



# THE MIDLIFE CAREER REBOOT

***You Deserve a Fulfilling Career***

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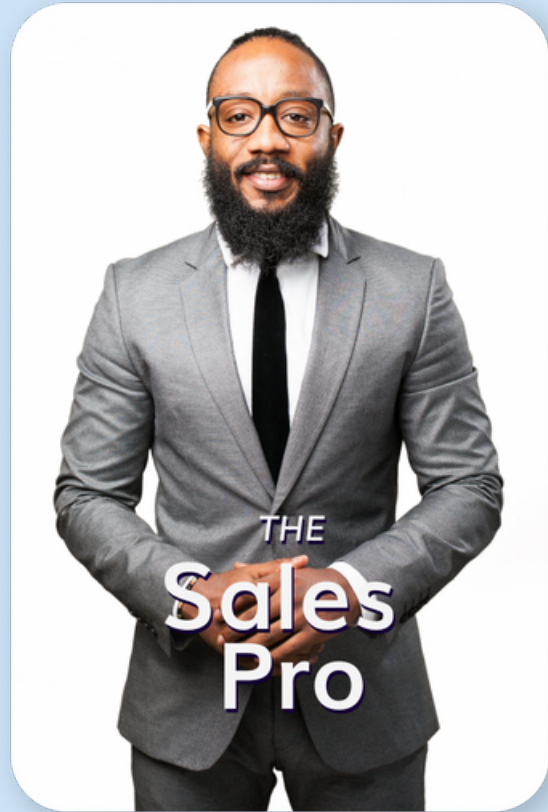
# HI, I'M BERNIE BORGES

Host of the [Midlife Fulfilled](#) podcast.

I have more than four decades of experience in corporate roles from individual contributor to vice president roles. Additionally, I ran my own B2B marketing services business for 15 years.

After 10 years of podcasting including more than 100 episodes of the Midlife Fulfilled podcast where I've interviewed professionals from many industries in many roles, I've observed a *winning formula among those who have pivoted into a fulfilling career in midlife.*

# The Archetypes



Know problem solved

+

Winning mindset

Know target customer

+

Prospecting mindset

Know where they  
spend time

+

Meet them there

Determine messaging

+

"No" is not an obstacle

Determine pricing

+

Know price vs. value

Determine  
promotion strategy

+

Balance promotion with  
personal branding

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podcast



# The Super Hero Career Pivot

The Super Hero is the person who combines the mindset of a Product Manager and a B2B Sales Professional. Here's how it works.

The Product Manager's job is to take a product to market and maximize sales according to the market potential. The B2B Sales Professional's job is to take a product to their market and maximize sales potential in their assigned territory.

These two archetypes have much in common. The combination of the two mindsets creates a powerful methodology that can be deployed in a midlife career reboot. This can be applied to a job change or an entrepreneur's business development efforts.

# The Sales Mindset

Even if you're not in sales, when you seek to find fulfillment in your midlife career pivot you can benefit greatly from the mindset of a seasoned sales professional.

The concept I'm suggesting that you embrace is “the *mindset* of a seasoned sales professional.”

A seasoned sales professional understands the needs of their buyer and genuinely wants to help the buyer.

A seasoned sales professional strives to be considered a trusted resource by their buyer.

A seasoned sales professional hears “no” often and is unphased by it. Each “no” is one conversation closer to a “yes.”

# DIY or Group Coaching Option

You can read this five-part reboot plan and run with it on your own.

This workbook-style approach empowers you to read it and complete the makeover program on your own and put it into action, (DIY).

If you need someone to guide you and hold you accountable on your midlife career pivot, that's where I come in.

Read on, and you decide if you're going DIY or if my group coaching program is for you.

# PIVOTING TO YOUR NEXT CAREER CHAPTER

## A Five-Step Reboot for Midlife Professionals

**1**

Get the product right.  
You are the product.

**2**

Know thy target market,  
really know them.

**3**

Reach out and engage your  
target market “relationally.”

**4**

Get the meeting.

**5**

Re-assess, adjust as needed.



## 1

# Get the product right. You are the product.

In the first step, you need to focus on developing and improving yourself as a "product." Successful salespeople know their product inside and out. They know the value of the product in relation to the solution it provides. They know this because they know the problem it resolves.

For you, this involves being self-aware of your value first. What problems do you solve in an industry? Then, honestly assess your strengths, weaknesses, skills, and experiences. It's imperative to represent yourself clearly in all your communication starting with your LinkedIn profile.



## Who do you serve?

ROLE/TITLE

INDUSTRY

SEGMENT OF INDUSTRY

## What specifically do you do for them?

## What problem(s) do you solve?

# How?

HOW DO YOU SOLVE IT?

WHAT MAKES YOU UNIQUELY QUALIFIED?

## The Outcome (so what)

WHAT IS THE OUTCOME YOU PRODUCE?

HOW DOES YOUR CHIEF STAKEHOLDER(S) FEEL  
ABOUT THIS OUTCOME?

WHO ARE THE BENEFICIARIES OF THIS OUTCOME?

In this context “problem” is symbolic of the ongoing need for your expertise. If you frame it up as a problem, it gives your mind the freedom to consider all the reasons why it can be resolved by you.

## Your LinkedIn Profile

When you think of yourself as the product in a knowledge worker context, your digital profile on LinkedIn must represent you exceedingly well.

Whether or not you like it, those who need your expertise will get their first impression of you on your LinkedIn profile.

The following are the fundamental elements you should master on your LinkedIn profile.

## BANNER

Display a banner that visually aligns with your professional brand. Avoid abstract images such as a skyline or a sunset beach. People want to know how you solve their problem. The banner is the first place you can communicate through an image that corresponds to your expertise.

Sample banner images include:

Ledger —> Accountant

Scale —> Lawyer

Dogs & Cats —> Veterinarian

Pillars of Government —> Policy Activist

Data Center Rows of Computers —> Cloud

Solutions Salesperson

Collage of Artwork —> Designer

Programming Code —> Full Stack Developer

Following are three visual samples that should get your wheels turning to consider a banner that correlates to your professional brand.



# HEADSHOT

A recent headshot. Similar to a banner, your photo can influence someone's first impression of you. The three most important details in your photo are:

1. It should be recent. When you meet someone (even on zoom) you should look like your LinkedIn photo.
2. It should be taken from the chest up. Avoid full body shots as they are too small to fit in the size LinkedIn allocates for your photo.
3. Look approachable. A smile creates a positive impression.

The three samples above are recent photos.



# HEADLINE

A clearly written headline. Your headline should be authentic, display your personality and answer these questions.

1. Who do you serve by role or industry?
2. How do you serve them?
3. Use keywords
4. Offer a call to action (if it's appropriate)

## **Brian Piper** (He/Him) · 1st

Director of Content Strategy and Assessment, University of Rochester | Author | International Keynote Speaker | Consultant | Content Marketer | Web3 Educator | Board member HighEdWeb | Ed3 DAO | \$PIPER

## **A. Lee Judge** · 1st

B2B Marketing Strategist | Podcast Producer | Video Producer | Corporate Speaker | Salesforce/Marketing Automation | Founder of Content Monsta | Podcast Publisher

## **Miri Rodriguez** · 1st

Mindfulness and meditation advocate | Author: Brand Storytelling | Storyteller at Microsoft | wife | mom | speaker | volunteer

# ABOUT

A clearly written About section. LinkedIn provides 2,600 characters in the About section. I encourage you to use it! This is where you tell your story. Write your story in first-person NOT in third-person. When someone reads your About section, you want them to feel that you're a real person, not a sterile profile.

1. Make the first three lines of your About section attention-grabbing so that the reader will click “see more” to open up the rest of your About section.
2. Break your About section into short paragraphs.
3. Use bullets to list accomplishments or other important information.
4. Use emojis that are relevant to your story. Don't over do it. Only use emojis that correspond to your professional brand. For example, I'm a podcaster and I use the microphone emoji as bullets.

As Vice President, Global Content Marketing my focus is:

- 🎤 Communicate the iQor brand story to the market.
- 🎤 Enable iQor Business Development to create more sales conversations.
- 🎤 Enable iQor recruiters to source more candidates.
- 🎤 Enable prospective iQor customers to learn how we can drive CX results for them.
- 🎤 Allow iQor customers to understand where we're headed in the future.
- 🎤 Help Inform the analyst community of insights into our roadmap.
- 🎤 Host the Digitally Irresistible video podcast from iQor.

1. Show your humanity. Include a short mention of your hobbies, e.g., “on the weekends you’re likely to find me at the beach reading a best-selling thriller novel.”
2. Make it easy for someone to contact you, e.g., “get in touch with me at [yourname@gmail.com](mailto:yourname@gmail.com).”
3. Write recommendations for people you've worked with and don't be shy about asking for recommendations.

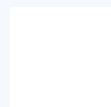
These elements are foundational for your LinkedIn profile. If you get these right, you increase your odds of receiving the kind of engagement you want when you complete steps 2, 3 and 4 below.

Visit [my LinkedIn profile](#) to read my About section to experience these tips in action.

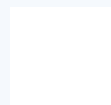
*It's your turn.*

Review these four components of your LinkedIn profile. If they need to be updated, do it now before you take action on steps 2, 3 and 4 below.

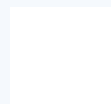
## LinkedIn Profile Checklist



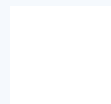
BANNER



PHOTO



HEADLINE



ABOUT SECTION

## 2

# Know thy target market, really know them...

Once you have a clear mindset of yourself as a product and you communicate it clearly on your LinkedIn profile, the next step is to identify your target market. Every successful salesperson does this.

This involves researching and understanding the industry and companies you are interested in and identifying the specific job roles that align with your skills and interests. You also need to identify the roles of the hiring managers (your prospects).

Build a spreadsheet of these roles with as many attributes about them as you need. Consider including details such as: title, years of experience, age range, education, common professional interests, common groups/associations they belong to, etc.

Successful salespeople build personas of their target market. It could look like this.

A	B	C	D	E	F
Role/Title	Industry	Tenure	Primary Problem I Solve	Their Favorite Social Media	Favorite Blogs/News Sources
Dir of Sponsorships	Insurance, Education, Health/Wellness, Advocacy	10 years +	Reach their target buyers in an advertiser friendly medium.	LinkedIn, Instagram	Wall St. Journal, CNBC, <a href="http://CMO.com">CMO.com</a>

The example above is a simple one.

*It's your turn.*

Build out a template of people who meet your target market criteria.

## Persona #1

ROLE/TITLE

INDUSTRY

TENURE

PROBLEM I SOLVE

THEIR FAVORITE SOCIAL MEDIA

THEIR FAVORITE BLOGS/NEWS SOURCES



## Persona #2

ROLE/TITLE

INDUSTRY

TENURE

PROBLEM I SOLVE

THEIR FAVORITE SOCIAL MEDIA

THEIR FAVORITE BLOGS/NEWS SOURCES

## Persona #3

ROLE/TITLE

INDUSTRY

TENURE

PROBLEM I SOLVE

THEIR FAVORITE SOCIAL MEDIA

THEIR FAVORITE BLOGS/NEWS SOURCES

## 3

# Reach out and engage your target market "relationally."

The third step is to reach out and engage with the people in your target market that you identified in step 2. This can involve networking, connecting with potential employers (or prospects), on social media, commenting and engaging on their social media posts. Proactively engage with individuals who work in your desired field to build the know, like and trust factor (KLT).

*Think of this process like dating.*

Before two people enter into a long term relationship, they learn about each other, developing a “know, like and trust” aspect to their relationship over time.

If you think this analogy is irrelevant, keep reading.

The purpose of this step is to engage “relationally.” Comment on posts by adding your thoughts. I don’t mean by saying “great post!” I mean add your original thoughts. What about this post resonates with you? Say something meaningful in response to the post.

*And, don’t forget to be human.*

Show your personality. Use emojis (sparingly). Tag someone who might enjoy the post. Ask a question if that makes sense. Imagine you are having a verbal conversation if that’s what it takes to engage in the post meaningfully.

When you do this regularly, you build a “muscle” that strengthens over time. Maybe in the beginning this is a muscle that doesn’t exist for you. In fact, in the beginning you’ll feel like you’re wasting your time.

You’re not...

Engage relationally with authentic commenting and you’ll begin having two way engagement. That’s where the relational magic can happen.

If this is out of your comfort zone, I refer back to the “muscle” analogy. Commit to building the muscle. Just like the muscles in your body get stronger when you stress them regularly. That’s how they build. This is the same principle in your midlife career pivot. Stress your “networking muscle” by getting out of your comfort zone through relational engagement.

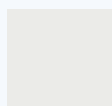
Another approach you can take is to be *kind* when engaging on a post. Flatter the person but do it with authenticity and specificity. People generally respond favorably to kindness. For example, when commenting on a post specify what detail resonates with you and why. Explain yourself. This will demonstrate that you are being authentic.

## It's your turn.

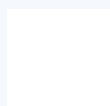
Devote 10 minutes per day to engaging relationally on LinkedIn with people in your target market. Do it for not less than two weeks. Don't be surprised if you end up spending more than 10 minutes per day because the relational activity is taking shape. This is when you know that you're ready for step 4.

# Develop a schedule and a cadence for relational engagement.

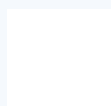
CHOOSE THE DAYS OF THE WEEK



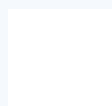
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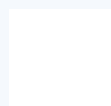
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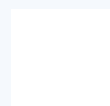
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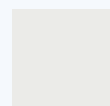
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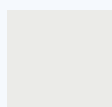


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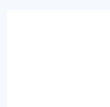


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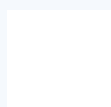
CHOOSE THE TIMES OF THE DAY



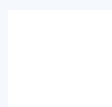
-5AM



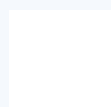
6-8AM



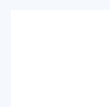
9-11AM



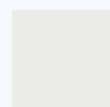
NOON



2-4PM



5-7PM



9PM+

Put them on your calendar.



## 4

# Get the meeting.

The final step is to pitch yourself to your target market and set up meetings with potential employers (or client prospects if you're an entrepreneur).

Your goal is to explore a fit between your skills and your passion to discuss how you might fit in their organization either as an employee or as a contractor or vendor.

The prerequisite to this step is preparing a compelling LinkedIn profile, resume, and cover letter, along with interview materials to impress your potential employers.



If you're selling services, you'll need a website, even if it's only one page. If you're just getting started, your LinkedIn profile can serve as your website.

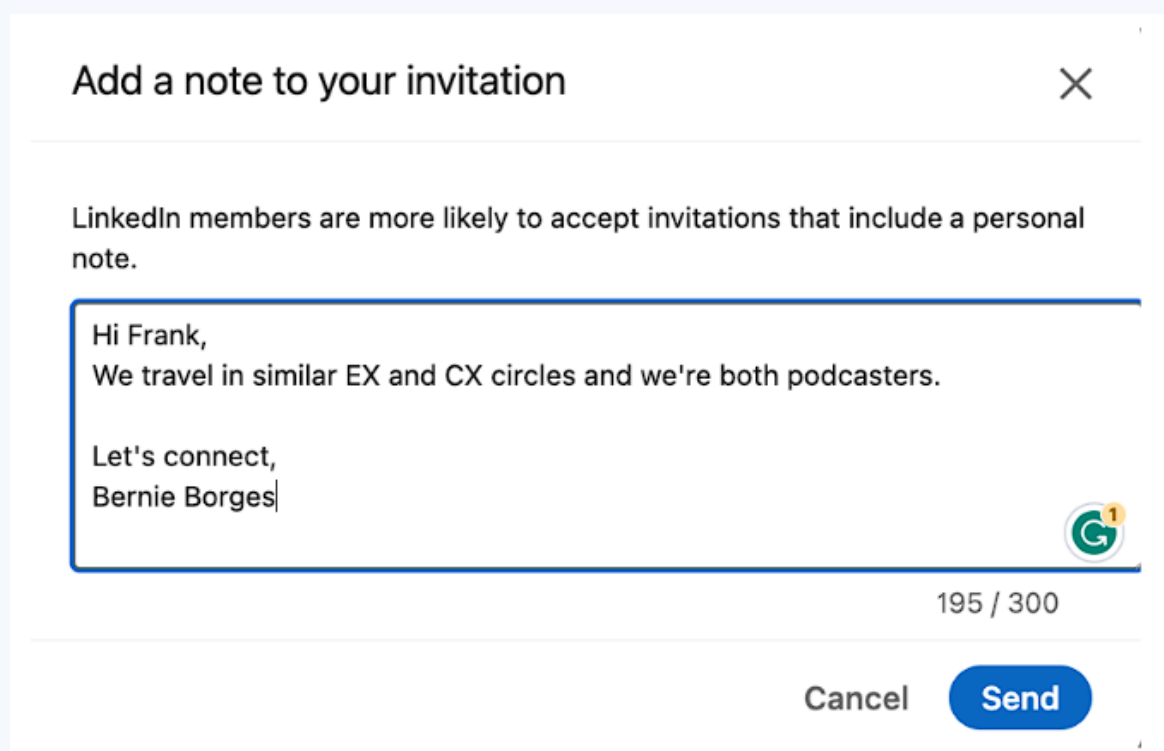
The first step to getting the meeting is to connect with the person on LinkedIn.

Presumably, you've already engaged with the individual, provided they are active on LinkedIn.

If the person is not active but they have a profile, look for opportunities to engage with people in their network. This allows you to find common connections that can benefit you.

# The Connection Invitation

It's crucial that you send a personalized invitation to connect on LinkedIn. I feel strongly that personalized LinkedIn connection requests are a MUST. Always, always, always personalize your invitation to connect. Following is an example.



Add a note to your invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Hi Frank,  
We travel in similar EX and CX circles and we're both podcasters.

Let's connect,  
Bernie Borges

195 / 300

Cancel Send

Sending a personalized connection invitation is simple. It can also be a differentiator because MOST people don't do it!

## IMPORTANT

When you invite someone to connect, only invite them to connect! DO NOT request anything else, especially a meeting. The purpose of the invitation is to connect. Period!

Just like dating, you must be patient and wait for the right timing or you'll risk being "too pushy" in the eyes of the person you're "courting."

If the person accepts your invitation to connect, your next step is to wait at least two days and do something nice for this person. By "nice" I mean share an article with them that you are confident will resonate with them. Or, find some other way to take an action which is not self serving, rather it serves them.

Do you see the parallel to dating now? Your goal is to get your new connection to “like you.”

After you have done at least one or two nice activities with your new connection, depending on if or how they respond, you are ready to ask for a meeting, or whatever it is you want to achieve with this person as the next step.

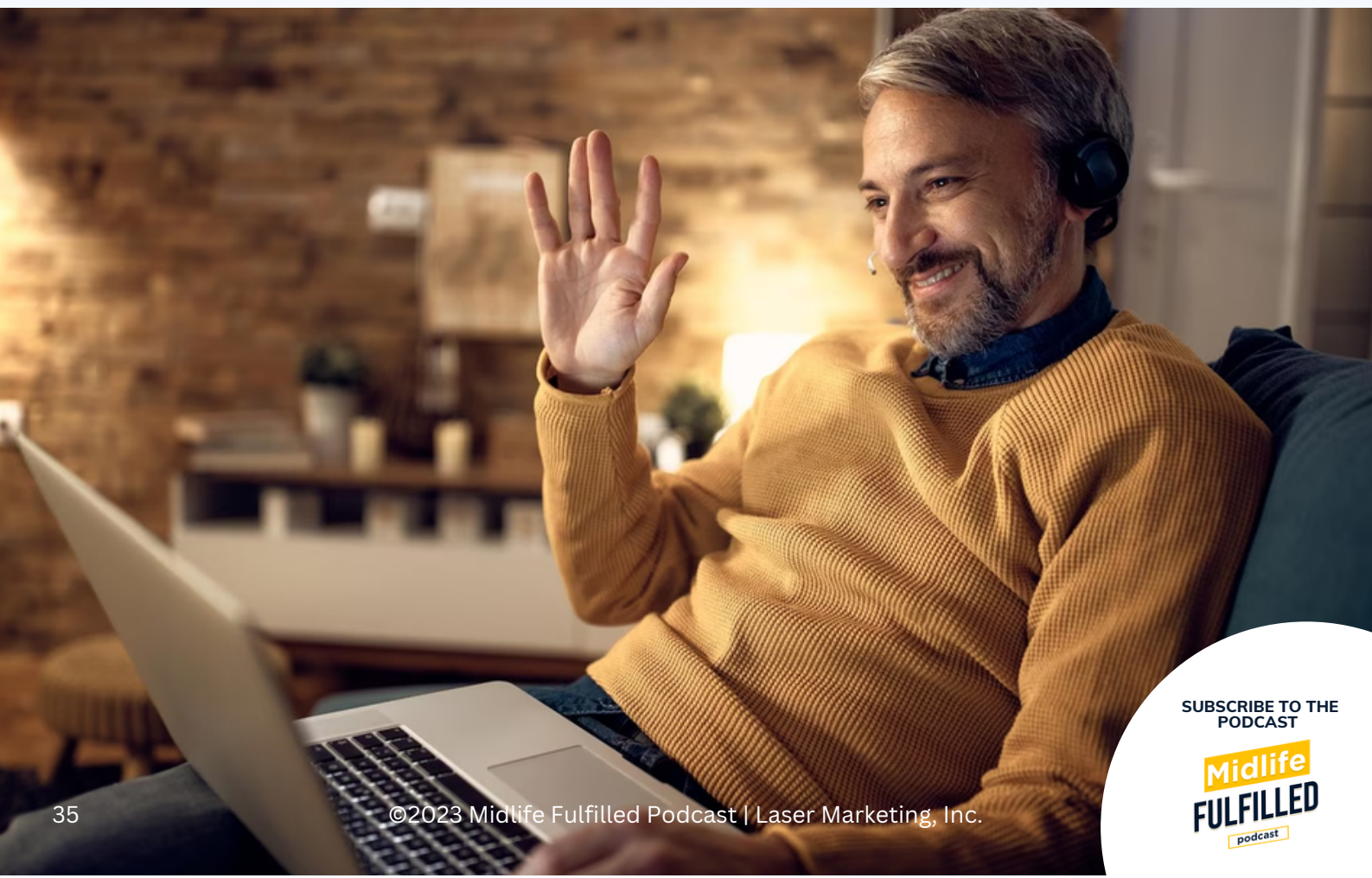
Often, new connections are part of a “web” of connections. Consider all the people who might be involved in the decision you want them to make in your favor. Look to connect with as many of them as possible.

In addition to increasing the strength of your network in this opportunity, there is a good chance they may all notice and remark to each other how relevant you are in your engagement.



This leads me back to the sales mindset. A sales mindset is always looking for opportunities to have conversation with people who can either influence an outcome or make the decision on the outcome.

Successful salespeople don't rely on one person in a deal. They build relationships with many people at an account. You should do the same at an account or prospective employer.



## 5

# Re-assess and adjust as needed.

Every good plan has potential to go awry or encounter circumstances you cannot predict.

That's called life!

That's why this plan should include a periodic review of everything in steps 1 through 4 above.

You may discover that your LinkedIn profile might need to be revised in some way. Or, maybe the target market you've identified needs to be tweaked.



Whatever you discover that is not working as well as you need it to, take some action to course correct. Don't hesitate to get input from your trusted network or coach.

In keeping with the dating analogy, if the courting isn't going well, it may be time to go in another direction.

Sometimes life (not just our careers) needs some experimentation. Other times, you might just learn something that you didn't know when you began this process and that is reason enough to revise your plan.

The point is to take action if the plan isn't working as well as you'd like.

The reality is that this plan is never done. It just evolves as your life/career evolves.

A midlife career reboot can seem daunting. Follow these five steps with a superhero mindset that converges the archetypes of a product manager and a sales professional and you greatly increase your chance of success.

Stay fulfilled!

*Bernie*

Bernie Borges

Host of the [Midlife Fulfilled podcast](#)

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# GROUP COACHING WITH BERNIE BORGES

Founding Cohort Investment: \$500

## This program is for you if...

You want to get in on the ground level of this group coaching support with the methodology explained in this workbook in a group coaching format.

You are a knowledge professional in a mid-stage career season seeking your next chapter.

You might have 15 or more years of experience in industries such as financial services, technology, manufacturing, healthcare, professional services, retail, telecommunications, and more.

You want the support of peer accountability and comradery (not competitive to you).

## This program is not for you if...

Your career is based on a physical skill or craft such as electrical, construction, athletics, mining, law enforcement, industrial machinery, farming, etc. My background is not well suited to support professionals with these backgrounds.

## This program is not for you if...

You are looking to find an entirely new direction in your career unrelated to your core career experience. If that's you, consider an encore education program such as the [Inspired Leadership Initiative at the University of Notre Dame](#).

Group coaching is a shared experience with five people in the cohort. The value will come from my experience and guidance as well as interaction with the other members of the cohort.

This group coaching program is not therapy or psychological treatment.

## How do you know if group coaching is for you?

If you want guidance AND accountability in your specific scenario, you might want to consider group coaching.

## Will the group include someone competitive to me?

I make a reasonable effort to avoid having two or more people with the same exact role, in the same industry, avoiding potential competitive situations.

## Is the group coaching mixed gender?

Yes. But, each cohort will be unique. Some may be mixed gender and some may not be.

## Will the price increase after the founding cohort?

Yes. The founding cohort price is introductory. It will increase in the second cohort.

## Next step...

If you believe you're a fit for this Midlife Career Reboot Group Coaching program, schedule a 20-minute discovery call with me on the next page. This is a no-cost, one-on-one call to mutually determine if this program is a fit for you.

We'll have a healthy conversation about your goals and what you can expect in this program.

The outcome will be a mutual understanding of your potential fit for this group coaching program.

Whatever you decide, I sincerely wish you success in your midlife career goals.

Stay fulfilled!

*Bernie*

Bernie Borges

Host of the [Midlife Fulfilled podcast](#)

If you're not subscribed to my [Midlife Fulfilled Podcast do it now!](#)





**Don't let your current midlife season be a point of professional stagnation.**

**Make it an opportunity to reboot your career!**

Each group coaching cohort is limited to five people. Apply now and get ready to reboot your career!

**[Schedule a No-Obligation Exploratory Call](#)**