



Your Dream Job

How to find it and get hired to do it!

by Louise Jenner, The Dream Job Coach®

Clarify what your dream job looks like

.....

Research your dream employers

.....

**Present yourself so that you are
exactly what they want!**

Your Dream Job

How to find it and get hired to do it!

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How to find your dream job

Introduction

Hi, I'm Louise Jenner, The Dream Job Coach®. I want to let you know that I believe your dream job is out there and your ideal employer is waiting for you.

The job you're in may well have been perfect for you once upon a time and you may well have a series of 'dream jobs' in your career.

Remember, your dream job is the job that's right for you, right now.

Thankfully, for most of us, the days of a 'job for life' are over.

My parents' generation often mourned the death of the job for life. Job security was particularly important to them. However, given that we now work for approximately 50 years and I fell out of love with my dream job after about 14 years, I'm glad that we now have the opportunity to mix it up a bit.

So, if you're feeling frustrated in your current situation let's get on and find out exactly what your dream job really looks like!

Once we've done that, I'll share some really practical advice on how you can make it a reality.



Clarify Your Dream Job

"If you keep on doing what you've always done,
you'll keep on getting what you've always got!"

- Henry Ford.

Before we can look forward and clarify your dream job, it can help to reflect on your current situation and how it came about.

You know already that you need to do some things differently in order to get the career you desire.

So first, let's take a look back over the last 12 months and see what's been great and not so great in your life, so far.

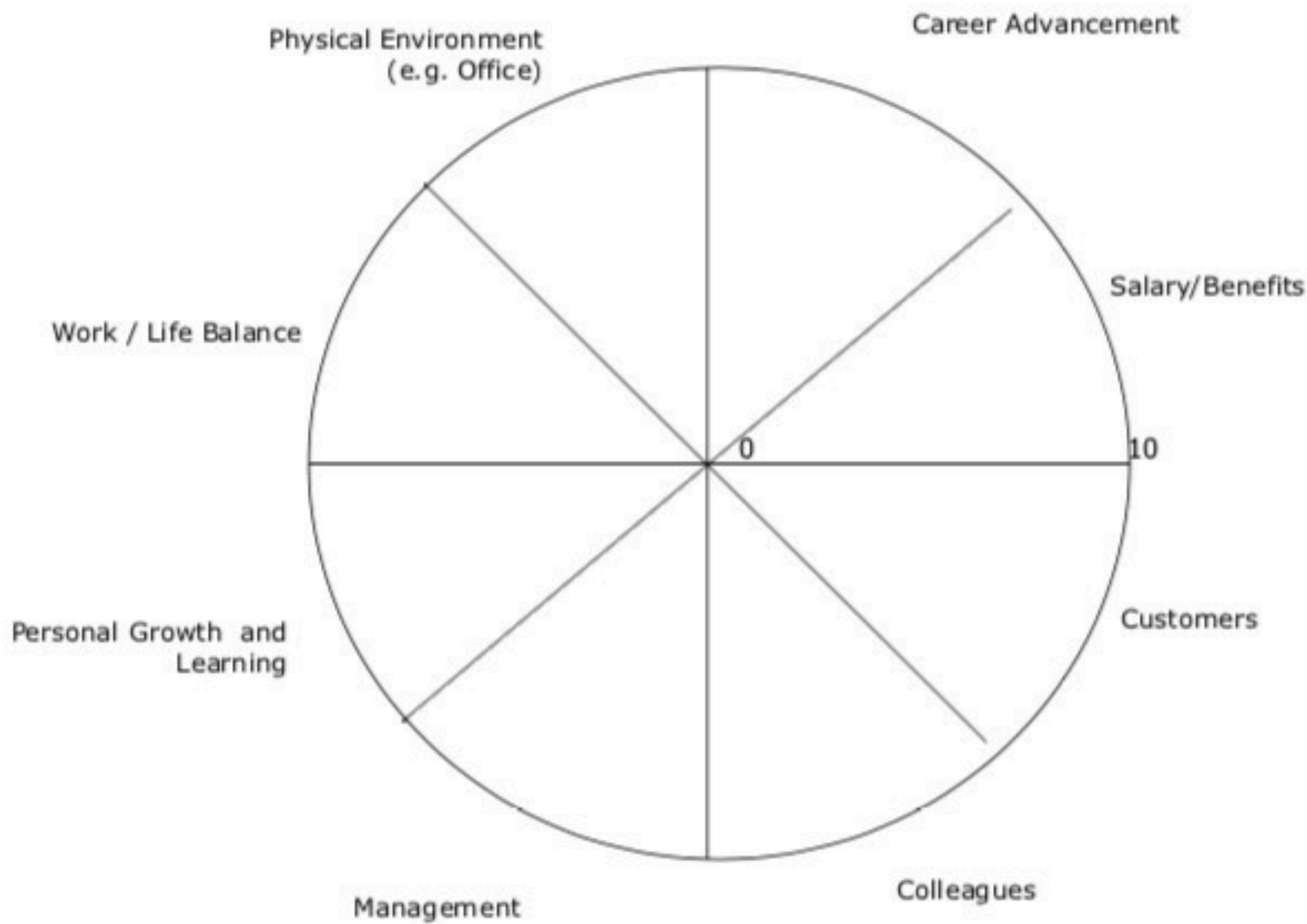
Annual Review

1. Describe your last 12 months in three words.
2. What was your most common mental state during this time (e.g., happy, excited, frustrated, tired, bored or stressed)?
3. What was the biggest event in your life during this time?
4. What were your three happiest moments?
5. What new skills did you learn?
6. What personal qualities or habits did you develop?
7. What new things did you discover about yourself?
8. What little things did you most enjoy doing on a daily basis?
9. What unusual things did you do during this time?
10. What cool things did you create?
11. When did you get out of your comfort zone?
12. What achievements are you most proud of?
13. What was your most memorable moment this year?
14. What are you most grateful for ?
15. Who are you most thankful for?
16. How did you spend time with your family and friends? How did your relationships evolve?
17. What or who had the biggest positive impact on your life during this time?
18. What was the most important lesson you learnt in the last 12 months?
19. If you could turn back time, what would you have done differently?
20. What advice would you give to other people about what you have learned in the last 12 months?
21. What new things do you want to try now and in the coming year?
22. What or where do you want to see, discover and experience now and in the next 12 months?
23. What do you want to achieve career-wise?
24. What new skills do you want to learn, improve and master?
25. What personal qualities or habits do you want to cultivate or strengthen?
26. Who do you want to spend more time with?
27. What do you want to "feel" most of the time in the coming year (happy, content, excited, relaxed, busy, productive, creative)?
28. What do you want your day-to-day life to be like in the next 12 months?
29. What do you want to completely get rid of in your life now and in the coming year? How you will make it happen?
30. What is your number one goal for the next 12 months and how are you planning to achieve it?



NAME: _____

DATE: _____



Career Wheel

Now that you’ve reflected on what happened to bring you to this stage in your life, it’s time to look objectively at exactly what is causing your dissatisfaction.

It’s time to stop generalising and get specific.

Draw a circle on a piece of paper and segment it like the image above. This is going to represent your **Career Wheel**. You can choose the labels for each segment or use the ones I’ve suggested. **The important thing is that you rank your level of satisfaction in each segment and draw a line across at the appropriate point.**

0= Totally Dis-satisfied 10= Totally Satisfied

How does your completed wheel look? Can you see now why you’ve been having such a bumpy ride lately?

Great news: Now you know what to look out for and avoid in the future. No more jumping out of the frying pan and into the fire!



Go imagineering

Now is the time to go 'imagineering' and I encourage you to really dive into the depths of your imagination for these exercises.

It's important that you don't over-think things and that you put down on paper all the crazy notions that your wonderful mind comes up with!

First up is my favourite exercise - **The Dream Board** and I recommend that you connect with your inner child for this one.

Get out pens, paper, glue and do this as a practical exercise. I think of this as my "Blue Peter" moment. Make a collage of all the images you can find in newspapers and magazines that speak positively to you.

Arrange them on a large piece of card and look for themes. There is no right or wrong way to do this - simply let your creativity loose and see what happens!



Your Dream Job

By now, a picture of your dream job should be starting to emerge. Look for themes and other clues among the exercises you've completed.

An engineer I worked with complained about his working environment. He found that his dream board was full of images of nature and wide, open spaces. His dream job would allow him to be outside more often.

Sometimes you may find yourself focusing on the things you don't want. That's great!

Try describing the opposite to what you don't want and see whether that sounds like something you **do** want.

My own experience of creating a dream board for the first time was an eye-opener. I had grown tired of being responsible for so many people in my career and my dream board contained pictures of bistro tables with just 2 chairs.

At the time, I recognised my need to spend more time with my husband but now I recognise that those images also foresaw my life as a coach with my 1:1 clients.

What images did you choose?

What could they represent?

Travel? Animals? Art? Culture? Finance? Health & Fitness? Food & Drink? People?



Your Perfect Day

Another powerful exercise that I ask my VIP coaching clients to complete is called **Perfect Day**.

You can write this down or record yourself talking through your perfect day. All that matters is that you get it out of your imagination so that you can refer to it often.

The Rules are Simple - there are none!

In this task, you have no boundaries and no obstacles. If you want to have breakfast in Australia and dinner in Cornwall, you can.

Distance, space, time and money are unlimited. So take off on your travels and describe in as much detail as possible how your perfect day would look.

Think about who you would see, what you would taste, what you would smell, feel and touch. Engage all your senses.

Enjoy yourself!



Research

Once you have clarified what your dream job looks like, you can begin to consider who your dream employers might be.

Make a list of ten employers that you think might be in the category of "dream employer." (They don't have to have a vacancy right now.)

Now, start to do some research on them. As well as looking at their websites, I recommend checking out their social media presence too. After all, that's exactly what they'll do to you when you apply for a job with them!

LinkedIn is your go-to resource for finding out who works where, what the hiring manager's name is and how long they've worked there. It's like the "who's who?" of the business world.

However, other social media can be a great way to gauge the culture of a company so check them out on Facebook, Twitter, Instagram and Pinterest too.

One dream employer that you may have overlooked is yourself. Have you considered going self-employed? More and more people are finding that their dream job is not to have a job! They want to be in charge of their own destiny and to fail or succeed on their own terms.



1-2-3 - Please Hire Me!

You may be surprised to learn that there are only 3 questions that you need to answer better than the other candidates in order to get hired.

And, if you've decided that you are going to be your own boss, the good news is that they are the same 3 questions that your future customers are asking too.

We've all been let down by team members who have poor time-keeping / attendance or who just can't / won't do the job properly or who create more complaints than compliments. Your future employers (or customers) simply want to be reassured that you're not one of them!

Q1 Are you reliable?

How can you demonstrate that if I hire you, you won't let me down?

Q2 Will you perform the work to the required standard? (or higher!)

How can you demonstrate the quality of your work?

Q3 Are you nice to work with?

How can you demonstrate how you interact with customers and colleagues?



Present Yourself Well

Presentation is about more than buying a new outfit for your interview. (Although being well turned out is vital.)

Before you can even think about getting an interview for your dream job, it's important to create a compelling case on paper and online that you are indeed a dream candidate.

Your CV is an advert for YOU.

It should not be a detailed history of everything you've ever done since you were at school! One page is plenty.

Any longer and either it won't get read (in which case, what's the point?) OR your employer may feel like they have enough information to make a decision about you without meeting you.

Your Personal Profile should be unique to you. Read it back to yourself and ask: **"Could this be about anyone else but me?"** If the honest answer is "yes" then you need to rewrite it.



Covering Letter

Your covering letter should be written to the person who will be conducting the interview. If you don't know his/her name then find out!

It should address an issue that would be solved by hiring you. Employers are not mind-readers so it's really helpful to join the dots for them - especially if your application represents a career-change.

Explain that because you achieved ABC in your previous role, you are confident that you would be able to XYZ for them!

Some Practical Tips

When emailing an application, always send your documents as .pdf files and name them so that you are easily identifiable by the recipient.

The .pdf file means that your beautifully formatted and creatively designed files will arrive looking the same way you intended, regardless of what device they are opened on at the other end.

I recommend that you also send hard-copies of your documents by post on good quality paper.

One small yet effective way to stand out from the crowd.



Being Pro-Active

I said earlier that your dream employer doesn't necessarily have to have a vacancy right now.

What I meant was that you can apply for your dream job before it gets advertised! In fact something like 80% of jobs never are advertised because, when the time is right, the Talent Manager already has someone up her sleeve.

So, what's the best way to get yourself 'up the sleeve' of your dream employer?

Make a **"speculative application."**

Speculative Applications

The covering letter that goes with the "speculative application" is key. You really do need to have done your research to pull this off and you must know what 'pain' you will solve for the employer.

In this letter, you ask for a meeting to discuss XYZ rather than an interview.

Given that hiring through the normal methods such as agencies and advertising is so expensive for the employer, a good speculative application will often be kept on file for the right opportunity. And, you never know when that might come up!



Social Media

Love it or loathe it, social media is here and here to stay. 1 in 10 job-seekers get rejected due to something on their social media so please make sure that you aren't tripped up.

In fact, why not view social media as platforms for showcasing all your wonderful qualities.

Savvy employers will Google candidates to help with short-listing and it's often social media accounts that show up first.

If you're not there at all, you could be seen as out of touch. If your privacy settings are super-tight, you could leave your future employer wondering what you have to hide.

A properly optimised **LinkedIn** profile is a MUST for many jobs. It will make it easy for your dream employer to find you and for LinkedIn's algorithm to serve you with relevant suggestions for jobs, groups and influencers. LinkedIn's blogging space is a great way for you to start showcasing your knowledge and to position yourself as an expert in your field.

Facebook can be used to showcase any hobbies, sports or other interests that you may have. Keep the tone, light and positive and your language clean. Also, pay attention to your spelling and grammar.

Thousands of #jobs are tweeted every day so a **Twitter** account can be very useful for research purposes. Use relevant #hashtags and create lists to keep organised.



Networking

The concept that you have to network to get work is not a new thing. In fact, it's been true for centuries.

It's always been said that "it's not what you know, it's who you know that counts." To be called "well-connected" has long been a compliment.

The good news is, it's never been easier to grow your network and to get to know the people who can help you get your dream job.

Offline Networking

Your town will have various, organised networking and/or co-working groups. Also, check out events that are happening in your sector and make the effort to go to conferences and trade shows as well as jobs and careers fairs.

Online Networking

Follow and engage with your dream employers (& customers) on social media. Engaging means clicking the Like button, sharing posts and adding positive comments where you can. The aim is to generate a conversation and my rule of thumb is:

Behave online the same way you'd behave offline.



The Interview

Congratulations - you've landed an interview for your dream job! Here are my top tips for acing your interview:

1. **Be early.** (It demonstrates your reliability.)
2. **To relax yourself** while you're waiting, a great interview tip is to recite a calming mantra (in your head) such as: "Breathe, smile, listen." It's important to remind yourself what to do, rather than what not to do.
3. **Be polite** to the receptionist and other team members. If you are offered a drink of water, tea or coffee – accept it graciously.
4. **Greet the interviewer(s)** with a warm smile and a firm handshake.
5. **LISTEN to the question**, take a moment to ensure you understand it and if you need some clarity, ASK for it.
6. **When answering a question, one of my vital interview tips is to use specific, real-life, examples** wherever possible. There is a world of difference between knowing the theory of what should be done in a situation and being able to do it. Your interviewer is looking for evidence that you can do it!
7. When asking your interviewers a question, ask one at a time and **ask questions that will help you gain understanding of the role** or the company rather than asking about pay and benefits.

(See some examples later in the book.)

"It all sounds great and I'd love to work with you - when do I start?" 😊

Dream Job Interview Question

The Dream Job Coach®
www.louisejenner.com

8. At the end of the interview, try to **leave the interviewer in no doubt that you want the job.**


There are a number of ways to do this but a cheeky "When do I start?" with a twinkle in your eye can have the desired effect!

Alternatively, you could say: "Thank you for seeing me today. I've really enjoyed meeting you and I would love to become part of your team." It is perfectly acceptable to ask when your interviewers will be making their decision at this stage too.

9. **When it's time to leave**, remember to thank the interviewers for their time, shake their hands and keep smiling.

Say you are looking forward to hearing from them and leave with your head up and an air of confidence. You did well!

10. The following day: **Send a thank you note.** Hand-written if your handwriting is up to it; neatly typed otherwise. An email may suffice but just consider how many emails we get every day compared with real letters. Which would stand out the most?



*"Looking forward 6 months,
for me to be successful in this role
and for you to be really happy
you hired me,
what would I need to have achieved?"*

Dream Job Interview Question

The Dream Job Coach
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Great Questions To Ask At Interview

Interviewers will remember all kinds of things about candidates and you want to be remembered for the right reasons, don't you?

Asking intelligent questions is a good thing to be remembered for and the great news is most candidates have forgotten to prepare any questions at all!

Here are some of my favourite questions...

- **What challenges are this team facing at the moment?**
- **Could you describe the efforts of the best performers in this team?**
- **How would you describe your ideal candidate?**
- **Looking forward 6 months, for me to be really successful and for you to be really happy you hired me, what would I need to achieve?**
- **When do I start?**

A photograph of a snowy mountain landscape under a bright blue sky. In the foreground, a heart is drawn in the snow. In the bottom right corner, there is a logo that reads "THE Dream Job COACH® LOUISE JENNER".

*Take one small step in the direction
of your dream every day.*

Your Dream Job Offer

When you are offered a position that you consider to be your dream job, you are going to be over-the-moon. Yay! All your effort has paid off.


If you don't feel that way then alarm bells should sound for you.

Please don't accept a job for the wrong reasons. If you're not going to be happy there, it's not going to work out anyway so it's better to talk about any reservations you have before you sign a contract.

If you receive a "thanks, but no thanks" after your interview, please don't lose heart!

"No" can mean "not yet" so find out why they decided to hire someone else on this occasion. Keep in touch (no stalking!) and you never know, if the person they hired doesn't work out, you may still be in the running.

Alternatively, understand that each "no" is a stepping stone to the "yes" that you desire, as long as you learn from it.



Don't wish your time away,
plan your escape!

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Thank You!

Thank you for reading this Ebook. It means a lot to me that you've invested your time here.

I hope you've found it useful and inspiring and should you have any questions, please do not hesitate to get in contact.

I wish you every success with your dream job search or, if you've decided to become self-employed, with your dream business.

Please let me know how you get on!

Louise.

*"If you're not in
your dream job,
you're in
someone else's!"*

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COACH®
LOUISE JENNER



Louise Jenner, The Dream Job Coach, had a long and rewarding career in hospitality and retail management running small, family businesses and retail units with multi-million pound turnovers.

She was responsible for hiring, training and coaching her teams to success and one of her big frustrations was finding the right people to fill the vacancies that she had available.

"Potentially good candidates failed to sell themselves at interview and I was unwilling to gamble my company's money on someone who might be ok."

In 2013 she recognised that her dream job would be to help others to find theirs and she started her own business.

She coaches her VIP clients on a one-to-one basis near her home in Gloucestershire and runs workshops and webinars to inspire people to make the changes in their career that they need to make. She lives with her husband and their English Springer Spaniel, Reuben.

Clients include career-builders, career-changers, start-ups and business-owners.

>>>> Click here to book your free Career Clarity Session <<<<

THE Dream Job COACH[®] LOUISE JENNER

www.louisejenner.com

Acknowledgements

With thanks and gratitude to everyone I've worked with in my career.
You taught me all I know!

Useful links (these are hyper-links that you can click!)

Website: www.louisejenner.com

>>>> Career Clarity Session <<<<

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www.facebook.com/thedreamjobcoach

www.twitter.com/LouiseJenner1 #YourDreamJob

www.pinterest.com/dreamjobcoach

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I love to connect on social media so please do join me on whichever platform you prefer or all of them! I promise you lots of inspiration, positivity and motivation on my pages.