

Your Career Reboot Checklist

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Embarking on a career reboot can be both exciting and daunting. I rebooted my career using these five essential steps, and I'm sharing them with you. Go through each step, checking them off in the workbook as you go.

1

Get the product right. You are the product.



- What problems do you solve in an industry?
- What are your strengths?
- What are your weaknesses?
- What are your skills?
- What experience do you have?

2

Know thy target market. Really know them.



- Who is your target market?
 - What is their industry?
 - What is their role?
 - What is their tenure?
 - Where do they spend time online?

Do this for each "persona" within your ideal target market.

3

Reach out and engage your target market "relationally."



- Engagement strategies include:
 - Comment on social media posts.
 - Participate in group conversations.
 - Attend industry-specific events and workshops.
 - Share relevant topical content on your own social platforms.
 - Start a friendly conversation by asking questions to help you build rapport.
 - Send a friendly follow-up message.

Proactively engage with individuals to build the know, like, and trust factor.

4

Get the meeting.



- Send a personalized connection invitation on LinkedIn.
 - If/when the prospect accepts your invitation, share relevant articles that benefit them.
 - Once you've made these helpful interactions, ask for a meeting or call.
- Now it's time to work your way through the list of curated people you want to meet.

5

Re-assess and adjust as needed.



- What's working well for you?
- What's not working well for you?
- How can you adjust your approach?
- What have you discovered so that you can improve your meeting rate?

Want more?

This checklist is a summary of the method I used to reboot my career. Download my **Midlife Career Reboot Workbook** to implement this plan and pivot to a fulfilling career.

