

# Ep #1: How to Create Your Own Success and Land Your Dream Job



## Full Episode Transcript

With Your Host

**Natalie Fisher**

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# Ep #1: How to Create Your Own Success and Land Your Dream Job

Welcome to the *Get a Better Job in 30 Days* podcast. I'm your host Natalie Fisher. I'm a certified career mindset coach who also happens to love dogs, lattes, and most importantly skipping the small talk and getting right to the conversations that matter. On this podcast, I will coach you on how to use your brain to build a wildly successful career and make a real impact in your industry. If you want to do more than just work for a living, you've got to start by making the right decisions now. Are you ready? Let's go.

Hello and welcome to the very first episode of *Get a Better Job in 30 Days* podcast. Super-excited to be recording this today and super-excited for many, many great episodes to come. If you're new to me, my name is Natalie Fisher and I have quite a bit of experience in the field of getting your dream job.

I've helped hundreds of people one on one, coached for hours and hours of getting people the result of the dream job, the dream salary, and then helped them build their career from there so they can earn more money than they dreamed possible, add more value than they dreamed possible. And I have a bit of an insider view because I worked in HR for many years and I've been on both sides of the interviewing table more times than most people. And I've had more discussions about interview candidates than anybody I've ever met.

So, that's a little bit about me. I also have quite a popular YouTube channel. You might know me from there. And this is just kind of a way that I get to connect with you guys on a bit of a more personal level. Maybe you're driving or walking or maybe it's just easier for you to listen to a podcast than it is to watch a video. So, I wanted to provide this as well because I love listening to podcasts.

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So, I hope that, if you're listening, we're going to become good friends over the course of all the podcasts that I'm going to be recording. And I look forward to hearing your reviews and hearing from you guys as I continue to record this podcast.

So, why don't we get started? So, I am going to start with why people normally come to me. So, my clients normally come to me already successful. So, they're already successful professionals. They're very good at what they do; highly competent, highly skilled, highly educated people.

And you don't have to have a ton of experience. You could just have a really good education and just be genuinely a very intelligent person, but just having trouble with the interview process or with your confidence level. And a lot of times, candidates or clients that come to me are incredibly smart, but they just have trouble closing the interview for one reason or another.

And I dig into exactly what that reason is and why it's happening and how to turn it around so that you can get moving in your career in the direction that you want to go, and have a very clear direction for the impact that you're going to have for the rest of your life and for however many years you're going to be working.

And from there, some clients go onto create consulting businesses, and some of them end up in management leadership positions, and some of them are just really happy being the go-to person in their field and being really well-known as an expert.

So, we do all sorts of coaching and I'm going to be diving into all the techniques that I use with my clients to get them success and the result that they enjoy. And I really hope that you enjoy the content that I'm going to be sharing.

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So, the one thing I really want to be able to do over the course of these podcast episodes is show you how to become someone who can create your own results, meaning no matter what, you don't need to rely on other people to make your career go where you want it to go. So, that's a misconception that a lot of people have.

They believe that they're not really in control of the process of getting their dream job. They think it's up to somebody else to hire them, therefore they don't really have control. And when they think that way, they don't take the actions and they don't have the necessary beliefs in order to go after what they want because they're thinking it's not within their control.

So, I want to teach you that everything is within your control as far as getting your dream job, and that there are so many things that you can control, that it's far more than what you probably think. And when you focus on those things, it's going to be much easier for you to take action from a place of being inspired and motivated to do so because you can see how you are moving that forward for yourself.

And then, you're going to be able to see yourself differently, as someone with the confidence to achieve any career goal that you set for yourself. So, that's my goal for you.

And in today's episode, we're going to be talking about the unique process to get a better job in 30 days, using your brain. So, I'm going to be talking about a few different things that lead to that and how my clients have used these concepts in order to have success.

So, there's two really important things that I struggled with when I was first starting out. And one is mindset, and the other is strategy, and differentiating between those two things. So, it's 80% mindset, 20% strategy, in my opinion. And sometimes, it can be even more mindset.

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So, mindset, what is that? It's kind of a nebulous term for some people. So, what I mean by mindset is how you think day to day about your career, about yourself, about your current job. That's your mindset. It's, what are those sentences that you're thinking about what you do and about yourself and about what's possible for you to accomplish in what amount of time.

And strategy is the actual approach that you take, the actual actions that you take, and the umbrella of the approach. So, say, networking, applying, those kinds of things. So, that's the difference between strategy and mindset.

So, the way that we find success is by using your thoughts. That's where it all starts. Your thoughts will always create the results that you get. So, whatever results you have now are because of your current thoughts.

So, if you're currently making \$70,000 a year, that's because you believe that you can only make \$70,000 a year. So, of course, you're happy with that, which is great. But if you want to be making more, then your belief isn't quite there yet that you could be making more. And that's a mindset thing.

So, if your current results are not where you want them to be, it's simply because you have thoughts that are not working for you. They're not effective. So, they're not right or wrong. They're just not effective for what you want.

So, using the value model – this is what I'm going to explain. So, I have a concept called the value model, so that you can really dig into what value you bring, the unique value you bring to an organization, so that you can then talk about that and then deliver your sales pitch in the interview – so I call an interview a sales pitch – effectively so that you can make them an offer they can't refuse. But first, you need to be very, very clear on what that offer is and what you have to offer.

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So, the value model has five components that make up your personal value to an employer. So, the first thing is the belief that you are the right person; so the belief and your confidence in yourself and your thoughts about you.

And then, your personal character. So, what are your unique characteristics? For example, for our customer service representative, some good characteristics would be caring, patience, listening. Those are an example of good characteristics. For a software developer, it might be more coding skills, creativity, resourcefulness. What are your specific characteristics that make you good at your job? And that includes your communication style. Like, what makes you specifically different as a person?

And then, we have the results that you've created. So, what results have you created in your career so far? Have you done projects that have been impactful for the organization? Have you had ideas that have saved money? Have you worked on projects and made a big impact in your area? What are you an expert in? That kind of stuff.

And then, we have your capability. So, your capability is different from your experience. It's what you're capable of and what you're going to be able to provide and create.

And then, we've got your potential, which is unlimited. So, your potential is at the top of the value model, and it stems from all of the things that I just spoke about. So, we've got your belief, your confidence, and your thoughts about yourself, your alignment to the role, your character, your results, your capability, and then your potential.

So, I'm going to talk about the three reasons now why people struggle to articulate their value effectively. So, this is a very common problem a lot of my clients face. They know they have the value. They know inherently that

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they're capable and they're confident to be able to do the job once in it. But they struggle to communicate the value effectively.

So, the first reason why that is, is they don't know the extent of their own value at all. So, if this is you, you might not know the extent of your own value yourself yet. And if you don't know, then you won't be able to communicate it properly. And that's not uncommon at all because you need to sell yourself on yourself first. And sometimes, that takes some work.

Reason two is you can't communicate it effectively when you're not clear on exactly why you are the most valuable and best person for the role in the first place. So, why are you the person that they need to hire? Why are you the one who is aligned with the role? And what value specifically are you going to be bringing? So, if you are having struggle communicating it effectively, it's probably because you either don't know what it is yet or you're not clear on exactly why you are the best person for this role.

And then the third reason is that you might be suffering from something that I call the irreverent effect. And that happens when you are so good at your job, you're so competent, that you just do your job so well that you don't even realize the value that you're bringing. You just think, "Anybody could do that. Anybody would do that. It's not actually a big deal. I don't actually have any value."

And this is called the irreverent effect because you're just kind of not noticing, not giving yourself the credit. And so, when you talk about your accomplishments, you end up brushing them off like they're not a big deal because, in your mind, they're not. Yet, they are worth a lot to an organization who needs what you are offering.

So, how do you align yourself with the right companies so that it will be a no-brainer for them to specifically hire you? So, the first step is you need to believe in yourself using that value model. And so, breaking down that

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value model and writing down what your specifics are to fill that in is going to be very helpful for you, so that you can start to understand why you are the most valuable candidate and why you should be paid what you're asking for, why your value is going to exceed that of what they're paying you.

The second is the belief in the work that you do. So, the importance of the work that you do, the passion that you have behind it. Why, out of 1000 different things, did you pick your particular role that you want to do? Why did you pick that? What is it that makes you passionate about it? What lights you up?

This is so important and so great for an employer to hear about and they need to feel that coming through because we want to hire people that are passionate about what they do. We want to hire people who love it so much that they would do it all day if they could, and that they really enjoy the work that they're doing. So, passion is always interesting and the belief in the work that you're doing and its importance in the world.

And thirdly is the belief in the company. So, do you believe that this is a good company? Do you like their mission? Do you like what they're doing in the world? Are you engaged and aligned with what they are contributing in the world? That is an important factor as well.

So, this is how you align yourself with the role and with the organization; belief in yourself with the value mode, belief in the work you do and the passion behind it, and then belief in the organization itself and their mission and what they stand for.

So, a lot of importance is placed on the right fit. So, I always encourage my clients to look for the right fit for them and to not gloss over that and to not underestimate the importance of fit.

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So, what does fit mean? It means that you enjoy your job 80% of the time. That's what it means to me. So, there's going to be 20% of stuff that you know needs to be done that you don't love, but as long as you have the 80% of the activities that you really enjoy, you get to be involved in challenging problems, solving things, communicating with a team, you enjoy your coworkers, that's going to be the majority of your work. And that means that you are in a right fit if it's 80% or higher.

So, of course, there might be some things that you don't love doing like expense reports. That's okay. Those are part of any job. But basically, that's what fit means.

So, with the fit, you're going to want to look for things that indicate that you're a good fit and that you would be happy in that role and in that organization. And that comes down to aligning yourself with the role properly by looking into their mission, their values, and what's important to them, as well as whether or not it matches with your skills and what you are able to contribute.

So, the one thing that they're going to need to hire you is certainty. So, they need to feel certainty from you while you need to feel certainty in yourself. Because the certainty ultimately originates from you. So when you go in and you feel certain of your ability to do the job, you feel curious about what their needs are, you have an attitude of, "I'm totally going to be able to do this. This is for me. I know I can do it." That breeds certainty.

So, a lot of the time, I'll have clients who are really not certain of their ability. And there's no reason for them not to be. They may be completely capable. But they have sneaky thoughts like, "I don't really know what they need," or, "I'm not really sure. I've never done that before." Things like that.

So, they might be apprehensive about applying to a job if they don't check all the boxes, right? And so, what I encourage them to do is think of all the

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times in the past when you've done things that you never did before. There's been lots of situations.

And something that I find really ironic is that if you were in the job already and you were assigned a task or a project that you had never done before, chances are you would figure out a way to do it. And the reason is because you have a boss that you're accountable to and you're a resourceful person who can most likely figure out how to do it.

So, when you're thinking about not being able to do something because you've never done it before, I encourage you to think of all the times in the past and build a case for yourself as to why you can do things you've never done and why you can figure things out.

So, in the past when you've done that, how have you done that? Have you gone to somebody to ask them a question? Have you used Google resources or YouTube? Or have you taken a course or asked somebody who was in the field, posted in a group?

There are so many ways that you can figure something out. And if we only base what we wanted to do on what we have already done before, then we wouldn't move along very far. So, the confidence has to come from within you. The certainty has to come from within you. And if you feel your certainty wavering because you haven't done something before, pull on all the times that you have figured something out. And I know that you all have because there was a point where you couldn't walk and you figured out how to walk, even though you'd never done it before.

So, when you have that certainty coming from within you, when you have that attitude of, "I can do this. I will figure this out for you. I will take care of it. Don't worry. I've got you." And when you can back that up with stories and past experiences and that certainty spills out of you when you're talking in a very natural way, because you've built up those cases in your

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head of all the times that you've done things previously, then that's when you start to breed certainty into the interview room and the interviewer picks up on that certainty as well. And then they get that feeling of certainty and they feel like they're in good hands.

So, the next thing I want to talk about is positioning your value in alignment with their goals. So, the first thing you need to do in order to do that is to take the focus off yourself. So, a big thing that a lot of my clients do is they'll be very focused on themselves.

They'll be thinking, "I hope they like me. I hope this goes well. I hope that my answers are satisfactory to them." They're thinking about themselves. And that doesn't work very well because that creates a feeling of nervousness and tenseness.

You're worried about being judged. You're worried about being good enough. And so, when you're able to remove the focus off yourself and really put it onto them, then you can be in a different space entirely. So, when you're asking yourself, "What is it that they need? I need to find out this, this, and this." and you're asking questions like, "What is important to you?" and, "What would exceed your expectations in this role?"

And when you can get super-curious as to how you are going to meet their needs and even exceed their expectations, your brain goes to work on that instead of focusing on yourself where you're worried about being judged or criticized or rejected, right? And think about that. Who would you want to hire if you were on the other side of the table?

Would you want to hire somebody who was worried about themselves and worried about if they were going to say it right. Or would you want to hire somebody who's worried about you and what you want and would do whatever it took to help you get there?

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So, when you're thinking in terms of them and not you, then it makes you feel more relaxed as well because you're genuinely coming from a place of service, and that's a very nice place to come from for where you want to be speaking from. And you're going to be able to deliver to them a valuable experience just by interviewing in the first place.

Secondly, I want you to get really curious and intentional. So, really curious about what they do, what they want, what their dreams-come-true are, organizational goals, department goals, and get really intentional with that conversation that you have, instead of just answering the questions.

So, think bigger for them, like what do they want? What are their five-year goals? How can you help with that? Paint a vision for them that is exciting. Because either way, you're either selling or you're being sold. This is what an interview is.

I call the interview the sales pitch. It's a sales pitch. It's not just a place where you go and sit and answer questions and then they decide yes or no. If you do that, it's a wasted opportunity because there's so much more to it.

They want you to be great. They want you to be an amazing candidate. If they're taking the time to interview you, they're taking time out of their day to sit down and spend time with you, they really want you to be an outstanding candidate. So, with that in mind, how can you do that? How can you be that?

One of the ways is by thinking bigger for them; imagining what it is that they want, what would be their dream come true for the person in that role? Answer that question and you will be lightyears ahead of the other candidates.

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And thirdly, when they feel that their company goals are as important to you as they are to them, then your work is complete. So, when you can really make them feel like you have got them, you are committed no matter what to helping them out, you know what you're doing and you will do it for them, your work is complete. And if you've done a good job of that, it will be a no-brainer to offer you the position.

So now, I want to talk about high-intention and high commitment with a low attachment mindset. So, the difference between the calm and confident person versus the needy, graspy, in-a-hurry-to-get-hired person, those two energies are going to be pretty clear. And so, the calm and confident person is coming from a space of, "I know I can do this. I know I'm right for this job."

And they're coming from the space of, "Let me just show you and explain to you how I can help you, what it is I do. Let me get a feel for what you need. And then, let's build on that and let me see how we can actually exceed what you want." That's that way of thinking; calm and confident, high-intention, and high-commitment.

To the same extent, the low-attachment is, "But if you decide that I'm not the right fit, I know somebody is going to snap me up because I know that I'm good at what I do," right? So, that's that.

And then there's the other option, which a lot of people do without realizing it, and they get very desperate, needy, and graspy, and in a hurry to get hired. They get desperate. They're like, "Oh, I need this job. I need it so bad. This is everything. If this doesn't work out, I don't know what I'm going to do." Thoughts like that.

Or they go to, like, they need it or they are so desperate to get out of their current situation that they put so much pressure on themselves, thinking

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these needy, graspy thoughts. And there's no way that that doesn't come through and spill out when you're speaking.

So, the secret is to just notice that you're doing that, if you're in, like, a needy, graspy place, is to notice that and turn it around so that you can walk in as the calm, confident person, not the needy, graspy person.

So, to recap what we've gone over today, we talked about how to use your brain in a new way to get a better job in 30 days. We talked about using the value model to understand your unique value, so that you can communicate it effortlessly. We talked about how to align yourself with the right company so that it will be a no-brainer for them to hire you specifically. And we talked about how to position your value to those companies in a way that they can see that you're the exact right fit for the role.

So, those are the things that I want you to do, is dig in on the value model and decide what your unique characteristics are, what your belief and confident thoughts are about yourself, the results that you've created in the past, your capability, and then your potential. And really focus in on those things and build a case for why you are the best person for that role.

So, that is your homework if you choose to accept it, is really digging in on your own value. So, that's the first step, selling you on you. Because when you do that, it will be easy to sell somebody else on you.

Thank you so much for listening. And I just want to talk about a few of the exciting things that are coming up with my podcast. I've got a lot of topics that I'm really excited to cover. And most of them are things that I've coached on in my one-on-one calls.

So, I'm going to be doing some stuff on interview purgatory. So, if you're going on a lot of interviews and they're not panning out, stay tuned for that.

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Decision-making, I have a concept called decision impotence that I'm going to be digging into. Niche networking, so we're going to talk about how to make networking really easy and fun and totally not what you think it is.

We're going to be talking about good student versus high-career-achiever mindset. So, this is a big one because I used to work with a lot of new grads. Now I work with some Ph.D. graduates and some highly educated students. And the student mindset is very different from actually going out there and getting the career you want; completely different mentality. Even though both of them are useful, the student mindset is just different.

A concept called interview depreciation, we're going to talk about the resilience that you need to go through the process, and how to maintain yourself in that process until you get it. Becoming a networking industry leader, foundational thinking strength – I'm just listing off some of the outline ideas that I have. I'm so stoked to be able to create this for you. And if you have any episodes that you'd like me to record, please leave me a review and let me know what they are.

To celebrate the launch of the show, I'm going to be giving away an amazing surprise gift basket with all my favorite things in it. It will have some headphones, some books that I love, and some other fun things that I know you will love too. And I'm going to go all out on this one. So you'll want to get in on this.

I'll be giving away three of these to three lucky listeners. To get a chance to win one of these surprise gift baskets, all you need to do is rate and review this show on iTunes. I want to create an awesome show that provides a ton of value. So, please let me know if it's resonating with you.

To learn more about the contest and how to enter, go to [nataliefisher.ca/podcastlaunch](http://nataliefisher.ca/podcastlaunch). I'll be announcing the winners on some

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upcoming episodes. Thank you so much for listening. I look forward to talking to you next week. Bye.

Thanks for listening to this episode of Get a Better Job in 30 Days. If you're ready to dive deeper into your career mindset and start making a serious impact in your industry, join me at [nataliefisher.ca/getstarted](https://nataliefisher.ca/getstarted). I will see you over there.