

Let's face it, most of what's being taught out there is antiquated, passive and quite frankly, not that effective. Most of the advice and programs on getting a job are focused on you; on you performing, on you looking good, on you saying the right things, on you being perfect, etc. In this program, you're going to learn how to **get what you want by NOT focusing on yourself**. You are going to undergo a paradigm shift or in other words, you are going to learn how to approach the job search from an entirely new perspective.

Your host, Ken Kuznia, is a long-time Entrepreneur and President of a successful national recruiting firm.

Ken's expertise in career transformation is derived from nearly a decade of coaching business professionals through the biggest employment moves of their careers. Through his coaching process, he has developed an incredible desire to help people find work they truly love in the midst of changing jobs. Ken understands that work is about more than collecting a paycheck and knows that when you love what you do for a living, your whole life is affected positively.

Ken brings an infectious energy to every session and delights in the discovery of his clients' passions and dreams. His belief that we were all born to do something special naturally combines with his excitement for tapping into what that specifically means for you.

Disc 1 (62:17)	Disc 2 (40:54)	Disc 3 (50:34)
1 Introduction	Step 4: Tap into the Hidden Job Market	Step 5: Nail the Interview
2 The Seven Steps	4 Ways to be Proactive	The Golden Rule
3 Step 1: Get Clear	Networking	How to Build Value
4 Advantages of First Getting Clear	Reach Out to Your Warm Market	4 Steps to a Sale
5 How to Get Clear	Call the Hiring Authority Directly	Needs Analysis
6 Free Writing	5 Reasons why Calling Companies Works	Confirm Their Needs
7 Establishing Goals	Companies Pay Attention to Everything You Do	Present Your Solution
8 Workbook Exercises – Step 1	The Two-to-Three Month Window	Close: Identify the Objections
9 Step 2: Shift Your Paradigm	Examples	3 Issues with this Approach
10 This is Not a Trick	Workbook Exercises – Step 4	Workbook Exercises – Step 5
11 Workbook Exercises – Step 2		Step 6: Create an Action Plan
12 Step 3: Build a Resume That Works		Time Blocking
13 You Have 8-15 seconds		Workbook Exercises – Step 6
14 How to Show Value		Step 7: Get Support
15 Get Your Accomplishments on Paper		Choose a Running Partner
16 Primary uses of the Accomplishment Free Write		Choose a Running Group
17 Workbook Exercises – Step 3		The Two Wolves
18		Workbook Exercises – Step 7

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3-CD Set



PRESENTS

LAND THE JOB YOU WANT

It's Not About You



Your Host – Ken Kuznia

3-CD Set

A 7-Step training program that takes most of what you've learned about the job search and turns it upside down.

* Includes a free download of the training workbook and your very own iDigMyWork Action Plan™

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