

# UNLOCK YOUR POTENTIAL WHEN DETERMINING JOB TARGET CRITERIA

Every job seeker has strengths and weaknesses that surface when determining job target criteria. It is the way you present yourself that differentiates you from your competition.

As you determine job targets you continue to improve, learn and unlock your potential.

During this webinar we will discuss:

- Six questions that will unlock your potential
- How these answers will get you more results in your job search
- What it takes to differentiate yourself

## Six Questions That Will Unlock Your Potential

### 1. What if fear of the unknown is negatively impacting my potential?

It's important to realize that the future is always an unknown. Imagine the best possible future and if it isn't exactly what you expected, remain adaptable.

### 2. What if blaming others is holding me back?

If you get caught up in believing your fate is controlled by others, you will greatly limit your potential.

It is vitally important to your success that you stop blaming others and ask yourself *"What can I do, regardless of what others are doing or saying?"* You have 100% control over how you choose to react.

### 3. How do I realize my full potential, if taking action feels overwhelming?

Most individuals are not comfortable conducting a job search, even if they have sales experience. For those who do not have sales experience, a job search can and does feel overwhelming.

Break your job search down into small steps by following our fifteen step process in our Career Portal. These steps are under Prepare – Search and Connect – Interview. This will ensure you keep the momentum going. Think of what you can do today, no matter how small in order to keep your emotions intact.

### 4. How do I not become my own biggest barrier to finding a job?

In order to unlock your potential as a job seeker, it is critical that you do not give up too soon. Many people stop when one door closes, not realizing that behind that door are wonderful opportunities just waiting for you to pursue them.

The process of finding a job is filled with objections and rejection. It is the person with the highest level of dedication and persistence who eventually ends up with the job offer. Realizing your potential takes incredible tenacity.

## **5. How can I improve my weaknesses?**

The first step in improving weaknesses is identifying them. Once you have identified your weaknesses, consistently work on improving these areas.

Hiring authorities are attracted to individuals who know how to identify their weaknesses and are impressed to hear improvements you have made in those areas.

## **6. How can I gain leverage from my strengths?**

Take time to realize and appreciate who you are and what you have to offer. Review your work history and the impact you have had on past employers.

What skills do you have that are most transferrable? What accomplishments would be most desired by a future employer?

The better you understand a potential opportunity, the more effectively you can leverage your strengths and help the hiring authority envision you as the logical and best choice for their opportunity.

## **How These Answers Will Get You More Results In Your Job Search**

To help unlock your potential, write down the answers to the six questions and become confident when discussing your abilities and potential.

Focus on what you have to offer, not your current situation (if you are not working.)

You are more powerful than anything you are capable of imagining. There is no limit to your potential and what you can achieve in the future.

The answers to these questions will help improve your self-confidence and the way you present yourself to hiring authorities.

## **What It Takes To Differentiate Yourself**

The job market is very competitive which is why it's so important to realize your potential and differentiate yourself from other job seekers.

The best way to do this is to review your past job history, write down all accomplishments and the impact they had on past employers.

If your past employers benefited by your abilities and potential, so will your future employers. Think of when you felt most confident, and that is the person that needs to conduct your job search.

If you do not have strong experience, write down academic or athletic accomplishments and the skills it took for you to obtain results.

There is no better time than now to identify what is stopping you and take steps to unlock your potential during your job search.