



HOW TO LAND A JOB WHEN YOU'RE OVER 50



- 
- re-structured out 3 times
 - 4 industry transitions
 - multiple role transitions
 - 12 career promotions
 - certified career coach

- 
- leverage your “ageless” skills
 - value-add vs. years of service
 - be the guide, not the hero

marketing 101

WHY PEOPLE BUY THINGS





- Physical
- Emotional
- Philosophical

- The lawn needs help!
- Embarrassment, shame.
- It shouldn't be so hard to have a great looking yard!

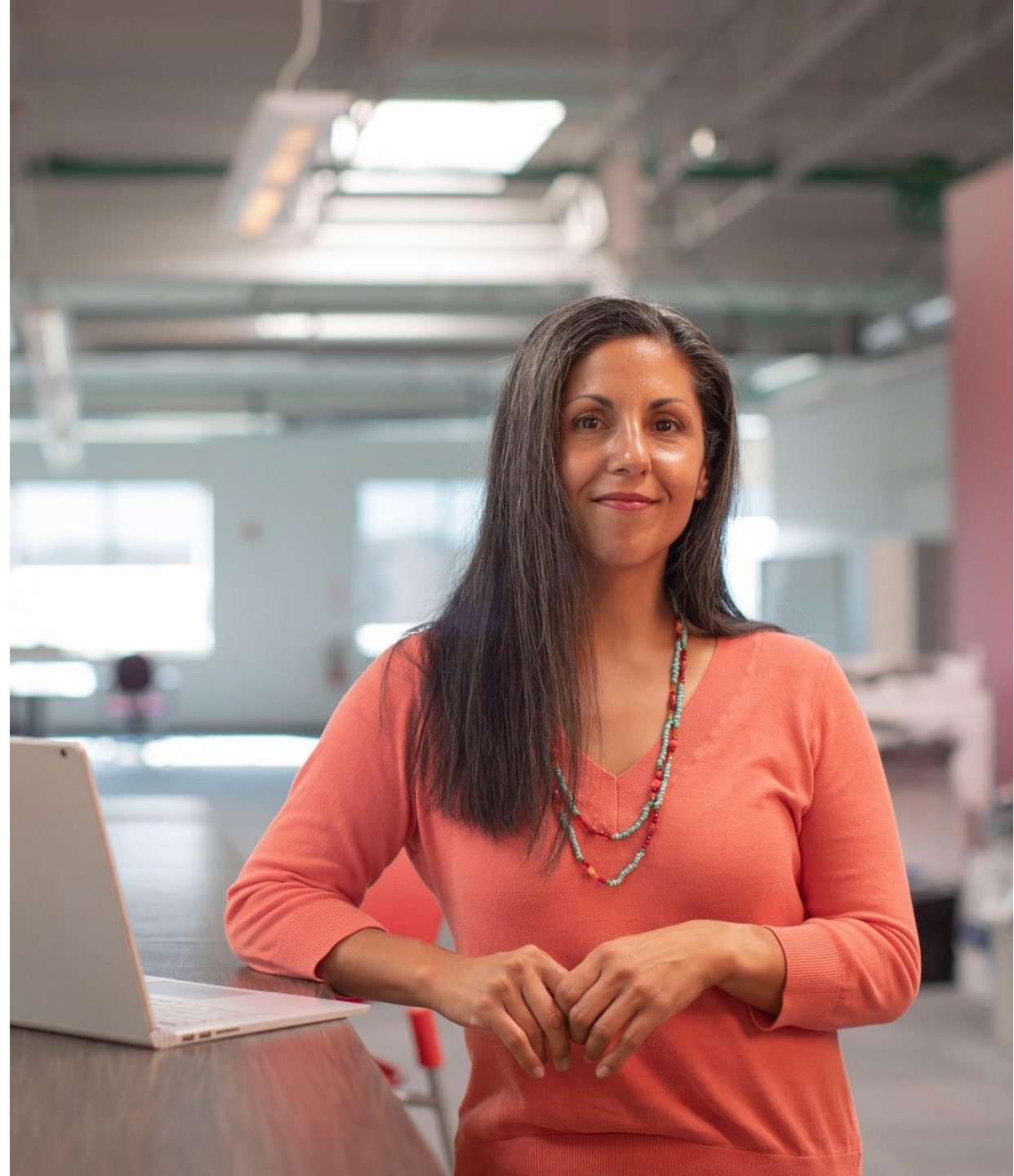


- Address a problem.
- Relieve an emotional pain point.
- Create a value-add experience.



marketing yourself

LEVERAGE “AGELESS” SKILLS





FOCUS ON TRANSFERABLE
SKILLS + ACCOMPLISHMENTS

What problems did
you **SOLVE**

What are your
STRENGTHS

What did you **DO**

How did you
BEHAVE

What did you
CONTRIBUTE

TRANSFERABLE SKILLS

ARTISAN ARCHITECTURAL DESIGN

Executive Assistant

Reports directly to CEO. Prepare reports, file and organize documents, create presentations. Manage office budgets, implement and maintain procedures and office administrative systems. Deal with a wide variety of correspondence, complaints and inquiries. Cross-functional communication with staff and clients.

Adaptability

Organization

Communication

Problem-Solving

Teamwork

Leadership

TRANSFERABLE SKILLS

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value vs. years of service



be the guide, not the hero

Show them what success looks like.



Then and in the FUTURE.

Why do people buy things?

Why will you get hired?

They catch a vision of what their life will be like after the purchase.

What life looks like with you in the role.

They see the value.

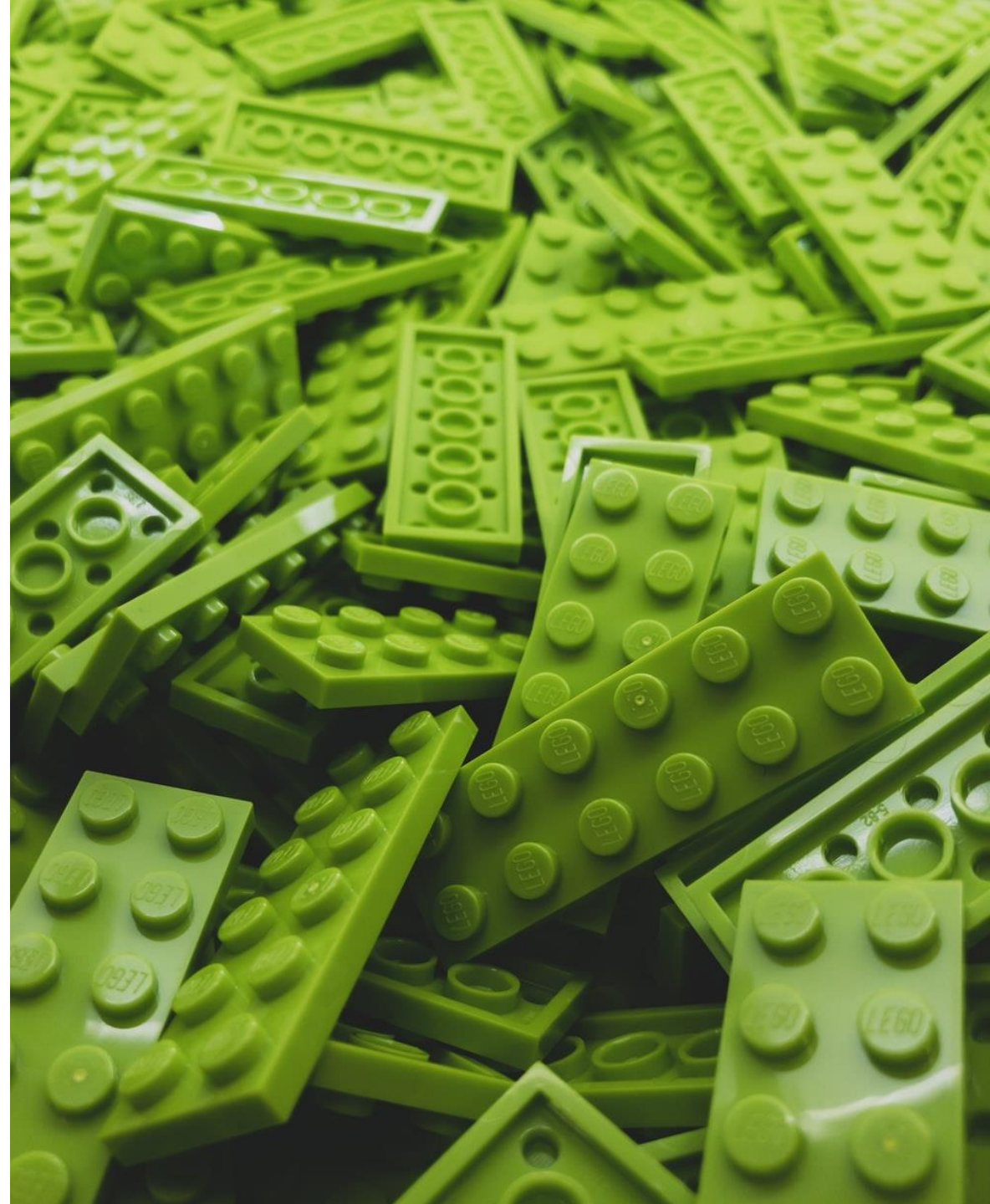
They envision the result.

life is better.



how to get the job

WHAT MATTERS MOST



belief in yourself

belief in your
unique proposition

belief in your
prospective employer



The background of the image is a close-up, slightly blurred view of numerous green LEGO bricks. The bricks are scattered and overlapping, with some showing the embossed 'LEGO' logo on their studs. The lighting is soft, highlighting the texture and color of the plastic.

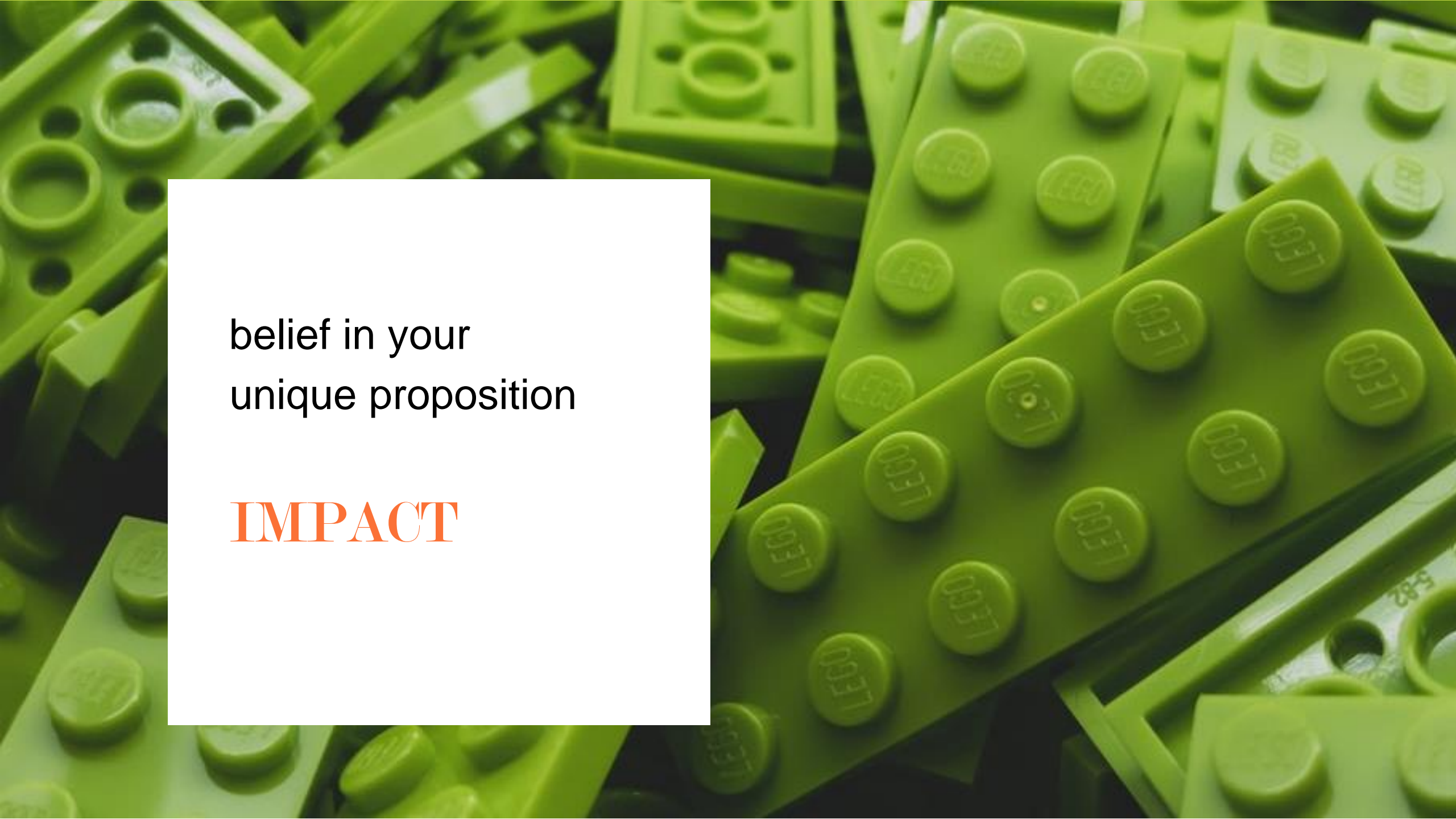
belief in yourself

strengths

skills


accomplishments

traits



belief in your
unique proposition

IMPACT



belief in your
prospective employer

*willingness to
see your value*



A sale is a transfer of belief + enthusiasm.

When you **BELIEVE**, the person on the other side of the desk will believe, too.

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questions?

