

## Outline of LifeLaunch!™

Getting started: Watch the very short video on the landing page, either through Albert Baker Fund (if you are sponsored by them) or at [www.ashercareerlaunch.com](http://www.ashercareerlaunch.com).

Then, register (all you need is your name and email). At this time, right now, this course is free!

Then, watch the videos, do the tasks, take the quizzes, get the badges, and once you complete the course, you can get the certificate for completing LifeLaunch!™ career development course. Remember, *you can skip around in the modules*. Pursue them in any order that suits you. Here's an outline of the content.

### Module 1: Avoiding the Career Dumpster

Very important reasons to pursue the LifeLaunch! course, among them, this: Half of all college grads are failing to find a job that requires a college degree. LifeLaunch! is about finding a professional-track position, not just a job. Brief overview of the course.

### Module 2: Microcosm-Macrocosm

The course is based on three books: *Cracking the Hidden Job Market*, *How to Get Any Job*, and *The Overnight Resume*. A hint about the content of all the rest of the course.

The only three things you need to know about job search:

1. You get jobs by talking to people.
2. You need 100 leads at all times.
3. You look for work in channels, that is, you look for a certain *type* of job, you don't go looking for posted openings.

How to target a job, how to prepare the documents you will need (resumes, networking and broadcast emails, cover letters), how to apply for a posted opening (and why you should not be doing that more than about 15 to 20% of the time), the size and nature of the hidden job market, five types of interviews, salary negotiations, and how to create a reputation and position yourself for your first promotion!

Also: watch the bonus video: "Aiden Gets a Job"!

### Module 3: Targeting a Job

How ideation, exploration, and search compose career development. The Venn diagram: Interests, Talent, and Money. How the major relates to your career options. How to choose a career direction: skills based, strengths based, or values based. What recruiters say they want from new college grads. One quarter of new hires in hot technology companies are *not* techies. When to get career counseling. In the long run, interest beats talent. Why to pursue only a couple of career ideas at a time.

Having a vision of the job you want. Planning vs. luck (there is no conflict). The formula for success in exploring a career idea:

1. Identify a job target.
2. Find someone doing that job right now.
3. Talk to them.
4. Repeat until retired.

How industry, function, and title define a job. How specificity leads to action.

Turning your career ideas into leads for a job. How a lead may be an idea, a list of companies, a rumor, a posted opening, etc. Using [hoovers.com](http://hoovers.com) to find thousands of companies, near you. Using twitter and LinkedIn. Finally, how to find Asher's Career Values Survey (URL) so you can take that assessment tool, for free.

#### Module 4: Resumes and Cover Letters

Recent college grads should use *The Overnight Resume*, which has sections designed specifically for college students and recent grads. The resume does four things:

1. Gets the interview.
2. Structures the interview.
3. Reminds people of you later.
4. Justifies the hiring decision to others (who may never meet you).

Why never, ever to tell a lie on your resume. You will have many versions of your resume. Put the information in order of interest to the targeted reader. How to win in the top ten lines of your resume. Search for the superlative: first, only, most, fastest. Focus on accomplishments, not duties. Start sentences with action verbs. Quantify everything—it leads to credibility. Experience that is important may not come from paid employment, but from classwork, group projects, presentations you did in class, research, papers you wrote, student activities, sports, community service, study abroad, teaching experiences, unpaid or informal experiences during college. Resumes don't have addresses on them any more, just name, cell phone number, and email address. How to replace an "objective" with a "profile." How to make a special projects section. How to use "experience" instead of "employment" to mix up full-time, part-time, paid and unpaid experiences that demonstrate skills. How to use categories to create focus in your resume. Put all the nouns out of a job posting into your resume. Design consistency is a sign of intelligence, so be extremely consistent in layout and design. You always have to have a cover letter, whether they ask for one, or not. Put any titles and codes from a job announcement into the subject line of any emails, and at the top of any cover letters. Mention any referrals. How to make stronger calls to action, to increase your response rates. What a CV is, and how it differs from a resume.

#### Module 5: Posted Openings

Posted openings have the most competition, drawing 383 applications per announcement. Not a very fruitful source of jobs, only 10 to 40% of jobs come from applying to posted openings. You always do this when told to do it, of course. Find a referral, using LinkedIn to find every alumnus or alumna from your alma mater, who works at the organization, and ask them to recommend you for the posted opening. Some exceptions to the lobbying rule (academe, for example). When to nudge them (after ten days). Thinking like an ATS (Applicant Tracking System). How to get past ATS filters. How to respond to requests for salary history or goals. The octopus model. The horde of zombies model. How to stay in contention if you're the seventh-choice candidate. How to bug them, gently.

## Module 6: Mastering the Hidden Job Market

The most important module of all! Watch this module over and over again, especially if you don't have a good week in your job search. Again, the three most important things to know about job search:

1. You get jobs by talking to people.
2. You need 100 leads at all times.
3. You look for work in channels, that is, you look for a certain *type* of job, you don't go looking for posted openings.

Remember, a lead is an idea, rumor, posted opening, an alumni list, etc. Look at hoovers.com if you lack a robust lead list. The hidden job market (HJM) comprises 55 to 80+% of all jobs! And the competition is much less; maybe a handful of other applicants, instead of 383 applicants per posting! When there is no posting, use advice interviews, informational interviews, and candidate-in-waiting interviews to get appointments with decision makers. Why you need to get dressed up and get out of the house to find a job in the HJM. How to cold call a company. In person is best, Skype is second best, phone call is third best, email exchange is better than nothing. Why people you know peripherally are better job contacts than people you know really well. All companies are always hiring—especially at the entry level. Building systematic list: 100 leads, plus 100% of the people you know in the industry you have targeted. Categorizing your leads four ways: hiring authorities, direct referral sources, connectors and boundary spanners, and everybody else in the world. “Who do you know who would know anything about \_\_\_\_\_?” The value of information is unrelated to the source of the information. The fastest way in the world to get a job: Call organizations on the telephone. How to cold call companies. Get used to a high failure rate; if you beat 10% with your broadcast emails, you should be delighted. The six steps to connect: cyber-stalk your contact, email, email, email, send business letter, leave phone message. “I would be truly grateful if you would have even a moment to respond.” HJM includes both jobs that are new, or not yet announced, and jobs that go to insiders. How to become the inside candidate. How to beat resume-sorting software. The national lie rate on resumes is 25%; how to prove you are not a liar. The largest source of hires: 30% of new hires come from employee

referrals. Where jobs come from, and how to insert yourself into the process prior to the posting. Why a recent college graduate is *never* the ideal candidate in the open hiring market. You don't have to be clever, you don't have to be an extrovert—how to do the whole thing by email. Review the video, “Aiden Gets a Job.”

## Module 7: Interviewing

Five types of interview: screening interview, candidate-in-waiting interview, advice interview, informational interview, and interview for a known opening. Prep for an interview: develop hero stories about you. Never say no in a screening interview. If you have any choice about the format for the meeting, favor in person, then Skype or a virtual meeting software, then phone conversation, then, worst case scenario, some kind of emailed responses to canned questions. Planning for the interview day. What to wear (what they wear on the day the big boss visits their unit). Coming into the space of the office. The classics: “Can you tell me a little bit about yourself?” “What are your strengths?” “Weaknesses?” “Where do you see yourself in five years?” Practice telling stories using this structure: P.A.A.R.L.A. (problem, analysis, action, result, learning from this event, applications of that learning in new settings later). Nonverbal cues. How to use follow up questions to recover from a weak answer. Questions to ask them, when they ask you: “Do you have any questions of us?” How to handle the salary queries.

## Module 8: Salary Negotiations and Juggling Multiple Offers

How to deflect questions about your salary history or salary requirements. See my white paper on salary negotiations on my web site at [www.donaldasher.com](http://www.donaldasher.com). Employers will not withdraw an offer if you correctly use win-win negotiating techniques. It can cost you \$1,000,000 not to negotiate for salary, and employers will think your skillset is less, thus damaging your career in subtle, invisible ways. You will negotiate for salary! Women are equally successful at negotiating for salary. SHRM survey says: 92% of recruiters say there is room to negotiate salary, and 82% of them *expect you to negotiate*. Three rules for all negotiations:

1. You don't negotiate until the other person makes a job offer to you.
2. The first person to name an exact figure has lost competitive advantage.
3. If you can't get up and walk away, you're not negotiating, you're begging.

The only time you have power is after they make a job offer to you, and before you say “yes” or “no.” All the rest of the exchange, the power lies with the hiring company. How to learn about salary norms by using web resources:

1. Jobstar.org
2. Salary.com
3. Payscale.com
4. Glassdoor.com
5. Salaryexpert.com
6. Association Surveys

7. Your career center surveys and reports
8. NACE.com (for undergraduates)
9. MBACSEA.org (for MBAs)
10. Bureau of Labor Statistics

Remember, online sources skew high, and some titles are very misleading, such as “associate,” which means a vastly different position in investment banking than it does in retail. Also, use relocation calculators for cost of living info:

1. Quintcareers.com
2. Money.cnn.com
3. Homefair.com
4. Stevensworldwide.com
5. Bekins.com
6. Bankrate.com
7. Moving.com

Use open-ended language to negotiate increases in base pay. “I really was thinking of a number higher than that. What can we do?” “What number did you have in mind?” “What’s possible?” “Under what circumstances have you moved these numbers in the past?” Gender differences in salary negotiations, and great lines for women. How to get time to consider an offer. How to speed up or slow down an offer. Balancing multiple offers.

## Module 9: Onboarding and Positioning Yourself for Your First Promotion

This module is the only one based on a different book: *Who Gets Promoted, Who Doesn't, and Why* (named Career Management Book of the Year in a national column). Pick the first start date you are offered, and watch out for that first BFF who approaches you; hold back a bit before picking your BFFs. Model your behavior on the workers favored by senior management, not so much the ones who are popular among their peers. Mesh your work style to your boss’s work style. Give the right information to your boss, at the right time, to help her optimize her performance. Go for face time; come early, stay late; avoid telecommuting. What recruiters hate about new hires: No team player mentality, weak work ethic, overreacting to undesirable assignments. No whining! Business is great, people are wonderful. Build your reputation by recording your wins in real time, so you have reference them later. How to get news about your accomplishments up the ladder, and into other departments. Never go over your boss’s head without her permission—*ever*. Use praise reports to get news about you to other people in the organization. Seek out boundary-spanning assignments, that get you exposure to others. Having the “The Conversation” with your boss: “What would I need to do for you to think of me first the next time a stretch assignment or a promotion becomes available?” Early career success is compounded for the rest of your life. Suffer now to luxuriate later. Know the “one turndown rule” and the “two turndown rule.” Go for it!

Finish 8 of the 9 modules, and you earn the certificate for LifeLaunch!™ career development course.