



IDENTIFY THE GAPS

Success stories

I've got thousands of stories from the past 20 years of people who were convinced they weren't good enough for a job, but then did this exercise and turned it all around.

Here are just a few of my favorites:

Marianna's story: From 0 interviews to her dream job in just 2 weeks!

"I'd been applying for jobs online for 6 months, and I hadn't gotten ONE interview! I had good grades in college, and I'd been working hard for years. I couldn't figure out why nobody wanted to interview me! Then I did this exercise and realized that my resume was a mess. It didn't show anyone that I had the skills and experience I needed to do their job. This exercise changed everything, and just 2 weeks later I not only had an interview, but I had a job offer for a job I absolutely love!" - Marianna A.

Susan's story: From 0 offers in 6 months to 2 offers + \$20,000 more than she'd ever made

"Thank you! Thank you! Thank you! After 6 months of frustration and failure (not ONE interview!), I used your approach and got my dream job ...at \$20,000 more than I was expecting!" - Susan B.

Vince's story: From 15 months of unemployment to a job he loved in just 5 weeks:

"15 months. 29 phone screens. Not ONE SINGLE in - person interview. Your program changed everything. I was BACK TO WORK in just 5 weeks ... at a job I love!" - Vinai S.

Paul's story: From laid off to the job he wanted in just 2.5 weeks

Unlike most job seekers, Paul started going through our toolkit the first day he started looking for a job. It made all the difference!

"12 interviews, 2 offers AND THE JOB I WANTED in just 2.5 weeks! Thank you!" - Paul P.

Robert's story: From financial services to healthcare

"Unbelievable! I was about to give up on my dream of getting into healthcare, and you changed all that. Thank you! It is so amazing to wake up every day knowing that my work is saving lives. Wow." - Robert

Robert wanted to move from the financial industry to the healthcare industry. At first, he was getting a lot of push-back. "You do not have any healthcare experience. We're not interested." Just as he was about to give up, he decided to clearly identify the gaps and figure out how to overcome them. After going through this process, Robert realized that he could overcome the barriers easily. His dream job, IT Director at a healthcare company, required high-volume data transactions, a keen understanding of regulatory issues, and outstanding leadership skills. He could demonstrate experience in all three. All he had to do was translate his background and experience into a language people in the healthcare industry could understand.

How Robert overcame this objection:

First, Robert researched the industry and the companies he was interested in, so he could understand the gaps. This entailed online and in-person research with friends and referrals in the healthcare industry. Next, Robert rewrote his resume to reflect what the companies were looking for. The interviews started stacking up and he landed in a job he loves, as an IT Director in the healthcare industry.

Jane's story: Overcoming a gap in experience

"I was nervous about my two-year gap, and it was coming through as insecurity during every conversation. After doing this exercise, I had the courage to face that issue head on and come out smiling. When it stopped being an issue for me, it stopped being an issue for them. Two interviews later, I got a great new job. Thank you for creating this fantastic exercise. Every single job seeker out there needs to know about it!" - Jane R.

Jane was a terrific manager for two years, then lost her management position due to downsizing. She stayed at the company because she enjoyed it and she was busy raising

babies. Five years later, she was hunting for a management position because she missed the role and she knew she was a talented manager. The biggest gap Jane faced was fresh, relevant management experience. Employers were concerned about two things:

- “Was she any good as a manager? If she was a good manager, why didn't she stay in the role?”
- “Can she do it? It has been five years. How long will it take her to figure out how to manage people successfully again?” Ultimately, employers wanted to know, “Can we afford to take a risk on her?”

After going through this exercise and looking honestly at their legitimate concerns, she figured out how to address those concerns:

“I had a wonderful experience as a manager. I reduced turnover by 15% and increased profitability by 22%. Unfortunately, our industry went into decline and we lost some key customers. The company had to reduce middle management, and I was one of them. I loved the company, so I stayed and moved into another role. When they started hiring for managers again, my personal life was such that I needed to stay in a lower-profile role. I was pregnant with twins and taking care of elderly parents. My personal life is much simpler now, so I have the time and energy to take on that level of responsibility again. I was at my best as a manager and am ready to lead another team to the top. Based on what I am hearing about this position, I know I am well qualified. Would you like some examples of similar challenges I have handled?”

You can do this! This is one of the most powerful exercises for any job search. Yes, it takes some time. It’s a little scary. But boy, once you do it you will A. Apply for jobs with confidence B. Walk in armed to knock their socks off in any interview and C. Be the one who gets the job!



About the author: Catherine Byers Breet (Chief Stripe Changer |ARBEZ) has been getting people hired and promoted since 1997. She has been a recruiter, sales person, manager and business owner. Catherine has hired, placed & coached top pros in the agriculture, finance, healthcare, high-tech, manufacturing, marketing, med device, professional services and retail industries. She has negotiated salaries ranging from \$20 an hour to \$1M a year and helped over 50,000 people to love what they do for a living. What she teaches works. Let her help you do what you love for a living!

Oh, and by the way ... she owns a zebra. His name is Joe.