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