

Fourth Edition

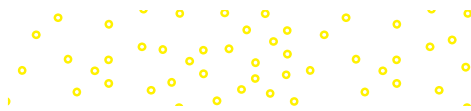
CAREER ACHIEVEMENT

GROWING YOUR GOALS



**Mc
Graw
Hill**

Karine B. Blackett, Ed.D.



CAREER *achievement*

GROWING YOUR GOALS

Karine B. Blackett, Ed.D.

American Public University System APUS

Kaplan University

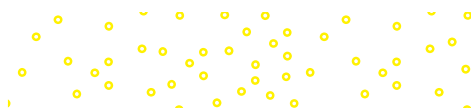
National American University

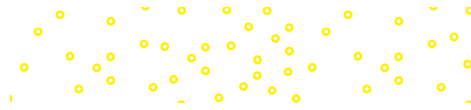
Virginia College Online

Walden University

Fourth Edition

**Mc
Graw
Hill**





CAREER ACHIEVEMENT

Published by McGraw Hill LLC, 1325 Avenue of the Americas, New York, NY 10019. Copyright ©2024 by McGraw Hill LLC. All rights reserved. Printed in the United States of America. No part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system, without the prior written consent of McGraw Hill LLC, including, but not limited to, in any network or other electronic storage or transmission, or broadcast for distance learning.

Some ancillaries, including electronic and print components, may not be available to customers outside the United States.

This book is printed on acid-free paper.

1 2 3 4 5 6 7 8 9 LWI 28 27 26 25 24 23

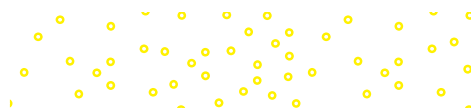
ISBN 978-1-266-09170-4

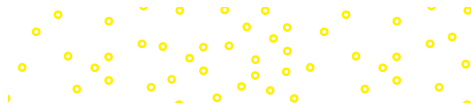
MHID 1-266-09170-X

Cover Image: *YIU CHEUNG/Shutterstock*

All credits appearing on page or at the end of the book are considered to be an extension of the copyright page.

The Internet addresses listed in the text were accurate at the time of publication. The inclusion of a website does not indicate an endorsement by the authors or McGraw Hill LLC, and McGraw Hill LLC does not guarantee the accuracy of the information presented at these sites.

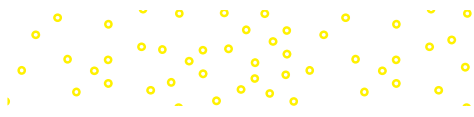




dedication

This book is dedicated to the light of my life, my son, Kevin.
And to my students—it is an honor and privilege to work with you as
you grow your goals.





about the AUTHOR

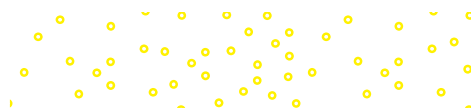


Karine Blackett

DR. KARINE B. BLACKETT is a certified life coach whose professional credentials span more than 20 years of student success and career management experience. Dr. Blackett studied at the University of Malta and worked in Kenya, Africa, through her undergraduate degree with the University of Minnesota. She holds an English Language Teaching Certificate from New School University in New York and taught English as a second language in Southern Japan. Dr. Blackett received her master's degree in Student Affairs in Higher Education from Colorado State University. She received her doctorate in Higher Education Administration from the University of South Dakota.

Dr. Blackett has taught for several institutions, including doctoral online courses for Walden University and Aspen University; master's online courses for Kaplan University; and undergraduate online courses for Virginia College Online, National American University, and the American Public University System. In addition to teaching, Dr. Blackett is a course instructional designer and consultant for several institutions. In the past, she has served as the career services manager for National American University. She is a published author and contributor in the college success and career management fields and is an accomplished public speaker. Dr. Blackett has conducted motivational speaking with the South Dakota National Guard.

Dr. Blackett is a Master Facilitator with The Pacific Institute, serves as an advisor to Jim Madrid and Advanced Sports Technology (<http://jimmadrid.com/ast>), and consults with many colleges and universities worldwide. Dr. Blackett was also a consultant with Coach Pete Carroll's "A Better LA" anti-gang program (<http://www.abetterla.org>).





NOTE TO STUDENTS

After several years of teaching career development and management courses, I realized that something was missing from the course materials I was using. The basic elements could be found in nearly all of the textbooks available, but many of the critical topics that I taught were absent. In my classes and coaching practice, I stress the importance of using success tools. Over the years, many former students and clients have told me how those principles and tools literally transformed their lives and set their careers on the paths they truly desired.

With the changes in the landscape of the world including the economy, pandemics, threats of war, and other stresses, it is wise to be diversified in the job market.

I determined that in order to ensure that career-seekers everywhere could apply and reap the benefits of those career tools, I needed to compile them into an easy-to-use text, packed with leading success strategies from scholarly resources and industry professionals, proven career planning and search processes, thought-provoking questions, relevant examples, and action-oriented activities. *Career Achievement* is the complete, current, and invaluable result of that need.

Career growth is a lifelong development process, not just a onetime search. Your career continually changes as your life path and your professional goals change. That said, the concepts and lessons covered in this book underscore the fact that having a job, and ultimately a career, is critical to your current well-being. By opening this book and preparing to apply its concepts and support tools to your career planning process, you have taken the first step toward finding a career that fulfills both your personal and financial needs.

Career Achievement will help you discover a wealth of information not only about yourself and your career goals, but also how to grow those goals throughout the job-search process using straightforward, easy-to-follow steps. The conversational style allows for easy reading and makes you feel as though you have a personal career coach by your side, offering support as you work toward and achieve each of your career goals and providing encouragement, tips, and suggestions to guide you through any obstacles. This winning combination is missing from other career planning textbooks; with it, you become unstoppable!

This book is about you. It is about you living your best life and achieving a fulfilling career. It is about defining your own meaning of “success” and really believing that it is possible. A single mother who returns to school to change her life and work in a purposeful career, allowing her to provide for her family, is a success. A retiree who decides to pursue an entirely new career so that he or she can remain fulfilled through a chosen vocation is a success. A young adult who goes against what most of his or her friends are doing and attends college while working to earn a degree in a field he is passionate about is a success. When you utilize success tools and principles on your journey, success is not only possible, it is probable. Most of us never received these tools and principles growing up. If you did, the ideas in this book will provide reinforcement and show you how to put what you know into action. If you did not, fear not, as this book was designed with you in mind!

Dr. Karine Blackett



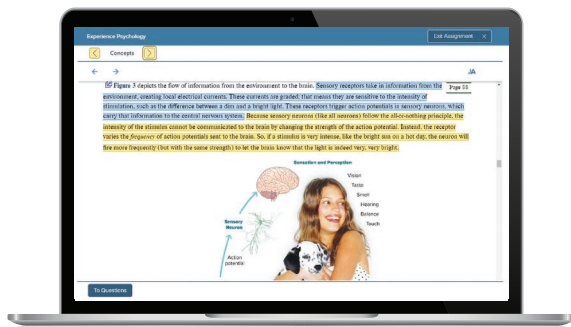
Instructors

Student Success Starts with You

Tools to enhance your unique voice

Want to build your own course? No problem. Prefer to use an OLC-aligned, prebuilt course? Easy. Want to make changes throughout the semester? Sure. And you'll save time with Connect's auto-grading, too.

65%
Less Time
Grading



Laptop: Getty Images; Woman/dog: George Doyle/Getty Images

A unique path for each student

In Connect, instructors can assign an adaptive reading experience with SmartBook[®] 2.0. Rooted in advanced learning science principles, SmartBook 2.0 delivers each student a personalized experience, focusing students on their learning gaps, ensuring that the time they spend studying is time well-spent.

mheducation.com/highered/connect/smartbook

Affordable solutions, added value

Make technology work for you with LMS integration for single sign-on access, mobile access to the digital textbook, and reports to quickly show you how each of your students is doing. And with our Inclusive Access program, you can provide all these tools at the lowest available market price to your students. Ask your McGraw Hill representative for more information.

Solutions for your challenges

A product isn't a solution. Real solutions are affordable, reliable, and come with training and ongoing support when you need it and how you want it. Visit supportateverystep.com for videos and resources both you and your students can use throughout the term.

Students

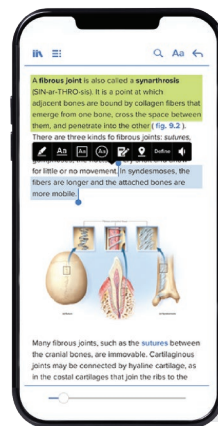
Get Learning that Fits You

Effective tools for efficient studying

Connect is designed to help you be more productive with simple, flexible, intuitive tools that maximize your study time and meet your individual learning needs. Get learning that works for you with Connect.

Study anytime, anywhere

Download the free ReadAnywhere® app and access your online eBook, SmartBook® 2.0, or Adaptive Learning Assignments when it's convenient, even if you're offline. And since the app automatically syncs with your Connect account, all of your work is available every time you open it. Find out more at mheducation.com/readanywhere



“I really liked this app—it made it easy to study when you don't have your text-book in front of you.”

- Jordan Cunningham,
Eastern Washington University

iPhone: Getty Images



Everything you need in one place

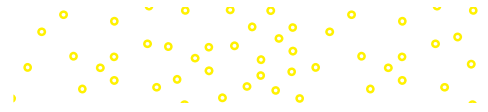
Your Connect course has everything you need—whether reading your digital eBook or completing assignments for class, Connect makes it easy to get your work done.

Learning for everyone

McGraw Hill works directly with Accessibility Services Departments and faculty to meet the learning needs of all students. Please contact your Accessibility Services Office and ask them to email accessibility@mheducation.com, or visit mheducation.com/about/accessibility for more information.



PREFACE



Welcome to *Career Achievement: Growing Your Goals!* This text was specifically designed with your success as our top priority. We understand the immense preparation, energy, time, and dedication that the career planning process requires. This book was developed to simplify the process. It provides necessary information and support to help career-seekers reach their objectives and succeed beyond what they might have thought possible.

Each chapter covers vital topics—supported by dynamic activities and relevant examples—that will help you identify, grow, and ultimately achieve your career goals. In addition to concept discussion, embedded questions, real-world examples, and application-oriented activities, each chapter in *Career Achievement* presents the opportunity for you to create your own portfolio materials. Whether you are searching for your first job, planning a career change, or have unexpectedly found yourself searching for employment, *Career Achievement* provides the valuable information you need to land the perfect job and advance on your desired career path.

This comprehensive text couples the most tried-and-true steps to achieving career goals with new principles and tools that are absent in other career development books. In the ever-changing job market, these new tools will help you stay in front of hiring managers and strides ahead of other applicants in the hiring pool. With the continually growing need to stay at the forefront of technology during the career planning process, it also provides the opportunity not only to apply traditional career planning and search techniques, but also to incorporate the Internet and online resources into the process. *Career Achievement* is a powerful combination of both proven and new career assessment, marketing, communication, and management tools.



Exploring, Growing, and Achieving

The features included in *Career Achievement: Growing Your Goals* are specifically designed to ignite and cultivate your students' interests and career objectives, while allowing you to teach the course easily, effectively, and comprehensively.

chapter 1

Jump-Start Your Career

Focus on Success Determined, but Skeptical
The Difference between a Job and a Career
Managing Your Career
The Importance of Effective Goal Setting
Your Career Mission Statement
My Portfolio 1.1 Draft Your Career Mission Statement

chapter 2

Skills and Interests—Your Career Assets

Focus on Success The Right Fit
Your Values, Interests, and Personality
Focus on Success Jerry Sailer—Dream to Reality
Soft Skills and Adaptive Skills
Hard Skills and Transferable Skills

My Portfolio 2.1 Career Assets Inventory
My Portfolio 2.2 Quantify Your Skills
Identify Your Skills Gap
Match Your Degree to Goals and Possibilities
Focus on Success The Right Fit—Christine's Work Pays Off

chapter 3

Where Are the Jobs? Maximize Your Career Options

Focus on Success Jamal's Daydream
Rethinking Unemployment
Labor Market Trends and the Changing Employment Landscape
Using Sources to Find Employment Opportunities
My Portfolio 3.1 Company Research
My Portfolio 3.2 Log of Contacts
Focus on Success Jamal's Daydream—From Napkin to Reality

Part Openers

Each part provides an introduction to the chapters covered and walks readers through the logical progression of topics.

»» Embarking on a career search can be intimidating, and you might find yourself feeling overwhelmed. What do I want to do with my life? What skills do I possess? How will changes in the job market affect my search? How do I even begin to look for the career that I truly want? These are all questions you might have. Part 1 answers these questions and helps you lay the groundwork for a successful career search.

Chapter 1 guides you through a series of self-assessment exercises that will help you define your career mission and goals. Once you have a clear understanding of your career objectives, Chapter 2 helps you determine your values, skills, and personality. Knowing this information will enable you to identify possible career paths that match not only your educational background, but also your goals, strengths, and interests. Chapter 3 shows you how to monitor current labor market trends in relation to career paths that interest you, then explains how to target your career search using various sources of information.

Chapter Openers

Chapter-opening quotes inspire students, while the target competencies and learning outcomes plant the seeds for what is to come. Each learning outcome is linked directly to a main heading in the chapter, emphasizing important topics throughout, and providing a **chapter-by-chapter outline for self-study**.

Life is hard when you don't do what you truly value because you are putting your energy into trying to get rid of your fears, rather than materializing your dreams.

—Maria Nemeth, Ph.D., author of *The Energy of Money*



target competency > Take an inventory of your values, personality, and skills. Add skills and interests to your career portfolio.


learning outcomes

After studying this chapter, you should be able to:

- LO 2-1** Describe and provide examples of your values, interests, and personality as they relate to obtaining employment.
- LO 2-2** Define the terms *soft skills* and *adaptive skills* and explain their importance in job seeking and career achievement.
- LO 2-3** Understand and provide examples of *hard skills* and *transferable skills*.
- LO 2-4** Identify your skills gap.
- LO 2-5** Match your degree to your goals and career possibilities.

focus on success

Determined . . . but Skeptical



Aisha waited after class to speak with her career development instructor. She needed clarification on how to do the homework Dr. Harris had assigned. She waited patiently, but she wondered how long it would take for the student before her to finish talking to Dr. Harris. Alisha's daughter was at after-school care, and Alisha knew she couldn't be late picking her up.

Alisha had worked hard to graduate from high school and had spent the last five years working as a home care aide for the elderly. She enjoyed her work, and the pay she earned as an aide covered her daughter's needs, but recently she had become increasingly aware that her opportunities for advancement were limited. After determining it was time to make a change, she researched her options online and decided she wanted to be a dental assistant. Coupled with working, Alisha knew that taking college classes would limit her time with her daughter, but she hoped that earning an associate's degree would allow her to earn more money and provide a better life for her family. Making more money was a goal she had kept in the back of her mind for several years.

The career development course was required for the dental assisting program, but Alisha didn't really think it was necessary. She already knew she wanted to do dental assisting, and she had been hired for good jobs in the past without the help of a class. Now Dr. Harris' homework assignment required each person in the class to write down at least five specific career goals. With just one goal of making more money, Alisha didn't know how she was going to come up with four more.

As the other student gathered his books and left the classroom, Dr. Harris turned to Alisha.

"Alisha, right?" she asked.

Alisha nodded. "Yes, and I think I need some help," she said.

"Of course!" said Dr. Harris. "That's what I'm here for. What can I do for you?"

"Well, I really don't know how I'm going to do the homework assignment," Alisha replied. "You asked us to write down five specific career goals, and I only have one. My goal is to make more money, and I don't really see the point in writing that down."

"I can understand why writing your goals down might not seem to hold much value right now, but I promise it will make sense by our next class," said Dr. Harris. "If you don't mind my asking," she continued, "exactly how much more money would you like to make?"

Alisha thought for a moment. She had never really had a target income in mind.

"I'm not sure," she told Dr. Harris. "I'm just not satisfied with what I make now, and my raises are never enough."

Dr. Harris smiled. "Don't worry," she said. "You are not alone in that feeling! I think I can help you get started on the assignment. Let's begin at the most logical place—tell me about you."

Focus on Success

These are scenarios that focus on real-world career planning and development issues. A dilemma is presented at the beginning of each chapter, allowing students to consider and discuss how they might handle the situation. At the end of the chapter, the problem is resolved, and students can react to the characters' actions and choices. This feature will spark **discussion** among students with questions and references to concepts presented in the chapter.

Career Coaching

Career Coach boxes provide enhanced concepts, reinforcement, tools, principles, and skills for success. This feature, located throughout each chapter, lends a mentoring and guiding aspect and allows each student to feel as though he or she has a **personal career coach by his or her side.**

careercoach1.1

Do What You Love and the Money Will Follow

The saying “Do what you love and the money will follow” (Canfield & Hansen, 2013; Rann & Arrott, 2005; Roman & Packer, 2007; Sher & Gottlieb, 2003; Shinn, 2008) is based on a success principle. In the 1960s, a man by the name of Scully Blotnick conducted a study of 1,500 people who set out to become millionaires. He divided them into two groups. The first group, 1,245 individuals, said they would pursue money first and then later do what they truly wanted to do with their lives. The second group was made up of only 255 people who said they would follow their interests first and trust the money would follow. These 1,500 individuals were tracked 20 years later. Guess what? There were 101 millionaires from the whole group. Only one millionaire came from the first group. The other 100 millionaires came from the 255 people in the second group—those who said they would follow their interests and dreams first.

This chapter is designed to bring about a personal awareness to the natural gifts, talents, inclinations, skills, and abilities you possess. This will help you align your career search with your career goals. You cannot fail when your own interests and natural talents are involved.



My Portfolio

Included in each chapter, these action-oriented activities assist students in **creating their own personal marketing materials** throughout the course, resulting in a complete, ready-to-use portfolio.

my portfolio 1.1

Draft Your Career Mission Statement

You are the expert on you! With this in mind, you will construct a career mission statement that works for you and your life's purpose. Now that you have learned about the career mission statement, and viewed several websites to learn more about developing one, you are ready to draft your own. Remember that you can modify your career mission statement over time. At this point, draft your best guess. Write something on paper as a starting point about what you want to do with your life. This may be similar to an objective on a resume. Do not be afraid to revise it several times until you have determined your best career mission statement. When you are satisfied, either rewrite your career mission statement on a clean sheet of paper and keep it in a binder specifically for your portfolio documents, or type it into an electronic word processing document and save it to your computer; save it in the Cloud (there are many ways to do this); save it to a portable storage device, such as a USB drive.

Exercises

Hands-on practice exercises directly related to key concepts allow students to **immediately apply what they have learned.**



exercise 2.2

Five People You Admire

This exercise will help you identify the qualities that you value in yourself and others.

Directions: List five people (living or dead, fictional or real) you admire. Next to each name, list characteristics you admire or value in that person or character. For example, you might admire someone for being brave, funny, and creative. Next, list your admirable characteristics. The resulting two lists represent all of the characteristics that you value in yourself and in others. If you feel you don't possess a particular quality that someone else on your list has, keep this in mind—that quality must already exist in you to some extent, or you would not identify with it. It might be a quality you wish to enhance or improve.

	Name of Person or Character	Characteristics I Admire or Value
1		
2		
3		
4		
5		
6	Me	



Cyber Trips

Web-based activities encourage students to utilize the Internet during the career planning and development process. These are also fully assignable and gradable in **Connect**.

Cyber Trip 3.1

Unemployment Rates Visit the Department of Labor website (<http://www.bls.gov/eag/>) to see the national unemployment rate and the unemployment rate in your state. After visiting the Department of Labor website, answer the questions below:

1. What is the current national unemployment rate?

2. Research a particular state. What is the current unemployment rate for that state?

✓ SELF-CHECK

4. Name three qualities that employers look for in a worker.
5. Consider the three qualities you chose above. What type of skill is each quality?
6. What are some ways you can use your skills-gap identification information?

Self-Check Questions

Questions positioned at key learning points throughout each chapter reinforce learning outcomes and **promote concept retention**.

[chapter summary]

As you seek your ideal job, it is as important to know what you are seeking as it is to know what is going on in the economy. You want a great match. This chapter examined the top 10 employment trends, and how these trends can be used to generate opportunities for your personal career growth. As noted, employment trends come and go. Therefore, you want to gather accurate information to ensure your long-term career success. In this chapter, you also learned how to research industries, target jobs, research specific companies, and log your contacts in an organized manner.

[skill/term check]

1. What is frictional unemployment? (LO 3-1)
2. How can frictional unemployment benefit one's job search? (LO 3-1)
3. How does globalization impact the labor market? (LO 3-2)
4. What three employment trends do you feel are most significant? Why? (LO 3-2)
5. What do you feel are the pros and cons of working for small firms, medium firms, and large firms? (LO 3-2)
6. How does your educational attainment impact your job and career prospects? (LO 3-2)
7. Which industries are projected to see the greatest job growth between now and 2022? (LO 3-3)
8. List three sources of information you can use to research companies and positions during your job search. (LO 3-3)

[KEY TERMS]

Artificial intelligence (AI): Computer systems that perform tasks that typically require human input. (LO 3-2) [p. 58]

Baby boomer: Someone born between 1946 and 1964. (LO 3-2) [p. 59]

Contact log: A way to record current and potential contacts during the job search and interview process. (LO 3-3) [p. 76]

E-commerce company: Business that is conducted electronically on the Internet. (LO 3-2) [p. 68]

Frictional unemployment: Unemployment that results because people move between jobs, careers, and locations. (LO 3-1) [p. 57]

Globalization: The growing economic interdependence of countries worldwide. (LO 3-2) [p. 59]

Informational interview: An interview that allows you to gather information about a particular occupation or company. (LO 3-3) [p. 75]

McDonaldization: Term coined by George Ritzer to explain how society takes on the characteristics of a fast-food restaurant. (LO 3-2) [p. 67]

McJob: A low-paying job requiring few skills and offering little chance of advancement. (LO 3-2) [p. 67]

Outsourcing: Hiring and paying an outside firm or third party to handle internal company functions. (LO 3-2) [p. 59]

Service workers: Those who perform services for the public. (LO 3-2) [p. 65]

End-of-Chapter Materials

Chapter Summaries review learning outcomes and important concepts. Skill/Term Checks **promote recall and reinforcement** of vital chapter concepts; each question is linked to the appropriate learning outcome. Key Terms are listed for reference, and also linked to page numbers and learning outcomes.

What's New to the Fourth Edition

The landscape in employment has drastically changed, and we are in for even more changes, including:

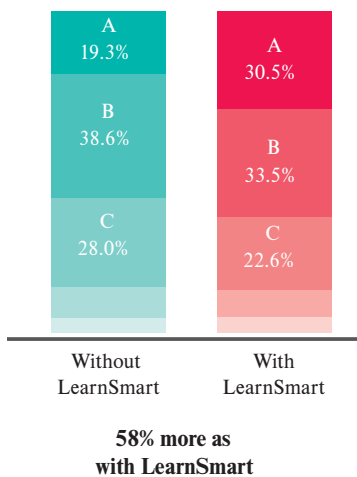
- Gig Economy.
- “How I Got from Drawing for Fun to Drawing for a Living.”
- Career Hacks.
- Forms of Energy.
- Network Matters.
- Virtual Networking.
- Application Tracking Systems and How to Get Your Resume Through.
- Tips and Tools for Moving Forward No Matter What.
- Tips to Get Through Hard Times.
- New Landscape of Employment Trends.
- Post-Pandemic Employment Trends.

Instructor Supplements

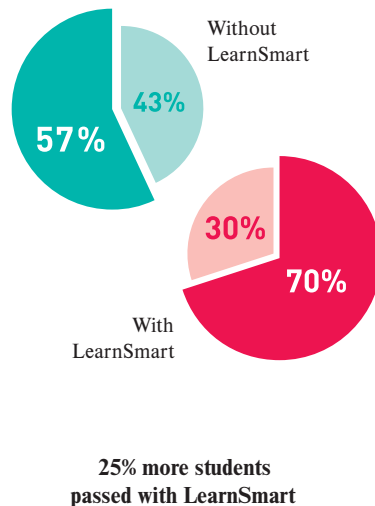
McGraw Hill Connect

Connect is an all-digital teaching and learning environment designed from the ground up to work with the way instructors and students think, teach, and learn. As a digital teaching, assignment, and assessment platform, *Connect* strengthens the link among faculty, students, and coursework, helping everyone accomplish more in less time.

Grade Distribution



Student Pass Rate



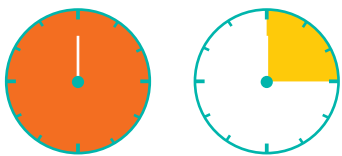
SmartBook

A Revolution in Reading Fueled by LearnSmart, SmartBook is the first and only adaptive reading experience available today. SmartBook personalizes content for each student in a continuously adapting reading experience. Reading is no longer a passive and linear experience, but an engaging and dynamic one where students are more likely to master and retain important concepts, coming to class better prepared.

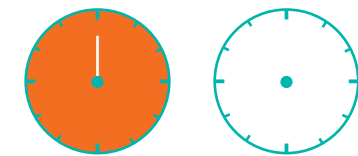
Efficient Administrative Capabilities

Connect offers you, the instructor, auto-gradable material in an effort to facilitate teaching and learning.

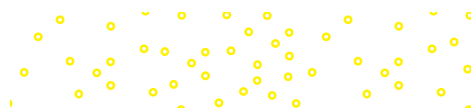
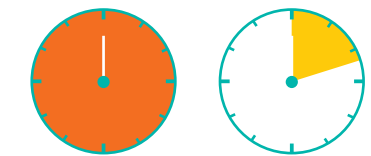
Reviewing Homework



Giving Tests or Quizzes



Grading



Student Progress Tracking

Connect keeps instructors informed about how each student, section, and class is performing, allowing for more productive use of lecture and office hours. The progress tracking function enables instructors to:

- View scored work immediately and track individual or group performance with assignment and grade reports.
- Access an instant view of student or class performance relative to learning objectives.
- Collect data and generate reports required by many accreditation organizations, such as AACSB.

Actionable Data

Connect Insight is a powerful data analytics tool that allows instructors to leverage aggregated information about their courses and students to provide a more personalized teaching and learning experience.

Connect Instructor Library

Connect's instructor library serves as a one-stop, secure site for essential course materials, allowing you to save prep time before class. The instructor resources found in the library include:

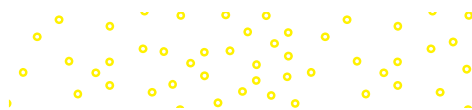
- PowerPoint Slides: These slide presentations are created specifically for each chapter to reinforce key concepts and provide a visual for students. They are excellent for in-class lectures, as well as for supplemental learning.
- Test Bank: A comprehensive test bank and answer key is available for use in classroom assessment. The test bank includes a variety of question types, with each question linked directly to Learning Outcome, Bloom's Taxonomy, difficulty level, and page number in the chapter.
- Instructor's Manual: The Instructor's Manual includes lectures, additional activities, and help for instructors while planning and teaching the course.

Acknowledgments

This book is the result of the synergy brought about by my *posse*, my team of supportive people. I extend my sincere gratitude to the following people: Cody Hubbeling for your research, diligence, and insights. Paul Hubbeling for your work on the earlier editions. And a shout out to Bernis Berber, Frank Cawley, Ethan Aldous, and Geoff Byrd for your professional opinions on the subject matter. Paul Sedlacek, for your friendship, formatting expertise, and professional support. While there are too many to name, I also want to thank those who were gracious in allowing me to use their quotations and material to enhance the message of this textbook and bring the coaching principles and tools to life. A special thank you to Jerry Sailer and Randy Decker for sharing their business success story. Also a heart felt thank you to Sonya Davis and Alyssa L. Tanner for their contributing stories and career success tips.

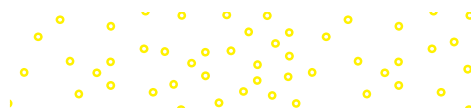
Thank you also to the editorial, production, and design teams at McGraw Hill.

Many thanks to all of the authors and industry professionals who were instrumental in shaping my career and the ideas in this book. Thank you so much for allowing me to cite your work and pass your ideas on to my students, as well as those to come who will learn from you through this book. To my students—all of you—for allowing me to work with you, learn from you, share my ideas, and watch you accomplish your goals.



McGraw Hill Education and Dr. Blackett would like to acknowledge the instructors and academic professionals who offered their time and expertise in reviewing this book. The invaluable suggestions and insight they provided contributed directly to its development and success.

Jon Arriola, <i>Tyler Junior College</i>	Kerry Fitts, <i>Delgado Community College</i>
Isabelle Bajoux-Besnainou, <i>George Washington University</i>	Stephanie Foote, <i>Kennesaw State University</i>
Ardyn Barton, <i>Morgan State University</i>	Linda Gannon, <i>College of Southern Nevada</i>
Pamela Bilton Beard, <i>Houston Community College—Southwest</i>	Linda Girouard, <i>Brescia University</i>
Laura Jean Bhadra, <i>Northern Virginia Community College, Manassas</i>	M. Sheileen Godwin, <i>Kings College, Wilkes-Barre, Pennsylvania</i>
Anastasia Bollinger, <i>Georgia Military College</i>	Paige Gordier, <i>Lake Superior State University</i>
Christi Boren, <i>San Jacinto College</i>	Joseph Goss, <i>Valparaiso University</i>
Vickie Brown, <i>Daytona State College</i>	Catherine Griffith, <i>Argosy University</i>
Cindy Burgess, <i>Dickinson State University</i>	Deana Guido, <i>Nash Community College</i>
Todd Butler, <i>Jackson College</i>	Bethany Gwin, <i>Lawson State Community College</i>
Gail Carr, <i>Plymouth State University</i>	Faye Hamrac, <i>Reid State Technical College</i>
Miriam Chirico, <i>Eastern Connecticut State University</i>	Helen Marie Harmon, <i>Indiana University Northwest</i>
Dawnette Cigrand, <i>Winona State University</i>	Jessica Hasson, <i>California State University Channel Islands</i>
Amy Colon, <i>SUNY Sullivan</i>	Richard Heiens, <i>University of South Carolina, Aiken</i>
Michelle Conklin, <i>El Paso Community College</i>	Dixie Elise Hickman, <i>American InterContinental University, Atlanta</i>
Bernadette Connors, <i>Dominican College of Blauvelt</i>	Walter Huber, <i>Muskingum University</i>
Michelle Detering, <i>Lansing Community College</i>	Julie Jack, <i>Tennessee Wesleyan College</i>
Kathryn DiCorcia, <i>Marist College</i>	Irene Jackson, <i>Palm Beach State College</i>
Mark A. Dowell, <i>Randolph Community College</i>	Kim Jameson, <i>Oklahoma City Community College</i>
Kristina Ehnert, <i>Central Lakes College, Brainerd, Minnesota</i>	Misty Joiner, <i>Bainbridge State College</i>
Terri Fields, <i>Lake Land College</i>	



Bonnie Kaczmarek,
Mid-State Technical College

Lisa Kahookele,
Des Moines Area Community College

Russell Kellogg,
University of Colorado Denver

Elizabeth Kennedy,
Florida Atlantic University

Deborah Kindy,
Sonoma State University

Betty J. Klein,
Ivy Tech Community College

Keith Klein,
*Ivy Tech Community College,
Bloomington, Indiana*

Michael Kuryla,
SUNY Broome Community College

Christopher Lau,
Hutchinson Community College

Gary R. Lewis,
*Southern Technical College, Fort
Myers*

Vinzanna Leysath,
Allen University

Kim Long,
Valencia College

Sandy Lory-Snyder,
Farmingdale State College

Susan Loughran,
St. Edward's University

Maleeka T. Love,
Western Michigan University

Eva Menefee,
Lansing Community College

Megan L. Meyer,
Holy Family University

Nicki Michalski,
Lamar University

Valamere Mikler,
University of Phoenix

Carra Miskovich,
Randolph Community College

DJ Mitten,
Richard Bland College

Amanda Mosley,
York Technical College

Pamela Moss,
Midwestern State University

Donna Musselman,
Santa Fe College

Priya Naidoo,
Miami Dade College–Kendall

Micki Nickla,
Ivy Tech Community College

Amy Oatis,
University of the Ozarks

Eden Pearson,
Des Moines Area Community College

Jodie Peeler,
Newberry College

Thomas Pilewski,
Morrisville State College

Beth Pless,
*Ivy Tech Community College,
Bloomington, Indiana*

Kevin Ploeger,
University of Cincinnati

Barbara Putman,
Southwestern Community College

Keith Ramsdell,
Lourdes University

Emma Reynolds,
Dyersburg State Community College

Deborah L. Rhynes,
*JF Drake State Community &
Technical College*

Patricia Riely,
Moberly Area Community College

Valarie Robinson,
University of North Florida

Hassan A. Said,
Austin Peay State University

Jennifer Scalzi-Pesola,
American River College

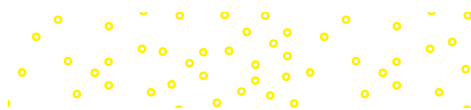
Kimberly Schweiker,
*Lewis and Clark Community
College*

Carol Scott,
Texas Tech University

Barbara Sherry,
Northeastern Illinois University

Jane Shipp,
*Tennessee College of Applied
Technology, Hartsville*

Susan Trueblood Silva,
El Paso Community College



Laura Skinner,
Wayne Community College

Frank Sladek,
Kirkwood Community College

Mary Jo Slater,
*Community College of Beaver
County*

Juli Soden,
El Camino College

Kitty Spires,
Midlands Technical College

Diana Stair,
Ivy Tech Community College

Dr. Brenda Tuberville,
Rogers State University

Susan Underwood,
Arkansas Tech University

Joan M. Valichnac,
Northland Pioneer College

Dr. G. Warlock Vance,
Randolph Community College

Judi Walgenbach,
Amundsen Educational Center

Sterling Wall,
University of Wisconsin—Stevens Point

Peter Warnock,
Missouri Valley College

Barbara West,
Central Georgia Technical College

Ruth Williams,
Southern Technical College

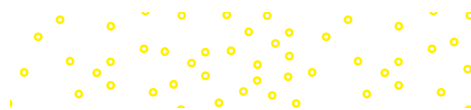
Ruth Williams,
Southern Technical College

Jean A. Wisuri,
*Cincinnati State Technical and
Community College*

Donna Wood,
Holmes Community College

Melissa Woods,
Hinds Community College

Toni Woolfork-Barnes,
Western Michigan University





brief

TABLE OF CONTENTS

PART ONE

You and Your Career: Finding and Cultivating a Great Match! 2

- Chapter 1 Jump-Start Your Career 4
- Chapter 2 Skills and Interests—Your Career Assets 34
- Chapter 3 Where Are the Jobs? Maximize Your Career Options 55

PART TWO

Marketing Tools: Promoting Your Skills 80

- Chapter 4 Networking—It's Always Who You Know 82
- Chapter 5 Professional Resumes the Easy Way 120
- Chapter 5a Winning Resumes: Real Student Examples for Resumes and References 156
- Chapter 6 Professional Cover Letters and Applications 176

PART THREE

Moving Forward: Interview, Follow-Up, and Managing Change 208

- Chapter 7 Successful Interviews 210
- Chapter 8 Follow-Up and Negotiation 249
- Chapter 9 Step Up Your Career 277



table of CONTENTS

PART

You and Your Career: Finding and Cultivating a Great Match! 2

Chapter 1 **Jump-Start Your Career** 4

The Difference between a Job and a Career 6

Managing Your Career 11

The Importance of Effective Goal Setting 13

Writing Down Your Goals 15

Attitude and Self-Talk 19

Affirmations 21

SMART Goals and Stretch Goals 21

Achieving Your Goals 24

Career Hacks 27

Your Career Mission Statement 28

Creating a Portfolio 30

Chapter Summary 32

Skill/Term Check 32

Key Terms 33

Chapter 2 **Skills and Interests—Your Career Assets** 34

Your Values, Interests, and Personality 36

What Do You Value? 36

Your Unique Personality 41

Soft Skills and Adaptive Skills 42

Hard Skills and Transferable Skills 44

Job-Specific Skills 45

Achievements, Accomplishments, Honors, and Awards 46

Your Brand Identity 49

Identify Your Skills Gap 50

Match Your Degree to Goals and Possibilities 52

Chapter Summary 54

Skill/Term Check 54

Key Terms 54

Chapter 3 **Where Are the Jobs? Maximize Your Career Options** 55

Rethinking Unemployment 56

Labor Market Trends and the Changing Employment Landscape 57

New Landscape of Employment Trends 57

Effects of COVID-19 Pandemic on Occupational Employment
and Wage Statistics 65
Working Poor Statistics 65
Using Sources to Find Employment Opportunities 69
Targeted Job Search 70
Chapter Summary 78
Skill/Term Check 78
Key Terms 78

PART

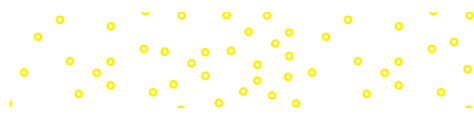
2 Marketing Tools: Promoting Your Skills 80

Chapter 4 **Networking—It's Always Who You Know** 82

The Importance of Networking 84
The Hidden Job Market 85
Where Companies Look for Employees 86
Mentors 90
Keep Your Commitments 91
The Power of the Invisible Network 91
Networking Opportunities 93
Leverage Your Career through Networking 95
Social Media in Your Job Search 99
Your Social Media Presence 100
Case Study: Utilizing Social Media 101
Warm and Cold Contacts 102
Break Out of Your Comfort Zone 104
Specific Tools to Enhance Networking Results 106
Networking Business Card (NBC) 106
The Power of a Professional Handshake 114
How to Work a Room 115
Informational Interview 116
Organizing Your Contacts 117
Chapter Summary 118
Skill/Term Check 119
Key Terms 119

Chapter 5 **Professional Resumes the Easy Way** 120

The Importance of a Professional Resume 123
The First Cut 125
How to Get Your Resume Through AI/ATS (Applicant Tracking System) 125
Types of Resumes 126
Chronological Resume 126
Presentation Overview 127
Functional or Skills Resume 130
Combination, Hybrid, or Custom Resume 130
Scannable, Plain Text, E-Resume, or Online Resume 130
Fonts for All Resumes 132
What to Include in Your Resume 133
The Skills Formula™ 137
Quantifying Skills 138
The Skills Formula 138



Formatting, Saving, and Sending Your Resume 140
 Target the Job 140
 Visual Impact 140
 Maintain Integrity 140
 Resume Formats 141
 Resume Challenges 141
 Portfolios: Putting It All Together 143
 Delivering Your Resume 144

Chapter Summary 155

Skill/Term Check 155

Key Terms 155

Winning Resumes: Real Student Examples for Resumes and References 156

Chapter 6 Professional Cover Letters and Applications 176

Creating Professional Cover Letters 178

Cover Letter Workshop 178

Putting It All Together 183

Student Sample Cover Letters 183

Writing an Effective Cover Letter 190

Completing an Error-Free Application 195

Application Guidelines 195

The Master Application 197

Challenging Questions 197

Chapter Summary 206

Skill/Term Check 206

Key Terms 207

3
PART

Moving Forward: Interview, Follow-Up, and Managing Change 208

Chapter 7 Successful Interviews 210

The Seven Interview Steps 212

Seven Steps to a Stellar Interview 212

Types of Interviews 218

Standard or Traditional Interviews 218

Competency-Based/Behavioral Interview 219

Lunch or Dinner Interview 219

Nondirective or Work Sample Interview 220

Panel or Group Interview 220

Phone Interview 221

Screening or Prescreening Interview 223

Second Interview 224

Stress Interview 224

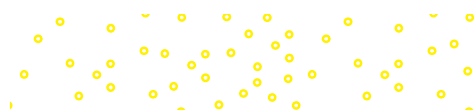
Structured Interview 225

Technical Interview 225

Understanding and Answering Interview Questions 226

Standard or Traditional Interview Questions 226

Competency-Based/Behavioral-Based Interview Questions 228



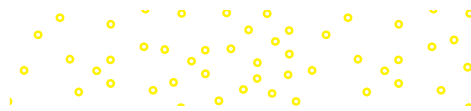
Illegal Questions	232
Answering Illegal Questions	234
Creating Your Professional Image	238
Professional Attire Guide	238
Self-Worth in Interviewing	240
Project Confidence	241
Conduct a Mock Interview	242
Log of Contacts Expanded	244
<i>Chapter Summary</i>	247
<i>Skill/Term Check</i>	247
<i>Key Terms</i>	248

Chapter 8 **Follow-Up and Negotiation** 249

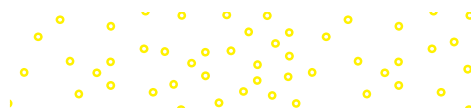
The Two-Step Follow-Up Procedure	251
The Interview Is Not Over until the Thank-You Note Is Sent	251
Two Thank-You Notes Are Better than One	251
Thank-You Notes When You Are Turned Down	256
Applying the Art of Successful Negotiation	257
Key Negotiation Questions to Ask	259
Other Questions to Consider	260
Making a Sound Career Decision	262
Negotiation Student Success Story	263
How to Diplomatically Ask for What You Want	265
Get the Offer in Writing	266
Job Offer Acceptance Letter	266
“Don’t Sell the Farm” Yet	266
Juggling Offers	266
How to Turn Down an Offer Successfully	267
Make a Decision—Then Make It a Right Decision	269
Negotiate Once You Have the Job	270
Asking for a Raise	270
Turn the Performance Evaluation into a Negotiation Opportunity	271
Managing Obstacles and Frustrations	272
Job Search Rejection Tips	272
Get Support	273
Roadblocks, Side Trips, and Detours	274
<i>Chapter Summary</i>	276
<i>Skill/Term Check</i>	276
<i>Key Terms</i>	276

Chapter 9 **Step Up Your Career** 277

Making a Professional Impression	279
Fit into the Company Culture	279
Have a Positive Attitude	280
Project Professionalism	280
Smile and Shake Hands	280
Take Initiative	280
Show Confidence	280
Be an Active Listener	280
Use Names	280
Remember Your Netiquette	280



How to Advance in the Workplace	281
Meet and Exceed Expectations	282
Power over Your Schedule	283
Navigate Office Politics	285
Moving Forward through Performance Appraisals	285
If Your Employer Doesn't Use Performance Reviews	286
Managing and Advancing a Small Business: The Basics	287
Managing Job Changes, Stress, and Life Balance	287
Tips and Tools for Moving Forward No Matter What	287
Job Loss Triage	289
Priority Plan of Action	289
Employees Don't Quit Jobs; They Quit Bosses	295
Bully Bosses	295
Workplace Burnout	297
Career-Life Balance	298
Tips to get through Hard Times	299
Lifelong Learning and Goal Setting	300
Career Management Plan: Taking Goal Setting to the Next Level	300
Expand Your Toolbox	301
Professional Growth and Lifelong Learning	303
Mentors	304
<i>Chapter Summary</i>	306
<i>Skill/Term Check</i>	306
<i>Key Terms</i>	306
<i>Appendix A</i>	307
<i>Appendix B</i>	312
<i>Glossary</i>	330
<i>References</i>	333
<i>Index</i>	335



CAREER *achievement*

You and Your Career: Finding and Cultivating a Great Match!

Robert Churchill/E+/Getty Images



chapter 1

Jump-Start Your Career

Focus on Success Determined, but Skeptical
The Difference between a Job and a Career
Managing Your Career
The Importance of Effective Goal Setting
Your Career Mission Statement

My Portfolio 1.1 Draft Your Career Mission Statement

Focus on Success Determined, but Skeptical—Alisha's Optimism Grows

chapter 2

Skills and Interests—Your Career Assets

Focus on Success The Right Fit
Your Values, Interests, and Personality
Focus on Success Jerry Sailer—Dream to Reality
Soft Skills and Adaptive Skills
Hard Skills and Transferable Skills

My Portfolio 2.1 Career Assets Inventory

My Portfolio 2.2 Quantify Your Skills

Identify Your Skills Gap

Match Your Degree to Goals and Possibilities

Focus on Success The Right Fit—Christine's Work Pays Off

chapter 3

Where Are the Jobs? Maximize Your Career Options

Focus on Success Jamal's Daydream

Rethinking Unemployment

Labor Market Trends and the Changing Employment Landscape

Using Sources to Find Employment Opportunities

My Portfolio 3.1 Company Research

My Portfolio 3.2 Log of Contacts

Focus on Success Jamal's Daydream—From Napkin to Reality



Embarking on a career search can be intimidating, and you might find yourself feeling overwhelmed. What do I want to do with my life? What skills do I possess? How will changes in the job market affect my search? How do I even begin to look for the career that I truly want? These are all questions you might have. Part 1 answers these questions and helps you lay the groundwork for a successful career search.

Chapter 1 guides you through a series of self-assessment exercises that will help you define your career mission and goals. Once you have a clear understanding of your career objectives, Chapter 2 helps you determine your values, skills, and personality. Knowing this information will enable you to identify possible career paths that match not only your educational background, but also your goals, strengths, and interests. Chapter 3 shows you how to monitor current labor market trends in relation to career paths that interest you, then explains how to target your career search using various sources of information.

Part 1 helps you to establish clear goals, helps you identify the specific skills you possess, gives you techniques for researching career information, and details how to gain confidence in your abilities and in your career choices. Combined, these tools ensure that you have a solid advantage over other candidates in the job market.



Jump-Start Your Career

*“Make no little plans; they have no magic to stir men’s blood . . .
Make big plans; aim high in hope and work.”*

–Daniel H. Burnham,
architect and urban planner



target competency > *Develop a career mission statement based on your career goals.*

learning outcomes

After studying this chapter, you should be able to:

- LO 1-1** Differentiate between a job and a career.
- LO 1-2** Determine how to manage your career.
- LO 1-3** Recognize the role of effective goal setting in relation to career success.
- LO 1-4** Understand the importance of having a career mission before you create a career plan.

Determined . . . but Skeptical



Comstock Images/Getty Images

Alisha waited after class to speak with her career development instructor. She needed clarification on how to do the homework Dr. Harris had assigned. She waited patiently, but she wondered how long it would take for the student before her to finish talking to Dr. Harris. Alisha's daughter was at after-school care, and Alisha knew she couldn't be late picking her up.

Alisha had worked hard to graduate from high school and had spent the last five years working as a home care aide for the elderly. She enjoyed her work, and the pay she earned as an aide covered her daughter's needs, but recently she had become increasingly aware that her opportunities for advancement were limited. After determining it was time to make a change, she researched her options online and decided she wanted to be a dental assistant. Coupled with working, Alisha knew that taking college classes would limit her time with her daughter, but she hoped that earning an associate's degree would allow her to earn more money and provide a better life for her family. Making more money was a goal she had kept in the back of her mind for several years.

The career development course was required for the dental assisting program, but Alisha didn't really think it was necessary. She already knew she wanted to do dental assisting, and she had been hired for good jobs in the past without the help of a class. Now Dr. Harris' homework assignment required each person in the class to write down at least five specific career goals. With just one goal of making more money, Alisha didn't know how she was going to come up with four more.

As the other student gathered his books and left the classroom, Dr. Harris turned to Alisha.

"Alisha, right?" she asked.

Alisha nodded. "Yes, and I think I need some help," she said.

"Of course!" said Dr. Harris. "That's what I'm here for. What can I do for you?"

"Well, I really don't know how I'm going to do the homework assignment," Alisha replied. "You asked us to write down five specific career goals, and I only have one. My goal is to make more money, and I don't really see the point in writing that down."

"I can understand why writing your goals down might not seem to hold much value right now, but I promise it will make sense by our next class," said Dr. Harris. "If you don't mind my asking," she continued, "exactly how much more money would you like to make?"

Alisha thought for a moment. She had never really had a target income in mind.

"I'm not sure," she told Dr. Harris. "I'm just not satisfied with what I make now, and my raises are never enough."

Dr. Harris smiled. "Don't worry," she said. "You are not alone in that feeling! I think I can help you get started on the assignment. Let's begin at the most logical place—tell me about you."

Discussion Questions

1. Alisha is at a point where she feels like she needs a change. Have you ever felt the same way? Did you do anything about it? Why or why not?
2. How might specifying her desired income help Alisha reach her goal of "making more money"?
3. How do you think writing down her goals will help Alisha achieve them?

» LO 1-1 The Difference between a Job and a Career

What is the difference between a job and a career? Some say that J.O.B. stands for Just Over Broke. That makes a lot of sense when you think about it. A **job** is a work situation you take to earn money. You might like it and you might not. A **career**, on the other hand, is a profession built on one's skills, passions, experiences, education, and preferences. When you align your gifts, talents, and desires with your vocation, you have found your career. This will allow you to endure the parts of your work that you don't totally enjoy, because in the big picture you have a purpose and like what you do.

You may find that you want to turn an **avocation** you have now into a full-time career. An avocation is an activity or hobby that is done for enjoyment in addition to one's regular work. If you are not sure what your purpose is, or what you should do for a fulfilling career, that is fine. This chapter will help you reaffirm the choices you have made, or it will get you moving in the right direction if you are not yet clear.

Ask yourself the question "Live to work, or work to live?" This question is the essence of the line between a job and a career. Keep this question in mind

as you do the assessments in this chapter and when you formulate your career mission. A full-time job will take up more than 2,000 hours of your time each year. You will spend more time on the job than doing anything else, except sleeping if you are lucky.

Job A work situation in which you earn money.

Career A profession built on one's skills, passions, experiences, education, and preferences.

Avocation An activity or hobby that is done for enjoyment in addition to one's regular work.

The terms job and career are used interchangeably, but they are quite different.



Andrey_Popov/Shutterstock



Diego Cervo/Blend Images

The terms *job* and *career* are used interchangeably, but they are quite different. A job is a means to an end. Another word for job is Gig. We are in the **Gig economy**. The Pandemic left many workers with less income or no income, and gigs kept them afloat. You work at a job to get by and pay bills. A career is a life path. You build your career over time with a long-range goal. You strategize for your career. Once you have a firm idea of what you want to do for your career, you will find a way to carry out your plan. You will map out and follow a career path. Jobs, on the other hand, are often unrelated and do not typically reflect what you really want to do with your life.



Prostock-studio/Shutterstock

Should you take a job? Absolutely. There is a definite time and place for working at a job. For example, jobs are helpful while you are in school, looking for a better position for your career, or if you were laid off and take a temporary job to make ends meet while you search. Employers prefer to hire people who are working, so having a job is an important part of landing your career.

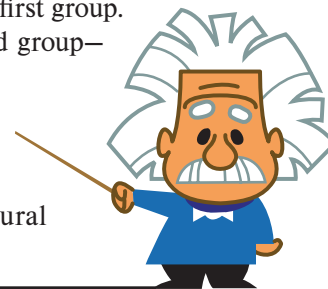
Gig economy The definition of a Gig job is outside traditional work. Sometimes they are short term and sometimes they turn into full-time work such as Door Dash or Uber or online tutoring.

career coach 1.1

Do What You Love and the Money Will Follow

The saying “Do what you love and the money will follow” (Canfield & Hansen, 2013; Rann & Arrott, 2005; Roman & Packer, 2007; Sher & Gottlieb, 2003; Shinn, 2008) is based on a success principle. In the 1960s, a man by the name of Scully Blotnick conducted a study of 1,500 people who set out to become millionaires. He divided them into two groups. The first group, 1,245 individuals, said they would pursue money first and then later do what they truly wanted to do with their lives. The second group was made up of only 255 people who said they would follow their interests first and trust the money would follow. These 1,500 individuals were tracked 20 years later. Guess what? There were 101 millionaires from the whole group. Only one millionaire came from the first group. The other 100 millionaires came from the 255 people in the second group—those who said they would follow their interests and dreams first.

This chapter is designed to bring about a personal awareness to the natural gifts, talents, inclinations, skills, and abilities you possess. This will help you align your career search with your career goals. You cannot fail when your own interests and natural talents are involved.



Doing what you love so the money and success follow does not mean you can sit on the couch watching television all day and expect to get rich. It means that if you go after the money first, you may find yourself burned out in a field that does not fit you. When you go after your career, it is important to do something you like, or even love. Think of it as a lifestyle decision.

Do what you love and success and satisfaction will follow.

—Money Principle

Alyssa's Story: "How I Got from Drawing for Fun to Drawing for a Living."

I grew up as a homeschooled student with my mom as the teacher. I spent hours and hours drawing. I made up my own cartoon characters, I would draw my favorite cartoons from TV, I experimented with many, many styles for my enjoyment and learning growing up.

After finishing high school, I applied to Indiana Wesleyan University. I was accepted on conditional status, my dyslexia made testing difficult and my ACT and SAT scores were low. However, the university liked my high school GPA and I was allowed to attend and keep attending if I did well. I felt like there was a lot at stake. My family was poor and I had an extreme case of impostor syndrome. I didn't want to waste all this money. But I had a dream of becoming a great artist and persistence to back it up.

One day, in my storyboarding art class, we had recruiters from the Cedar Point Amusement park.

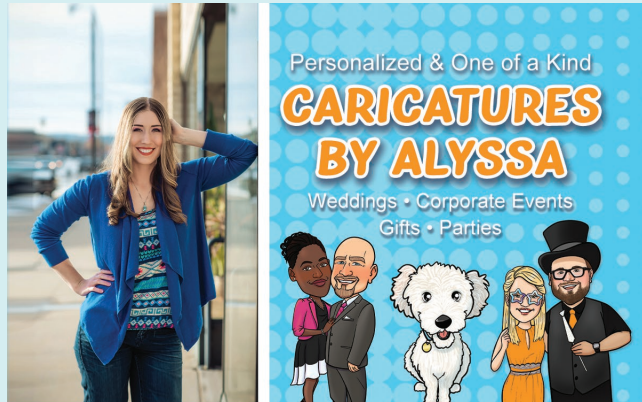
They presented a demo of how to draw a caricature. I was intrigued. "This was how you get into drawing caricatures?" I thought: "You just get a

summer job at an amusement park and they help train you." I had always been fascinated by the art of drawing caricatures whenever I would see them in the big cities when my family was on a trip.

After class, I immediately went back to my dorm room and started practicing the techniques the recruiters had demonstrated in class. I drew some caricatures of my friends, and some celebrities. I scheduled an interview with the recruiters to show them my work. Part of the interview was to draw one of the recruiters on the spot! However, I was not nervous. Art is my thing, art is what I want to do, I want to have fun making money! I did the caricature, and even though I would consider it ugly today, the recruiters were super impressed and said what I had drawn would sell at the park. I was on cloud 9. It felt so good to be told I was good at something and could make money off of it. I was offered the job. I did not end up taking the job due to housing, and travel, and all of the logistics and not owning my own car yet.

After successfully completing my freshman year of college with good grades and a confidence boost, I took a summer job babysitting. I had heard about a gentleman drawing caricatures at the Storybook Island Park in my town and several of my friends said I should talk to him. I took the kids I was babysitting to the park and let them play while I approached the man drawing caricatures. I went up to him and introduced myself, "Hi my name Alyssa Tanner, I love what you do. Do you think you could give me some tips on drawing caricatures?"

The gentleman's name was Ted Kraft, and he was thrilled that I had asked him to help me. Ted helped me get started drawing caricatures with his specific style that I have now refined and turned into my own unique style. Ted invited me to be the second artist to help with street fairs that had large crowds of people.



Alyssa Tanner

Caricature definition: a quick, silly portrait drawing done on the spot. Typically exhibiting a large head and a little body.



Alyssa Tanner

When we worked together at busy street fairs, we would each make more money together, because two artists created more excitement and shorter wait times.

The next summer Ted moved back to Arizona and he gave his account with Storybook Island Park to me. I became the independent contract caricature artist for Storybook Island. As time went on, I found out that I was able to make even more than what I would have made had I gone to Cedar Point in Ohio instead. I made more income and only had to pay a small booth rent and supplies and saved money living at home. There are a lot of other expenses that go into it than that, but it felt like God placed Ted in my life, and God had guided me to the path I was meant to take.

Throughout the rest of my college career, I continued to draw caricatures at Storybook Island in the summertime. I eventually needed an art internship and I asked if I could just work my caricature business over the summer and my professor said yes! So I kept a journal about what I did every day for my business. I ordered business cards, handled a customer service issue, advertised here and there, and so on.

After I graduated with my B.S. in Illustration from Indiana Wesleyan University in 2013, I bounced around several jobs because that's what you were supposed to do. Find a full-time job with benefits. I worked as an arts and crafts director, graphic designer, sign maker, layout designer, and so on. Most of these positions lasted from six months to a year. I would start a new job and be really excited and get burned out and realize this was not my passion. Each new job I was hoping would be "the one." I would always come back to caricatures in the summer time as my backup job.

If only I could make caricatures my full-time job.

A bride contacted Storybook Island one day and asked if I could draw caricatures at her wedding. I charged hourly and all the guests at the wedding reception would receive a drawing, compliments of the bride and groom. This became a major part of my business model: weddings and event entertainment. My skills improved and I started booking a few events a year. But this still was not sustainable full time. I would go to wedding showcases and book brides, I built a website, and started shifting my mindset to envision caricatures as my full-time job.

Fast forward to January 2020. I was working the worst job yet, with bosses who constantly texted and called all hours of the night about projects at work. I was completely drained and hated the "all work and no life" balance that was the culture of my current job. I had been looking for a new design job for months.

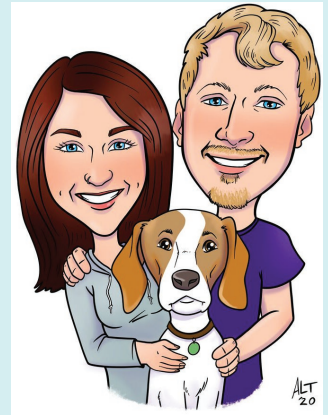
Around this same time, I booked a trip to California to attend a caricature conference with Stephen Silver, world famous Disney artist and caricature artist. The conference promised to teach how to draw caricatures and how to build it as a full-time business. The two-day conference was a success. I met other very wonderful artists. And I remember feeling in my heart, I want this so bad! I must make this happen and do whatever it takes. If you don't know Stephen Silver is one of the most encouraging entrepreneur teachers among the artist community. I took what he said to heart.

A few weeks later the pandemic happened. Everything shut down. It was very scary, and businesses were closing for good and several people were losing their jobs. The business I was working on getting a new job at, laid off several people. This business I wanted to work for had been in business decades and it even had a hard time keeping up with the pandemic! My current job cut my hours because business was slow. I picked up a side gig with DoorDash. Gas was cheap and I was making a decent profit and working fewer hours and making just as much as my full-time job. I finally had something working for myself to make enough money until Storybook Island opened in the summer and I quit my last formal job. Finally, I had another gig that I was in control of with Door Dash. Flexible with the time and it did not take up too much of my thoughts so I could think more about my caricature business.

I continued to do DoorDash throughout the summer 10 to 15 hours a week on top of my caricature gig throughout the summer. I kept up with DoorDash into the fall and winter and worked more and more weddings and events drawing caricatures. I built a new website that could take orders for me online for digital commissions as well.

I got to the point in April 2021 where I was receiving enough online commissions that I no longer needed to do DoorDash. Summer 2021, caricature business was doing so well at Storybook Island I needed to figure out a better money management system. I did not want to be like the people who make a lot and spend a lot and then have nothing once the income dries up.

I read the book, *Profit First*, by Mike Michalowicz. It was a very good read. The basic concept is to allocate your business' cash flow in percentages. Saving a small profit off the top, paying yourself and employees



Alyssa Tanner