

To clients and colleagues,

I hope all of you are enjoying your summer.

Feel free to pass this free E-zine on.

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Announcement:

On August 27th, I will be giving a half-day seminar on "Networking" at the Marriott in San Mateo. For details click on <http://www.6figurejobs.com/>. Pre-registration is required.

This month's featured articles are:

#1. HIPAA, health insurance and you

#2. The fear of failure

#3. They "Hidden Job" (or work)

#4. Success Story

#5. Humor Department

#1. HIPAA, health insurance and you

(Provided by John Trewin, johntrawinsrp@aol.com).

John wrote:

"In my case, when I initially applied for health insurance with the State Society of CPA's, we were turned down because of my wife's diabetes. Through a business friend with Marsh & McLennan (another member of "Trewin & Associates") I learned about HIPAA. When I informed the State Society reps that I was eligible, I was immediately offered the choice of their two most popular plans, both very similar to the coverage I have had at previous employers, although at a higher rate than COBRA. The HIPAA rate is about \$1350/month for family with two dependents compared to COBRA of \$1100/month. Attached is a Word Doc with the info on the Health Insurance Protection Act.

#2. . The fear of failure

Fear of Failure

Those of you familiar with my interview questionnaire know the question: "What is your greatest fear?" And you know that there is only one wrong answer.

My associate, Deborah Kintner wrote a great article (excerpts below)

"The Fear Of Failure"

One of the challenges faced by many people involves a need to cover all contingencies before proceeding with an action. Unfortunately, while one is formulating every possible scenario, no progressive action is taking place. The seemingly reasonable caution in the words, "What if..." has created a roadblock to the actions, which can lead to success.

1. It is important to realize that none of these possible scenarios represent current reality. Zig Ziglar has described FEAR as False Events Appearing Real. Consequently, when faced with fears, the first step in confronting them consists of reminding oneself that such events have not occurred and may never occur.

2. Re-frame your thoughts in more positive terms. Instead of thinking of a projected event as a "catastrophe," view it as a "challenge." Other positive terms you may utilize could include, "enigma," "puzzle," "mystery," "opportunity," or "adventure." Most people would much prefer anticipation rather than fear. If you want to feel positive, choose the positive label.

3. Remind yourself that you have encountered difficult situations before and survived them, maybe even benefited from them. Think about what skills you used to get through tough times in the past and practice them. With such an attitude, you change your focus

from fearing the future to welcoming it with the knowledge that you possess the capabilities to handle whatever occurs.

4. Use mistakes and negative events as opportunities to learn. Consider the case of Thomas Edison, who underwent several thousand trials before finding the right combination for the filament for the incandescent light. When questioned concerning his method for withstanding so much failure, he replied, "I never considered any one of them a failure because in each case I found out what didn't work." By not repeating an action that did not work in this particular situation, he increased his chances that he would eventually arrive at a successful culmination. You can find similar success by examining events, which have not worked well, changing some of your actions, and evaluating the results. By doing so, you are learning skills needed to ensure future success.

#3. The Hidden job (or work)

I know Debra Feldman from Career Masters Institute. She is a highly accomplished personal job search agent who strategizes and comprehensively executes swift, successful campaigns.

She shared her thoughts on finding the "hidden job" or work:

Excerpts from her article are below.

While you are not able to control when and if an employer makes an acceptable offer, you can and should help employers recognize the benefits of hiring you d swiftly and successfully. By clearly and compellingly presenting your value and substantiating your unique contribution in quantifiable terms, you can induce employers and improve your chances for a great new career opportunity in the shortest possible time.

Follow these tips to expedite your job search success.

1. A job search is a marketing campaign. You are the product. The employer is the buyer. Quality credentials count. Presentation rates. Price matters. Above all you need to get the employer's attention and then do everything in your power to convince them that they should hire you. When competition is as heated as it is today, you need to clearly and unequivocally convey your unique value to each organization.

2. After identifying your positioning and the employer market, then you can move forward initiating contact with employers to explore a mutual collaboration. Don't expect anyone to give a job description and then see if you can fill it. Rather, reach out to employers with ideas for improvement that will impress them and create interest in you as both a team member and personality they want to know better.

3. Value is in the eyes of the beholder. You need to be selective in showing employers exactly what they need to know to make a positive decision. Sharply focus your inquiry to expedite the employer's decision to pursue in your candidacy.

4. Activate your job search campaign devoting serious time and resources to networking purposefully to find a new career opportunity. Go after your goal tenaciously. When you are blocked in your efforts or results are slow, revise your strategy, your presentation, even your target employers. If it isn't working, jumpstart it from a new angle tweaking any parts that need a boost.

5. Reach out aggressively to contact individuals whom you trust and that know you and your capabilities. Get the names of at least two new contacts from each person on your list. This will grow your professional network while still maintaining the personal recommendation so critical to establishing a good rapport with potential employers.

6. Give each contact a clear message communicating your search objectives. Ask for a specific introduction rather than merely suggesting that they might know “someone.”

7. Don't waste time networking dead ends. Move on to live leads, individuals who are themselves savvy networkers and well connected are better to know than individuals who tend to keep to themselves and are shy

8. Do your homework. At a minimum familiarize yourself with the corporate website contents. Even better, do a literature search or speak to others who know more about the company than the general public. Be prepared to discuss specifics drawing on your knowledge base to demonstrate your qualifications. Be enthusiastic to encourage good interpersonal chemistry.

9. (Your credo or mantra) “Networking is the best method for finding out about unadvertised jobs in your field”. Focus your job searching on getting known to decision makers. Therefore, to increase the odds in your favor, be the candidate known by hiring authorities.

If you follow these guidelines, you will learn about opportunities in the hidden job market before others get the inside scoop. If you proactively reach out to colleagues and friends, mentors and teammates, the word of your interest and availability will spread to individuals who need and value your skills.

#4. Success Story

Marcy age 41, mother of a 5 year old

Layoffs were nothing new to her. She had been laid off from her computer supply job in the 80's, from her job in publishing in the 90's, and laid off from her job as a Webmaster for the Pacific Exchange. The Web job well ran dry.

Someone suggested that she consider a government job, which would give her the flexibility that she craved. She began searching on federal jobs web site, <http://www.fedworld.gov>. She requested that only California government jobs be e mailed to her.

She has been working on the job for the last year. She is making about \$20,000 less than what she was making. She says that the benefits, flexible schedule, climate of fairness make up for the loss of salary.

She says: “If you feel like you have qualifications and other people are getting the jobs because they're good at schmoozing, then the government would be good for you.”

#5. Humor Department

Perceptions

When you please your boss, you are brown nosing.
When your boss pleases their boss, they are being cooperative

When you violate a rule, you are being self-centered,
When your boss skips a few steps, they are being original.

When you take a long time, you're slow.
When your boss takes a long time, they are being thorough.

WORDS THAT INSPIRE:

“Show me someone who has done something worthwhile, and I'll show you someone who has overcome adversity.”

--Lou Holtz, successful college coach.

Commercial: I am now offering 2-hour Career Review sessions for \$95. In each session we will review what has worked and is working, what areas that could use some help, and a plan to get to the next steps. If you are interested, hit the reply button or e-mail me at randy@randyblock.com.

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