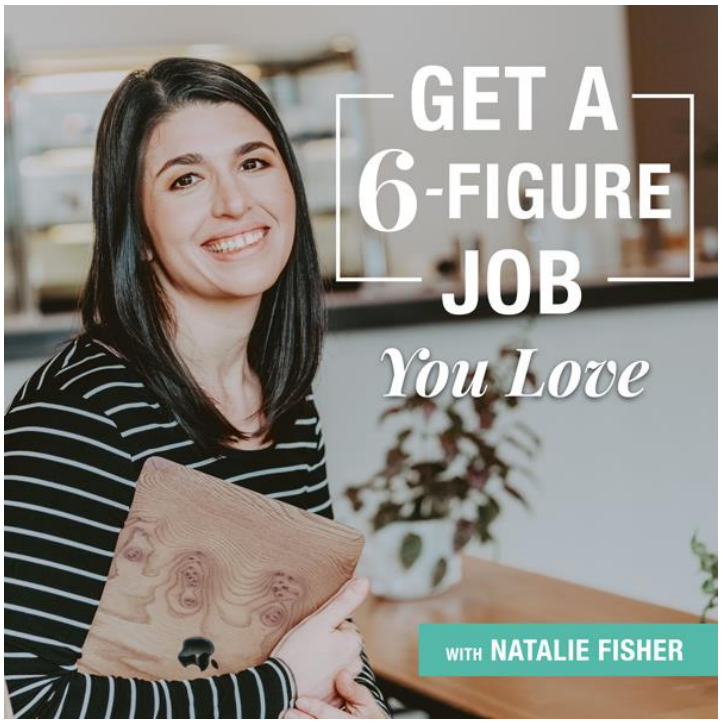
Ep# 75: The Specifity Sell



Full Episode Transcript

With Your Host

Natalie Fisher

Get a 6-Figure Job You Love with Natalie Fisher

Hello, and welcome to the Get a 6-Figure Job You Love podcast. This is episode 75, the specificity sell to crush job interviews. Hey there, welcome to the Get a 6-Figure Job You Love podcast. I'm your host, Natalie Fisher. I'm a certified career mindset coach who also happens to want to skip all the BS and get to what it really takes to create real results for you and your career. On this podcast, you will create real mindset shifts that will lead to big results and big changes in your career and your income. No fluff here. If you want to get a six figure job you love and create real concrete results in your industry and make a real impact, you're in the right place. Are you ready? Let's go.

Hello, happy Monday. Today I'm going to be talking about a topic that I talk about before, but I'm going to go deep on today because I think it's super, super helpful. It could change the way that you interview, change the way that you think, and get you into a space where you feel confident. That is what I'm all about here. So it's called the specificity sell. And the problem is that we so often are being vague, ambiguous, obscure, without even knowing that we are. We've been very familiar with the situation, we lived it, we have gone through it, we experienced all the details of it, but the people that we're talking to in an interview have not. And so in our intent to filter out, to not ramble, to not go on too long, in our second guessing of how we want to tell a particular story, we can either leave out really important details, leave out the essence and stuff, and I'm going to give some examples, or I have heard people say that they were being too specific because they were going on too long.

So I don't necessarily agree with the fact that they were being too specific, they could have been being too verbose, too wordy, but I don't think they were really being too specific. So that's what happens. Normally the biggest common problem is we're being too vague. And being vague is what is easiest because we haven't really put in the time or the effort to think about, "Okay, what was my process and what exactly did I do? And why was that different? And why did I get that result when someone else might not have gotten that result?" We don't go through that in our heads. We're just asked the question and then we just kind of answer it kind of like, "Yeah, I did this, this and this. It was no big deal." This is kind of the internal attitude. Even if you don't say it was no big deal, your internal attitude is like, "Yeah, yeah, I did this and this and this." And it's kind of glossed over.

And sometimes people even just say, "Oh yeah, I did that. No problem, I can do that." Sometimes, right? Most of us know that that doesn't really sell. It's like if you're going to buy a product and they're not really going to show you what it does or what the features are or how it works, they're just like, "Yeah, don't worry, it will do what you want," and you're just expected to believe that. Likelihood is you're going to have questions, you're not going to probably want to buy the product because you're like, "Well."

I remember one time, side note, I was looking for a slow cooker, and I wanted it to have a timer on it so that I could leave it at home and it would turn itself off. And I wanted to be able to time when it would turn itself off. And it wasn't clearly marked on the box whether or not it had a timer. And so I didn't buy it, even though it looked good, it was Costco. I could have easily bought it. If I knew for sure that it had a timer, if on the box that said, "Timer included, easy to use," I would've been like, "Done, I'm buying it," but that wasn't there, so I didn't buy it. So when we're missing these little details, we're not inclined to move forward. And we might just be like, "Yeah, I don't know about that." And our brain just kind of dismisses it and thinks, "Oh, we'll find something better. I'll find one that does have a timer. That's not what I'm looking for."

So as far as interviews go, we need to be specific in a way where the interviewer doesn't have to think about what they're getting, where they can just listen and like what they hear right, where they can just be like, "Yes, yes, that's what I want. Yes, that's what I want." And that's our job as candidates, as interviewees to communicate that. And so in this podcast, I'm going to go through some examples of how I do this, I'm really good at this and how I help my clients do this. And if you're not doing it, where

you might be missing and why you might not be doing it and how you can do it. So we don't know what sells or we don't take the time to develop it in the fact that we don't know what we need to specifically talk about.

And what we think we need to do is go and write it all down perfectly, and then read it out like a scripted, robotic kind of thing. We don't need to do that. Because when you grasp the concept yourself, when you're really at home with explaining it, it's like you're just telling a story. So I remember... I don't know if you guys watch Grey's Anatomy, you don't have to, I watch it. And there was a situation where the doctor, this doctor, she was an amazing doctor. She had reconstructed a man's legs so that he could walk, his legs were straight. So she did this amazing, crazy medical miracle thing, but she was terrified of public speaking. So when it came to her to talk about it, she got really nervous, she was just reading off the script and everybody was bored and not paying attention. And she totally wasn't doing justice to the thing she did. Right. So she appeared as this shy, nervous, robotic person, when in the operating room she was a miracle worker.

And I kind of see my clients like this. This is kind of how I see you guys, is you're this miracle worker who's done this amazing stuff, yet when it comes into walking into an interview and explaining it, you're like, "Oh my God, where's my script? I don't know what to say. How do I tell them this?" And then her friend who was in the audience, she yells out, "Just tell us what happened." And so then just that little shift in perspective, she was like, "Oh, I'll just tell them what happened." She was there, she did this operation. She made this happen.

So she just started telling them what happened. And she had some pictures so she could help aid people in seeing exactly what the process was. She had some pictures that she showed on a PowerPoint, but she could just look at that picture and then tell them what happened from her own memory, because she was there and she knew that she had done something great. Instead of being in that, "Oh my God, I've never public spoken before. I hate public speaking. I get sweaty. I don't know what to say. People are judging me." And so it's really unfortunate when people go into interviews like this who have done great things because they can't articulate them. And that's the only gap, that's the only difference between why people are not able to get into those great roles.

So today those are kind of a couple of examples, but the specificity of the story is available within you when you go of all that, "Oh, I need to say it perfectly. People are judging me. What if I can't explain it properly? Am I explaining it to you specifically or not specifically enough?" When you let go of that overthinking, then you get to actually come home into who you are and just tell them what happened, tell them what you did it. So it's actually very simple. It can actually just be lifted off you. And so what I do in my program and on this podcast is I help you to see that for yourself.

So when we don't describe things very specifically enough, the person doesn't get the information that they need, and so they pass. They're too focused on your energy of being nervous, overthinking, trying to get it right, and they are not focused on the amazing things that you did. And it's the same with a product in a store. That's why when people do demos of products and they answer all your questions and they're showing you different things physically with the product, they sell way more product. That is a known fact, because there's somebody there showing it to you. If it was just on the shelf, people could just walk by it. Maybe they have a fancy display, it's not going to sell as much as if you've got a person there explaining it and talking about it and answering questions about it. Then people are more interested and they're drawn in. Especially if it's for a higher price purchase, you need to go talk to somebody about it.

You're not just going to go in, unless you've done all your research beforehand, go and buy a car and just be like, I want that one, that's it. You're probably going to want to test drive it. You're probably going to want to ask some questions about it. You're probably going to want to have some more information

before you make your decision to buy this expensive car. And one of the main reasons why people don't get hired is because the hiring managers, the interviewing panel, don't get all the information that they need, and it's not their job to poke and prod you for that information. So when I'm in coaching sessions with clients, I will poke and prod for that information because I know that it's there and that's what they need to be communicating. But the interviewer's not going to do that.

So if you tell a story, I'm going to ask follow up questions so that I make you realize what needs to be in the story. And I'll say things like, "Well, what impact did that have? What would happen if you were not there?" And I ask detailed questions so that they can be like, "Oh yeah, yeah, yeah." And then they add to it and then they've got the answer. But the interviewers are not going to do that for you. They're just going to take what you said, and maybe they might ask for more clarification, but not usually. They're just going to take what you said, and that's going to be it. So you have to make sure that what you are saying is exactly accurate for what they want to do, and so they don't have to think about it too much. They can just be like, "Yep, yep, yep, that's what we want, that's what we want." Instead of them thinking, "Hmm, that's weird. I wonder if she did this or she kind of left this detail out or she was kind of ambiguous about this." They're either thinking one thing or another.

So it's our job to be specific. So that is what sells in an interview, is specific details along with the energy that you need to have, the energy of confidence and the energy of certainty in yourself. And this is the version of you in the interview that needs to show up. And a lot of the times, the version of us that shows up is general in their answers and general in their conversation. And they can sound a lot like everyone else or they can just leave out a lot of really important details that were relevant and that could have had the interviewers saying, "Oh, yes, yes, yes, that's what we need." When you generalize, you leave a lot of room for them to interpret however they want what you say. And that's what we're doing, we're just interpreting people's words.

So they start thinking, "Oh yeah, but the other candidate told us that too. And she did this, this, and this." So they might be comparing you to someone else or they might dismiss quickly and it's easy for them to forget the answer. So if it's a vague answer, easy for them to forget it. Or they might be like, "Oh yeah, yeah, we heard that before."

So example, if you were trapped in a hole in the ground, say you were running and you fell down this big cliff. And then there's two people that all of a sudden appear on each side of the cliff. Well, not the cliff, it's just a hole. It's a really big, long hole, and you've got to climb out of it somehow. So one person on one side, they say, "Okay, just climb up, use your body, you're going to use your arms sometimes, you're going to use your legs sometimes. You're going to climb up, you're going to use your upper body strength and your lower body strength. Just hang on tight, just push yourself up. I know you can do it. It might be tough sometimes, but I know you're going to be able to do it. I totally believe you can do it. Let's get you out of here. Come on." That's what the first person says.

Then the other person on the other side says, "Okay, come on over to the right side of the hole. Do you see that U-shaped rock right there? Lift your right foot up onto that U-shaped rock. Then move about, see that other root about two inches to the left, grab that root. And then use that route to move yourself over and put your leg on that jagged edge of that rock right there." And they're giving you super specific instructions. Who do you feel more comfortable with? Out of person one and person two, who do you feel safer with? Who do you believe knows what they're doing? And why do you feel that from the person?

So definitely the second person. I would trust the second person. I'd be like, "Oh, they know what they're doing." They're telling me exactly what I need to do. They've clearly done this before. I would feel like I trust them. I would feel comfortable with them. I would feel like I could ask them questions and they would be able to answer specifically not vaguely. And I'm willing to bet it's because they're

being more specific. So that's a very clear example of what the power of being specific does. And an example for an interview perspective, my personal example that I will use is when I was interviewing and they asked me about a big project that I did.And I talk about moving an office of 70 people. And it's a big project, there's a lot of things to consider. And so I highlighted some of the main things that I did that were my ideas that I believe were really key to making that project super successful.

So for example, I could have told the story very, very generally, and it would've gone something like this if they asked me, "Okay, what was your biggest accomplishment or what was a large project you worked on successfully?" And the vague answer would be, "Well, I moved an office of 70 people. I did it within a week's time, and it was successful. Everybody was moved, everybody was happy. It was great. There were no hitches. Everything was amazing. And I got praised for it afterwards." That's a very general way of telling the story. And so well, if they knew me, if they had experience working with me or whatever, that might be okay. They don't know me. So I could just be saying that. And a lot of people are just saying that. I mean, there's no way to know. And so they're kind of left missing something. You're missing something from that story. It's like, "Okay, great. You moved to an office of 70 people, great. We know you can do that. Okay, cool."

But why was it successful when I did it? What did I do differently? How was I thinking? So this is where the specificity sell comes in, where we really need to bring in some specific details because these people do not know anything about me. They haven't worked with me, they don't know me. And if they do, there's no harm in being specific anyway, because they might not know a few of the... They don't know what was going on in your head, they don't know the experience. So there's no downside to this. This is how I sold it specifically. I said, "Okay, so I was tasked with moving an office of 70 people, and I had never done this before.

So my first step was to order a bunch of books on Amazon on moving an office. And there was a lot of moving parts, and I downloaded a whole bunch of checklists on the internet to see what I needed to include. I amalgamated all those things into one big master plan. And then I started to recruit help from other departments because they know their process and some systems best. So I formed a relocation committee, and I got one representative from each department. And we met on a weekly basis until the move was scheduled to happen. And in those meetings, it was an open table, and they were able to bring up things that I may have missed, which was very useful because they did quite often have things that I did not think of. And we were able to cover every detail because it wasn't just me. I brought a team together to collaborate.

We made it fun. We had relocation team t-shirts, and we really had a lot of fun brainstorming together and bringing together this project so that it would go really well. Everybody was really engaged and invested in the fact that it was going to go well. And everybody took really good care of their departments, and communicating to them everything that was going to happen and everything that they needed to do." I said, "I also created a communications plan for the office. So I would email out weekly with updates on what was going on. I created an FAQ document with everybody's really good questions so that everybody knew that there was a resource there for them.

And when it came to the day, everybody had their boxes labeled correctly, stacked in the right spot, ready for the movers. And we were able to pull that off pretty flawlessly." So that's the difference. And then I talk about what I learned and how I couldn't have done it alone and how specific people brought up things that I would never have thought of, especially in the IT department. Their brain thinks differently to my brain, and we needed to make sure that the systems were up and running the whole time so that the customers wouldn't be interrupted. And there were things there that I didn't think about. So the IT team helped me with that, and we coordinated to get that done without interruptions. So examples like that, really specific examples.

And so you can tell the difference there, between me telling that story and how that paints me in a light of somebody who really went to work, took this really seriously, got everything together, and then was smart enough to recruit other people instead of thinking, "Oh, I'm just going to do this myself." And just it paints so many different pictures in the mind of someone listening to the story. They're now thinking, "Oh, she's collaborative, she thought to bring in other people, smart. She had fun with it, she engaged people, she raised morale." All these things I did instead of, "Yep. I moved the office, it was great. I did a great job and everyone was happy. And my managers gave me praise afterwards." See the difference. And there's a lot of nuance in between. So somebody might tell the story with a little more detail here and not enough there. But this story definitely I would attribute it to helping me get job offers, because I felt really proud of it.

So one thing that I haven't mentioned is you need to feel really proud of the story. You can't be like bitter about it or hiding things about it or thinking, "Oh, but I really messed this up," or "Oh, but they didn't really appreciate me for it, and I'm bitter." You have to be feeling good about it. And so that's something I talk about on another podcast is getting yourself really aligned with your stories. But the specificity sell is in that example and in the example of somebody who might fall down a cliff and then there's two people on each side, they're going to help you. Or there's a bunch of people, which one are you going to listen to? The one who's telling you more specifically, you're going to feel more comfortable with that person. So if I'm interviewing and they're planning a move, they're going to know that I'm going to be the best person for it. They're going to be like, "Oh yeah, she's done it before."

Or even if it's a totally different project, they're going to be like, "Yeah, she knows how to engage people. She knows how to bring people together. I could leave her in charge of that, and I would feel good about that." And it doesn't have to be specifically a move, it could be a different project, just because of all the elements that I showed in that story when I explained it. So that's the power of the specificity sell. So why we don't do this, why the problem exists of not being specific is because we're not used to thinking that way. We're not used to thinking in specific examples about what we do. We're not used to tracking our work. We're not used to looking at what we did successfully. And that's a big part of what I work on in my program with my clients, is creating your own success blueprints because you have them.

You have these blueprints of ways you've been successful before, and you've just forgotten about them, disregarded them, not really paid attention to them. When most of the time, they've made the company you're working for hundreds of thousands if not millions of dollars. And you're not even paying attention to that because you're not used to thinking that way. You're just in the work doing your best, adding value, creating results for people and just being like, "Yeah, it was no big deal." See flip and effect podcast. So normally the problem is we just don't have awareness that we aren't being specific enough. And if you're wondering if you're being specific enough, you're probably not. So what we do is we keep going to interviews over and over just not knowing that we have this problem. It's like keep trying to solve the wrong problem.

So somebody might go to an interview, they might not be specific enough. They might get the email that says, "Thanks. We really liked meeting you, but you just weren't a very good fit, and we chose someone else." And they might be like, "Ah, that's so frustrating. And they just won't know that it was because they weren't being specific enough. They won't know that that was one of the main factors. Now there's other factors too, and I talk about all those in my program, energy, them having to trust you, your energy of confidence and certainty, and you being grounded in your own value. And there's lots of other factors too, but this is a big one. If this is not there, then it's going to be hard for them to trust you. Just like I was saying, it's going to be hard for someone to buy a product when they don't really have all the information about the product. They're more likely to walk away from it than they are to purchase it, because it's a risk to purchase it.

So a lot of people do get feedback that says, "Your stories were not strong enough." And so I've had clients come to me and they're like, "Yeah, they've told me that my stories are not strong enough." And this most likely equals that they were not specific enough and that they did not get the information that they needed. It's kind of like serving a burger without the meat or for vegetarians without the veggie patty, it's disappointing. It's like, "Oh, great." If your resume looks really good and they're really excited to meet you and stuff, and you come and in and you just give them this burger with no meat, and they eat it. And they're like, "Yeah, that was all right. Wasn't really what we were expecting." You want to wow them with a burger with a meat patty and a piece of cheese and the tomato, you want to wow them with all the fixins of a burger.

And a lot of people are not doing that. And it's like the example of the doctor that I told you about on Grey's Anatomy. She was amazing. She had won awards, and she had been this renowned surgeon for doing this amazing procedure. And she just couldn't talk about it on stage. And therefore everybody was laughing at her and being like, "Oh my God, when do we get to go home?" And it just does such an injustice to her work. And it's because of those mental blocks that were existing there for her. And that is what my clients experience. They just have these mental blocks. And then other things get created if those mental blocks don't get unblocked, if they don't get tended to, if you don't get coaching on it, if you don't discover them, they will get worse. And you will just start thinking there's something wrong with you when there isn't.

So what's ultimately created if you're not being specific consistently, you will get that feedback. "Yeah, you just weren't the right fit for us." It's like if you want to buy that product but you don't get that information that you need, you're going to be like, "Yeah, that just wasn't the right one. I'll find the right one. And when I see it, I'll know that's the right one. And so when we experience this, sometimes it doesn't make logical sense. Because you're like, "I do have the experience." And you're like, "But I can do this. I was perfect for that." And so sometimes it won't make logical sense to you. And so that's what I'm aiming to kind of help break down for you.

So the alternative solution is you describe it so accurately and so closely to what they need that they start thinking, "Okay, this person knows what they're doing." When you describe it in great detail, and then they're like, "Okay, we believe this person can do this. I think she's winning us over." They might not think these exact thoughts, but in this general vein of direction, that's what they're going to be thinking. They're going to be like, "Okay, yeah, yeah, yeah. I see how you did that. Very cool, very smart. Okay, yeah. Interesting. Hmm, that's we do things here or hmm, that's not how we do things here, maybe we should get some more info about that. That sounds good."

So ask yourself, what would it take for you to trust someone just like you? So if you were interviewing for a role, say you're the CEO or you're the hiring manager, what would impress you more? I bet it would not be generalized statements. And I bet you would need the same thing. Because hiring someone is a great risk. And in order to reduce that risk, specificity will do that trick along with all the other things that I teach. So specificity is just so important that it's something that we can't miss out on. Like I said, you can't go in there and just say, "Yeah, yeah, yeah, I can do that. No problem." And I know that not many people do that anymore, although some people still do. It needs to be taken up several notches. So it can't be even just a little bit more than that. Like, "Oh yeah, I did move the office and it was amazing and it was great. And I hired movers and I vetted them." You have to include the meat in the burger.

So you might be adding a layer of cheese and lettuce, but you have to include the meat. And that's what I help you to get to when I work with clients, and they can walk away really certain that, "Yes, this is the meat. This is what I need to talk about. It feels really good to me. Let's go do this." And they have a completely different shift on how they will interview in the future moving forward. And it can be very

fast. They can have one mental shift, and then all of a sudden, be crushing interviews. And now they don't have that as a problem anymore. Now the problem is negotiating the salary they want or choosing the company they want to work for. And that's a better quality problem to have. And we just upgrade with our quality problems as we go. So it can be pretty fast.

So why it works is when we get very specific, the subconscious of the person listening starts thinking, "Yes, this is what I need. Yes, that is great. That is exactly what we were looking for. Yes, we need someone here to do this who thinks like this. Yes, I can trust this person. I like what I'm hearing. Yes, yes, yes." And when you get more specific, you're able to give interviewers a lot more opportunities to say yes in their head. And then they're going to be on board with what you're saying way more than if you're being general about what you're saying. And like I was saying, many people don't know they're being general. Mostly when my clients come and I'm like, "Okay, tell me the story of your successful moment," or "Tell something you're proud of." They're not very specific. That's not how we think.

And of course, it's not how you think because that's not what you've been doing. I've been doing this for years. I've literally spent my days, every day, day in, day out being like, "Okay, what is the story that needs to come out of you for you to compel and translate that value that you have into something that everybody's like, 'Yes, yes, yes.'" So of course you haven't been doing it, so that's why it can really be helpful to come to someone who's been doing it for a long time and can just show you how to do it. So what you're going to need is you're going to need to explore your specifics on a deeper level. And it can be very fun to do, is creating your own success blueprints. And that's where you go through and you kind of take stock of your process and why you've been successful up until now.

And that takes some thinking, some diving into. Like, "Okay, what did make me successful?" And sometimes that can be hard to see on your own. You break down all your own processes, how you think naturally, how you would go about teaching something to someone else, why you do it so well, some of the successful results you've had, extract the monetary value out of what you've done before and the non-monetary value. But the monetary value is always there. I guarantee it. Even if you think it's not, I promise you I can find it. And the results that you create, they have no choice but to put together that you are someone who can really crush it. They have no choice because that's what your energy says, that's what your words say, everything is aligned from you. And they have no choice but to say, "Yes, this is the person."

And their mind literally won't be able to find another thing that they can think of other than, "This person is the standout person." And I've done a lot of interviewing before, I've interviewed hundreds of candidates. And I can tell you that there is always standout candidates. There always are. There's always the people that are blah, there's always the people that are general, there's always the people that are terrible, and then there's the standout people. And there's no question about those people. It's like, "Yes, that person is a standout person." So they're either front runner or they're hired. And when you're in that category, you will get the job you want, and you will get your choice of it. No doubt about it.

So when you describe how you solved it in so many details, they will start paying attention to what you're saying. And they will want to hang on your every word. And inside my program, we go very deep into this concept. And I have hundreds of examples of what details should look like, what they can look like and how specific you need to be. I have questions to get you thinking in your exact process to create your success blueprints. And I have a way for you to break this down so that you can see how valuable you really are, how impactful you really are. And I help you do that on the live coaching calls every single week. So if you're ready to join, the link is in the show notes. It's www.nataliefisher.ca/sixfigures if you want to watch the workshop where I explain everything that we go into in the program and everything you get, or if you're ready to sign up now, you can go to www.nataliefisher.ca/start. And I will see you in there. So have an amazing week. Thank you so much for listening, and I will to you next week. Bye.

If you're looking to land your first or next six-figure role, this is the only investment you'll ever need to make for your career. It's called the six-figure curriculum. As soon as you join, you will get access to the video vault. In these videos, I teach you the exact process that I use to go from 60 to 100 K in a year, as well as hundreds of my students and their stories of how they have made the same type of jumps. And it was not luck, it was a process. And this is the process that I'm offering you inside. You will become the master of job interviewing. And even if you hate it right now, you'll start to understand what job interviewing is like and look forward to these job interviews. I know it's hard to believe right now, but trust me, that is what I hear from my students.

You'll know what to say during the conversation about salary, and people will start to see you as a high value candidate, that they actually need to go back and ask for more budget for. You will learn how to navigate the hiring manager's specific concerns when they can't tell you what they are. They will always have concerns, and they can't voice them. And so you need to learn how to confidently navigate these concerns with their best interest at heart. You'll learn new ways to think about job interviewing, getting paid what you deserve, getting promoted, and ultimately increase your earning potential and the impact that you make in your industry starting now. This course will rewire your brain permanently with new principles based in value, integrity, and human authentic connection.

Best of all, you will be a part of a community of other members who are all working towards the same growth, and they are there to help you. You can come in, you can ask questions, you can be a part of it, and you can help make connections with them. A lot of the members have already started making connections that have helped them lead to interviews. If the community and the video vault doesn't already make you feel like you won the lottery, we also have live coaching calls every week. So every Tuesday at 3:00 PM, you will receive a live coaching call link to join us on Zoom. And you will stay laser focused on your goal, you will get the Zoom link to these calls as soon as you sign up. So between the video vault and the community and the weekly live coaching, the program is literally fail proof. I'm so confident that you will get the results that you came for, that I have a worry free money back guarantee.

If it doesn't work for you, we'll send your money back. There hasn't been a single person who has wanted their money back. In fact, the success stories keep on coming in. Oh, and did I mention that this is lifetime access? Do not wait, go to www.nataliefisher.ca/start and make the decision right now that you will land your six-figure role in the year 2022, starting in January. And if you are joining us before December 31st, I have a special bonus for you. We're putting on a virtual event, where I'm going to go through the 10 concepts that all my and most successful students nailed in order to land their job. And this is going to set you up for getting your six-figure role in January 2022. So join us before December 31st to get in on that bonus. I will see you inside.