

# How to Stand Out in the Market

Do you know how to clearly communicate your value in the market...  
OR are you *struggling to open doors*?

*Here's WHY you're likely not standing out...*

- ✗ You are relying on updating your resume or applying for jobs online, thinking it's enough.
- ✗ You aren't clear on exactly HOW you drive value or why someone should hire you.
- ✗ You're not clear on what you truly want or the criteria you need to be fulfilled in your next company & role.
- ✗ You're looking to recruiters for help, without realizing that they're employed by the COMPANY to fill the positions they've been given (NOT help you gain clarity or find a job).

*Here are the first three key foundational elements  
that will ensure you stand out:*

- ✓ **Unlock your fulfillment framework®**
  - the things you need to be fulfilled long term, which comes from getting clear on your deepest values in life & your highest value in the market
- ✓ **Uncover your secret sauce transferable skills. It is...**
  - a deep understanding of the combination of unique skills that give you energy + your experiences + perspective or "lens" on life + how you naturally work best to create results.
  - your unique fingerprint for success
- ✓ **Uncover how you naturally work best & the right environment for you**
  - the right type of company, size, industry, culture, leadership and structure in a way that works best with how you naturally strive for results

# Struggling with this work?

*If you are having a hard time really understanding & getting clarity on...*

- *what you truly need to be fulfilled,*
- *how you drive value or why someone would hire you,*
- *having the confidence to communicate & stand in your value*
- *or understanding exactly what the right fit is for you...*

*I want you to know that you're NOT ALONE.*

**MOST PEOPLE** struggle to do this with the right level of detail required, making themselves sound way too generic & just like everybody else.

*We can't see the label from inside the bottle, which makes it hard to communicate our skills in a way that is compelling without feeling like you're bragging.*

*That's why having an outside expert who can help you get clarity to market & position yourself is a game changer.*

*Rather than a long job search & compromising for less than you deserve, identify what the **RIGHT** next step is.*

*We can help you do just that.*

**Get your complimentary, Personalized Career Fulfillment Plan**

***Get clarity on where you are on your journey to career fulfillment, where you're headed, optional paths to get there and the right next step to take.***

**Start My Plan!**



*Take the right next step in your career*