

THE

3-2-1

METHOD FOR

CRAFTING YOUR CAREER STORY

& SHARING IT

**LOUD &
PROUD**

WITH THE PEOPLE WHO MATTER MOST

WITH

MO FAUL



YOUR 3-2-1 CAREER STORY

Ever wish you had a compelling answer to the “What do you do?” question? The kind of answer that actually gets people to stand up and take notice?

And that you actually knew how to build the kind of network that wanted to help you get your career story heard?

- ✓ So you can switch careers and get that new job you've been dreaming about.
- ✓ So you can finally nail your pitch and snag that promotion.
- ✓ So you can start your new business out with a bang.

Or so you can impress the hell out of senior management at your next company party and finally get noticed already.

Well, here's your chance.

The 3-2-1 Method for Crafting Your Career Story and Sharing It Loud & Proud with the People Who Matter Most will guide you to:

- ✓ Craft your story
- ✓ Create your list of who to share it with and where to share it first
- ✓ Build your confidence in sharing it
- ✓ Make your next and most important step in your career

Communicating who you are and what you want isn't easy. Figuring out WHAT you want is difficult enough as it is. Once you do know what you want, then you have to find a way to communicate it.

You don't want to be in your face, or too unsure to take seriously. And you sure as heck don't want to be seen as “that arrogant jerk”. That's not kick ass at all.

You're reading this because you want more from your career. You want to keep moving, to use your skills and talents, and to get noticed. And that's what I'm going to help you do.

A lot of people ask me, "How is knowing what I want and being able to tell my career "story" going to help me? Aren't there a lot more important factors when it comes to moving up in my career?"

I get it. Telling your story can seem light and fluffy and far less important than being able to list your tangible accomplishments.

But I'll tell you, when you know how where you've been fits in with where you're going (even if it makes no sense on paper), and you know how to communicate that confidently and with pure conviction, you'll be rewarded with opportunities you never knew existed.

So, let's get crackin'.

LET'S GET CRACKIN'

WE'LL GET THERE IN 3 EASY STEPS. I CALL IT THE 3-2-1-PUNCH:

- ✓ Give Yourself Some Labels (3 facts about you)
- ✓ Tell Your Story (2 short stories)
- ✓ Know Your Ask (1 request)

1. GIVE YOURSELF SOME LABELS

We like labeling ourselves. Well, most people do. And in the world of work, and talking about work, labels work really well. Besides, how annoying is it when you're at a party and you ask someone, "What do you do?" and they say some non-starter like, "I don't like to put a label on myself... I'm many things." Ugh. You know where that would get you in a networking meeting, right?

So, don't be afraid to call yourself out to make it easier on others, which is what this is all about anyway.

1. GIVE YOURSELF SOME LABELS

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Here's the formula:

1. Your name
2. Your title/work
3. The VALUE you provide

EXAMPLES:

*Hi, I'm Jenny.
I'm an accountant at ABC.
I help business owners save money.*

OR

*I'm Dr. Jones.
I'm a heart surgeon, just like the doctor who saved my brother's life when I was a young boy.*

Let's give it a go:

Hi, I AM (your name).

I (occupation).

I (action word or emotion) so they _____.

2 TELL YOUR STORY

This piece has 2 parts. It's your story.

1. *Why do you do what you do? What led you to this work?*
2. *Why is the work you do so different or special?*

Right now, you might be saying, "I'm an accountant or a banker or a landscaper. What's so special about that?"

Everyone has a story about why they do what they do. There's always a story waiting to be told.

Example: You're an accountant because ever since you can remember you've loved lining things up in logical ways. You like things that make sense and problems that have answers. Now, you love organizing business information and making the owners' lives easier.

Example: When you were a little girl your 2 favorite things were killing everyone at monopoly and watching the tellers at the bank shuffle all of the money. You knew money was where it was at and you wanted to play that game. You also noticed how happy everyone was when they had money. Now you're a banker and you spend your days helping people make and keep more of their money.

2. TELL YOUR STORY

MO FAUL

Example: When you were young you loved the smell of dirt and you spent hours playing in it. At 10 you started your own lawn service and by 17 you were designing flower beds for your parent's friends. You love making people smile and in your job as a landscaper, you get to do that every day.

Notice how each of these stories shared 3 things in common:

1. They started with a reason
2. In the middle a decision was made
3. The end explains the value they bring to others

If taken a little deeper, these stories allow us to paint a picture in our minds of the scene. We can see the girl in

the dirt and the girl counting out her monopoly money in front of her angry siblings. And we see how these people have brought their passions into the adult world.

Here's how the accountant might tell her story:

Story: *"Accounting is the way I help business owners save money. I really get a thrill looking into expenses and solving cost issues. One of my clients had a vendor charging way too much for an everyday item. I helped him identify the breakdown and now he's saving thousands every month. That's why I'm an accountant."*

2. TELL YOUR STORY

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Give it a whirl.

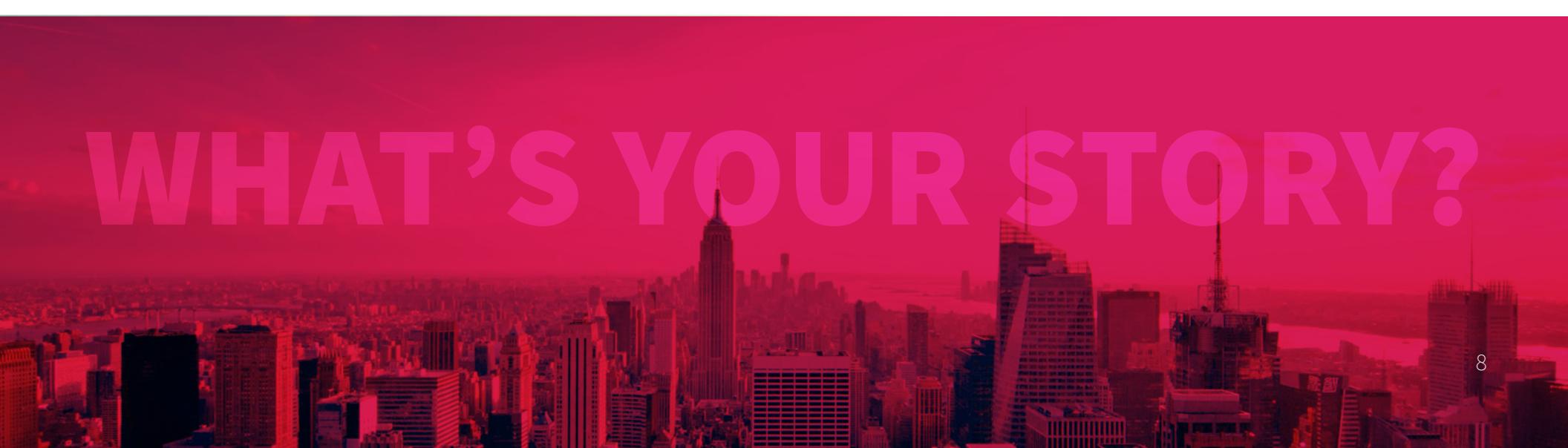
_____ in the way I _____.

and _____.

When _____ happens, I love that I get to _____.

That's why I'm a/an _____.

WHAT'S YOUR STORY?



KNOW YOUR ASK

3.

Your ask is going to depend on context. If you're going to a general networking event, your ask is going to be different than if you've set up an informational meeting with someone at a company you're researching. Different still if you're meeting with a senior manager in your own department.

But no matter what the context, the key to making the ask is confidence and conviction, which come easier once you have become clear on who you are (Label) and why you do what you do (Story).

I recommend you practice your ask 10 or 20 times before you're ever in a position to use it. So, imagine you're about to have a busy week. In fact, you're meeting with:

1. *a senior manager at work*
2. *a whole bunch of random people at a general networking event in your industry*
3. *someone from a company you've been researching*

Write down your specific ask for each one. Then practice it until you've got it down cold, but not so cold that it sounds rehearsed.

And remember to be cool about it.

3. KNOW YOUR ASK

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In the case of our heart surgeon, this would be awkward... “Know anyone with heart disease who I can cut open and save?”

This ASK would be better:

“I hope you don’t need my services, but someone you love, might someday need help. I would love to hear from you if you ever need any heart care.”

Or, you could take a different approach and use the opportunity to conduct some research by asking, “What’s your biggest challenge when it comes to staying healthy?”

People LOVE it when others ask them questions. We love giving our opinions and this is a great way to open the door.

Bring the person into a thoughtful place, let them guide the conversation, and then see if you can make a case for keeping in touch. It’s not always going to make sense, but if it does, don’t be afraid to make the ask.

The reality is, you can be crystal clear on who you are and what your story is, but if you can’t make the ask, nothing is going to happen.

AS I LIKE TO SAY, THE UNIVERSE IS NOT WAITING TO DROP OPPORTUNITIES ON YOUR LAP. YOU HAVE TO GO GET THEM. AND YOU GET THEM BY ASKING.

How to Make the Most of Networking Opportunities

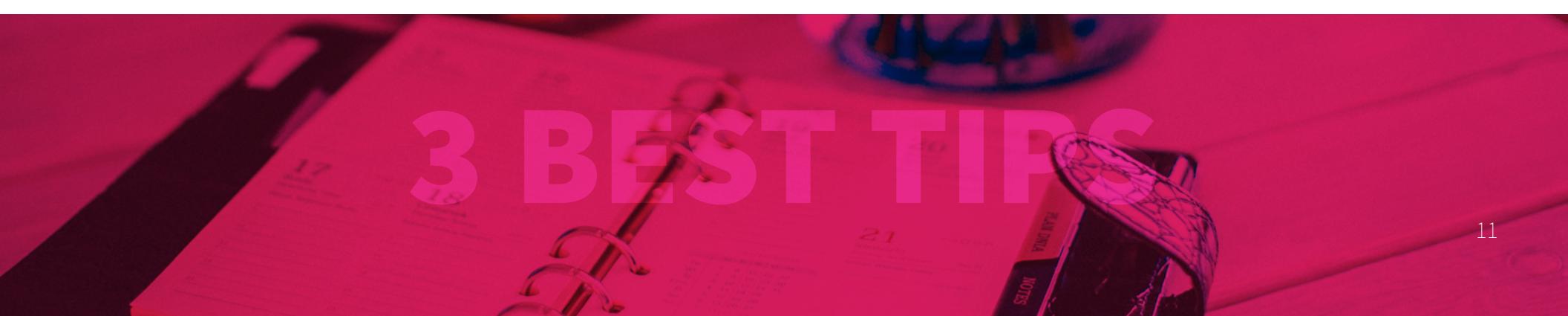
Most people I talk to don't like networking events.

They feel awkward or vulnerable or they feel like they don't measure up to the others in the room.

As a result, most of them leave wishing they had stayed home to binge watch Game of Thrones and because they failed to put themselves out there in a compelling way at the event, it's as if they didn't show up anyway.

Here are my 3 best tips for kicking ass at your next networking opportunity:

1. Prepare
2. Pay Attention to Your Body Language
3. Leave People Better than You Found Them



3 BEST TIPS

1. PREPARE

I'm still amazed by clients who tell me they're just going to "wing it" when they go to an event.

Please don't do this. Prepare. Practice. And approach it like it's the most important job interview of your life. You never know who's going to be in the room. Trust me, you don't.

2. PAY ATTENTION TO YOUR BODY LANGUAGE

Smile, heart open, hands open and shoulders back.

And remember that everyone else is probably feeling nervous too. Why do you think there's always such a long line at the bar!

3. LEAVE PEOPLE BETTER THAN YOU FOUND THEM

You have the opportunity with each person you meet to make them feel good, heard and valuable. If you do that, they will remember you.

**So, are you ready to share your career story
loud and proud with the people who matter
most... no matter when and no matter where?**

If you're still wondering about the power of telling your story, maybe this will swing your vote.

Every single promotion I was offered was because I became clear on what I wanted and I made the ask. Every single one.

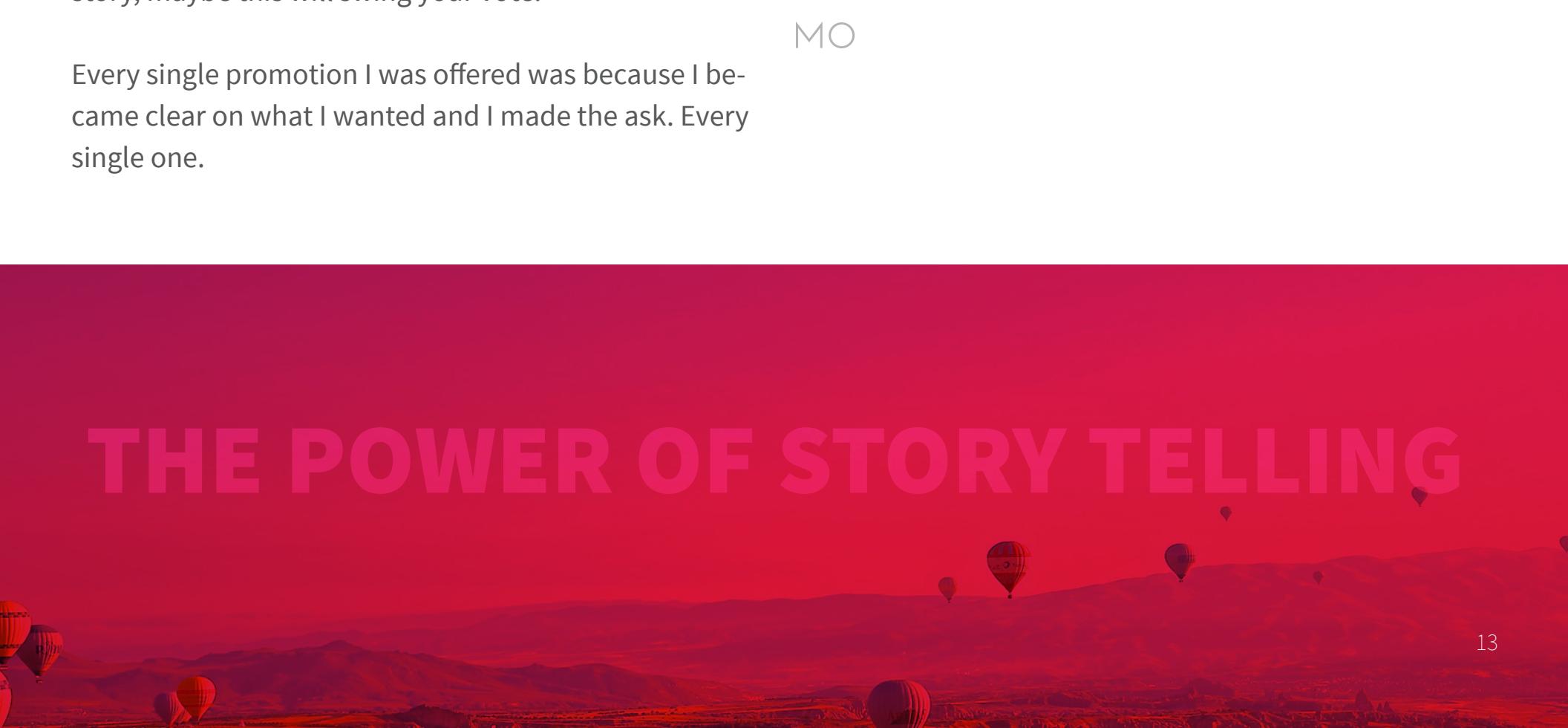
And while I like to think I'm pretty special, when it comes to this experience, I'm not the exception at all.

Here's to your fast and furious upward trajectory.

And, to kicking ass.

MO

THE POWER OF STORY TELLING



FACTS ABOUT YOU

3.

"Hi, I'm Nancy.

I'm an accountant at ABC and

I help business owners save money."

SHORT STORIES

2.

"Accounting is the way I help business owners save money. I really get a thrill looking into expenses and solving cost issues. One of my clients had a vendor charging way too much for an everyday item. I helped him identify the breakdown and now he's saving thousands every month. That's why I'm an accountant."

REQUEST

1.

"I see you have a small business as well. Does your accounting team look at your expenses regularly? Maybe we could set up a time next week to review areas you should be looking at. Would you be interested in that?"



FACTS ABOUT YOU

3.

"Hi, I'm Jill. I'm a heart surgeon, just like the doctor who saved my brother's life when I was a young girl. I was so motivated to be a doctor when my family went through my brother's heart problems."

SHORT STORIES

2.

"Last week I had a patient recover from the heart valve replacement surgery I performed on him, and his recovery reminded me of why I became a surgeon - he had a young family counting on his recovery. We got him home fast."

REQUEST

1.

"I hope you don't need my services, but someone you love, might someday need help. I would love to hear from you if you ever need any heart care."



Heart Surgeon

Kick-Ass Super Hero Workshop!

You want to get really good at telling your story? Take out your smart phone and video your entire 3-2-1 Career Story.

Practice it 10 times, with LOTS of emotion.

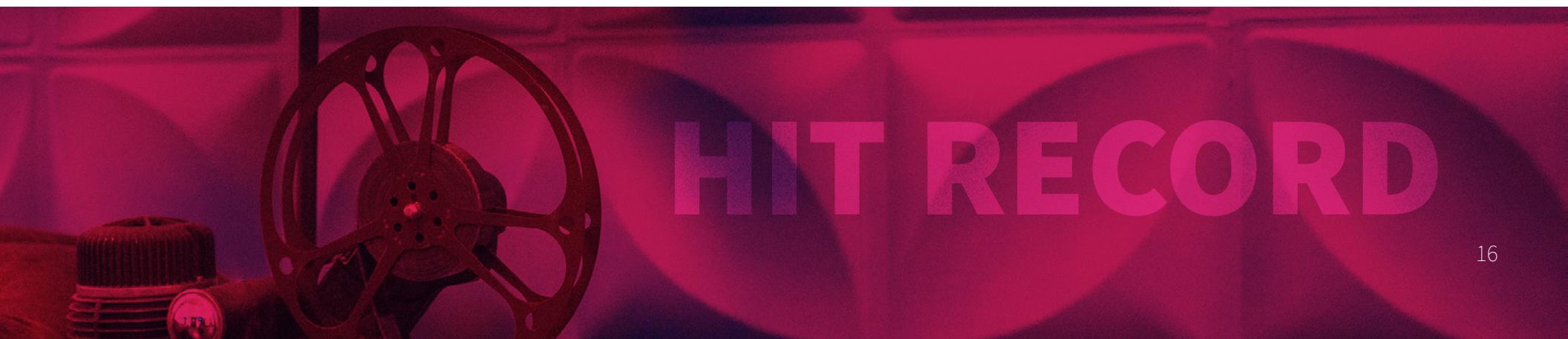
Hit record.

When you listen, you might cringe. Don't worry. We all do at first.

If you really want to kill it, share it with a friend or colleague you trust and ask for some feedback.

This can also be a fun activity to do with whomever you're going to your next event with.

Whatever you do, be prepared, because kicking-ass always means being ready for meetings, networking opportunities and unexpected surprises.



HIT RECORD

1. SCHEDULE YOUR NEXT NETWORKING EVENT

Ask your friends and colleagues for some suggestions on the best ones. (At least one per month.)

2. SCHEDULE ONE LUNCH PER MONTH

...with someone you don't regularly see or meet with but that you know would be a great conversationalist and have some insight for you. And don't forget to share your insight as well, if appropriate. And by appropriate I mean they ask you for it.

3. SCHEDULE TIME WITH A SUPERIOR IN YOUR FIELD

Maybe it's someone who has a cool job you'd love to know more about or you'd love to learn how they got where they are.

4. CALL 3 PEOPLE IN YOUR FIELD

...and ask them to join you at a networking event or lunch. Share your 3-2-1 Career Story and suggest they do the same.

That's it, you're ready to fly.

P.S.- When I said “loud and proud” you know I meant indoor voice, right?

Mo Faul, author of Are You Living IT? 5 Secrets to Living your MOST LIFE and producer of the film Dream, Girl, is the creator of the Career Breakthrough Coaching Program where she works with clients – privately and in groups – to help them align who they are with what they do. After a 10 year career working as a nurse, Mo spent over 20 years as a healthcare executive in a variety of different leadership roles. It was through this career journey that she discovered a love of mentoring and coaching. When she was diagnosed with breast cancer she decided it was time to take all of her education, training and expertise out for a spin and open her own coaching company. Today she coaches, teaches and speaks all over the country about how to turn tragedy into triumph and bring the kick ass back to your career and your life.

WANT MORE?

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