

**Module 1 - Action Sheet 1**

**How to Make a Memorable Impression and Not Become a Transaction**

As we described in Video 1, it’s critically important to be visible, it’s important to make a memorable impression and stand out. You don’t want to become just another transaction -- You don’t want to be just another candidate in a huge candidate pool.

This action sheet is all about getting to know yourself. It’s a fill in the blank document with takeaways to start practicing when you are out and about.

**Ask yourself:** When you are speaking with someone you are unfamiliar with, do you ask them questions (like the ones below) to try to get to know that person better and more importantly, make a connection and lasting impression?

**Yes No**

Are you polite, upbeat, and professional at all times? \_\_\_\_\_\_ \_\_\_\_\_\_

Do you try and get to know who other people really are? \_\_\_\_\_\_ \_\_\_\_\_\_

Do you ask others what motivates them? \_\_\_\_\_\_ \_\_\_\_\_\_

Do you know what the other person is

interested in by the end of the conversation? \_\_\_\_\_\_ \_\_\_\_\_\_

Do you ask them where their from or where they grew up? \_\_\_\_\_\_ \_\_\_\_\_\_

Do you typically ask about their family? \_\_\_\_\_\_ \_\_\_\_\_\_

Do you ask others about their hobbies? \_\_\_\_\_\_ \_\_\_\_\_\_

Do you simply ask others how their day is going? \_\_\_\_\_\_ \_\_\_\_\_\_

Have you asked someone how they really feel about working at their company? \_\_\_\_\_\_ \_\_\_\_\_\_

**TOTAL**: \_\_\_\_\_\_ \_\_\_\_\_\_

**Now let's break down your answers →**

**Your YES results**

**8-9 YES’s**

You are treating every part of your life as as an opportunity, regardless of where you are (e.g. on the street, in the elevator, in the waiting room, or at the checkout line). That’s great, but the key is to use these same practices in your job search practice. You’ve got the conversation down now let’s take your practice of establishing connections even further. Start to pay attention to your posture. Make sure your body posture is open, whether you are standing or sitting this is important. If you want to push yourself even further try to mirror the other's body language (people like people who are like them). This becomes more difficult over the phone but you can relate to them with the inflection of your voice and following along with the occasional “yes” or “uh-huh’s” to show you are actively listening.

**6-7 YES’s**

You are almost there! You are able to make conversations with people and establish a basic connection. However, there’s always room for improvement. Take it a step further and make a goal to start a conversation with a different person 5 times a week -- that’s only once a day Monday-Friday! Use different techniques, and ask different types of questions. Be sure to include engaging follow-up questions. Once you’ve mastered the ability to make these connections, you’ll be fully prepared to make a meaningful impression the next time you speak with a recruiter or hiring manager.

**4-5 YES’s**

When you are out and about, riding in the elevator, or a dinner party, don’t just hope that someone else will start the conversation. You need to be the one who is the initiator. When you practice this habit it will become second nature to you. You will get better and better at asking questions that reveal answers and drive the conversation. This is the same when you are applying to jobs. Except it is easier, you have the power of the internet to help with your research. Unlike at a dinner party, or the grocery store line, you can do your homework on the appropriate people. This way you know a little about them already and have known points you can connect on. You can use these as ammunition to develop a relationship with whomever you are speaking with-- a recruiter, a hiring manager, or the Lyft or Uber driver taking your to dinner.

**2-3 YES’s**

Get comfortable feeling uncomfortable. We need to work on more ways to connect with people (and I mean everyone you come in contact with). In doing so, you will grow your network, expand your social capital, and those new connections could have connections to the people you want to know. Better yet, they could be the person that you’ve been longing to meet - you just didn’t know it yet. The more you do this this the easier it will get and you will no longer feel uncomfortable.

**0-1 YES’s**

Become active instead of passive - it’s not about being aggressive instead of polite. It’s about actively taking control of your life and/or your job search. Don’t be shy or hesitant to strike up a conversation with someone. **Finding your Dream Career starts with making a connection.** Practice conversation starters with someone you are close to; when you feel comfortable enough, take that person along with you to be your wingman/wingwoman when you are ready to practice on a stranger on the street. They can be your accountability partner and let you know where you held back or did a great job engaging with another human. Remember, practice makes perfect.

No matter what your YES score was, I encourage you to read the other score results and see how you utilize the higher or low scoring suggestions to become more conscientious about the connections you’re making. This way you will *never* be a transaction to anyone. By applying these tips you are one step closer to Landing your Dream Career.

* Jason