

If You Aren't *REMARKABLE*, You're *Invisible*!

Mike Berg, M.Ed.
TheJobClinic

December 9th
Giovanni's Restaurant
6133 Balboa Ave, San Diego, CA 92111

“Change Your Thoughts to Change Your World”

*In Today's Business Market You Need To Sell Yourself as “Talent” Not Just Someone Looking for Work.
You Need To Become Your Own Personal Brand!*

1. What in the World is Going on?

- **The OLD market** – get your resume in front of as many people as you can, hoping that someone needs you and will give you a call
- **The NEW market**– present yourself as remarkable by targeting companies that could use your services with clearly defined solutions to help them make money, save money, or solve a problem.

2. Become a Hunter AND a Farmer

- Expect to DO a job versus HAVE a job

3. Are You Relevant?

- **Revenue Relevance** – maintaining or increasing existing revenue
- **Cost Relevance** – Reducing operating costs

4. What's Happening in YOUR World?

- You become what you think about most of the time
- Focus on clearly defined written goals that architect the lifestyle you envision for yourself

5. Are You Searching or Selling?

- Create INCOME security instead of JOB security

6. It's Not What You Know It's What You Do

- Focus On Value Versus Skill Based Employment Marketing

7. You Need To Compound Yourself

- Your income is in direct proportion to the number of people you serve

8. Why Do UPS Trucks Usually Turn Right?

- You Can't Manage Something If You Can Measure It
- 80% of your success comes from 20% of your effort

9. Zero Based Thinking

- If You Know What You Know Now, What You Be Doing What You Are Doing?
- Look Forward Not Backward – Start Today And Call It Zero

10. Invisible To Remarkable

- Harness The Power Of Remarkability And Relationships
- The “Future of you:
 1. Who you hang around with
 2. Your capability to use technology as a business tool
 3. Your direct action to reach pre-determined WRITTEN measurable goals
 4. What you read

TheJobClinic
www.thejobclinic.com
415-539-3839