and capabilities. In today's business atmosphere where profits margins can be thin, I bring computer industry expertise to help you iron out problems typically facing sales and service companies.

I'll call this week to see if you have time for a meeting.

Sincerely,

Michael Sellers
333 Chelsea Lane
Springfield, MO
333-934-2323

Another Sample Pitch Letter

Mary Tremaine

789 SNOWBIRD ALLEY VAIL, COLORADO
554-343-8999 MARYT@VAILVOICE.COM

May 1, 2002

Betty Harmon
Pinnacle Media
4327 Jackson Street
St. Louis, MO 60305

Dear Betty,

While working as an event planner, I created more than 40 multi-day conferences for thousands of attendees and implemented hundreds of smaller events such as training seminars, workshops and luncheons.

During that time, my marketing strategies increased conference attendance by 50%.

I'm writing to you because you may be in need of someone with my experience and capabilities to help you manage conferences.

Here are some other things I have done:

Recruited numerous New York Times best-selling authors for conferences.

Negotiated nearly 200 facility (hotel/conference) contracts for events.

Created 250 brochures & 16 newsletters.

Given motivational lectures as a featured speaker at more than 30 national conferences.

My education consists of a BA in Humanities from Missouri State College and a paralegal certificate from St. Louis Paralegal Institute.

It would be my pleasure to meet with you to discuss further details of my experience

Sincerely,

Mary Tremaine
789 Snowbird Alley
Vail, Colorado
554-343-8999

The Job Interview

Remember, a job interview is primarily an energy contest. The person with the best energy always gets the job. Your answers are not as important as your positive energy. They're going to hire the person they want to have around in the office – no matter how competent you are. Your energy work is crucial here.

Here are some questions you can expect to be asked. Write down your answers and rehearse them.

Tell me about yourself.

Everything you say should be positive, upbeat and targeted to the job you're trying to get. For example, if the job is in the health industry, you start by saying *"I care passionately about health."* Use your positive energy to wow them. **ONLY SAY AND THINK POSITIVE THINGS ABOUT YOURSELF.**

Why should I hire you?

Here's your chance to do a great sales pitch on yourself. Tell them how your attitude, skills, talents and experience will benefit their organization. **MAKE THEM LAUGH. USE EPR: HUMOR, SWEETNESS AND GRATITUDE.**

What are your career goals?

Even if you plan to move on from this job/career as soon as possible, don't tell them that. Instead focus on the things you'd like to accomplish for their organization.

Why did you leave your last position?

Stay positive with this answer. Don't tell them how much you hated your job, or the boss was terrible, etc. Explain that you'd gone as far as possible within the organization and want something bigger now, want a new challenge. Explain what attracts you to this new organization. **STAY AT THE HIGH-END OF YOUR CONTINUUM.**

Why are you interested in this position?

Here's where you show off all the research you've done on their company. Stress what you can do for them, not what they can do for you.

Why did you choose this field of work?

Explain all of the work you've done (in our sessions) to find your core values and skills. Now you've found the company and position that is in harmony with who you are and with the meaningful work you want to do in this world. This gives you quite an advantage over other applicants who are just answering an ad in the paper.

How much do you expect to earn here?

It's best to reply by saying, *"I've had a varied salary background from \$25,000 to a six figure income. I'm willing to work with you on this. What is your budget for this position?"*

If you can get them to give you a number first, you have the advantage.

Before the interview, do your homework in this area. Go to www.salary.com and research the salary range for this position. Then call the Human Resources Department for this organization (or a similar organization) and ask what the salary range is. If it's \$45,000 to \$50,000, then ask for \$55,000. That way they know you can be bargained down to their high-end of salary and that you expect to get paid well.

Excerpts from *Don't Send a Resume* by Jeffrey Fox

Career expert and author Jeffrey Fox has put together a wonderful list of questions to ask the person who is interviewing you for a job. Once you get the interviewer answering your questions, you learn what you need to know to get the job. And your questions will impress the interviewer.

Here are Fox's questions:

1. Why is your company successful?
2. What must your company do to stay successful?
3. How does your company make money?
4. What are your strategies to get and keep customers?
5. What is the vision for this company in three years?
6. What does it take to succeed here?
7. Why have other people failed here?
8. What were the reasons you went to work here?
9. Are your competitors ABC, Inc. and XYZ, Inc.?
10. What differentiates your products and company from the competitors?
11. Why are (your target job position) important to your company?
12. What are your expectations for the job?
13. What important task is not being done well today?
14. What are you looking for?
15. What is your hiring process?
16. Who else is involved in the decision to hire?
17. What are your concerns about this position?
18. What will it take for somebody like myself to get accepted by your company?
19. Is there any question that I should be asking that I'm not asking?

Starting Your Own Business

If you're starting your own business, the first step is writing a brochure.

This makes you focus on your target market, services and pricing. If you spend a weekend working on a brochure, you'll know if this new business is really something you want to do. You'll either be excited and more inspired after writing it – or not. If you are excited, go full speed in that direction and write a business plan next.

Questions to ask when evaluating a brochure:

1. Who is my market? Does my brochure speak to my market?
2. How is my business different from and better than my competitors?
3. What services am I offering and are they clearly explained?
4. Who am I, and am I “pitched” in the right way on my brochure?
5. What unique parts of my history can I bring to this bio and brochure that will put me ahead of the pack?
6. Is my brochure interesting or dull?
7. Would you be interested in these services if you read this brochure?
8. What can I do to improve this brochure and give it a stronger focus?
9. How can I make this brochure more creative and interesting?
10. Where do I want this business to be in five years?

YOU Inc.

Get a friend or loved one to play this game with you. You each take a turn writing an Ad about the other person.

You're going to interview your partner and write an advertisement for their dream life/career. If your partner's name is Karen, their business will be called Karen, Inc.

Spend a few minutes asking them these and similar questions:

1. What are your three best talents?
2. What are your three most important strengths?
3. What are your three top values?
4. Describe your dream career.
5. Describe what role you would play in that career, what your tasks would be, what you would excel at, etc.

Here's an example of an AD:

Karen, Inc. is the ultimate Party Planner. Her creative themes, brilliant games, magical decorations, and savory dishes will transform your party into a fantasyland come true. Karen, Inc. specializes in attention to detail, outstanding organization, clear communications, and flawlessly executed celebrations. Put your mind at ease, and Karen, Inc. will do the rest.

Now write something similar to describe your partner:

Weekly Goals

1. List three things you'll do this week to find a better job:
2. List three things you'll do this week to improve your current job:
3. List three things you'll do this week to make your family/friends feel loved and appreciated:
4. List three things you'll do this week to improve your relationships with co-workers:
5. List three things you'll do this week to feel good about yourself:
6. List three things you'll do this week to improve your life:

Remember, always pump your energy to the high-end of your continuum before doing any networking, phone calls or job interviews.

You're moving forward now, and that creates a magic of its own.

Good opportunities will come your way because you're attracting them with your forward motion.

It's guaranteed!