

## Graduating College Students: Go From Learning to Earning!

**Fact: Millions of college graduates will struggle to find a fulfilling career.**

Research indicates that more than 70% of graduates are dissatisfied with their careers *within the first five years*.

So what can you do to find a fulfilling career – one that is right for you?

### **Success Strategy #1: FIND YOUR PASSION**

Prospective employers love enthusiasm and those who show passion toward their work. Usually people connect passion to what they're really interested in. Well, it's much more than that – **true passion is a powerful emotion!**

You must know who you are – your innate abilities, values, interests, skills, personality, and ambitions – so you can match these attributes to a career that ignites the fire within. This fire creates the confidence, energy, and courage to go after your dream job.

### **Success Strategy #2: DEVELOP A JOB-GETTING ROAD MAP**

Getting a job is not about sending out tons of resumes indiscriminately and praying that you'll get a call. It's about developing a "job-getting road map" that leads to success. Remember: **you are the product and your resume is your sales literature.**

Follow these 10 steps to be well on your way to success:

- Extensively research industries that excite you
- Extensively research organizations within these industries that excite you
- Write an "impact letter" to the CEO to get an interview (send Fed Ex)
- Follow up to make sure they received your letter and to ask for an
- interview
- Treat the interview like a sales call (you're the product they may want to buy)
- Plan for the interview/know the value you bring to the organization
- Use the interview to find out specifically what the company needs
- Send your sales literature (your custom-fit resume/cover letter) as a follow-up to each targeted organization
- Send a thank you note promptly to each interviewer
- Follow up with a phone call to answer any question and assess their interest

If you want to stand out in the crowd, concentrate on what you can do for the company, not what the company can do you.