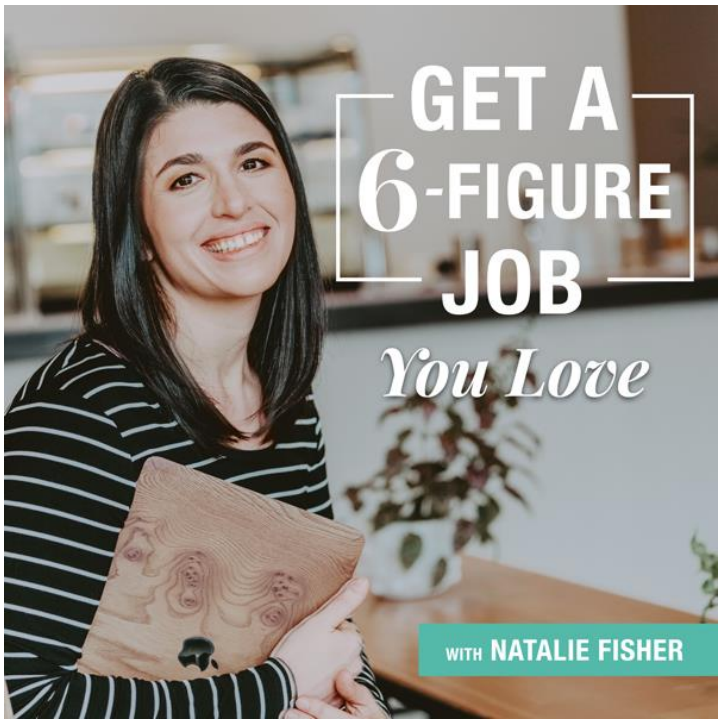
Ep #116: The Whole Job Hunt Process from Start to Finish



Full Episode Transcript

With Your Host

Natalie Fisher

Get a 6-Figure Job You Love with Natalie Fisher

This is the Get a 6-Figure Job You Love Podcast. This is episode 116. The whole job hunt from start to finish. So this is another live training that I did and I go through the entire process from start to finish, I get feedback on the call, and I explain to you exactly how we break this process down so that it is dead simple and we troubleshoot along the way. So it's meant to fast track results and it's meant to get to the root of every single problem that anybody's having.

My whole goal here is to make sure that the job hunt is doable, manageable, and if you can't get to the point where it's easy yet, that you get to the point where you know that what you want is possible without compromising the things you want to have. If you want remote work, if you want flexible hours, if you want to work less hours, my whole philosophy is to be able to help you see that these things are possible for you. Once you can grasp that, then you kind of have a different perspective on how you approach your job hunt. So the whole process is broken down in this masterclass, and I hope you enjoy.

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 in 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.

Okay, we are on day three where we're going to be talking about the process from start to finish. So we're just going to dive right in. Awesome. Okay, let's do it. So the last few days I've been talking about the struggles that people have when they're approaching the job search. So we talked about being imperfectionism, being in fear. We talked about going on a lot of interviews, taking a lot of action and not getting the results, and then we talked about getting not the results we want. So low offers not what we want as far as offers, but we are getting a result. So once we've solved that, once that part is out of the way, the processes, I'm going to explain today what needs to happen in order for you to go from where you are to where you want to be.

So the process that I teach inside my program, it's got phases and everybody will be in a different phase. So I'm go through the process right now. I'll just tell you what the phases are and then I want you to let me know which one you're in, which one you have most questions about, which one you want to get more information on, where you feel you need the most support. So I'll be asking you to let me know and give me feedback in the chat as far as where you are. Okay.

So the step one of the process is intentional self-confidence, and that's where we dive into really solidifying your value, getting you connected with your value, understanding your value, getting clear on it, being congruent with yourself about what you've done in the past, what you're capable of doing, your thought process, your own success blueprints, like what has made you successful, why you've been able to achieve what you've been able to achieve, what is it about you that makes you unique in the way that you work? This is the intentional self-confidence piece. So I'm going to go through the rest of them, but keep that in mind and just let me know if that's resonating with you, say, self-confidence. That's something that you want to be able to do to be able to just have on autopilot if that's one of the things that you want help with or support with, okay.

So then after the self-confidence piece is like you've up-leveled there and you're like, "Okay, I'm feeling valuable. This is great. I understand my value. I'm excited to go talk about it." Then we move into the creating the opportunities phase. So the way that I approach it is we want to create opportunity, we don't want to sit around and wait for the opportunity to come. So a lot of people will approach it with job boards and they'll just be like, "Oh, I'm just looking and seeing what's coming up on the job board." I am a proponent of do whatever works for you.

So some people will be like, they'll be able to apply for jobs on the job boards and they will get calls and that's all they need to do, and they end up getting a lot of interviews and that works for them really well, but not for everybody, depending on where you're at in your career. Maybe you don't have some of the experience or you don't have something, doesn't mean you can't get the job. That's where people make the mistake. They're like, "Oh, well, I'm not getting interviews. I'm applying for jobs on the job boards, so it must mean I can't do it." No, that's not what happens. What happens is you just need to have a different approach. The job board approach just doesn't seem to work for you where you're at in your career, and that's totally fine. It won't work for everybody.

So then I say we need to create opportunities and we need to get really creative in how we do that. I've got some strategies that I use, that my clients have used, but you can even get more creative with these strategies. There's no limit on how creative you can get. I have had some clients do some incredibly creative stuff that I didn't even know about. I didn't even know that you could go and find Slack groups that specialize in Salesforce, and they talk about Salesforce all day in a Slack group, for example. One of my clients got a job from just interacting and setting up a meeting with somebody in a Slack group. I didn't know that.

So we want to get creative with we create opportunities for ourselves, and there are endless different ways to do that. So some of my clients will use LinkedIn by posting on LinkedIn, by reaching out to people on LinkedIn, by adding value on LinkedIn through different things, by going on groups like adding value inside the groups, interacting in the groups, getting on phone calls with people. The key is interacting with other humans and we want to create those opportunities.

So phase two is creating opportunity. So keep that in mind. So phase one is intentional self-confidence. Phase two is creating opportunity. Somewhere in there is resume cover letter, LinkedIn profile, all your documents, and I don't really go very deep on that, honestly. If somebody needs help with that and they want to get that sorted out, they want to feel confident about their resume and cover letter, I definitely help with that. There's a whole phase inside the program that covers that. However, I don't actually feel like that is the main thing, but it's definitely part of it and you want to feel good about it.

So I touch on that a little bit, but I'm normally just have a template and you can fill it in with what? It basically organically comes up with doing the intentional self-confidence work is what I honestly find. It's like we'll go through the intentional self-confidence and then it'll be very clear what you want to put on your resume. It'll be very clear what are the highlights, what are the biggest things you want to mention, what you want to talk about. So that's a piece of it. Then number four is the interview process. So the whole interviewing process, and that again, it stems from the intentional self-confidence, but that's where your skill comes in. Your skill of being able to communicate your value to somebody else. The skill of being able to communicate it to the right people and determine whether you're a good fit or not. So you're not just looking to get hired anywhere. You're looking for, "Is this a good fit? Do I like them? Is this going to fit into what I want?" Making those decisions ahead of time as far as what you want. So that's four.

Then five is the salary portion. So we want to make sure that you have made the decisions about how much you want to be making, about you feeling aligned with that amount, about how much you feel that you believe that it is possible for you to make that amount based on what you are bringing to the table, and also getting clear that one place might not pay you that and another place is happy to pay you what you're asking just depending on what organization it is and what they do. So a nonprofit for the same work wouldn't be able to pay a marketing person the same amount of money as a tech company who just received 20 million in funding. They would be able to pay a marketing person a lot more than a nonprofit for the exact same work. This person who's in marketing might be extremely skilled, but it's just deciding where they want to work, what's important to them. Not saying there's anything wrong

with nonprofit and some nonprofits will pay more, I'm sure, and that's fine. I'm just using that as an example. So those are the four main steps.

Then the fifth one is maximum impacts. So once you get into the role that you want to get into and you're being paid and you're happy, like you're really happy with that salary and you're really happy with that role, then how do you create maximum impact from there? How do you create maximum value from there, from what you have already achieved? How do you take that step and contribute to your industry, contribute to your role in a way that has you increasing value at a rapid speed so that you can increase what you get back? So you'll be able to organically get raises, get promotions based on everything that you've already learned from going through this process.

Okay, now I want you to put in the comments, which one is the one that you need to focus on the most? You think is it the intentional self-confidence? Put a one. If it's the creating opportunities, put a two. You can put more than one. You can put whichever ones you think. It can be more than one. So creating opportunities, put a two. Resume, cover letter, put a three, whole interviewing, put a four. Salary, put a five. If you're at maximum career impact, put a six. So if you've already landed your role and you're happy, then great. Okay. So one and two, one and four, one and four and five, three and four. Okay, great. So we've got a mix of where people are at today. So we are going to cover each one, it looks like, yeah, and then I will take your questions as we go. Okay.

So please don't hesitate to ask questions if something I said doesn't make sense or you have a question about a specific phase. So a lot of people have put one and two, which is great. So we'll go from there. Remember one, the resume and cover letter and stuff, it's like they go hand in hand, if you get one sorted out, three resume cover letter and stuff, that'll be fairly easy. You'll know what to put. You might want to refine it and make it short and concise, but you'll know what to put. So that's where I find it. It's like they go hand in hand. So starting with the first one, so intentional self-confidence. So the way that I approach this is we have to rewire our brain and rewire the negative self-talk and the inner critic that we all have.

Tell me if you can resonate with the negative self-talk and the inner critic. Put a yes. If that's something that is part of your day that you struggle with and that makes you feel crappy when you think about it and you think about yourself in certain ways. Yes. Okay. So this inner critic and this negative self-talk, is they're sentences in your brain. They're sentences that come up that were conditioned from childhood, from your education, from old bosses, from [inaudible 00:12:09] lots of people resonating with it. On bad days, or when I burnt out, been over the lowest point, but still slips into it sometimes. So up and down with the inner critic and totally makes sense. So it's conditioned from the past. Also, just the way that our brains are wired, our brains are wired to go to the negative, go to the worst case scenario. It seems like negative stuff really takes root a lot easier than positive stuff.

I like to distinguish between positive and effective thinking. So negative self-talk and inner critic is not helpful. We think it's helpful because we think that it's serving us somehow because we think that when we push ourselves or when we're hard on ourselves, we're going to do more or we're going to improve. We think that inherently, right? But if you really pay attention, it's more discouraging than it is motivating. So it's like that's the sentence in your brain. Does anyone want to share a sentence that they might have a lot? The most common one would be like, "I'm not good enough or perhaps I'm just not cut out for this." Anybody have any of the sentences that they repeat a lot? Otherwise we can just go with, I'm not good enough.

But everyone will have their own kind of flavor of it and it could stem from something someone said. I have one for my client recently, she said she was the slow person. "I'm not a good fit." Okay. Well, yeah, I need more context around, I'm not a good fit. Because it might be true, you might not be a good fit, and that doesn't mean anything bad about you. But if you keep getting told you're not a good fit and

you feel like you are then there's a disconnect there, for sure. So thank you for sharing that one. I appreciate your vulnerability. Anybody else want to share a sentence that they have that they repeat in their brain that doesn't feel very good; that kind of makes them feel demotivated or makes you feel like you don't really want to keep... It doesn't make you feel charged, like, "Yes, I'm going to reach out to people today. I'm going to go apply for stuff. I'm going to go share my value." It doesn't make you feel like that.

You're too emotional for this position. I want to be able to do that, meaning I can't do it now. My answers are vague. Mm-hmm. Mm-hmm. Okay, Yeah. So let's take you're too emotional for this position. I love that one. That's something I struggled with too. So thank you for sharing. Those are all really good examples, and we've got another one coming in here. During my childhood, my parents used to focus on where I'm missing or not good at. So I've been conditioned to look at where I'm not good enough. Yeah. Yeah. That can be kind of done in different ways. You can give someone feedback in a way where it doesn't make them feel like they're not good enough. So it's a lot of stuff to dive into there. Yes.

So we'll start with the example of you're too emotional for this position. So when you think you're too emotional for this position, that's a sentence that you were told, and then every sentence that you think in your brain is going to generate a feeling. It's going to generate a feeling, and it's going to be different for each person. So the sentences that you all gave me, that you each gave me, those sentences, for you they're going to generate a feeling, right? It's either going to be a helpful feeling, a negative feeling, a positive feeling, and examples of feelings are... The most simplest one's happy, sad. But I'm talking about feelings like motivated or discouraged. Sorry, I didn't mean to raise my middle finger there.

Motivated or discouraged or excited or dejected, or like, some of them are negative, some of them are positive. For example, uncertain is a feeling, like it's a one-word thing, that is a charge that goes through your body. Okay. Defeated. Yes. Very good one. Yeah. Then when you feel a certain way, you're going to be behave in a way. So this is the teaching I have called the model, and it starts with the thought you have. So say I'm assuming you went for an interview and you were given the feedback or you were working somewhere and you were told you're too emotional for this position. So the circumstance would be someone said, your boss said, or whoever said, you're too emotional for this position. Then you have a thought about that, right? Your thought about that sentence is going to create how you feel. Yes, you were going for a promotion. Okay, perfect. Thanks for filling in those blanks.

So you're go interviewing for promotion and they say you're too emotional for this position. You're going to have a thought about that, that makes you feel a certain way. So Beverly, feel free to let us know what was the thought you had about that when someone said that, what did you think, and then what feeling is that likely to generate? So probably not a good feeling, right? It might be demotivated. Yeah. So your thought was, "I'm a woman and I can never get further in my career because women are so emotional," right? Yeah. Yeah, so makes sense. So then how did you feel when you thought that? I'm very emotional too, by the way, and I'm not ashamed of it. So what did you feel when [inaudible 00:17:52] devastated?

Yeah, okay, so when you feel devastated, then your action is going to be a certain way. So an action coming from feeling devastated is probably going to be... Beverly correct me, or let me know what you did when you were feeling devastated, but you probably don't go for another promotion. You don't try to get ahead. You don't look at ways that you could advance. You kind of think, "Oh, I just can't do it right? I just can't get ahead in my career." So you would not look for other opportunities, not look for ways, at least why you're thinking this, right? I mean, this can change. Thoughts and feelings are all temporary. Eat a pint of ice cream, did not ask for a promotion again at that company. Yeah, then when

you do those things, your result is that you prove that thought to be true. "I'm too emotional to be in a high level position," right? You're like, "Okay, I guess that's true."

But it's the thought that you had and then the feeling that you had. So the model shows you how you get to take control of everything that somebody else says to you. So we can't change what they said. They said what they said, and as far as I know, you're now waiting an offer for a position, you've kind of got yourself through it. But in that timeframe you were feeling this way, you were taking this action, and the result that you were going to be creating from the feeling of devastated was going to be not good. You switched models and it sounds like you reframed it. You figured something out and you are where you moved forward. But while you're in that model, you're not going to be moving forward in the way that you want.

So the example is just this is the awareness to have, it's like, "I hear that sentence. I feel devastated because I think I'm a woman and I can't get ahead because I'm too emotional to be in a high level position." Now if you believe that to be true, if you completely believe that, if you think that's a fact, like the sun coming up in the morning, that's just true. If you believe that, then you would never try. You would go to another company. You would never seek out opportunities to move ahead. You would not pay attention to your own value, what you've done, and you wouldn't be able to see how your emotions actually support you in being a better leader. There's just so much that you're missing when you believe that thought to be true.

I know you don't believe that to be true anymore, or you don't believe it because you have moved forward. But the example is just when you get stuck in a negative thought that makes you feel devastated, the actions that you take will be a certain way and then the result you get will be a certain result. So we need to reframe it and we need to move to an intentional model. So the way that I teach it is an intentional model. Someone says something, you have a thought right away, and then you have a feeling right away. Then you just kind of carry that out naturally without really thinking about it or analyzing it or really knowing it. You're just like, "Oh, that could be, that's true. That's just how it is." You just think it's a fact. What we need to do is bring awareness to that and be like, Okay, that is why I'm getting this particular result and I want to get a different result. So I need to change the way that I'm thinking."

So what a lot of people will do is they would just keep that thought. They would just keep thinking it like, "I'm a woman and I can't get ahead," but still pushing through to try to get ahead. So it'd be like, "Oh, I know, I'm so emotional, but I'm going to keep applying anyway. I have to force myself to apply. I have to keep going and I just have to do it." That's called pushing through with the same crappy thinking versus changing your thinking completely. So this is where the intentional self-confidence comes in. The intentional model comes in. So let's keep with this example, circumstance stays the same and thought is going to change. So we get to choose a new thought. Anything you want to choose about that same circumstance? So, for example, I'll just say what comes to mind for me. I've been told this, too, that I was too emotional.

So my thought about that was, "Yes, I'm emotional, and that's because I care. I'm emotional. That's not a bad thing. I'm emotional, but I know how to channel my emotions and I know how to manage them. Yes, I'm emotional. We're humans. We all have emotions." Some of us try to push them down and ignore them. Some of us try to hide them. Some of us don't know how to handle them, but I'm like, "Yes, I'm emotional and that's what makes me really effective because I know how to manage emotions." So these are just other thoughts you could choose about somebody saying that. Notice how none of those thoughts make me feel like I'm less than or make me feel like I'm devastated or make me feel bad about it. They're just like, "Yes, I am emotional. That is true, and so is everybody. So we're all humans; we're all emotional."

Some humans know how to handle their emotions better than others. Some have trained themselves better. I don't mean pushing emotions down. That's a whole nother class I need to do is on how to manage emotions, right? Because everybody has them. Men are taught don't cry, don't have emotions, don't show. Women are taught don't show weakness; pretend you're fine. It's like we all still have them. It's like we're trying to push a beach ball underwater. It's always going to come up. I've been around men who hold in their emotions a lot; eventually, they're going to explode, or women, that's just going to happen. We need to feel them. We need to process them, and then they go away, they go on their merry way and we move on and it's okay, we can handle them. We're not going to die from them. They're just feelings through our body.

So if I have those beliefs about emotions and someone says that to me, I'm like, "Yeah, they just don't know how to manage emotions. They don't know why emotions are a good thing. They just don't understand." That's my thought, and then I might just feel neutral about it, and might be like, "Okay, they just don't get it. They just are not in tune with their own emotions or they think hiding emotions is the best way to go." So you can pick a new thought and then you'll feel a different way. So maybe you end up thinking, "Okay, well, this just isn't the place for me because they don't appreciate my emotions. They don't support people expressing themselves. So maybe this is just not the right place for me." But it's not like I don't think, "Oh I'm doomed. I have emotions. I'm a woman. I can't do it." It's just because I've been through the work and train myself to be able to seek out thoughts that are supportive right away. So this is just the work that I help people do.

Then they can get to the point where they're like, "Oh, okay, somebody said this. Okay, this is what I actually want to think about it. This is what's going to help me the most. This is what's going to serve me the most. This is what's going to move me forward. This is what I'm going to think, and I get to decide that." So then the actions that I would take would be quite different. They would be like, "Okay, I'm just going to look into different companies, and I'm going to be on the lookout for specific things about them. I know what I'm looking for and I know what I want and how are my emotions actually really powerful, and maybe I want to teach about emotions. Maybe that's the kind of leader I want to be. Somebody who supports other people's emotions because there's not enough leaders doing that."

Then I might actually get really inspired by someone making that comment instead of feeling devastated. It's just an option. You can think however you want to about whatever the person said. Then my result would be that I move on a bit faster. I end up discovering new things. I maybe go down a whole new path. I maybe discover a new career. Maybe I could just make that my mission right now. I could be like, "You know what? I want to help women who are emotional in the workplace succeed because that is my mission." Because I could feel really inspired by what was said instead of defeated. It's a choice, but it's not a choice you always know you have, because if you just don't know what you don't know, then your instinct is going to be to be like, "Oh, yeah, this is just the way it is. This is just the way the world is. I'm a woman and I can't succeed." It's because that's what we've heard. That's what we've been told.

So that's just the example. This is one example of a way that you create intentional self-confidence, right? I love to go deep with any one of the things that you said. It's like emotional is not a problem, but you originally thought that it was right. It's like everything you think is a problem can be reframed into something that's not a problem. So that's phase one, intentional self-confidence. I'm going to read one more comment here. I have an interview coming up this week for parks and rec assistant director position. I'm battling with my emotions because my English is not enough, and even though I have experience, I don't know how to communicate that experience.

So those are two thoughts that you might think are facts. You have an interview. You think, "My English is not enough." That's a thought. Your English is not enough. If you can be understood by somebody, it's

enough. I've worked with people who I couldn't understand them and I communicated with them via Slack and it was fine. So that's a thought, "My English is not enough, and I don't know how to communicate that experience." So I would just plant the seed in your head. What if you did know? If you actually do know how to communicate that experience? How might you communicate that experience?

Just let yourself sit with some new possibilities of what you could think, because, that's where you're going to grow in your capability to think differently. Then one really powerful question that you can always ask is, "How can I see this differently? How can I see this differently?" When you ask really good questions, you get better answers, and when you ask yourself the same question repeatedly, your brain will start working on the answer. Your brain is like Google; it will answer questions for you. It is very, very smart. Okay, so that's phase one.

Phase two is creating opportunity. So put a two in the comments if you have struggled to create opportunity. So if you are feeling like there aren't enough opportunities. Tell me what your thoughts are about creating opportunities where you feel stuck right now on that. Do you feel like there aren't enough jobs out there? Do you feel like there aren't enough opportunities? Do you feel like there aren't enough of the right ones? What do you think is the problem as far as you creating opportunities? Let me know. Too many senior positions, and you're for something that's not a senior position. Interesting. Okay, what else? Does anyone else have anything that they want to share? What about the economy? Places are going to stop hiring.

Mm-hmm. Okay, yeah. Location bias. Yeah. Okay. Yeah. So we want to look at the facts, thinking it's hard to make a career change after having some bad interviews with close-minded interviewers. Yes, focus within my current organization. Okay, that's something you want to do. That's no problem. So yeah, I want to talk about all of these. I don't know that we'll have time to, but thank you for sharing. So yeah, the circumstance is new job, you want to find new job, that's the thing that doesn't change, and then your thought about the opportunities and what's possible for you, that's the thought about what's possible for you, and these thoughts are not facts.

So we know something is not a fact if it can't be proven in a court of law. So that's a good way to distinguish between a thought and the fact, could you prove it in a court of law, and to what extent could you prove it? So these things are all valid. I'm not saying they're not valid. A lot of the times I'd like to say, "Okay, so that's true. So what are we going to do about it or what do you want to do about it?" How do you want to think about it in a way that serves you? How can you elevate yourself in order to think about it in a way that doesn't stop you? It's like, "Yes, maybe it's harder. Maybe it is going to be a little bit more difficult. Maybe it's going to require some more creativity, but that's okay."

One of my favorite quotes is, "I don't need easy, I just need possible." It just needs to be possible. The way that I kind of look at that is if one other person in the world has done it, then it's possible. The jobs you guys want to get, the things you guys want to do, they're all possible, and we know that many, many people have done them. So with the too many senior positions, if we run that through a model, it's like if you think there's too many senior positions, and if we look at the facts, we're like, "Okay, how many senior positions are we looking at? Have you seen any that are the ones that you want?" If you're not seeing them, it doesn't mean they're not there. It means that it's just a different way to find them or a different way to get into the right place where you are going to see them coming up or you create them.

There's clients of mine who have done the process and they will get opportunities created for them. So they might get an interview for a senior position, for example, and then they might interview with the people and they might say, "You know what? You're great, but this is not the right position for you. But we want to create a position for you because we loved you and we think that with what you did bring to the table, you could help us here, here and here." So there's always ways, it's just what are those ways going to be with what you are seeing? What about the economy? Places are going to stop hiring. So my

response to that one, the thought that I like to have about that one is, yes, some places are going to stop hiring, but not all of them, and then other places are going to hire more.

So during the pandemic is the best example, when I started coaching people or I was coaching a lot of one-on-one clients during the pandemic when it hit and they were all kind of panicking, they go, "Oh, everywhere that I was interviewing for has gone on pause, they're not hiring anymore. There are no jobs." They were all very, very panicked. But I immediately started looking for, "Okay, what is thriving right now? What is doing great right now? Where are people moving towards right now?" There were companies that were hiring like crazy because their demand had increased. So I like to think about the economy, whatever happens with the economy, because it is going to go up and down. We know that for sure. It is just a change. It's just a reshuffle.

It's just like, "Okay, now things are changing. Where are the opportunities now? Where do I want to be now? Where can I add my value now. It might be different than it was before. It might not be right." That just involved having an open mind, and being, "Okay, well, what's up now?" It's like when the pandemic hit, it's like a lot of people, they complained. They were really doom and gloom right away. They were like, "Oh, oh, now what? Everything's gone to crap around me. What do I do?" Instead of being able to jump in and say, "Okay, this is the new normal, what do we do now?" The faster people got on board with it, the faster they could move forward and pivot. I noticed that I saw really successful people. They pivoted really fast.

So the people who did live events, for example, all of a sudden they couldn't do live events. I think it was the next day after I was told I had to work from home and everything got really big. So Tony Robbins, he does live events and that's a lot of his income. A lot of his business income revolved around the same live events. I think the next day he had everything set up virtually and he had all these TVs up, and he had a picture of him, and he had a stage in a virtual environment, like a virtual stage with all these TVs set up, and he was advertising and making the virtual event sound amazing. He had done it so quickly, right? Because he's used to just pivoting, being like, "Okay, this is different now, we're going to do this this way."

He just made a whole bunch of decisions and just pivoted differently. He didn't waste any time complaining. He didn't waste any time thinking that anything was going to be a problem. He just asked himself, "Okay, this is different now, what are we doing? We need to do this, this and this. We need to amp up our Facebook ads. People need more than ever right now. People need positive input more than ever." That's how leaders think, right? He's like, "Okay, I'm the leader here. I'm helping people through this." Because everybody was by default listening to the news. When you listen to the news, especially during the time of the pandemic, when it first started, you were going to feel pretty depressed, pretty scared, like anxious. He was there to support people, offer people a new way of thinking, and make it accessible to as many people as possible.

So it's like he didn't think that opportunities were gone because people couldn't attend his live events. He was just like, "Okay, how do we shift?" So that's what I would offer about the economy is like, how can you shift? It's only if you're actually seeing a decline in your industry. There's a lot of tech companies who have paused hiring. It's like, okay, so tech companies are not the only ones who need the function that you do. Other companies need developers, not just tech companies. Other companies need business analysts. Other companies need project managers and banks. A lot of other companies need the same thing that you can do. A lot of other companies could benefit from your asset of your brain, your input. It's your job to adjust the way that you are communicating and who you are communicating to. It's not your job to say, "Oh, I can't get a job now because the economy's bad." That is the worst mistake you could make because it's not true.

This example that I like to use is if there's a room and you can't see it, anything in there, it's really, really dark room. It's like this big dark room and you have a flashlight; there's a whole bunch of stuff in the room. So there might be a pile of garbage on one side, and then there might be a table with some beautiful flowers on the other side, and then there might be a shelf with a whole bunch of boxes that we don't know what's in them along the back wall of this room, and you have a flashlight, that's all you have, but everything is dark, the power's out. You go, you shine the flashlight wherever you want. So you can shine it on those flowers and on that table and you can be like, "Oh, that's really beautiful. I love looking at those flowers." Or you could shine it on the pile of garbage and sit there and cry about it.

You can shine out of the boxes and say, "I wonder what's in those boxes now. I wonder what's in those boxes. Let's go exploring." You have the power to shine your flashlight, which is your mind on whatever you want to shine it on. What most people do is they shine it on the garbage and cry because they're just watching the news all the time. I'm exaggerating. I mean, maybe you don't do that, but a lot of people do. My perspective on quick pivot, many of these people were very observant and sensitive to the environments marketplace. So they prepare early and decide quickly to help them pivot. Yes, exactly. You nailed it. They're very observant and they're very in tune with their mission, I think I would say, right?

They're in tune with their mission, they want to help people, and however it is, they need to do that. They'll do it, for example. Yes, they make decisions quickly to help them pivot and that is what we all need to do. We all need to do that. We all need to have that mindset to be able to do that. So we're not at the mercy of whatever happens on the outside. We can be like, "Okay, how are we going to pivot? What are we going to do?" So that's my take on phase two, which is creating the opportunity. If there were any questions about that, please put them in the chat.

So phase three, I don't want to spend a ton of time on resumes and cover letters, but put in there if you have any questions about, basically this is my take on resumes and cover letters, it's like it's there for one purpose to get you an interview, and if you are submitting it to a bunch of places and it's not getting you an interview, then it means you either need to do a different strategy, try something new, or you do need to adjust some things on your resume and cover letter. It's just a matter of trying all the things. It's like you either need to make it more compelling, more headline, make some better headlines. I have a funny story. I'd created this resource and it was an amazing resource, and I thought, "You know what? This is going to be the best thing I've ever done." I put it out there to people and nobody wanted it, and I was like, "Maybe people don't want what I'm doing. Maybe they don't, don't find value in what I'm doing."

I took it to my coach and I'm like, "I'm feeling really discouraged. Nobody's taking me up on this resource that I made, and I put so much time into it." She said, "Maybe just change the headline." I'm like, "Okay." So I changed the headline and all of a sudden 35% of the people took me up on it. 35% of the people that came to the page. So it's like you could think, "Oh, there's something wrong with me. I don't have the skills and experience." It could just be as simple as changing your highlights at the top of the resume. It really could be that simple. So it's a matter of just being willing to try things. Try this, try that, try a different strategy and have fun with it. Don't ever let yourself think that there's something wrong with you, or that you're not valuable, or that you don't have what it takes. Because as soon as you start thinking that, then you'll get discouraged and you won't take the action and your dream just dies.

So don't ever let yourself go there. It's not necessary. It's not required. It's not helpful. So the point of the resume, all it is is to get interviews, and if that's working for you, a lot of people, they are getting interviews with their resume and cover letter, great. You don't need to change anything about it. Just your interview is the place where you need to focus your energy, and your purposeful, intentional thoughts are on your interview now. If you're not getting interviews then that could be a variety of

different things, which I help you dig into in the program. If you are having issues getting interviews or getting opportunities, then I can help you personally with that inside the program.

Then four is the interview process. So tell me who here has some issues, reservations with the interview process. It's hard to make a career change after having some bad interviews with closed-minded interviewers. Yes. Okay, this is a clear limiting thought. It's hard to make a career change, and you're making those interviews mean that it's hard. So we can neutralize that stuff. It's like you've been on these many interviews and these are the interviews you that you've been on, these were your results. So there's a lot of things that could be going on there, but they doesn't mean that you're not able to do it because you've got the interviews in the first place. Not everybody does. So you want to make a change. You have been getting interviews. So that's step one.

A lot of people tell me that they actually struggled [inaudible 00:42:17] interviews when they're making a career change. So that is step one. You have already kind of tackled that. So now it's about the interviews. I like interviews in general. How do I project the skills and experience? Yeah. So that goes back to the intentional self-confidence. It goes back to the intentional self-confidence and having done that work so that you know what your skills and experience are and you feel solid and congruent and you feel really ready to share them and you feel happy to talk about them, and then it goes to the skill of being able to communicate them quickly. I relate with the lack of interviews career change. Yeah. Okay.

So your strategy, it's going to need to be a little different than what you've been doing. It'll take getting a little creative with it, and it'll start with having the mindset of somebody who's like, "Okay, I need to get creative because I'm making this change." You'll know a bunch of stuff that already hasn't worked for you, and you'll be able to know at least you know that, and then you'll be able to move forward with new things. So my struggle a long time ago was, "I'm just going to keep doing and doing and doing and doing, and if I'm not getting the results, I'm just getting frustrated, but I'm going to keep doing." The thing that I was missing was the new perspective. It's like you need a new insight and a new perspective every time you go to take action again. You need a breakthrough before you take action again, even if it's a little breakthrough. But if you just keep taking the same repeated action and you get the same repeated results, you're going to get discouraged because you're not going to see progress.

So you need to be able to see progress to keep yourself, to keep the momentum going. Progress equals happiness. I forget who said that, but it's so true. You need to see the progress, and even if the progress is small, it's still going to be there, and when you get a new perspective and a new insight, the progress is like leapfrog, it's so much faster. Yeah. So when you have bad interview experiences, that's a circumstance. Well, whatever they said, whatever the result was, the circumstance is always going to be very factual. So interview did not get role, and then your thought about that is going to be what dictates the next time you interview what happens. It's going to be what dictates the results that you have moving forward.

A thought that I have given to many clients that help them out a lot was, "This interview is just preparation for my next one until I get the role. This interview is just preparation for my next one until I get the role." See, this makes it so that you have already locked in, that you're just going until you get it. But you are using that interview, you're like soaking up everything it had to offer you. So if you had interview experiences with close-minded people or it sounds like you weren't a good fit, didn't work, you were having a conversation and you were like, "Yeah, they don't feel like my people." Then you get to learn from that. There's so much information in those, Failures." So failure is when you don't get the result that you wanted. That's all.

So when you interview with those people, you get to know, "Okay, I don't like how they thought they were thinking this, this and this and the company that I want to work for, they will believe this, this and this. Their values will be this, this and this. It won't be this." So you get to use that as clarity. I like to say

that the rejection is just a redirection in the right direction for you. It's just a redirect. If you can look at it that way, you're not going to feel bad or angry at those people. You're just going to be like, "Okay, great. Now I know. I know that these organizations like this," and you'll be able to sense it very quickly next time you go into a conversation with somebody.

So I look at interviews that I'm interviewing them if I want to work there, not that I need a job. Yes, that's a great attitude to have, and it's great, and we need to actually take that a lot further. Everybody needs to really take that a lot further. Because I feel like that's a platitude that people say, and I know that you probably applied it, you've proven it, but we really need to take it further as far as, "Okay, if I'm really interviewing them, I need to prepare a list of interview questions that I want to ask them." But if it was a full interview, and you can ask them throughout, I teach it inside the program about changing the dynamic inside the interview, too. But you need to actually interview them and actually have a list of what you want from them. Yeah, I know you do because you've already gotten to the role you wanted to get to as far as I know, right?

So you're already a bit ahead. But when I say ask questions, I don't mean just the three. This is for everybody. I mean, not just the three at the end that you plan to ask. I mean, throughout the whole thing, really, when you show up being like, "Do I like them? Do I want to work here?" Almost like they need to convince you, right? So having a bit of both. So it's 50/50. It's like 50% is going to be you in congruence, aligned with yourself, aligned with your value, confident in your value, and then the other 50% is going to be your skill in communicating your value quickly. Because in an interview, we don't have a ton of time. We don't have a ton of stuff. We can't be there for the whole day. We need to communicate the value quickly. So we need to talk about results. We need to talk about concrete things, and we need to express them in a way that are compelling to the people that want to hire us.

But we can't do that unless we've done the first 50% of the work, which is really aligning with ourselves and our own value, and what most people suffer from is the flippant effect. They, they're like, "Yeah, I know I did that. It wasn't a big deal. Anybody would've done that." When you're in that attitude, you can't really communicate your value in the highest possible way. All right. So that is the fifth one, or is it the fourth one, yeah, and the fifth one is the salary. So let me know in the comments if you are currently not making the salary you want and why you think that is, and then put a one if you're not making the salary you want right now and why you think that is, and then put a two if are. If you're exactly where you want to be. Put a two. One, because I'm not getting benefits. Okay.

So a few ones, still working on creating opportunities, yeah. I know that you're working on your value, your intentional self-confidence as well. So I know you're well on your way to that. In my mind, that's already happened for you. Yeah, okay, so I'm not getting benefits. So there's a reason why, and it's just because you haven't aligned yet with the amount of value, with the amount of impact that you can. So there's going to be a few reasons. If you're not making the money yet, you haven't aligned with your own value yet, you're not really aware of your own impact and that'll take some work to uncover those things in your head and then practice them and start thinking them, believing them and being them is who you are. Then the part where you need to find the opportunity that is willing and happy to pay you that amount of money for what you do.

If that's not happened, it's because you either don't believe that it's out there yet. You're like, "There's a gap in belief somewhere," or your own value; you haven't aligned with that yet. Neither of those things are a problem because they're easy to fill in the blanks for especially because I've done it a bunch of times, we know that you can fill in the blanks for them and then just train yourself to think that. Then it's like every thought you think compounds. So let's take, if you're thinking, "I'm not good enough," and you think that for a lot of days that compounds and you'll see results in your life that always show up that prove that you're not good enough. If you think of a really, really powerful thought for yourself, like,

"I'm a thought leader," for example. If you thought that and you believed it. So with the thoughts and stuff, you have to believe them, and you can pick anyone.

So you don't have to pick one if you don't believe it. If I say something or you have a thought, or somebody gives you something and you're like, "That doesn't resonate with me, I just don't believe that." Then that's okay. There's a million other things you can pick to think. It has to just be something that resonates with you. So a thought, "I'm a thought leader or I'm an industry leader." If you think that and believe that every day for a lot of days and many times, that's going to give you a feeling and then you're going to take action from that place. Your mind is going to come up with new ideas that it never would've come up with before. Your brain is going to be thinking at a new level that it never would've been thinking out before. That's the extreme of, "I'm not good enough," to, "I'm a thought leader. I'm a high earner," versus, "I can't make that much," right? Sentences, all sentences, and everything we have in our life, you look around at what you have, it's all reflective of the sentences that you've been thinking in your brain.

So with that said, this is what I teach you inside my program, is how to see those sentences, how to see what they are, see what they're doing for your life, if they're playing out in a way that is not serving you, and then help you to reframe them, help you to pick new ones. I suggest new ones to you that will work for you, and I will give you new ones, but I will also mine your own brain to help you figure out what those new ones are that are going to send you leapfrogging, that are going to send you off with excitement, with motivation, with momentum, so that you can go and have those play out in your life instead. Here's a thing, it takes the same amount of effort to think a negative, unhelpful thought that it does to think a positive, useful thought. It takes the same amount of effort.

So when you're stuck in a negative, unhelpful thought and a lot of the times you won't even know it because it's just so automatic, it's on default, then that plays out in your life and it'll keep playing out. Whereas if you are directing yourself to a positive, useful thought and you do that over and over, and that's why the coaching in my program is weekly, because we keep coming back and reinforcing those thoughts and bringing you back on track and keeping that momentum going. So failure is not an option that will compound and you will end up seeing those results from those thoughts. But if you don't know what the negative thoughts are, you won't know how to switch them. That's why people get stuck in pushing through with the same crappy thinking. They just get stuck there and they don't know why and it's not their fault. They just don't know what they don't know.

So that's how I help you inside the program, is to actually pinpoint that and to actually redirect it, which creates the different results and every single time it will create different results. It will create milestone results of small shifts, and all those small shifts will add up to a bigger shift. How long does it typically take to have the mindset shift? That is an amazing question and I love it. So it depends, of course, how much work you put in and how intentional you are with directing your mindset. But I'm going to give you an example. So I just had a baby recently and I've been working on losing some weight and I've been training my mind to move from eating stuff I don't want to eat to behaving the way that I want to behave, and I've been training myself to do that.

I ask myself that too. I'm like, "Okay, how long will it take for me to have this mindset shift so that I'm just on autopilot and I don't have to worry about eating junk that I don't want to eat and just grabbing whatever food and not really paying attention? How long do I have to do this for?" So I set myself the goal of redirecting my brain a hundred times. Yeah, she's five months old now, actually. So it wasn't that long ago, but it's also not super new. So I was like, "How long, how many times do I have to redirect my mind?" So I set myself the goal of 100 times. I'm like, Okay, if I redirect myself 100 times and I'm very intentional about it, then by the time I'm done redirecting myself 100 times, I will absolutely have this figured out." It did not take me 100 times. I'm at like 46. I think I'm at maybe 50.

I'm tracking. I have to look at my phone, but tracking how many times I've actually... But I'm telling you, the thought patterns that I don't want come up less and less and less. They still come up a bit, but then I track them and I redirect them, and they come up less and less and less. With that, I'm building that belief, I'm becoming that person who is not snacking on cookies whenever I see one. I'm just becoming that person who doesn't care about the cookies. Yes, I'll decide I'm going to eat one after dinner, but that's it and then I don't think about it anymore. I don't have the nagging thought of, "Oh, I should eat a cookie. I should eat a cookie," because I've trained my brain out of it. Because of that, I have so much freedom to actually think about other things that are more important.

I'm free to think about things that I like to help my clients more, and that's so much more valuable and more meaningful to me in my life than eating cookies or thinking about cookies or going back and forth on cookie decisions. So refreshing. Habit tracker sheets with daily checkoff lists really help with many steps in building positive thoughts. Yes, absolutely. I fully encourage that, and I am all into the habit tracking sheets right now. I am really, really internalizing that. So to answer a question about how long does it take to make a mindset shift, it took me 10 days to make this one. I would say 10 days, not long, and it depends on how ingrained that is for you.

Another mindset shift that I made recently was distractions. So my brain, very squirrel brain, like, "Oh, over here. Oh, I want to do this; I want to do this. Oh, distraction. Oh, go over here." So again, tracked my distractions, wrote them down. I said, "Okay, brain you can list them here, but you're focused on this. You're working on this right now. When this is done, you can go back to that list if you want to." I took probably about five days to do that. I'm working on something, the distractions won't come up anymore. One distraction might come up. I'll track it. That's it. Instead of literally when I started, 17 distractions in a work session and I'm like, "Imagine if my brain had gone off and done that." Anyways. So how it applies to you is it'll be probably a lot easier for you than this.

But I give you one shift, and it'll be different for everybody. I'll give you one shift, say on a coaching call, you get a shift, you're like, "Oh, okay, great," and you take that. Your job is to implement that shift, to go live with that shift, to remind yourself of it. So different clients have different ways of reminding themselves of it. Live it, play it out in your life, and then test it out, see how it's working for you. Come back and share the wins. Then from that, from the action you took in that new state of mind, you will have another question, and you'll be ready for your next shift. Then you'll go take that one and you'll play that one out, and that's how you up level, and you upgrade your mindset.

It can take people long or super short. My brain accepts things very quickly. So same day shifts happen often, good or bad. Absolutely. Yeah. Yeah. Yeah, and it depends on how skilled you are, this work, too. Sometimes you can have a shift instantly. This is a good point. I'm just using an example of something that had been ingrained for years that I'm changing now. I trained my brain really, really well. If you have a question about something or something that you're really open to, the shifts can happen very, very fast, right? Yeah, we can do this. Absolutely. So inside my program, this is what we do. So we have calls on a weekly basis at 2:00 PM at PST, so on Tuesdays, and I bring you on and I coach you, and we get to these shifts individually for each one of you.

So I'm going to put in the links. So if you're interested, if you want to get that job and you want to get it by the end of the year, don't wait, because the sooner you start with the shifts, the sooner that you will be able to have them take power in your life. The sooner that you will be able to go and implement them, the sooner everything will change for you. So that's what we do. We come on the calls every Tuesday. You have the whole curriculum as well. So everything that I covered today, as far as the intentional self-confidence, the creating opportunity, the resume, the cover letters and everything you need as far as the whole interviewing process, as well as the salary and the maximum career impact. We have in depth modules with videos that I have created, teaching you and coaching you through

everything that I've coached my one-on-one clients through throughout the last four years, because I've coached one-on-one for hours and hours and hours on these exact steps.

So it's a bridge. It's like, "Okay, this is point A, this is what's going to get you to point B. There's all the support in between that you need, and I'm here to support. I want to hear what you have to say. I want to hear where you're stuck. I want to help you move the blocks." What we need to do is move the blocks quickly so you can go through smoothly. Once you start doing that, you will be empowered to be like, "Okay, I understand how to do this. I can do something bigger now," and you get to blow your own mind with what you're capable of with these tools. So you get the whole curriculum, everything I talked about in video modules. You get the weekly calls on Tuesdays where we meet and we coach and collaborate weekly. It's like a mastermind. Everybody in there is amazingly supportive. Yeah.

So I just want to answer some more questions before we go here. How much time does every member have each week? So I stay on until everybody gets coached. So up until an hour and a half we have gone. We also have coaching inside the LinkedIn community, so we can coach inside there too. So if we don't get to you on the call for some reason, or you can't make it to the call, you can type your question in the LinkedIn group and I will respond to you there. So you will not be without support; you won't have questions that are not answered. I'm there for you. You know what happens is the more you get coached, you need less coaching because you are more empowered and you're smarter. You're like, oh, you make decisions about how you want to think faster and you feel more empowered. But yes, you will come and you will get supported.

So if you're worried about not having enough time, don't worry about that. I'll personally make sure that you have enough time because my goal is for you to get the results. So yes, everybody's extremely supportive. It's a beautiful place to be. If you want to get a new job and you want to get paid better, you want to do it in a way that's fun and collaborative and have all the support, then this is the place to be. So please go check out that page. It's www.nataliefisher.ca/start, and you will get literally everything that you need. Let us know if I'm understanding this correctly. The program is online resources plus one-on-one weekly until our goal is reached. Yes, exactly. That is correct. Thank you for summing that up. So well. It is lifetime access. So it's an ongoing program. You come in, you pay once, and that's it. You are in for life, you get everything that is added. You get everything that I do and I'm constantly adding challenges in there. So I just recently did a 30-day value challenge.

So everybody was able to watch a short video every day with a short tidbit, little mindset, upgrade, little tool, little trick, little hack, and that was done for 30 days. I'm constantly doing things in there that is going to help provide value for the members, for everybody who's in there, and it is a lifetime access program. Yes. So once you're in, you're in. Yeah. Yes, it is a group call on Tuesdays. So everybody joins the group call, kind of just like this, and I bring people on. So we will coach and everybody will have the time that they need, and also you will learn from other people getting coached. A lot of the times people won't be able to make the call. So they'll say, "You know what? I watched the replay and I got what I needed this week. That was exactly like me."

Natalie's very attentive to adding value and moving us along. Yes, absolutely. Yeah. This is what it's all about. I can't tell you I've gotten where I've gotten because I've been in containers. I've been putting myself in a place where people around me are successful and they are working towards the same thing and they are thinking at a higher level and it's just different. So what happens inside our container is different than what happens on the outside. On the outside you'll get a lot of negative self-talk from people, a lot of negative comments. If you're just scrolling LinkedIn, it's not going to be super positive all the time. Inside my container, and I'm not talking about toxic positivity, I'm talking about effective thinking. We just want to get to the bottom of why something's not working for you, and then we want to work to direct it so that it works for you in a way that your brain will work.

So that's what I had for you today. Yeah, tomorrow we are going to be answering questions about the program. I have a list of questions that people ask all the time and then I'm happy to bring you on for coaching and answer anything that you want to know tomorrow, because tomorrow is day four. Thanks everyone for being here. Yeah, I will see you guys. Awesome. Thanks everybody.

If I were to sum it up, I would say the most common thing people come to me with is, "I'm going on interview after interview after interview, and I'm not getting the offer. What am I doing wrong?" So I've put together a freebie where you can get this download completely free. It has the eight reasons that this is happening and I break down each reason very specifically and how to fix it. So to grab that download, the link is in the show notes. You can click on that link. You just have to enter your information. It's called The Eight Reasons You're Not Getting Hired, and I will help you figure that out. I will see you in the freebie. Okay, talk to you soon.