

E-BOOK

FROM ZERO TO SALESFORCE

*HOW TO BREAK INTO
THE ECOSYSTEM AND
THRIVE*



THAIS DALLOZ

FROM ZERO TO SALESFORCE

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CHAPTER ONE

Starting Your Salesforce Journey

My Salesforce Journey

As a former English teacher, I never imagined I would one day become a Salesforce consultant. My journey into the Salesforce ecosystem was both unexpected and incredibly rewarding. It began at a time when I was working in a toxic environment and yearning for a fresh start, something that would allow me to make a greater impact while combining my communication skills with technology. Discovering Salesforce felt like uncovering a new world filled with endless opportunities for growth and innovation.

With just three months of dedicated study and continuous learning, I successfully transitioned into the Salesforce ecosystem. During my first year as a consultant, I led multiple projects that pushed me to grow both professionally and personally. The thrill of solving real-world challenges with Salesforce was unmatched and inspired me to help others find their way into this dynamic ecosystem.

This book is my way of sharing my journey with you. It's packed with insights, resources, and practical guidance to help you start your own path to success in the Salesforce ecosystem. Every resource mentioned here is one I personally used to build my knowledge—none are part of any paid advertisement.

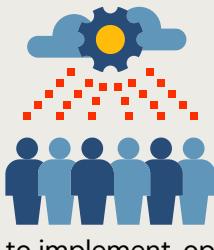
I hope you enjoy it!

Sincerely,

A handwritten signature in black ink, reading "Thais Dalloz". The signature is fluid and cursive, with "Thais" on the top line and "Dalloz" on the bottom line.

Why Salesforce?

Salesforce is not just a job, it's a career path with enormous potential. Here are a few reasons why Salesforce is a great career choice:



1. High Demand

The demand for Salesforce professionals continues to grow. As businesses across industries continue to adopt Salesforce to manage customer relationships, there is an ever-increasing need for skilled professionals to implement, optimize, and maintain the platform.



2. Flexibility:

Salesforce professionals are in demand across many industries, from finance to healthcare to technology. This means you can find opportunities in various sectors and choose the type of work that aligns with your interests and lifestyle.



3. Income Potential:

Salesforce careers offer impressive earning potential. With various roles available, from administrators to consultants to developers, the pay scale is competitive and often includes attractive benefits.



4. Global Community and Learning Opportunities:

The Salesforce ecosystem is built on a strong, supportive community that constantly encourages learning and growth. Whether you're attending Trailhead events or engaging in online forums, there's always room for improvement and mentorship.

Who Is This Book For?

This book is for anyone interested in starting a career in Salesforce. Whether you're:



- A career changer looking to shift into a tech-driven field.
- A recent graduate exploring career opportunities in technology.
- Someone with limited tech experience eager to learn Salesforce and unlock your potential.

I'm here to guide you through your first steps and offer practical advice on entering the Salesforce ecosystem, setting you up for long-term success.

Ready to dive in? Let's begin your Salesforce journey!