

Trump University

Get That Job

with Eddie Rezek



TRUMP
UNIVERSITY

Action Manual

A c t i o n M a n u a l

Get That Job

with Eddie Rezek

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T r u m p U n i v e r s i t y . c o m

Welcome to Get That Job

“If you’re going to think, think big. If you’re going to live, live large.”

– Donald Trump

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Introduction

Congratulations on your decision to take a proactive role in your career path. There is great power in your choice to fully educate yourself about successful career development. This program will enable you to dramatically increase your value and appeal to any potential employer.

Your part in achieving success will be the time you invest to master the material. In this program, you will be delving into who you are, what you want from life and where your strengths lie. The result will be a personal narrative that empowers you in any interview or contact with a potential employer.

The process you are learning here requires patience and commitment. There are many detailed steps that may seem troublesome or time-consuming. In particular, you need to build strong foundations by mastering the formula taught in the first CD. As you begin your journey, remember two things.

First, today's job market is fiercely competitive. If you want an exceptional job, you must be prepared to do something exceptional to get it.

Secondly, this process works. Every strategy and technique taught in Get That Job has been proven time and again by job-seekers like yourself. Trust the process, pour yourself into the action steps, and enjoy your success.

Follow the Active Learning Sequence for Optimum Results

Get That Job! is based on the Active Learning System, a methodology designed to achieve maximum real-world results. Use the CDs in conjunction with the Action Manual, and proceed in stages. Do not rush through the program. Specifically, follow these steps:

- 1 Listen to the first CD straight through, to get the big picture. (You can do this in the car)
- 2 Listen to the first CD again, this time with your finger on the pause button and a notepad at your side. Pause frequently, making notes that apply the material to your specific business/life situation.
- 3 Listen to the CD straight through once again, to consolidate the learning.
- 4 Repeat all these steps for each CD.
- 5 Print out the Action Manual and complete the action steps. Take as much time as you need for each step, while being sure to maintain momentum for the entire duration of the program. Refer back to the audio CDs when you feel the need for guidance or encouragement.

Note: You may need to repeat some Action Steps in the Action Manual several times to master the changes involved.

Journal your progress

The Action Manual contains many blank spaces for you to record your results as you take action. In addition, purchase and maintain a private Journal that records your discoveries, emotions, observations and results as you progress through the course. There is ample evidence that correlates success with the keeping of personal notes and journals.

Get Involved and Get Support

The program's dedicated web site offers you a powerful opportunity to speed your progress by participating in the discussion forums and interacting with other participants. You will find additional training opportunities, too, and further guidance from Eddie Rezek.

If you have not yet done so, go online now and access the online resources. Return to the START page of this CD-ROM and click the link provided.

Eddie Rezek



Eddie Rezek specializes in cracking the code of successful career advancement. As a national author, speaker, and educator, he has successfully applied his patented system to a range of professions and market sectors. Eddie has spoken on radio shows from coast to coast, empowering others with insider secrets that propel them into the career they deserve.

Eddie Rezek has led an organization within a Fortune 500 company coordinating new hire, recruitment and employee development programs. Today he is President and CEO of Advanced Interviewing Solutions, and is creator of the iCODE, the only patented interviewing system in the nation. To develop his methodology, he spent two years meeting with recruiters, interviewers, managers, headhunters, and top executives. His research stemmed from the realization that companies do not hire those most qualified — they hire those who interview best.

The iCODE has provided remarkable new insights on self promotion and career advancement. Eddie has taught this unique system at colleges, universities, businesses and community centers nationwide.

Meet Eddie Rezek online at Trumpuniversity.com and interviewing101.com

Your Program Host — Jon Ward



Jon Ward is a 25-year veteran of branding and marketing. He began his career as the principal copywriter serving Pentagram, London's most prestigious design company. For several years, he also wrote extensively for Reuters, the global information company.

Moving to the United States, he became co-owner of Young Associates, one of Arizona's top marketing and advertising boutique firms. Today, as an independent consultant, his clients include Brandwithin, the producer of this program.

Along with James Burgin, Jon Ward has served as a branding consultant to Trump University, while helping write and produce a range of home study programs. He is co-presenter with James Burgin of the course, Branding for Profit. He is also host and interviewer for several other programs, including The Wealth Builder's Blueprint, How To Build a Fortune, Play to Win in Business and Life, The Entrepreneur's Success Code and Real Estate Goldmine.

Jon Ward is the author and producer of the Marketing Action Program — a step-by-step system for generating practical, results-driven marketing plans.

Meet Jon Ward at WayToMarket.com

Meet Your Producer — James Burgin



James Burgin is founder and CEO of Brandwithin, a Phoenix-based branding consultancy and information product marketing company. Having trained in product design, he acquired his mastery of branding and marketing in his native Australia.

James launched the category of "New Age" retailing in Australia and the Far East after becoming co-owner of a therapeutic oils enterprise. He went on to sell the firm and move to the United States, where he quickly built a reputation as an exceptional marketer of information products. His clients in this field have included Robert Kiyosaki of "Rich Dad" fame, the eBay expert Adam Ginsberg and sales trainer Blair Singer.

James was invited by Trump University to produce their first home study program, The Wealth Builder's Blueprint. He and his team at Brandwithin went on to produce nine new audio business courses for Trump University, including How To Build a Fortune, Bubble-Proof Real Estate Investing, Three Master Secrets of Real Estate Success, Real Estate Goldmine, Play to Win in Business and Life and The Entrepreneur's Success Code.

James Burgin and his colleague Jon Ward are presenters of the audio business course, Branding for Profit. They also serve as branding consultants to Trump University.

Meet James online at Brandwithin.com

CD
1

Make Faster Progress — Here's How!

Before you go further, read the Special Report by goal achievement expert Dr. Stephanie Burns included in your bonus materials. It's called **7 Steps To Boost Your Learning**.

If you study and act on Dr. Burns' advice, you will dramatically improve the results you gain from this program — and any other course you take.

Mining Your Experiences

Action Step: *Turning Your Life Into a Narrative*

List the title of topics relating to past experiences such as jobs, school projects, clubs, organizations, sports, hobbies, or associations that you can recall being part of.

Example Experiences

Group/Team project	Military service
School project	Public/Community Service
Clubs or campaigns	Competitions
Volunteer at church	Major events
Self-improvement	Promotions
Social organizations	Awards/Honors
Civic groups	Social functions
Special interest groups	Family functions
Scouting groups	Event coordinator
Class project or trip	Hobbies
Mentored others	Travel
Athletics (coaching)	Special courses
Job titles or project	Self-study projects
Sports teams	Home project

Note: Go back and reference your adolescence for jobs or activities you forgot you've done. Use the examples to help you brainstorm new ideas. Do not write sentences, a few words will do.

If you were a part of an organization or project for a long time, you may want to separately record any distinct assignments, situations, and events you encountered.

Example: Personal Experiences

Organization Project Experience	Title Role	Month Year
Community fund campaign	Human Resources Group Project	February 2000
Description		
<p>I was grouped with three other people. Two people were total opposites and their personalities totally clashed! There were arguments and stereotypes that were affecting the efficiency and output of the team. So I took a stand and told them that we needed to move beyond our differences. Everyone did their individual part. We made a great presentation! We all became friends in class because of the newfound respect for each team member.</p>		

Organization Project Experience	Title Role	Month Year
Pacific Life Mutual	Investments Auditor	July 2000
Description		
<p>At the Investment Company I worked for, Pacific Life Mutual, another coworker and I were responsible for keeping weekly logs of transactions that were in error. We needed to identify the root cause of the error and turn in our results every two weeks. The trade operations department handled thousands of transactions on a weekly basis. The workload was intense. We would work overtime three to four times a week in order to meet our deadlines.</p>		

Organization Project Experience	Title Role	Month Year
Kodak Case Marketing Class	Team member	Senior in College – Our Final Project
Description		
<ul style="list-style-type: none"> • Took a leadership role for a class project with five other students • Organized meeting times and places • Led discussion and brainstorming sessions to complete our project 		

Personal Experiences – Selecting Six Rich Experiences

Action Step: *Six Experiences That Define You*

1 Examine your list and ask yourself:

- What did you like about each experience?
- What did you accomplish?
- What, if anything, changed?
- What was the result?
- In any of the experiences, did something bad happen?
- Did a seemingly impossible task become a mission accomplished?

2 Place a check mark next to the top three experiences that you feel were rich experiences – bad or good. Experiences that may have resulted in conflict, success, a lesson learned, a challenge, an emotional experience, a disappointment, a rich experience.

Select the six most significant experiences.

“The person who makes a success of living is the one who see his goal steadily and aims for it unswervingly. That is dedication.”

– Cecil B. DeMille

Personal Experiences (PE) – Forming the Star You Are

Action Step: *Describing Your Experiences*

- 1 From the six experiences you selected, attempt to choose four that were non-work related, and two that are.
- 2 Use the example Personal Experiences and write in your notebook descriptions for each Personal Experience. For each, fill in the fields in the Action Step relating to each experience: Name of the organization, project, experience, the title or role you played and when it occurred.
- 3 Before writing a description, say out loud a one-minute summary of the experience.

In the description field, briefly describe the outcome.

- Any significant points to tell?
- Did you learn and improve yourself?
- Did you do something great or noble?
- Were things better or worse because you were involved?

Document your outcome in bulleted format, numbered lists, or incomplete sentences.

Experience Prompts

Knowing your own past will enable you to be the best candidate for the job

Your personal experiences contain a wealth of information about you. Each one of us is shaped by our unique experiences in life. They are critical to becoming the best job applicant.

Experience is not limited to what's on your resume

It's a good bet that if you have ever written a resume, you have probably only included the jobs you've had. If you haven't worked many jobs, or have been at the same one a long time, you might feel a little embarrassed by the look of your resume. Don't be.

The next Action Step prompts you with questions to extract powerful information about your experiences.

Action Step: *Experience Prompts*

At the top of the next Action Step called Experience Prompts, there are spaces to reference each of your top six experiences.

- 1 On each line below, list the reference title of each of your six experiences. Fill in your title now.
- 2 Focusing on each experience separately, go down the list and ask yourself the 26 experience prompts for each experience. If you agree with the experience prompt, mark the number of the prompt next to the title name on the worksheet.

Starting with Experience 1, Finish Each Experience Before Starting the Next Experience.

Experience 1 _____

Experience 2 _____

Experience 3 _____

Experience 4 _____

Experience 5 _____

Experience 6 _____

Experience Prompts

- 1 I led, motivated or convinced others while completing a task
- 2 I completed a difficult task
- 3 I had a problem with a task and figured out a way to solve it
- 4 I had a problem with a person while working on a task and fixed the situation
- 5 I completed a task, even after experiencing stress or resistance from others
- 6 I helped save money or time on a task
- 7 Although there were distractions, I stayed focused on the task
- 8 Other people's ideas helped improve the task
- 9 I defended my ideas when they were questioned
- 10 I changed my approach when I learned new things about the task
- 11 I changed my approach when I heard a good idea from someone else
- 12 The task did not succeed, but I learned from it
- 13 I figured out the steps to take to complete the task
- 14 On my own, I found out new things about my task
- 15 I stayed calm during a task, while others were getting nervous
- 16 I understood something about the task that was not obvious to others
- 17 I did not consider the task to be complete when it was less than satisfactory
- 18 Others trusted my opinion
- 19 I performed the task well, using training or a procedure
- 20 I made a decision based on my plans for the future
- 21 I was able to tell someone how to improve without hurting their feelings
- 22 Someone felt better after talking to me about a problem
- 23 I was able to perform successfully on more than one task at a time
- 24 I was able to help keep others going when the task became difficult
- 25 I was always able to do my part on the task
- 26 I shared what my real thoughts were on the task

	M	V	P
Family			
Thrifty			
Community			
Gregarious			
Friendship			
Team Spirited			
Trust			
Energetic			
Loyalty			
Forceful			
Truthfulness			
Dependable			
Honorable			
Clean			
Justice			
Well-Spoken			
Freedom			
Articulate			
Duty			
Well-Dressed			
Position			

	M	V	P
Curious			
Recognition			
Brave			
Disciplined			
Organized			
Openness			
Happy			
Honesty			
Fun-Loving			
Hard Working			
Leadership Oriented			
Ambitious			
Money			
Knowledge			
Goal-Oriented			
Peace			
Responsibility			
Mature			
Respect			
Confident			
Fairness			

	M	V	P
Professional			
Adaptable			
Education			
Flexible			
Driven			
Advancement			
Inquisitive			
Accountable			
Argumentative			
Specialist			
Demanding			
Generalist			
Experimental			
Performance			
Single-Minded			
Humility			
Balanced			
Dignity			
Intelligence			
Challenge			
Experience			
Humor			
Perceptive			

	M	V	P
Hopeful			
Wisdom			
Punctual			
Vague			
Tactful			
Diversity			
Egotistical			
Initiative			
Preparation			
Aggressive			
Risk			
Focus			
Kindness			
Growth			
Understanding			
Efficient			
Successful			
Ethical			
Prompt			
Relaxed			
Positive			
Stature			
Perseverance			

Identifying Your Morals, Values and Personality Traits

MVP = Morals, Values, and Personality Traits

We call these three categories MVP for short, because they are your Most Valuable Players in the world of interviewing! MVP are your intrinsic qualities that employers want.

Let's just say that when you develop a good understanding of MVP – the company's, and yours – you'll be able to answer any question, without memorizing a thing. You will understand what kind of employee any given company is seeking, and emphasize your own traits that best fit for the company you seek.

MVP (Morals)

A moral is a fundamental belief. Your fundamental belief. Some people say their morals come from their religion or culture or upbringing. Some examples of morals are honesty, justice and loyalty.

You may not realize it, but your morals are an important part of who you are. As you prepare yourself to become the best possible candidate, you must understand exactly what you believe. At the very least, it will keep you from choosing a company that you don't really want to work for. At best, you will learn to articulate to a prospective employer how your morals are consistent with the company goals.

mVP (Values)

A Value is something that is wanted. In terms of an individual personality, which is basic to our concerns about interviewing, values can fall in several different areas:

- A relationship: with a person or a group, friendship, love
- A lifestyle: wealth, freedom
- A state of mind: peace, happiness, joy, excitement, satisfaction, or security

Ultimately, you trade your values for the values of an employer. In exchange for money, recognition, and position, you trade your time and effort. If you can understand and match your values with the employer's values, then you'll maximize your chances of being asked to join them.

mvP (Personality Traits)

Personality traits are the adjectives that describe you. A personality trait is something that someone who knows you very well would describe you as having.

Employers are very interested in your personality traits: how you act, and how that matches with what is envisioned as the ideal candidate for the job.

Action Step: *Identifying MVP*

This Action Step contains a list of words in which you identify as a Moral, Value or Personality Trait.

- M** = a moral is a fundamental belief
- V** = a value is something you want
- P** = personality traits are behaviors you constantly demonstrate.

Identify each word as an M, V or P by marking an M, V, or P next to the word. You may identify some words as having multiple roles, mark those words accordingly.

Power Stories – The Secret Weapon

PowerStories are the thing you need to answer the toughest interview questions. They are the answer to an interview question, in a form that most interviewers can easily remember and will be impressed by.

MVP In Your Power Story, Speak the Employers Language

For each experience, we will learn to identify and explain all the MVP that this particular experience demonstrates about you. At the end of your review of each experience, get into the habit of summarizing, like a grocery list, what that experience proves. In this Action Series, you will work through a few examples of Power Stories. It is important to focus on remembering the events that make up your history, and never worry about memorizing which MVP goes with a particular event/experience.

Action Step: Review an Example of a Power Story

Power Story = Your Personal Experience + Your MVP.

Review the following Power Story example. It will help you create your own.

Example Power Story Worksheet

Organization Project Experience	Title Role	Month Year
Human Resources Group Project	Group Member	February 2000, Senior Year
Morals & Values	Personality Traits	
Loyal Balanced Communicator	<input checked="" type="checkbox"/> 1 Leadership <input checked="" type="checkbox"/> 3 Methodical <input checked="" type="checkbox"/> 8 Open-minded <input checked="" type="checkbox"/> 11 Team-Oriented	<input checked="" type="checkbox"/> 21 Diplomatic <input checked="" type="checkbox"/> 26 Honest <input type="checkbox"/> Motivated <input type="checkbox"/> Focused
Description/Responsibility		
<p>When I was a senior in college, I was assigned a group project with some classmates. Two people in the group had some friction between them. I could tell that this tension could affect the efficiency of the team, so I stepped in and diplomatically took a leadership role to help everyone work together. I believe teamwork is very important for success to happen.</p> <p>I communicated to each team member that we had to work to balance our individual strengths. I explained that a team with focus, trust and perseverance can do anything.</p> <p>As a team we identified our goal – to get an “A” on the project. With that kind of motivation, I was able to pull the team together and we successfully reached our goal!</p> <p>During that experience I demonstrated:</p> <ol style="list-style-type: none"> 1 Leadership 2 Excellent Communication Skills 3 Diplomacy 4 My ability to be a Strong Team Player 		

Power Story Worksheet

Organization Project Experience	Title Role	Month Year
Morals & Values	Personality Traits	
Description/Responsibility		
<p>During that experience I gained, learned, or demonstrated</p> <ol style="list-style-type: none">1234		

Action Step: Build Your Power Stories

Power Story = Your Personal Experience + Your MVP

Step One

- 1 Print a blank Power Story Worksheet or recreate the structure in your notebook.
- 2 Select one personal experience to work with for now.
- 3 Transfer your position, project, experience, title, role, date over onto your Power Story Worksheet.

Step Two

- 1 Look back at the twenty-six experience prompts Action Step you completed.
- 2 Confirm that each experience had a minimum of 8 or more experience prompts listed – this indicates a Rich Experience.
- 3 Transfer the numbers you noted for each of your six experience prompts onto your Power Story sheet by putting them inside the Personality Traits Box.

Step Three

- 1 Note the list below titled Decoder Key. You will use it with your Power Story Worksheet.
- 2 Match the number you wrote on your Power Story Worksheet with the term in the Decoder Key.
- 3 From each row on the Decoder Key, select one of the words in each row that you feel most relates with that experience, or the one you feel you demonstrated most during that experience.
- 4 Once a word is selected, write it next to the matching number on your Power Story Worksheet.

Decoder Key

- | | |
|--|---|
| 1 Leadership, Influential, Team-oriented | 14 Curious, Inquisitive, Experimental |
| 2 Successful, Hardworking | 15 Confident, Mature |
| 3 Analytical, Methodical | 16 Observant, Insightful |
| 4 Communication, Understanding | 17 Dedicated, Quality-minded |
| 5 Perseverant, Forceful | 18 Leadership |
| 6 Efficient, Cost-conscious | 19 Methodical, Detail-oriented, Disciplined |
| 7 Single-minded, Focused, Disciplined | 20 Goal-oriented, Ambitious |
| 8 Open-minded | 21 Tactful, Diplomatic |
| 9 Brave, Forthright, Confident | 22 Understanding, Compassionate |
| 10 Flexible, Adaptable | 23 Organized, Balanced |
| 11 Team-oriented, Open-minded | 24 Energetic, Enthusiastic |
| 12 Mature | 25 Dependable, Prompt |
| 13 Organized | 26 Honest, Truthful |

“I have found that if I have faith in myself and in the idea I am tinkering with, I usually win out”

– Charles F. Kettering

Step Four

- 1 Look at the Identifying MVP list and your Power Story Worksheet together.
- 2 Recall each Power Story Worksheet experience separately.
- 3 Now look at the M and V columns on the Identifying MVP list and choose the best four or five terms that relate with your specific experience.
- 4 Write these words on your PowerStory Worksheet under the heading of Morals & Values.

Step Five

- 1 Take a minute to think about the experience, and then circle 3-5 MVP on your PowerStory Worksheet that you feel you demonstrated or which most related to your experience.
- 2 To get your mind in gear and to save time, spend about three minutes talking out-loud about the experience. Your goal is to mention the MVP in every sentence. If you have trouble, try starting the sentence with your MVP.

Example

I displayed good communication when working on _____.

or

The project at school interested me because I enjoy learning and working on a team with other people.

The MVP are your wood blocks and your experience is the glue that holds the two together.

Understand that companies score you on the MVP you convey.

Helpful Suggestions

- Use the example Power Story to help
- It's better to repeat a certain MVP in your Power Story because it reinforces it in the interviewer's mind.
- Each aspect of the Power Story should prove you demonstrated the MVP you claim, as in:
 - I saved the drowning puppy, so I was brave
 - I am a very persistent person, so I worked all day to finish

Practice retelling your MVP Power Story everyday until it rolls off of your tongue at any given time. It doesn't have to be the same story verbatim every time - only the outcome has to be the same.

*“Make everything as
simple as possible, but not
simpler.”*

—Albert Einstein

The Formula

The Formula has four simple parts:

- 1 Mirror the question you were asked
- 2 Provide a simple answer
- 3 Tell your MVP and/or Power Story
- 4 Restate the original question in answer form

Every answer should follow The Formula's four-step method

Step One: *Mirror the Question*

Repeat the question in your own words.

Step Two: *Simple Answer*

Depending on the type of question, provide a simple, short response if possible. Yes and no work surprisingly well in many cases.

Step Three: *MVP and/or Power Story*

After providing a simple answer, depending on the question type, provide:

MVP – Communicate the MVP related to the question.

and/or

Power Story – Share a Power Story to support your MVP.

Step Four: *Restate Question and Answer*

End your answer by re-wording the original question or asking if you answered the question.

Examples

- So, those are the things I gained during the project.
- You asked a very good but difficult question. Was my answer what you're looking for?
- Did that answer your question?

Examples of the Formula in Action

- 1 Mirror Q
- 2 Simple Answer
- 3 MVP/Power Story
- 4 Restate Q and A

Example 1 – in MVP Bulleted List Format

- Q Why should we hire you?
A Why should you hire me?

Because you'll find that I have a work ethic unlike anyone you may have met!

I am:

- Very **detail-oriented**
- **Persistent**
- Extremely **dependable**. When given a job, you can rest assure it's being done right!
- Very **mature**. I think maturity plays a role in having **dedication** and **commitment** in something you're proud of doing.
- I'm a **happy person who enjoys life**.

And that's why you should hire me, because I am:

- Extremely **dependable**
- More **persistent** than anyone I know
- A **mature** person who is **happy** with my life

Example 2 – In Power Story Format

- Q Why should we hire you?
A Why should you hire me?

Because you'll find that I have a **work ethic** unlike anyone you have ever met!

When I worked on a senior project in college, I demonstrated how **detail-oriented**, **persistent**, and **dependable** I could be. I worked with different types of people with various skill levels to **complete goals** with a sharp deadline. I think **maturity** played a big role in showing **dedication** and **commitment** to something I was proud of doing, especially if it was hard or time-consuming. Above all, I had fun completing the project!

That experience allowed me to demonstrate my ability to be:

- **Detail-oriented, Persistent**
- **Dependable**
- **Dedicated**
- Someone who **enjoys life**

And *that's* why you should hire me. That was a hard question. Did I answer it?

Practice Using The Formula

Use these action steps to evaluate how consistently you use The Formula. These unique scenarios aid in learning by directing your focus on using The Formula as well as MVP as you explain each story. If your story appears crazy and not logical, that means you are probably focusing on The Formula & MVP, which is a good thing. Have someone pose one of the following questions to you, and answer using the following scenarios.

Action Step: When You Were Part of a Great Team

Give an example of when you worked on a great team – a time when you displayed logic, skill under pressure, and got the job done. Utilize The Formula, the Decoder Key, and the MVP to describe your problem in detail.

Action Step: You and Your Ethics Challenged

Give an example of when your ethics were challenged. Talk about a time when you saw a coworker lie, cheat, or steal. When have you stood up for your beliefs? Have you ever stood up and protected your company? How do you handle pressure?

Confidently use The Formula and MVP to answer.

The key to this Action Step is not getting tangled up with real life details, but to instead practice using The Formula. Remember to inject MVP throughout your story, use your Decoder Key as a source to randomly pick MVP. Have fun, the story does not need to make sense.

Example Questions

- Tell me about a challenging situation you were in.
- Describe a time when you were a leader.
- Have you ever had your ethics challenged?
- Are you a logical person?
- Would you say that you're a flexible person?
- Have you ever had to stand up for your beliefs?
- What do you do when you become stressed?
- How are you at multitasking?
- Have you ever been promoted "based on your performance?"

The key here is to realize that you can use one experience to answer hundreds of possible questions by simply changing MVP in each story.

*"I am not young enough
to know everything"*

– Oscar Wilde

More Practice With the Formula

- 1 Review the example questions below the Mock Interview Checklist.
- 2 With a friend or family member, have them score you on how consistently you use The Formula when answering each question.

Questions one through seven represent different scenarios you'll be asked. Have your friend or family member ask you seven questions and score your performance.

- 1 How would a co-worker or friend describe you?
- 2 What do you want out of life?
- 3 Why should I hire you?
- 4 Tell me three of your traits that make you different than other people?
- 5 Describe your dream job.
- 6 What motivates you?
- 7 If you could leave this life with a legacy, what would it say? (Meaning: What would the world have to say about you after you've passed away, or what would your gravestone say about your life)

Mock Interview Checklist

Check each box when you successfully perform each step. You're doing it right when you are able to get **all** boxes checked for each question asked.

- The question was mirrored/restated back
- A simple, concise answer was given
- A Power Story was given
- MVP were clearly bulleted or numbered
- Answer contained what was learned or how others benefited
- Question was mirrored or restated

*“This is a hurried age
we’re living in.
If you’ve got anything
to say, say it quickly,
get to the point and stop,
and give the other man
a chance to talk”*

– Dale Carnegie

Evaluating the Company

Immediately, during, or after each interview, write down things you learned, MVP the company values, your thoughts, and any other valuable information. If you document notes during your interview, use a blank pad of paper with listed questions.

Action Step: Company Evaluation Form

After interviewing, fill out the Company Evaluation Form to evaluate each company and document things you learned.

Name of Co _____
Date of Interview _____
Address _____
Phone _____
Fax _____
Web Page _____
Interviewer's Name _____
Negotiator's Name _____
Manager's Name _____
Manager's Title _____
Title of the job opening _____
Things I learned about the company or interview _____
My MVP they liked - response to "How did I do?" _____

MVP they want the candidate to have - response to "What qualities are you looking for in a candidate?"

Duties and responsibilities of the job _____

Score the Company

(From Great =1 to Bad =5)

Salary	1 2 3 4 5	Driving Distance	1 2 3 4 5
Interesting work	1 2 3 4 5	Paid Education	1 2 3 4 5
Co-workers	1 2 3 4 5	Benefits	1 2 3 4 5
Growth	1 2 3 4 5	Other _____	1 2 3 4 5
Location	1 2 3 4 5	Other _____	1 2 3 4 5

Actions Still to Take

- Thank you
- Phone
- Email
- Negotiation Letter
- Multiple Offer Letter

CD 2



Creating An Interview Portfolio

The portfolio is a neat and professional collection of your work projects that's used to market your skills and MVP by showing your work.

Your portfolio shows proof of who you are and what you can do!

Images include: photos, graphs, videotape, DVD, CD, pictures, logos, web designs, sketches, designs, flyers, prototypes, marketing work, sales materials, graphics of your ideas, listing of projects completed, summary charts, past job designs/graphs, models, diagrams, artwork, patent sketches, et cetera.

Text includes: anything requiring a written plan, schedule of events, reports, proposals, articles, journal publications, business plans, co-op/internship accomplishments, school and/or newsletter articles, performance reports, letters of recommendation, highlights of projects – include personal and business text. Your portfolio will set you apart from other applicants.

Know your work! Be proud of it.

Portfolio Guidelines

- Give the portfolio a personal, original title.
- Use a new binder with clear plastic sleeves that allow your work to be seen. A 10" x 13" tri-fold presentation binder or traditional flat book style is impressive.
- Keep it neat, simple, interesting, unique, and professional.
- Your portfolio should be highly visual.
- Images should be clear, uncluttered, and easy to read.
- Text reports should only be used in support of images.
- Do not include any text reports longer than two pages. Interviewers have no time to read and would rather look at images instead.
- Prototypes and inventions – if you have a small one, bring it.
- If you have done presentations, simply display a listing of them by topic or title, date, and location.
- Video (CD/DVD/Tape) should be captivating and no longer than three minutes.

Creating your Cover letter

Action Step: Create a Cover Letter

Using this template as well as the sample cover letter provided.

Cover Letter Template

Date

Your Street Address

Your City, State & Zip Code

Name of person you are writing to

Their position

Name of company

Company Address

Dear _____,

1st Paragraph

Express what position you are applying for.

Include a powerful opening to engage the reader.

Briefly explain how you found out about the position.

Express your interest in the company.

2nd Paragraph

Your experience in the field and what you have learned.

Key business principles that are important to you and that industry – for example: teamwork, work environment, listening, communication among groups, diversity, etc.

3rd Paragraph

How you can fill the needs of the company – for example: add to their bottom line.

What MVP are you offering to the company?

4th Paragraph

The closing and intent to check for the status of your application.

Include your phone number here, in case they want to contact you with for additional information.

Sincerely,

Your signature here

Your name

*“Don't go around saying
the world owes you a
living. The world owes
you nothing.
It was here first”*

Mark Twain

Cover Letter Example

January 13, 2006
321 Success Street
Los Angeles, CA 90210

Duane Pipes
Program Manager
MentorUp
P.O. Box 5602
Hawthorn, CA 98192

Dear Mr. Pipes:

I am interested in applying for the Technical Coordinator position - # 29602.

In today's turbulent market, it can be difficult to find a highly skilled professional with **strong leadership, management, and interpersonal skills**. I've found that many competent individuals can be trained technically, but training to be sincerely and passionately; **enthusiastic, assertive, professional, sincere, and confident** is a much more difficult task.

While working at the Toolworks Corporation in Anaheim, I met Amanda Ruskin who shared her experiences working at ImageMaster where she worked as a Technical Relations Representative. I was impressed and fascinated to hear about your challenging, dynamic, and tightly structured technical and business programs. I would like the opportunity to become part of MentorUp's team as Technical Coordinator.

Prior experience supports the potential duties and skills that would be utilized at MentorUp Toolworks Corporation has given me the opportunity to learn large company business ethics and utilize coordination and communication skills with key clients. It also allowed me to implement social and teamwork skills that I feel are crucial in leading the company on its journey toward success. In addition to my college education, I've taken seminars in:

- Creative "out of the box" thinking
- Several \$85,000 promotional tools for budgets of less than \$15,000
- Effective team leadership and coordination
- Business etiquette courses

Several of my college courses I have taken taught me where the industry is going in the next few years as well as new resources companies are starting to utilize to increase cash flow on a residual basis while monitoring the competitive business approaches previously kept secret. In absolute confidence, I believe I could readily adapt to your methods of business and team focus because I am:

- Dedicated
- Assertively Persistent
- Dependable
- Flexible
- Enthusiastic
- Creative
- Extremely timely

Thank you for considering my qualifications. With the understanding that you are very busy, I will contact you in two weeks for status if I do not hear from you prior to that time. Please contact me at (555) 555-5555 if I can provide additional information.

Sincerely,

Stan Dupp

Resume Action Step

Create or modify your resume using the following guidelines and example resume provided. Make a list of books read and seminars taken that relate to self-improvement, teams, leadership, industry specific topics, technical, or other well-known business books.

Action Step

Review each of your bullet point sentences.

Make a note to the left margin of each sentence the exact order of the structure – Result, Action, Need.

Example You may have Action/Result/Need, Need/Action/Result, or even Result/Action. Do this for every bullet or sentence. Later go back and rewrite them with the attempt to include all three parts.

Action Step

Next, add MVP into your revised bullets to make them impactful and powerful.

Resume Do's and Don'ts

Action Step

Create or modify your resume using the following guidelines and example resume provided

DO's

- Be explicit and use action verbs—omit phrases like “responsible for” or “duties include.”
- Be grammatically correct—have several people look over your resume.
- Make it easy and inviting to read—use lots of white space!
- Eliminate irrelevant information. Use as many keywords as possible.
- Use a compatible, industry standard word processor. For example, Microsoft Word.
- Use a serif-type font (e.g., Times New Roman or Courier). Studies have shown that this type of font is easier to read because of the little tail strokes on the letters.
- Use same font type throughout resume.
- Use bulleted concise points, instead of long-winded paragraphs.
- Use 0.8” or larger margins on all sides, keep to 1-2 pages, and 2nd page must be 1/3 in length or greater.
- Add your contact information to the TOP of your resume: Name, address, email, home phone #, cell phone #, website.
- Add your name and phone number in the top right corner of second page.

DON'Ts

- Don't lie or include personal information.
- Don't include references available upon request.
- Don't include any instant messaging handles.
- Don't use a font size smaller than 12.
- Don't send files in zipped folders.
- Don't use HTML formatting, images, or pictures in an email.
- Don't try to cram too much info one or two pages by shrinking the margins or fonts.
- Don't be too creative and use headlines, graphics, or borders.
- Do not insert a Career Intent or other paragraph with more than 40 words at the top of your resume.
- Do not use an inappropriate email address. Sexygal@hotmail.com or ladiesman123@yahoo.com is NOT appropriate.

*“An investment
in knowledge always
pays the best interest.”*

– Benjamin Franklin

Resume Example

Stan Dupp
1234 Highlightly Ave
Los Angeles, CA 90200
(310) 555-1234
stan@yahoo.com

Career Intent

Self-motivated and driven to assist in new ventures, expanding projects, advanced startups, or company turn-arounds. Passionate and efficient in creating results driven strategic efforts towards project management, business plans, joint ventures, raising capital, and extreme execution.

Assets

- High energy & positive attitude with a driving desire for team synergy
- High integrity
- Rare and ambitious attitude for learning, being resourceful, and skillfully flexible
- Exquisite dependability
- Exceptional focus on sharpening communication and presentation skills
- Advanced skills in Excel, Word, PowerPoint, QuickBooks, and MS Project

Education

Bachelor in Business and Marketing
Michigan State University, East Lansing, MI
Date of Graduation: Dec 2004 GPA: 3.3 / 4.0

Seminars Taken

Guerrilla marketing to growing your business and establishing your brand
Dale Carnegie 10-week course on Effective Businesses Communication

Relevant Projects

Senior presentation on evolving 21st century business climate
Senior group project dealing with mergers between small businesses and mega corporations

Experience

- Development Strategist – Elite Industries** Boston, MA Sept 03 - Dec 05
- Raised \$4,000,000 within 90 days by creating and implementing a brilliant business strategy that improved the company's brand, image, products, and alliance partnerships
 - Amazed management by developing methods to track inventory data and optimize plant efficiency, increasing cash flow by 15%, and decreasing labor by 10%
 - Coordinated leadership development programs to instill new company practices that successfully lead to the expansion of 2 divisions over 2 years
 - Decreased home construction time by 30% with critical step by step systems and processes for employees, vendors and contractors

CD 3



The Three Phases of Negotiation

- 1 Get ALL job offers in writing before discussing your salary requirements
- 2 Negotiate to enhance your salary and benefits
- 3 Negotiate using multiple offers from one company to negotiate with other companies

Negotiation is not an art it is a process

Phase One: Written Offers

What is a Job Offer?

Job Offer =

A salary figure decided by the company without your input or commitment

A benefits package decided by the company without your input or commitment

A written letter stating your salary and benefits

Time given to review the offer package

Action Step: Role Play With a Friend

Have a friend ask you salary questions and provide responses that do not give an acceptable salary value. Confidently respond to these questions using sample responses found in CD 3.

Ask for the company to please make you an offer. If they are persistent in identifying an acceptable value, convey that you would really need to meet the people that you would be working with, as well as the manager/supervisor. While visiting with these members, you will gain valuable insight into the duties, responsibilities, general company needs, and missing skills...you may even discuss salaries with these potential coworkers.

Gaining insight and knowledge will empower you with leverage to promote your value and contribution, resulting in enhancing their view of your value – and your offer!

If they do not approve your visit with the team, it opens the opportunity to speak to the manager on the phone and further define the position. This also puts the responsibility on the company to provide you with an initial offer, thus allowing you to negotiate later – especially when you can promote how your contribution will fill the needs of the manager you previously spoke with!

You may even find the manager rooting for you, because they realize you are an asset and can help them get their job done.

Phase Two: Negotiating Your Worth

Negotiation =

Providing salary figures and benefits to the company that are different from the company's initial offer

Providing non-emotional evidence, facts and reasoning to support what you want

Providing MVP as proof of your value and worth

Time given to review the offer package

Action Step: *Define Your Purpose – Why Negotiate?*

Why do I want to negotiate?

Action Step: *How Much Money Can I Survive On?*

Before you start negotiating anything in life, you should figure out:

- 1 What you really need
- 2 What you really want
- 3 What you'll accept

Let's now motivate you to want to negotiate. Simply wanting a high salary is in itself not enough to inspire most people to learn to negotiate.

Action Step: *Listing My Monthly Expenses*

Under the column titled My Life, fill in the cost for any item that you expect to pay for on a monthly basis and sum your monthly costs.

Note If one or more of the expenses do not apply, then insert \$0 next to that item.

Use the examples Ms. Conservative Sally and Mr. Fun Joe as reference to help in estimating your costs.

*“The heights by which
great men reached and
kept were not attained
by sudden flight,
but they, while their
companions slept,
were toiling upward
in the night”*

*—Henry Wadsworth
Longfellow*

Ms. Conservative Sally

Pay Yourself First!(Save)	350
Rent/House Payment	700
Phone Bill	50
Cell Phone	70
Water Bill	35
Gas Bill	25
Electric Bill	60
Car Insurance	130
Car Gasoline	70
Car Loan	250
College Loan	200
Credit Card	150
Food (At Home)	200
Food (Eating Out)	200
Household Items	200
Fun / Entertainment	150
Cable TV	80
Clothes	50
Makeup	50
Prescriptions	45
Washing Clothes	20
Health / Fitness Membership	35
Internet Service	45
Hair Cut or Hair Salon (Average per Month)	70
Medical Insurance	50
Stock Market / 401 K	0
Car Washes	15
Church Donation	50
Retail (Credit Payments)	40
Apartment / Home Insurance	40
Emergency Funds	100
Monthly Total	\$3,530

Mr. Fun Joe

Pay Yourself First!(Save)	200
Rent/House Payment	1000
Phone Bill	55
Cell Phone	120
Water Bill	60
Gas Bill	25
Electric Bill	140
Car Insurance	220
Car Gasoline	100
Car Loan	250
College Loan	370
Credit Card	200
Food (At Home)	75
Food (Eating Out)	75
Household Items	100
Fun / Entertainment	350
Cable TV	130
Clothes	120
Makeup	0
Prescriptions	0
Washing Clothes	25
Health / Fitness Membership	45
Internet Service	60
Hair Cut or Hair Salon (Average per Month)	25
Medical Insurance	0
Stock Market / 401 K	200
Car Washes	20
Church Donation	0
Retail (Credit Payments)	0
Apartment / Home Insurance	0
Emergency Funds	0
Monthly Total	\$4,400

My Life

Pay Yourself First!(Save)	
Rent/House Payment	
Phone Bill	
Cell Phone	
Water Bill	
Gas Bill	
Electric Bill	
Car Insurance	
Car Gasoline	
Car Loan	
College Loan	
Credit Card	
Food (At Home)	
Food (Eating Out)	
Household Items	
Fun / Entertainment	
Cable TV	
Clothes	
Makeup	
Prescriptions	
Washing Clothes	
Health / Fitness Membership	
Internet Service	
Hair Cut or Hair Salon (Average per Month)	
Medical Insurance	
Stock Market / 401 K	
Car Washes	
Church Donation	
Retail (Credit Payments)	
Apartment / Home Insurance	
Emergency Funds	
Monthly Total	\$

Listing My Monthly Expenses

Action Step: Determining the Minimum Salary My Lifestyle Can Afford

Now that you've listed and totaled your monthly expenses, let's determine what your monthly salary would be before taxes. Divide your Monthly Total by .70 to determine your minimum monthly. This is the salary necessary for you to survive, assuming you're being taxed at 30%.

My Monthly Total

_____ divided by .70 = My minimum acceptable salary for my lifestyle

My monthly acceptable salary for my lifestyle is: \$ _____

Action Step: Drafting My Negotiation Letter

Prior to receiving your first employment offer, start drafting a template negotiation letter to get a head start while you're waiting for offers to come in. Use the template and sample Negotiation Letter to assist you.

Action Step: Identify What Can Be Negotiated

Now is the time to evaluate things that can be negotiated as part of your offer package and decide what's important to you. You'll then identify what you want and ask for it in your negotiation letter.

- Salary
- Number of paid vacation days
- Benefit package or "menu" benefit plans
- Educational/tuition reimbursement
- Sign-on bonuses
- Pension Plan
- Relocation expenses or allowances
- Storage rental while seeking housing
- Subsidized housing
- Overtime vs. no overtime
- Fitness membership
- Rotational program opportunities
- Assistance selling your house; relocation services
- A performance and salary review date earlier than normal
- Stock options
- Start date

As an automatic and non-emotional response, you should always attempt to determine what is negotiable at each company. Identify the top four things you value and ask the hiring manager how you can enhance each of them. Never tell them you want to negotiate the item, ask them how they can enhance or adjust the benefits slightly to your benefit.

"One of my favorite sayings is, 'I don't whistle because I'm happy; I'm happy because I whistle'"

– Dolf de Roos

Negotiation Letter Template

Date
Your Address
Your Fax #

Company name and address

(See Company Evaluation Form)

Thank the company again for extending a job offer

Insert date of last interview (See Company Evaluation Form)

Compliment the company by referencing something that was mentioned or noticed

Include interesting or unique facts you learned about the company.

(Location, mountains/ocean/city/forest, workout facility, system of doing business, educational program, personalities of the people you met, employee morale, demeanor, and/or behavior, unique hours, bonus program, unique product, or program).

Reinforce your interest in the company, by acknowledging something that the company has done to raise employee morale or to create a desirable working environment

(High employee morale, interior color or new office furniture, workout facility, pool, recreation center, desirable job duties or description, company dress code or uniform, company practices, weekly team building exercises, business travel destinations, rotational programs, leadership programs, internal educational programs, sales incentive programs, performance incentives, expected growth or new product line...etc).

State MVP you have demonstrated in past experiences

State MVP the company is looking for in a candidate

(See Company Evaluation Form)

MVP you observed the company having or needing to succeed in business

Expresses very general differences of your city compared to the company's city

(Size, location, temperature, and/or environment).

Insert price differences of commodities

Insert a salary range for similar jobs in the industry

Ask to increase your offer by a specific amount and provide support

Confidently convey your reasoning for this letter

Briefly explain your level of self worth, experience, efficiency, ability to work with others and/or unique talents.

Ask for them to respond by mail or fax

List your address and fax number

Thank them for considering amending your offer

Sample Negotiation Letter

December 6, 2006

1490 Autumn Dr.
Des Moines, IA 50322
(555) 123-4567 Fax

Susan Williams
M&M Products Inc.
2389 South Brook St
Dallas, TX 75244

Thank you for the opportunity to interview on November 30, 2005, as well as extending a job offer to work at M&M Products Inc.

I was definitely impressed by the customer sales program that your company has woven into business. Having a solid foundation for a new product line is smart business. From speaking to several members of your team, it was apparent that the performance incentive program really helps create a motivating environment.

I was energized at the thought of working at M&M Products because I'm a motivated person that thrives in positive, dynamic, and high energy offices.

My experience with teams and positions has allowed me to maintain a high level of:

- Persistence
- Organization
- Leadership
- Diplomacy
- Creativity
- Punctuality

Because the position at M&M Products Inc. requires these qualities, I'm confident that I would be an excellent candidate for these and other challenging tasks. There's no question that I would be able to excel in the duties and responsibilities the job requires. I am a person who thrives on learning and working in an environment that requires:

- Teamwork
- Energy and enthusiasm
- Aggressiveness
- Honest
- An eye for detail

Dallas seems like a very exciting and lively city; definitely more diverse than Iowa. While there, I noticed the prices of things were different than I'm accustomed to. For example, I found the price of gasoline was \$3.36 compared to \$2.80 per gallon (a 20% increase). Car insurance there was \$1,400 compared to \$900 (a 55% increase), a gallon of milk there was \$3.64 compared to \$2.80 (a 30% increase), apartment rent there was on average \$1,125 compared to \$850 (a 32% increase), a dozen eggs there was \$2.40 compared to \$1.80 (a 34% increase), average electric bill for an apartment there was \$65 compared to \$45 (a 44% increase).

In comparing other positions requiring similar education, skills, and experience, I've found the publicized salaries to range from \$45,500 to \$60,700. If you are able to increase your initial offer \$1.00 per hour, I will confidently feel the duties and responsibilities will correspond to my experience, ability to effectively coordinate projects, as well as my exceptional ability to get the job done right.

I'm aware of your reputation in regard to my work performance, and I will not let you down!

Please fax any responses to (555) 123-4567 or mail them to 1490 Autumn Dr., Des Moines, IA 50322. Once again I look forward to talking to you and thank you for considering amending my initial offer.

Sincerely,
Amanda Higher

Company Ranking

Action Step: Tracking and Ranking Your Job Offers

This Action Step uses a chart to track offers as they come in using a ranking process. Rankings will continually change so use pencil to denote initial offers, negotiated offers, as well as improved benefits.

Phase Three: Make Money Using Multiple Offer Letters

Your goal is to increase and improve your latest offer through the use of other job offers. To succeed, you'll send a professional letter to the desired company that denotes another company's competitive salary offer. In the letter, you'll ask for the company to improve and enhance your current offer.

This professional letter is called a Multiple Offer Letter.

Action Step: Create your Multiple Offer Letter

- 1 Draft a Multiple Offer Letter template using the example provided.
- 2 Use your template to create a customized letter for each company.
- 3 For each company's letter, individually reference your Company Evaluation Form and promote yourself by inserting those MVP desired by each specific company.

*“The art of acceptance
is the art of making
someone who has done
you a small favor wish
that he might have done
you a greater one”*

– Russell Lynes

Rank	Company Name & Contact Name	Company Address & Phone Number	Salary After Negotiating	Improved Benefits	Time Period Dates to Review the Offer	Deadline Date to Make a Decision By

Phase Three: Making Money From Multiple Offers

By obtaining multiple offers from several companies, you can increase your salary offer from the company of your choice. Naturally, there is a tactful and appropriate way to do this. You can legitimately make it known you have received other offers, while at the same time emphasizing your desire to work specifically with one company. Many candidates who have followed this system have successfully increased their offer in this way.

On the next page you will find a sample letter that communicates your situation as a recipient of multiple offers.

Sample Multiple Offer Letter

January 17, 2006
104 Goodbudy St.
Atlanta, GA 30309
(404) 123-4567 Fax

Iva Gotyanumer
M&M Products Inc.
2389 South Brook St
Dallas, TX 75244

Thank you for responding and accommodating my previous salary request. I have carefully evaluated the offer and am very much honored and excited. I know you are looking for a candidate that can grow with the company and that you can depend on to get the job done right the first time.

Your company has one of the best rotational programs I have seen. I can see myself passionately growing and contributing with Mr. Udaman and Mrs. Prestobe on the exciting new proposal. I know it will take a lot of dedication, teamwork, and creativity to make the deadline.

As you know, I am looking for a career that has more responsibility than past positions I have held. Your company offers a great deal of potential and that's why I'm energized with the possibilities.

During the last few weeks several other companies have also responded favorably. This career change in my life has created opportunities that I did not expect. I have been offered a position in the same industry with similar duties and responsibilities. This company has offered similar benefits with a salary of \$47,500. This is slightly higher than your current offer of \$45,200 and I'm optimistic that if you're able to surpass their \$47,500 value, I can finally rest with a decision to join M&M Products Inc.

From researching and interviewing at many different companies, M&M Products has been the sole company that has exceeded my expectations of professionalism and high moral character. Companies succeed not in spite of these characteristics, but because of these characteristics.

Please fax any responses to (404) 123-4567 or mail them to 104 Goodbudy St., Atlanta, GA 30309. Once again I look forward to talking to you and thank you for considering this letter.

Sincerely,

Isle B. Werkinhere

credits

Designed and produced by

BrandWithin Inc, Phoenix, Arizona

Concept and creative direction	<i>James Burgin, Jon Ward</i>
Graphic design	<i>Mingoo Kang, Daniel Braha</i>
Production management	<i>Diane Zoller</i>
Educational consultant	<i>Dr. Stephanie Burns</i>
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Intern	<i>Nash Cook</i>
Coordination	<i>Peggy Baxter</i>

Audio Programs

Creative direction	<i>James Burgin, Jon Ward</i>
Audio design	<i>Craig Quist</i>
Program host	<i>Jon Ward</i>
Presenters	<i>Eddie Rezek</i>
Executive producer	<i>James Burgin</i>

s p e c i a l r e p o r t

Seven Steps to Boost Your Learning

by Dr. Stephanie Burns



Seven Steps To Boost Your Learning

A Trump University Special Report

by Dr. Stephanie Burns

Meet Dr. Stephanie Burns at StephanieBurns.com

Illustrations by Katja Toureg

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What results do you desire from this Trump University program?

Here are tools to help you *immediately increase* those results. All that is required is for you to study and act on the steps provided.

By following the *Seven Steps to Boost Your Learning*, you will begin to:

- Accelerate your progress through the program
- Increase your recall of new information
- Strengthen your mastery of the material
- Remain energized throughout the course
- Transform new knowledge into real-world action

About Dr. Burns

Dr. Stephanie Burns is one of the world's leading authorities on adult learning and goal achievement. She has devoted her career to researching the challenges individuals face when they tackle new knowledge and embark on new ventures. Her proven strategies have transformed the lives of thousands of people throughout the world.

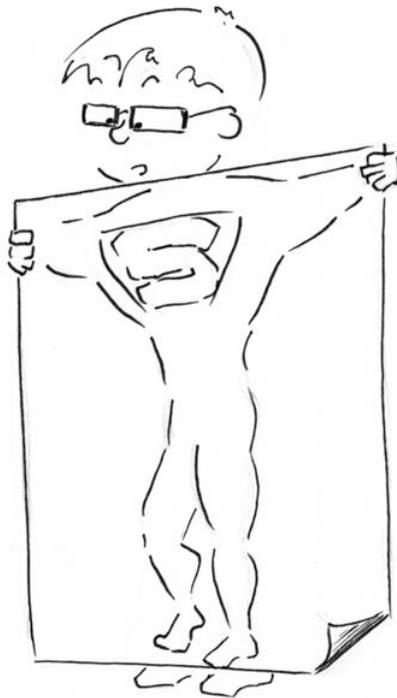
Over the past 20 years, Dr. Burns has applied her skills to an extraordinary range of endeavors, including wealth creation, corporate management, Olympic athletics, computer technology, horse riding and the learning of musical instruments — to name just a few.

As Trump University's educational consultant for home study programs, Dr. Burns provides a unique methodology for accelerating your success in the fields of business, wealth creation and personal development.

Learn To Learn Faster

The Seven Steps presented here are excerpted from *Learning Explosion*, Dr. Burns' new breakthrough program for Trump University. The total program includes many more powerful steps for you to act on, and three compelling audio CDs featuring Dr. Burns. For the full benefit of this extraordinary methodology, be sure to order your copy of *Learning Explosion* from Trump University.

Define The Big Outcome



*When you look behind who you know yourself to be today,
who do you imagine it is possible to become?*

Purpose:

To understand that goals have end points. You have as your intention to go from where you are today with some knowledge or skill to somewhere else as a result of learning.

Goals may continue to be set at higher and higher levels, but this is best done over time, as the experience of achieving a series of small, related goals help to shape the future, larger goals.

Tip:

Goals are always about something. They are never about nothing. Goals take you from the place you are today to some condition you want to experience in the future.

Goals are about change.

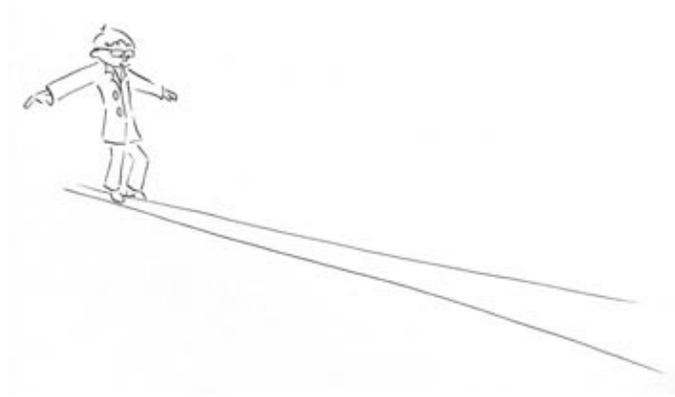
The more specifically you state the goal the easier it will be to achieve. For instance, setting a goal to be wealthy is problematic because it is too vague. Goals should be very specific. You should know now how you will know when the goal is achieved.

Action:

1. On the form below write a short list of your goals related to this particular program from Trump University.

2. Now, ask yourself the following question for each goal on your list: How will you know when you have achieved the goal – what will be the evidence? Use the questions below to guide you.
 - What will you see yourself doing?
 - What kinds of things will you see in your environment?
 - What kinds of things will you hear other’s say or be saying to yourself?
 - What kinds of things do you imagine other people will be saying to you?

Prepare Yourself For Discomfort



Learning is not by nature a “fun” experience, although in moments it certainly can be. But in the main it causes discomfort by forcing us to leave solid ground having to find our balance in what can feel like a long thin shaky pole!

Purpose:

To understand that when you are learning you will most definitely be feeling sensations from mild to strong discomfort in some learning situations.

Tip:

The only time we are comfortable, in other words when we feel nothing, is when we are doing what we know how to do. All learning stimulates our nervous system – brain and body and that stimulation has affects. The feelings of learning are an important signal that learning is occurring.

In learning situations we are prone to experience, or anticipate that we might experience, discomfort. This can be mild or strong, and relate to boredom, frustration, confusion or anxiety. This experience is a natural and normal part of the learning process.

Action:

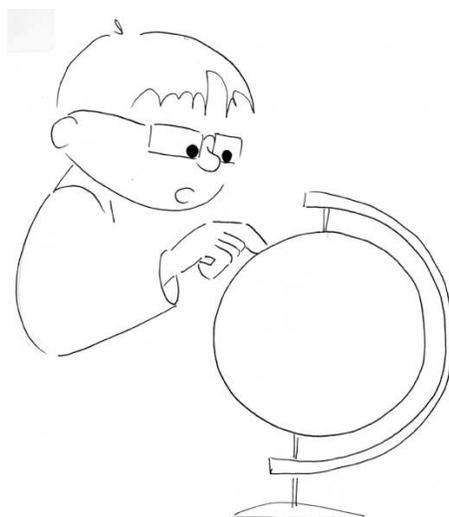
The normal human response is to STOP doing whatever is causing the source of the discomfort. Stopping, avoiding, or procrastinating are NOT good responses as they will block your achievement of the goal.

Take a moment to think about earlier learning experiences, and note the instances in which you described a possible negative feeling or discomfort. These feelings may recur on this new adventure and you will need to prepare for the effect of the discomfort.

In the space below, make a list of uncomfortable or negative feelings and experiences related to learning. Next to each item write what you can think of NOW that you will do when and if that negative factor manifests. In other words, what will you DO if you do get bored, tired, confused, frustrated or anxious.

Negative factor	What I will do to handle it

Map Your Activities



All learning goals have a distinct path going from where you are today to the place you hope to arrive in the future.

Purpose:

Knowing in advance the nature of the particular learning process you will engage in is important to preparing for the events that are about to unfold.

Tip:

When we think in advance about what is going to be expected of us when we embark on the pursuit of a new goal we have the opportunity to avoid premature abandonment of the goal caused by the some times surprising nature of the experience. The more you know in advance about the nature of the range of experiences you will have the better equipped you will be to handle those experiences.

Action:

Use the questions below for self-reflection. Record your responses in the spaces provided below.

1. Every goal has a range of activities you will have to engage in. These might include: reading, writing, testing, experimentation, practice, working with others, working with a tutor, and so on.

Choose one of your goals — related to this program — that requires you to learn new skills or knowledge. Now list all of the kinds of learning activities you will engage in.

2. Activities also relate to managing some personal life elements and also mundane activities. These might include: managing the family, driving a long distance, parking in congested areas, and eating.

What kinds of additional life elements or mundane activities are going to be part of your goal pursuit?

Every goal has a discrete number of actions that must be taken over time – although the number of actions may not be known at the start. Some of those actions relate to learning, while other relate to managing yourself in the process.

Check Your Environment



Look around. Are you in the best possible place for learning?

Purpose:

To understand that the environment you choose for learning may be a critical factor in your success.

Tip:

As children we often had classrooms and areas in the home set up for learning. Many adults do not factor this aspect into their early learning successes. As an adult you will also require some thought about where you decide to do your learning activities.

Action:

Use the questions below for self-reflection. Record your responses in the spaces provided.

1. Review again the list of learning activities involved in your goal. What kind of environment do you believe will be best for you to focus and concentrate?

2. Do you have access to this kind of environment, and if not, where can you go to have the kind of environment you need?
3. In your chosen environment(s) what do you see around you that might cause a distraction? (ie, your email program signaling the arrival of new mail, things to play with on the desk, etc.)
4. Before you begin, take some time to prepare this environment to be most settling for you to sit comfortably and work without distraction.

Prepare Yourself



When you sit down to learn you should feel good about yourself!

Purpose:

To understand that when you are learning your state of mind and body play a roll in your concentration and success.

Tip:

Before you begin a learning session take care of yourself.

Action:

Use the questions below for self-reflection. Record your responses in the spaces provided.

1. What are the things that tend to distract you personally when you sit to study?

2. For each of the items above, make a plan to take care of them BEFORE a learning session. If you are likely to be hungry, eat first. If you are likely to need to move, then go for a walk first, and so on.

Set A Time Frame



How long a learning session will be should be decided BEFORE you sit down!

Purpose:

To understand that anticipation is a very powerful motivator and that long sessions, ending in fatigue kill anticipation for future sessions.

Tip:

Keep your study sessions short and do them often.

Action:

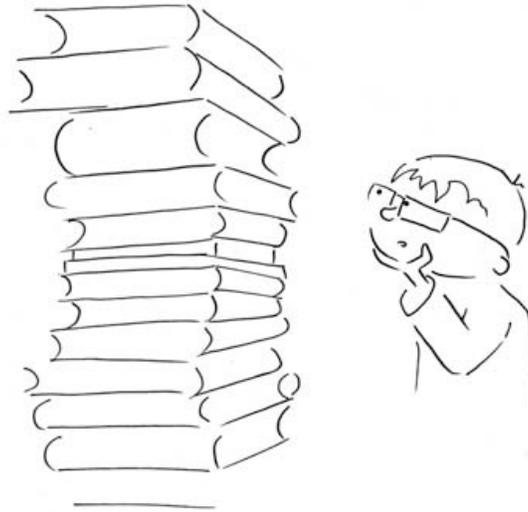
Use the questions below for self-reflection. Record your responses in the spaces provided.

When you have a learning goal that requires consistent action over a long period of time, it is important that you manage the feelings you have at the end of each

session. Many adults sit down to read or study with no thought to HOW LONG or HOW MUCH they will do. They then often end a session when they are fatigued or confused. This makes starting another session later or tomorrow challenging.

For each learning session set an exact time period. When that time ends, no matter where you are, STOP and go do something else. Then, plan and look forward to your next session.

Set Up Questions



For an adult learner reading everything is not useful, nor is it necessary!

Purpose:

To understand that achieving outcomes for learning sessions is greatly enhanced if you prepare your brain with questions you want to answer.

Tip:

Much of learning is about knowing about something you don't know now, or about knowing how to do something better than you do now. You will benefit by knowing the questions you are striving to answer. Set specific questions for every learning session and always have a list of big questions you are pursuing in your goal.

special report

Become the the Perfect Candidate

by Eddie Rezek



Become the Perfect Candidate

A Trump University Special Report
By Eddie Rezek

*I'll study and get ready and be prepared
for my opportunity when it comes.*

— Abraham Lincoln

This report is a special excerpt from Eddie Rezek's book:

Interviewing 101: How to get Any Job You Want... Guaranteed!

Available from www.interviewing101.com

Become the Perfect Candidate

If you've ever read a classified employment ad, and who hasn't, you've probably noted that they are all looking for a specific set of job-related skills. Things like number of years of experience, college degrees, and training are what we usually find. There are actually more important and compelling sets of qualities that employers look for, more important than whatever an ad or a job description states. This section will show you how to identify these qualities. This will enhance your own self-image to become —Ta-da!— The perfect job candidate!

Employers are looking for a specific set of qualities

No, not being someone you're not. Don't get us wrong. But do you go out on a date trying to look your worst? Of course not. We're giving you a career makeover. You'll still be yourself but companies will now view you as highly desirable.

*The most
exhausting
thing in life is
being insincere.*
— Anne Morrow
Lindbergh

Contrary to popular belief, companies interviewing people for jobs aren't doing it just to keep their human resources people busy. They NEED people. A job needs to be done. That job contributes to the company's bottom line, either by increasing sales, improving productivity, or cutting costs.

You've heard the phrase 'time is money.' This means that if an employer is spending the time and money to find someone to hire, you can bet on two things:

- There's a job the company needs done
- The faster they hire the person, the better

This works in your favor, since you're going to be the best candidate.

Employers interview because they need to hire people, fast

Most companies realize that the most important qualities to look for are not found in your specific skills, experience, or education. It is a widely *unknown* fact that in business, you are hired twenty percent for what you know and eighty percent for who you are. Employers understand that every job is unique and will require some sort of training. Even doctors and lawyers have to acclimate themselves to new procedures and people (especially people).

A common concern among employers today is loyalty, or the length of time an employee will stay with the company. After you're hired, the company invests time and money in your training and your mistakes, as well as the anticipation of lowered productivity while you learn your job. That's a given, but if you're the type who'll be leaving soon, that's a bad investment for the company.

Conversely, if you are a disruptive, or worse yet, a negative influence on the company's profits (i.e. lazy), then they will have to expend effort for you to be removed and replaced.

Employers want to reduce training costs and problems

All these factors make prospective employers more cautious about hiring. They have changed their hiring policies to find out *who you really are* before they hire you.

We started this report discussing how you will become the perfect job candidate. Since that means something different to everyone, how do we figure out what a company is looking for?

Simple. They tell us!

Information published by an employer will tell you what they are looking for

Most businesses produce brochures, news releases, sales materials, and other kinds of literature that define who they are. Some of this

material is public information, and some is for its employees. Inside this material we find many clues, or keywords, as to the company's ideal candidate. If you can, get a hold of and study a company's internal publications. (You'll often find this information on the company's website.)

If you have not sensed it already, many industries have changed. They have changed the way they do business, they have changed the way technology is used (lessons learned from the dot com boom and bust), and as a result, they've realized that the profile on the people they once hired needed to change as a result.

Pull off your blinders and step into 2006 with x-ray vision on how companies now think, believe, and act. This starts with a correct understanding rather than personal perception of what company's value. **"Get That Job"** will reveal your assets, empower you with a way to package yourself, then all you need to do is present this package and articulate the specific qualities you offer...which just so happen to be many of the things that companies are desperately seeking.

All Fords are exactly alike, but no two men are just alike. Every new life is a new thing under the sun; there has never been anything just like it before, and never will be again. A young man ought to get that idea about himself; he should look for the single spark of individuality that makes him different for other folks, and develop that for all he is worth. Society and schools may try to iron it out of him; their tendency is to put us all in the same mold, but I say don't let that spark be lost; it's your only real claim to importance.

— Henry Ford