

YOUR CAREER ADVOCATE

Volume Ten, Issue Seven – October 2014

YOUR CAREER ADVOCATE is the FREE monthly e-newsletter published by Career Potential, LLC to help you take charge of your career, create the work you love, and earn what you deserve!

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This Month's Feature Article

Back to Basics – With The Job Seeker's Tool Kit

By Ford R. Myers
President of Career Potential, LLC

This month, I will be delivering my 'Job Seeker's Tool Kit' seminar TWICE. (See the October seminar schedule, below). I believe the demand for this presentation is so strong because it brings people 'back to basics' and provides specific, practical guidance on how to rapidly achieve greater career success.

Of course, when I mention the 'Job Seeker's Tool Kit,' many people are thinking 'Tool kit, what tool kit?' I've got my resume and my cover letter; let's just get out there and start interviewing!

The problem with this approach is that it simply doesn't work – and I'm only interested in RESULTS! People need a portfolio full of high-quality career tools to do the right job, with the right person, at the right time, for the right purpose! Just as a carpenter wouldn't show-up on the construction site with just a hammer; a job seeker shouldn't show-up with just a resume. Different tasks during the process will call for different tools!

So let's go through these tools again, one by one. I'll break this down for folks so they don't feel overwhelmed. (By the way, my Ultimate Career Guide is loaded with examples of each tool – plus the step-by-step instructions to make creating these as easy as possible! (Visit: www.ultimatecareerguide.com)).

Here are the 10 essential elements that should be in every Job Seeker's Tool Kit:

1. Written accomplishments. Write seven or 10 accomplishment stories about work-related tasks that made you proud. Describe the

What Clients are saying about Career Potential

"Great seminar yesterday. I truly appreciated the overview and then detailed tips on each element of the 'tool kit.' It's amazing how we each can raise the bar on our search process with the right tools!"
– E. Levitt
Organization Development Consultant

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challenge or problem, your specific actions and the positive results you produced. These stories can be from any time in your career and any job you've had. These are usually examples of times when you 'went above and beyond' the scope of your job's responsibilities.

2. Verbal presentations. Prepare and practice a 'Positioning Statement' (also known as a '15 second commercial') about who you are professionally, the industries you've served and the particular strengths you can contribute to a new employer. When you write it out, keep it brief and then memorize it so it will always be 'on the tip of your tongue.' You will also need a 'Departure Statement,' a pre-prepared explanation of why you are no longer with your previous employer, or why you are seeking a new position (even if you're still working).

3. Professional biography. Write a one-page narrative of your career in the 'third person' – as though someone else wrote it about you. This is no time to be 'shy,' so make it sound impressive! This will be the primary tool you'll use in all your networking. Somewhere in the middle of the document, create a 'bullet list' of the tangible results you have achieved (which are drawn directly from your 'accomplishment stories.')

4. Target company list. Make a 'wish list' of adjectives that would describe your ideal employer, such as size, location, industry, culture, values, environment, people, etc. Then research specific organizations that meet those criteria. Create separate folders for each of these companies and gather as much information as you can. Prepare a list of these organizations, categorized by industry. You will eventually network your way in to meet with the hiring managers (not Human Resources) at these companies!

5. Contact list. Compile a list of all the people you know personally and professionally. Yes, ALL of them. Include their names, phone numbers and e-mail addresses. Don't edit the list or make any assumptions about who can or can't help you. Remember that approximately 80% of new opportunities are secured through networking – and a very high percentage of those positions were discovered through people who were least expected to be of help! Your final list should number in the hundreds.

6. Professional references. List colleagues who would 'sing your praises' if asked about you. Contact each of them, and get approval to use their names on your list of references. Be sure to provide these individuals with guidance about what to say when prospective employers call. Also, ask these references to contact you immediately when prospective employers call them.

7. Letters of recommendation. Request letters from six to eight respected business associates, printed on their company letterhead (if they can't or won't use corporate letterhead, personal letterhead will suffice). These individuals could be superiors, subordinates, peers, suppliers, clients, etc. Try to 'mix it up' with individuals from various companies and in several different roles. Provide guidance as to what you would like them to write about you.

8. Networking agenda. People often find it difficult to get started with their networking because they feel nervous or afraid of making a mistake. The best way to avoid this problem is to learn the specific steps (the 'agenda') of a networking discussion – how it flows, what to expect, how to react to the other person's comments, etc. In addition, it is smart to write-out a full script so you'll know exactly what to say and how to say it. By preparing this networking script in advance, you'll feel much more confident and productive in the process.

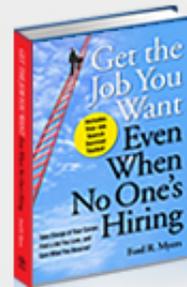
9. Tracking system. Keep a detailed record of your job-search activities, including phone calls, meeting notes, correspondence, and follow-up steps. This is vital for planning and assessing your performance week-to-week. Use pre-printed forms, folders, contact software and other means of staying organized. It's all about improving your productivity week after week!

10. Resume. It's the last on the list, but still indispensable. And, it has

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to be GREAT. Be sure the final resume is carefully-edited and succinct (no more than two pages), with a layout that is easy for the eye to follow. Include not just your roles and responsibilities in all your jobs, but also the outstanding achievements from those positions.

By integrating these elements into your job search – and not relying solely on your resume – you'll add power, professionalism and flexibility to your efforts. It may take some time to produce these documents and to learn how to use them effectively – but it will be worth it. Building a satisfying career is much easier when you have the right tools!

You're Invited – Five Career Success Events – Oct. 2014

Event #1 – Tuesday, October 14, 2014

THE JOB SEEKER'S TOOL KIT

A carpenter would never show-up at a construction site with only a hammer. An graphic artist would never interview for a design position without showing a complete portfolio. So why is it that most job seekers use only their resume as the cornerstone of their search?

Job seekers over-emphasize the resume because their other "tools" are weak or nonexistent. But the resume should actually be one of your least used job-seeking tools! Unfortunately, most people don't know what these other tools are or how to use them.

By integrating these other elements into your job search – and not relying solely on the resume – you can add power, professionalism and flexibility to your efforts. Finding the right job and building a satisfying career is much easier when you have the right tools!

This is a practical seminar that is designed to provide tangible solutions, with "real world" case studies and examples. We will examine the specific tools you need and how to create them – not just to land the next job – but to master the search process and maximize your long-term career potential. Don't miss this unique and helpful workshop!

Here are the details:

DATE: Tuesday, October 14, 2014

TIME: 9:00am to 11:30am **SPONSOR:** Philadelphia Area Great Career Group

PRESENTER: Ford R. Myers, the President of Career Potential, LLC

FACILITATOR: George Schonewolf, Career Counselor

INVESTMENT: Free

WHO: Everyone is welcome!

LOCATION: Panera Bread (Back Room), 1641 Fairway Valley Road, Jenkintown, PA

REGISTRATION: Advance registration is required, [click here](#)

NOTE: You will need to register as a member of www.MeetUp.com (free) in order to sign-up for this event. Do this at

<http://www.meetup.com/Philadelphia-Area-Great-Careers-Group> by clicking the "Join Us" button at the top-right section of the web page.

QUESTIONS: Call George at (215) 663-0601 or e-mail

careercounselor1@comcast.net

REMINDER: Bring your resume and networking business cards

Event #2 – Saturday, October 18, 2014

THE JOB SEEKER'S TOOL KIT – AND OTHER SEMINARS

Jump Start Your Job Search - A Full Day of Career Success Training and Networking with Five Top Speakers

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Here are the details:

DATE: Saturday, October 18, 2014

TIME: 9:00am to 4:00pm

SPONSOR: Church of the Saviour

PRESENTER: Ford R. Myers and Five Other Speakers

FACILITATOR: Amy Dinning

INVESTMENT: \$10.00, pay with your online registration

WHO: Everyone is welcome!

LOCATION: Church of the Saviour, 651 North Wayne Avenue, Wayne, PA

REGISTRATION: Advance registration is required. Please visit: www.cosnet.org/cares. Registration will close on Wednesday, October 15, 2014 at 12:00noon, and we are unable to accept walk-ins.

DIRECTIONS: Visit <https://www.cosnet.org/about/visiting/maps-and-directions>

QUESTIONS: E-mail Amy Dinning at amydinning@juno.com

NOTE: Bring your business cards and your lunch, as there will be no place to purchase food.

Event #3 – Wednesday, October 22, 2014

THE POWER OF POSITIVE PSYCHOLOGY (HAPPINESS) IN JOB SEARCH AND CAREERS

The focus of psychological research and practice is moving from "what's wrong with you" to "what's right with you;" and from dysfunction to thriving. The new, rigorous science of Positive Psychology has a lot to say about how to be happy and fulfilled in jobs and careers.

Join us to learn how to apply Positive Psychology principles to finding a new job, being successful in a career and being happier in life. In this presentation, you will learn:

- The four critical elements of well-being (happiness)
- How to apply your personal strengths to jobs and careers
- How to use strengths to guide career/job choice
- How to raise your level of personal well-being
- How to be happier right now

How do you answer the question: "Would you like to become happier and more fulfilled by learning the scientific principles of happiness?" If you answered "Yes," register now for this important presentation!

DATE: Wednesday, October 22, 2014

TIME: 6:30pm to 9:00pm
SPONSOR: Philadelphia Area Great Careers Group
PRESENTER: Eric Kramer
INVESTMENT: \$20.00, pay with your online registration
WHO: Everyone is welcome!
LOCATION: Bartley Hall, Room 3001, Villanova University, Villanova, PA (Corner of Lancaster and Ithan Avenues)
REGISTRATION: Advanced registration is required and seats are limited, [click here to register](#)
DIRECTIONS: Visit <http://www1.villanova.edu/villanova/admission/visit/maps.html>
QUESTIONS: Call Eric at (610) 420-4158 or e-mail epkramer@gmail.com
NOTE: You will need to register as a member of www.MeetUp.com (free) in order to sign-up for this event. Do this at <http://www.meetup.com/Philadelphia-Area-Great-Careers-Group> by clicking the "Join Us" button at the top-right section of the web page.

Event #4 – Thursday, October 23, 2014

10 VITAL STRATEGIES TO MAXIMIZE CAREER SUCCESS

What if you could discover the "secrets" that determine who will reach full potential in their career, and who will not? That's exactly what this presentation will reveal. Real career success is achieved not just in KNOWING these "insider strategies," but in APPLYING them in a consistent, systematic manner.

Career expert and author Ford R. Myers will show you exactly how to leverage these 10 powerful strategies, to help you move your career forward – no matter what level you've already achieved in your profession!

DATE: Thursday, October 23, 2014
TIME: 6:00pm registration, 6:30pm presentation, 7:30pm wrap-up and book sales/signing
SPONSOR: The Pyramid Club of Philadelphia
PRESENTER: Ford R. Myers, the President of Career Potential, LLC
INVESTMENT: \$10.00, pay with your online registration
WHO: Everyone is welcome!
LOCATION: The Pyramid Club, BNY Mellon Center, 1735 Market Street, 52nd Floor, Philadelphia, PA. (Easily accessible by train to Suburban Station).
REGISTRATION: Advance registration is required, [click here to register](#)
NOTE: Light food will be served (small quiches, dumplings, cheese, fruit, etc.)
QUESTIONS: E-mail Theresa Hummell-Krallinger at treesehk@gmail.com

Event #5 – Wednesday, October 29, 2014

HOW TO STAND-OUT IN A VERY COMPETITIVE JOB MARKET

The subtle differences in every step of the job search process determine who ultimately lands the job and who does not. This is especially true in a bad economy, when unemployment is high and the job market is so competitive.

Learn how to properly communicate your value to prospective employers. Master key strategies to help you in the job search. Discover tools to gain access to your target market. Get advice on the latest resume techniques and recommended formats. Delve into the critical pre-interview planning process. This presentation will show you how to stand-out as the candidate of choice, and get the offer!

DATE: Wednesday, October 29, 2014
TIME: 9:00am to 11:30am
SPONSOR: Career Potential, LLC
PRESENTER: Ford R. Myers, President of Career Potential, LLC
INVESTMENT: \$25.00 (pay with your online registration)
WHO: Everyone is welcome!
LOCATION: Radnor Financial Center, 150 N. Radnor-Chester Road, Suite F-200, Radnor, PA
DIRECTIONS: [Click here](#)
REGISTRATION: Advanced registration is required. Visit: <http://www.careerpotential.com/signup/>
QUESTIONS: Call Ford at (610) 649-1778 or e-mail contact@careerpotential.com

These events are also opportunities to make new networking contacts, and get some of your career questions answered!

If you'd like to improve your career situation, you'll find these presentations to be particularly relevant and helpful.

Please pass this invitation along to anyone else who might benefit from these powerful seminars.

Special Bonus Audio – For Subscribers Only

"The 12 Habits of Highly-Successful Job Seekers in a Down Market"

The most popular (and possibly the most powerful) teleseminar I've ever conducted is called "The 12 Habits of Highly-Successful Job Seekers in a Down Market." Some subscribers to this e-newsletter have already heard the program – while others have been requesting that I offer it again. So as a special bonus this month, here it is! Just click the button below, turn-up your computer's speakers, and enjoy listening to the recording!



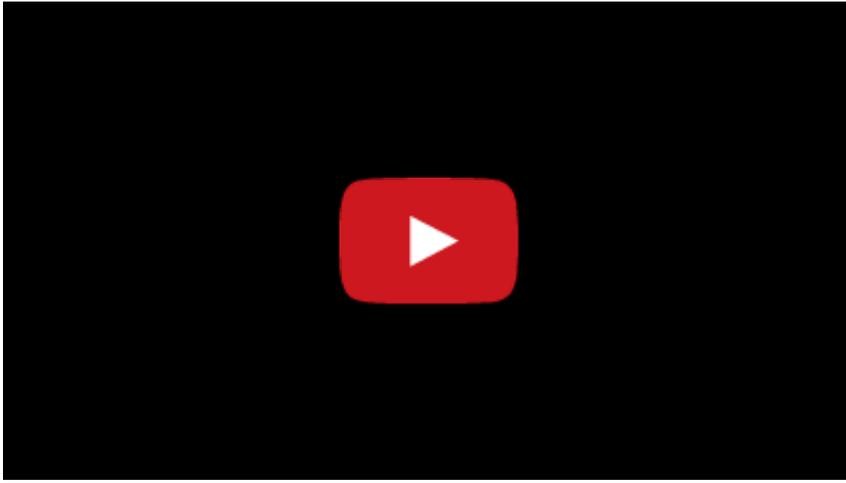
Client Referral Program

Here at Career Potential, LLC, most of our business comes through referrals. To encourage this process, we offer an incentive in the form of a "Referral Bonus." Each time you refer someone who becomes a career coaching client, we'll reward you with a generous American Express gift card! For details, please contact Career Potential.

Career Potential's YouTube Channel

Did you know that Career Potential, LLC has its own YouTube channel? Check it out, and watch all our TV interviews and educational presentations online. It's FREE, and you'll learn quite a lot by watching. Just visit: <http://www.youtube.com/user/careerpotential> and access all the video segments. Below is one of them for you to enjoy.





Invitation from Career Potential – Complimentary Initial Consultation

The employment market is just too challenging these days to attempt a job search on your own. We provide the tools, resources, knowledge and skills that you can't get anywhere else – assets that are essential to achieve real success in job search and career management.

[Click here](#) to see if you qualify for a complimentary initial consultation!

Ask yourself these questions ...

- Are you dissatisfied with your current career situation, and with the way your career has been going?
- Are you frustrated by a job search that has been unsuccessful?
- Would you like to generate more interviews and get more offers?
- Would you like to enjoy much more career growth and earn more money?
- Would you like the help, guidance and support necessary to achieve your true potential?
- Would you be willing to invest in your career, if you knew that your investment would pay off quickly and significantly?



Career Potential, LLC is a career coaching and consulting firm that helps clients take charge of their careers, create the work they love, and earn what they deserve!

Want to learn more about our career success programs? Wondering how career coaching could help YOU? Please call today, or simply [click here](#) to see if you qualify for a complimentary initial consultation!

Email: [E-mail Career Potential](#)

Phone: 1-610-649-1778

Web: <http://www.careerpotential.com>