

EXCLUSIVE CAREER COACHING

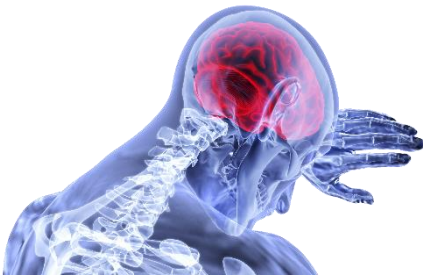
WITH LESA EDWARDS

Welcome to *The Six Things That Are Derailing Your Job Search...* and the action steps you **MUST** take to get back on track!

When it comes to the job search, most people focus primarily — if not solely — on the **doing** part. The actions they need to take to land their dream job.

Here's the deal: A job search, like everything else in life, needs to **start with your brain**.

You know, that grey matter between your ears.



Once your brain is alignment with your career goals, you will be able to move forward without fear or worry leaving you paralyzed.

Here's how it works: You think thousands of thoughts every day. Many of those thoughts are one-shot deals...gone in a flash.

Others, however, are thoughts we keep thinking. Our brain, in its effort to be efficient, moves those thoughts into our subconscious, where they continue to play in the background. These thoughts become **beliefs**.

This is great when it comes to positive thoughts about ourselves, our purpose, our worth. **Not so great when it's a thought like one of these:**

"No one is hiring."

"I'm under-qualified."

"I'm not good enough."

"I'm not good at interviewing."

"Maybe I need to take my career in a different direction."



Once your brain relegates your thoughts to your subconscious, you are no longer aware you are thinking that thought. It's playing in the background, on a CD labeled "This is Who I Am" or "This is How the World Works."

These beliefs AREN'T who you are. These beliefs are what you've chosen to think about yourself.

You think you are just reporting the news with these statements, but are they actually true?

Even if they are true, how does it make you feel when you think these thoughts?

If you don't start with some "mental hygiene" - cleaning up your thoughts about yourself, your qualifications, and the job market - your thoughts will be butting heads with your actions.

You won't be in alignment.

Here's what you need to know about this disconnect: ***you will likely have one of two results:***

- You will start to slack off on your job search, because you don't really believe you'll be successful, OR
- You'll go through the motions, but with the wrong energy. And employers can smell that negative energy (much like a shark smelling blood in the water).

So you think the thought "no one is hiring," and you feel despondent. Frustrated. Desperate, even. You slack off on your job search or plod through like a poorly programmed robot.

Surprise, surprise: you don't get tons of interviews. No job offers.

You tell yourself, "It's because no one is hiring."

THIS IS NOT THE REASON YOU AREN'T GETTING JOB OFFERS. It's because of how you are showing up for your job search – for yourself - as a result of your beliefs about the job market.



Coaches refer to this thinking as "mind drama." Here's the brain science: Your brain seeks evidence to support its beliefs. It's called Confirmation Bias.

You believe you are underqualified? Your brain will scan the environment for evidence that you are underqualified. Your brain will also disregard any evidence to the contrary. (Your brain likes to be right.)

What's the solution?

So what's do be done about this mind drama?

There are 4 steps to get back on track.

1. Recognize when you are engaging in mind drama (compassion is called for here - beating yourself up is not allowed)
2. Acknowledge which type(s) of mind drama you are engaging in (I'll be laying these out throughout this course)
3. Ask yourself: is this a thought I want to be thinking - does it serve me?
4. Intentionally choose a different thought that will generate different results (this takes practice)

Once you can become aware of your thoughts and consciously decide what you want to think, your entire world will change. And no - this is not an exaggeration.



Belief #1: "The job market isn't on my side."

How does this belief show up? With thoughts like these:

"There are no jobs out there."

"No one's hiring."

"There's so much competition for every position."

If you engage in this type of Mind Drama, here are your action steps:

Ask yourself the following questions:

- Is my thought really true? (Often, it's just a thought. NOT a fact.)
- How does that thought make me feel?
- What actions (or inaction) does that thought cause me to take?
- What results am I getting from thinking this thought?

If this thought has been dogging you, here are your action steps:

-Look on job boards - you'll likely find multiple positions you are fully qualified for and very interested in. Now you have evidence that there **are** jobs out there.

-Take baby steps to improve your thoughts. You might go from "There are no jobs out there" to "There are some jobs out there."

-Hang out with people who have a positive mindset and can encourage you. Avoid the Negative Nancys in your life at this time.

-Consider hiring a career coach or joining a job group where you can be encouraged, pointed in the right direction, and coached through difficult challenges.



Here's your homework.

1. Begin a practice of awareness - recognizing the good and not-so-good thoughts you are having about the job market. For best results, write those thoughts down each day.
2. Put an adjective next to each thought that best describes how that thought makes you feel. Some examples: dejected, frustrated, depressed, encouraged, excited, determined.
3. Pick one of your thoughts that has a positive feeling associated with it to focus on each day. If you didn't write a positive feeling next to any of your thoughts, come up with a new thought you can attach a positive feeling to.



Belief #2: "I'm not the right candidate."

Whereas Belief #1 - The job market isn't on your side - is externally focused, Belief #2 focuses on you...specifically, your ability to shine as the ideal candidate.

Here are some thoughts that drive Belief #2:

"I don't have the proper education."

"I'm over (or under) qualified."

"I don't have _____ (fill in the blank with whatever certification, credential, or skill you think you need)."

If you engage in this type of Mind Drama, here are your action steps:

- Recognize that this type of Mind Drama is your brain's way of keeping you safe. You believe these things and, as a result, you avoid the job search or put in minimal effort.
- Find 5 job descriptions of positions you would be really interested in and are logical next steps in your career. What education, credentials, or skills are they asking for that you don't possess? This activity will help you separate fact from fiction.
- Be willing to apply if you have at least 80% of what they are looking for - after all, you definitely won't get the job if you don't apply!
- Customize your resume and cover letter to address any shortcomings.



Belief #3: "I'm not good enough."

The thoughts that drive this belief:

"I'm too..." (old, young...whatever)

"I'm not confident."

"I'm not good enough."

If you engage in this type of Mind Drama, here are your action steps:

- These beliefs are often deep-seated, from childhood. You may even want to address these beliefs in therapy or coaching.
- This type of Mind Drama really causes you to show up in a self-fulfilling way. Think you're too old? That's how you'll show up. (It's called Confirmation Bias.)
- Look to your past for an example of when the reverse was true. When was a time that you were quite confident? When did you feel good enough?

-Think about what you DO have. Instead of focusing on being too old, focus on the experience and maturity you bring to the table.

-Recognize that some employers will think you ARE too old, or too young, or whatever. They don't see you as valuable - and you don't want to work for a company that doesn't value who you are. Move on to the next opportunity.



Belief #4: "I don't know how to conduct an effective job search."

These are some of the thoughts that drive Belief #4:

"I don't know how to look for a job."

"I'm not a good interviewer."

"I'm too shy to network."

If you engage in this type of Mind Drama, here are your action steps:

-This type of Mind Drama is ripe for a career coach. Someone who can look at what you are doing in your job search, what results you are getting from your efforts, and how to improve your job search so you get the results you want.

Being willing to invest in yourself for a career coach will greatly improve your confidence (like with your interviewing), your skill level with the various aspects of looking for a job (like networking), and your strategy (how you are looking for a job).



Belief #5: It will be easier to find a job in a different career field.

Thoughts that drive Belief #5:

"Maybe I need to take my career in a different direction."

"There are no jobs in my field, I'm thinking of changing to..."

"I don't know what I want to do next."

If you engage in this type of Mind Drama, here are your action steps:

-Assess your current career field - if you can do this with a career coach, even better. What do you like/dislike about what you do? What is the actual employment outlook in your current career field?

-Decide the path you want to take - coming from a place of confidence rather than fear - and burn the other bridges. Once you commit to a plan of action, you don't want to give yourself wiggle room to change your mind or waffle.



Belief #6: This shouldn't be taking this long.

This belief shows up with thoughts like:

"I still don't have a job."

"I've been looking for ___ months."

"Nothing I try is working."

If this is your brand of Mind Drama, here are your action steps:

-Read the research about how long job searches are taking right now — not as a way to discourage you, but as a reality check.

-Have a job search plan and do the things every day. This is what will get you where you want to go.

-Periodically (at least once a month) review your job search strategies and make the necessary adjustments based on what's getting traction and what isn't.

-Be aware when you are thinking that something has gone wrong - it hasn't. You are exactly where you are supposed to be.



Finally, here are some best practices if you find yourself engaging in any of the Mind Drama I've covered in this course:

-Start each day by filling a sheet of paper with your thoughts on your job search, your marketability, the job market.

-Decide ON PURPOSE what you want to think that day and write it down.

- Practice awareness when the inevitable negative thoughts rear their ugly head - but don't beat yourself up for having them.
- Create a daily schedule of job search activities, and reward yourself every day you do what you said you would do.
- Find a support group (NOT a bitch group) and/or a career coach.

I hope you enjoyed this course. I'd love to know what worked best as well as how I could improve the experience. Feel free to share your thoughts at lesa@exclusivecareercoaching.com.

If you enjoyed this course, you might also like to learn about my document and coaching programs. They are for you if you want:

- Superior-quality resume, cover letter, and LinkedIn profile - written by one of 23 Master Resume Writers in the world
- A customized job search strategy that gets you in your dream job quicker than you could do on your own
- Interviewing skills so you can ace your job interview

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About Lesa Edwards

Lesla Edwards is a Master Resume Writer, Certified Job Search Strategist, Certified Executive and Leadership Development Coach, award-winning podcaster, Master Practitioner of the Myers-Briggs Type Indicator, and international speaker on job search topics. Her practice includes clients on every continent except Antarctica.

Lesla is focused on helping high-achieving mid-career professionals navigate their career and job search, with superior resume, cover letter, and LinkedIn profiles, solid and executable job search strategy, and confidence in their interview skills.

Lesla has presented for organizations including National Association of Colleges and Employers, Diageo, Topps Corporation, Capital City Bank, Walton County Sheriff's Department, Fairygodboss, and Florida Virtual School.

Lesla holds a Master of Public Administration degree from Columbus State University and a bachelor's degree in music education from Florida State University.

Want more FREE help from Lesla?

- The Exclusive Career Coach podcast
- YouTube videos on a range of career topics (Lesla Edwards)
- Monthly Job search webinars (to learn more and to register, visit <http://mastercoachwebinars.carrd.co>)

