

GIVING TO GAIN



HOW I LANDED TWO JOBS WITHOUT A RESUME

by Mike McCann

INTRODUCTION

From July 2013 through May 2014, I went ten months without a job. I spent most of that time lost and confused, not knowing which path to take. And when I finally chose one, I didn't know if it was the "right" one.

I never wanted to make a resume and was passed up for some great opportunities because of it. I can be a bit stubborn and I've often taken the road less traveled.

I still don't have a resume, but I have two jobs as well as a budding freelance career. This story is my journey. I hope you'll be able to learn from it and find a new way to success.

It's not rocket science, but it does take some work. If you're scared of getting your hands dirty or being patient you can put this down right now and nobody will know the difference. But if you're willing to put in the work and GIVE, than I think you'll take a lot from my experiences.



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LEARNING TO GIVE

From November 2008 to November 2012 I worked full time at Atlantic Bedding and Furniture. My relationship with the company began back in 2007 as a part time team member while I was in school. I made \$200 each week and occasionally got to drink beer at work.

Needless to say, I loved my job.

It was a small business started by a husband and wife who complimented each other's skills. He drove the business while she made sure we were organized and could pay all our bills. We sold furniture out of non-traditional spaces using non-traditional advertising and excellent face-to-face sales tactics.

In the early days my responsibilities included sweeping floors, assembling dinettes, and assisting our delivery guy with XL loads.

My part-time college gig turned into full-time employment in 2008. At this point I knew all the ins and outs of the business. I knew how to operate a store, how to make sales, how to market the business, but most of all I knew how to work my tail off.

I continued to gain new experiences in the following years, putting in a minimum of 60 hours spent at the office every week. The norm hovered somewhere around 80. For a long time my "most prized" experience was when I put in 100+ hours of work into one week during a show-room remodeling blitz.



It was a great bonding experience for the team (which consisted of about nine people at the time) since we basically lived at the shop for those ten days. I earned my stripes, some respect, and a raise that week. That week in the Summer of 2009 was a tipping point in my career.

That was the week that the people who signed my paycheck realized how much I cared about the business.

From that day forward, that was how I thought work was supposed to be done. I was rewarded for that hard work. Moving forward, no matter how tired I was, I always kept pushing.

As a 23 year old, impressionable young man, that's what I thought people valued: the hours I put in. That thought set the tone for my career at Atlantic Bedding and Furniture. I outworked everyone.

I gave and gave and gave some more. My phone was always on to help the store operators. My email response times could be counted in minutes instead of hours. I was the first one in the office and the last one out. In short, I dedicated my life to the company.

Although I had a couple of degrees, these were the years I received my education. Through my hard work I put in my 10,000 hours in record time. I had my

share of faults, the biggest of which was taking on too much without being rational about the hours I had in a day. Eventually, I was well-respected amongst my peers not just for my hard work, but for my expertise and unbiased judgment.

I learned to be transparent in my opinions during those long days. There was no use in lying or stretching reality, everyone found out the truth at some point.

Giving myself to **Atlantic Bedding and Furniture** was the best thing for me at the time.

I learned how to be successful, how to really work for what I wanted, and how to become a better leader through serving others.

When you give yourself completely to a job or a company, you'll do whatever it takes to succeed. You don't need to take a break from your work because it's exhausting or you hate it, you only break to sharpen your proverbial ax.

If you're the kind of person who has never been able to climb the ladder or get the raise/promotion/recognition you wanted, this is for you.

Dedicate yourself to your work.

Not kind of. Not from 9-6. Everything, all the time. Dedication is a decision, not something that just happens to you. People don't fall into it, they push towards it.

Some of you will realize how much you hate your job, that's OK. But some will fall in love with their work. You'll stay late without being prompted, you'll volunteer for tasks that aren't your responsibility, and your newly inspired passion will be noticed.

Ultimately, the owners and I had some differences and I left in July of 2013. It was heart-breaking, but I had to do it. I wasn't happy and had overstayed my welcome.

Over the years I was smart enough to put some of the money I made into savings. I had an education, years of experience, and tons of connections. There was more out there for me and I knew it. I just didn't know how to find it.



alzheimer's  association®

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DONATING

Prior to my departure from ABF, I was trying to figure out a way for us to get involved with a charity. I didn't know which one and I didn't know how, but I knew that it would be great for our not-always-stellar public image if we stood next to a notable cause.

With the worst possible timing, I discovered one a month after my departure.

My Dad was diagnosed with Alzheimer's Disease a few years back. Since he lived in Florida and I was in South Carolina, I wanted to find a way to help him out. The Walk to End Alzheimer's was held in September and I found my charity on a huge billboard that read, "I walk for my Dad."

Needless to say, that one hit home. It was way too late to get ABF involved with the Alzheimer's Association, but I knew I could make a difference as an individual.

Since I wasn't working at the time, I went to the **Alzheimer's Charleston** office and told them I wanted to do more than just walk and raise money. They explained that the best way to help was to get involved on a committee for the next year's Walk. There are always people willing to give money, but there is a shortage of people willing to give their time. Because my savings was dwindling, I thought this would be a perfect way to help without emptying my bank account.

Today I am the Marketing Chairperson for the Charleston Walk to End Alzheimer's. I spend a few hours each week promoting and conversing about the walk on social media and getting flyers distributed around town. I've also leveraged many of my existing connections to get us on the radio, find corporate sponsors, and help design an effective marketing campaign to promote the walk.



Through volunteering, surprising doors reopened and I was put in touch with contacts I never expected. I didn't get involved to network with people, but when I gave back, I realized how much people were willing to help me because of my generosity.

The real reward I received was knowing that I was spending my time fighting for something I believe in. Alzheimer's is a terrible disease and I know that we can end it, but not alone. So I started with what I can control: myself.

It felt good to volunteer not just for my heart, but for my career. I had been leaning into marketing, website creation, and social media management for a while. I needed to learn more about each of these paths. Managing the social media accounts for the Association was a great way to keep my skills sharp.

Social media management is something I use in my current job. My experience with the Alzheimer's Association has taught me how to be efficient with my time

on social media, how to be creative in my messages and forced me to stay up to date with online trends and tools. Finally, it has made me expand my skill set to the point where I now offer that as a freelance service when meeting with potential clients.

I didn't start volunteering with any sort of personal gain in mind, I just got involved.

*When you give selflessly, you are rewarded
from the least expected sources.*

If you can align your particular set of skills with a charity, that's like marketing yourself. If you are a business owner, freelancer, or just an advocate for your company, that's a very humble and effective way to extend your influence.

If you are an event planner, ask to be on the logistics committee of your charity of choice. If you are in marketing, ask to help promote. They'll find a place for you, I promise.

Your company will get positive exposure from your presence with the organization. The other people on the planning committee will remember you and the people who run the event will never be able to forget you.

Think of volunteering akin to having superpowers. You've got the ability to use those powers for good, if you choose. Most people let them stay dormant, and leave them at the office. But you can show those superpowers to a whole new group of people who will appreciate them tenfold more than anyone you work with.



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GIVING CREATIVELY

When I left the furniture industry, I still had a lot of work inside me. In my previous position(s) I was always helping people navigate paths I had already traveled. I had mounds of experience and I used my knowledge to help people grow their businesses.

I still had plenty to say, except I didn't have a captive audience. Still a bit proud of my work at ABF, I figured people wanted to hear what I had to say. So I did the only logical thing, I started a **blog**.

Many times experienced bloggers will say something like, “write for your audience,” or, “pretend you’re writing to one person.” When I started, that “person” was a typical ABF store owner.

I wrote about my experiences, my findings, and my accumulated insights over the past 6+ years in an ever-changing environment. The fast-paced life I had lived for so long allowed me to work in sales, HR, accounting (VERY small amounts thank goodness), marketing, customer service, training, operations, deliveries, and janitorial services. I had a lot to talk about.

I never realized it, but that advice was a gift. I always knew that my work helped people, but I never once considered keeping my knowledge to myself as a selfish act. When I started writing, I felt like I was able to continue giving back to those reading along, even if that was a very small audience.

My spilt was a harsh one. I ate, slept, and breathed ABF for the better part of a decade. When I left, it felt like I was leaving a family I helped start.

On paper I never owned the business. But you could never tell by my actions, I worked as if that business was mine. It was my life.

A divorce gives you a lot to talk about. It gives you a lot to work through.

My words were received well by friends, family, and former co-workers. That support encouraged me to continue writing. Not only was I able to find my voice as a writer, but I was able to work through a lot of the personal demons I was battling about my decision to leave.

It’s fun to get retweeted and shared on social media. But a text from a friend saying, “that meant a lot to me,” or “you were able to put into words what I’ve been thinking for a long time,” is so much more powerful. It’s great to know that people read my work and they enjoyed it or got something applicable from it. That’s why I continue to write and be generous with my art.

Writing can be therapeutic. It also forces you to clarify thoughts and ideas. By sharing what you have to say, you open yourself up to criticism. But more importantly, you open yourself up to opportunity.

I'd be lying if I said I didn't start it to get noticed in some way. I didn't plan to get rich from a blog. But I knew it could potentially help in job interviews or get me noticed by people who may like what I have to say. I put myself out there and shared my art.

If you're in between jobs or you're not sure what to do next, put yourself out there. It doesn't have to be a blog, but that's a great place to start.

Take some of your knowledge or experience and share it with the world. You never know what may come from it. But you will never gain anything from sitting silent and keeping to yourself.





4

THE FURNITURE DUDES

After I parted ways with the furniture company, I stayed in contact with many of my former coworkers. To this day, people with ABF trust me enough to ask my opinion of their situations and how to handle them.

One particular contact was removed from the ABF umbrella and reinvented themselves as **The Furniture Dudes**. What they needed help with, getting their business off the ground, is exactly what I'd done for the past 6 ½ years. I couldn't

leave them out in the cold since I personally brought both of them into the furniture world, so I decided to help. I just wanted them to succeed.

I gave my time to help get The Furniture Dudes on track with weekly calls from September 2013 through the summer of 2014. We would get on an hour long Google Hangout to talk through issues they were having with marketing or their landlord. But mostly we talked about their online presence (or lack thereof).

We'd have one call each week and then we'd occasionally text throughout the week if they had specific questions. It didn't seem like much of an investment to me, just helping out some friends in my spare time.

Sometimes your actions may seem small to you, but their impact is immeasurable to the recipients. I found out later that my influence was huge in shaping how they ran their business from our weekly calls.

Since the first day we started chatting, I urged them to develop a web presence. They "had a buddy," as everyone does, who was going to build a website for them. However, since he wasn't getting paid for it, it wasn't on the top of his priority list. That and the fact that the guys needed to make regular changes to their site caused their buddy's version to be rendered useless in about 48 hours.

Their buddy wasn't a bad guy, he was trying to be helpful and use his talents for good. But he was a busy guy and he didn't understand what they needed. After spending hours on the phone with The Dudes, I knew exactly what they needed.

After building a total of one website (my blog) on Wordpress, I convinced the dudes to put their business in my hands and let me create a site for them. I mean, I did teach sales people for a living :).

I knew their budget was hovering around \$0, but I also knew how important it was for them to have a functional website. So I hacked together a fully functioning site that was setup with everything they needed to maximize their online presence for free.

In giving my time and my energy to help build their site, I gained in-depth insights about many subjects I previously comprehended on a basic level. I gained a deeper knowledge of SEO and learned how freelancers made their living. I also



learned how to do some technical stuff like going into the FTP to delete old files and use programs like Gimp to do some basic design work.

I gained an education I never imagined.

Without specific tasks and requests from the guys, I'd have floundered around without any real direction. It's hard to learn new skills "just because you want to." But having objectives to accomplish gives you real reasons to gain new knowledge. Now I was doing things like customizing CSS and expanding my skill-set tenfold.

They got a new website they could use, even when I wasn't there to help. And I didn't know it yet, but I just built the second piece of my portfolio.

Many times people want to reinvent themselves but don't know how. I didn't plan on reinventing myself, but I knew I couldn't sit still.

If you're trying to expand your skill set, find projects to take on. It will free you to do work that will push you outside of your comfort zone and challenge your existing competency. And if you can work for someone on a project, a sense of accountability will help push you to do quality work.

The Furniture Dudes site was perfect because they had specific needs for their business that I never would have thought to attack.

Still without a job and not really seeking one, I was now armed with a whole new way of marketing myself.



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BE R.E.A.L.

As I was wrapping up with Furniture Dudes, I was feeling confident. I was no designer (I'm still not) but they had a fully functioning site they could run with. We spent hours optimizing their site for search engines and their business was picking up because of it.

I was satisfied, I had done some good.

Less than a week went by before a friend told me that he needed his website re-vamped. He owns a landscaping company, **R.E.A.L. (Reliable Efficient Affordable Landscaping)**, and his four page website had not been touched since 2009. Eek!

As we sat in his dining room before small group started, I was able to show him my blog as well as The Furniture Dudes website. I felt like an expert with a robust portfolio.

My buddy, Mike, has almost zero knowledge of websites. But since he knew me, he knew I'd make sure he was happy with the finished product. Plus, he didn't want to spend a ton of money for a large agency to build his site.

When we got to talking price, I threw out a number based on how much money I needed to pay my bills for about a month. I didn't take into account how many hours I thought it would take since I had all the time in the world.

He politely negotiated me down as any savvy entrepreneur would. I already planned on him working for a better price so I wasn't caught off guard. I already made up my mind that I'd take the job no matter what price we settled into anyway. I hadn't earned a paycheck for about seven months, so anything was better than nothing!



The site only took about 20 total days to finish and that wasn't even a full time gig. Had I needed to push it, I could have. Mike was satisfied with his new site and I was happy to put another feather in my cap.

I had my first paying client and I was pumped. I was officially a freelancer, I found a new career path!

Next, I did what any self-respecting blogger would do. I wrote a blog post about what I'd learned titled **9 Hard Lessons I Learned as a Freelancer** and it became wildly popular (relatively speaking) on social media. This only reinforced the idea that I knew what I was talking about. How could I not be? People on social media are never wrong...

Although I was genuinely excited about the money I made from the R.E.A.L. project, it was significantly less than I was accustomed to making. It was an ex-

tremely humbling experience. It had been a very long time since I'd worked so hard for that amount of money.

But because I gave a friend a great deal on the work I knew good things could come from it. He received more value than he bargained for, and I was happy to be working with him.

The key to getting people to be advocates for you is to give them more than they expect. Not just job satisfaction, but job elation. Set your customers expectations, then overshoot them as far as you can.

If you're ever stuck in a rut, find a friend in need and give them a hand. Use the skills you've learned over the years and help them get out of whatever they're going through. They'll appreciate you and it won't be long before you stop thinking all about yourself.

Something happens to us when we switch our focus off of ourselves. Our eyes and hearts are opened and it's no longer a pity party.

And if you allow yourself to think like a business person, you may just find some great opportunities along the way.

COASTAL CHRISTIAN



PREPARATORY SCHOOL

6

GO COUGARS!

JW is a good friend of mine. He happens to be a social studies teacher and the head coach of a local private school's football team.

He's been at Coastal Christian Preparatory School (CCPS) for four years building their Eight-Man Varsity and JV programs. But this year he was going to lose some coaches and was about to be severely understaffed.

Every year since he landed the job he'd call and ask if I wanted to coach with him. He knew I loved football since we played at Charleston Southern University together and he knew I would enjoy coaching. For four years in a row, this is what my responses excuses sounded like:

2011 – Sounds awesome man, I would love to. But I don't really have the time...

2012 – Too busy, sorry bro...

2013 – I just started this company bud, I don't think I can swing it right now...

2014 – Sure, why not? Let's do it!

For those first 2 years I was legitimately busy, but that wasn't why I didn't coach. I didn't want to. I was focused on what I was doing for ABF. I couldn't give anything else because I devoted all my time to work, there was no additional room.

In 2013 I was trying to start a company... obviously it didn't work out. That and I was being selfish and a little scared. Scared I would love it.

At this point I (still) didn't have a job, but contrary to my answer, I wasn't convinced I was ready to coach. I'm not the kind of person who goes half-way, I'm all in or all out. There's no room for grey. So we decided I'd help for two weeks during spring practice as a case study.

Turns out my fear was legitimate, I loved it.

The only problem with loving the opportunity to coach was that it paid me \$0. I had a budding freelance career and a coaching gig, I was the busiest unemployed person you'll ever meet.

My mindset shifted in early 2014. I have always tried to be a generous person, sometimes to a fault. I want to help anyone who asks, even if they're not always willing to help themselves. When I was with ABF, that spread me too thin and I occasionally dropped the ball.

But when my plate is full, that's when I'm at my best. It's a tricky balance to find. Sometimes the difference between full and overloaded is just one practice. I coached with JW during spring practice strictly as a testing ground to see if I had the time and if he liked me on staff.

Even though this was Eight-Man football and we only had 19 kids come out for the first day (middle school, JV, & Varsity squads), I was hooked. I would go on to dedicate as much of my time as I could spare without letting my work slip.



Coastal Christian is a complete one eighty from the type of high school I went through. But the mission was moving and the underdog mentality of the kids was attractive. I quickly realized that the people I was going to be working with at CCPS were men of character and obviously men of faith.

JW, Coach Meetze, and Coach Jones all had a passion for coaching these young men. The other piece of the puzzle was Chris Winkler, the incoming head of school. He had a vision for the school that I admired; he wanted to do some great things and was chomping at the bit to get started.

These were the kind of people I didn't mind being around. I could spare 5-10 hours a week for these young men and my fellow coaches. My coaching career had begun.



7

PAYOFF

The coaching opportunity started right as I began to plan for my business, Pick a Direction Marketing, LLC. After building confidence with the Furniture Dudes and R.E.A.L., I decided this is what I wanted to do.

I began laying out plans to start freelancing websites and then scale the model to hire designers and sales people. It would be a million dollar business in no time, I could feel it.

I had a strategy for how to get customers, listed prospects, started recruiting sales people, and figured out a scalable pricing model that would go up as my skills and efficiency increased.

I immediately began dropping lines in the water with my current prospects and telling my inner circle - aka my girlfriend Katie, my Mom, & my buddy Ryan - my plan. Both of those ladies were quite relieved to hear that I finally had a plan. They both love me dearly and supported me through thick and thin. But, I'm sure it looked like I'd been flopping around like a fish out of water for the last eight months.

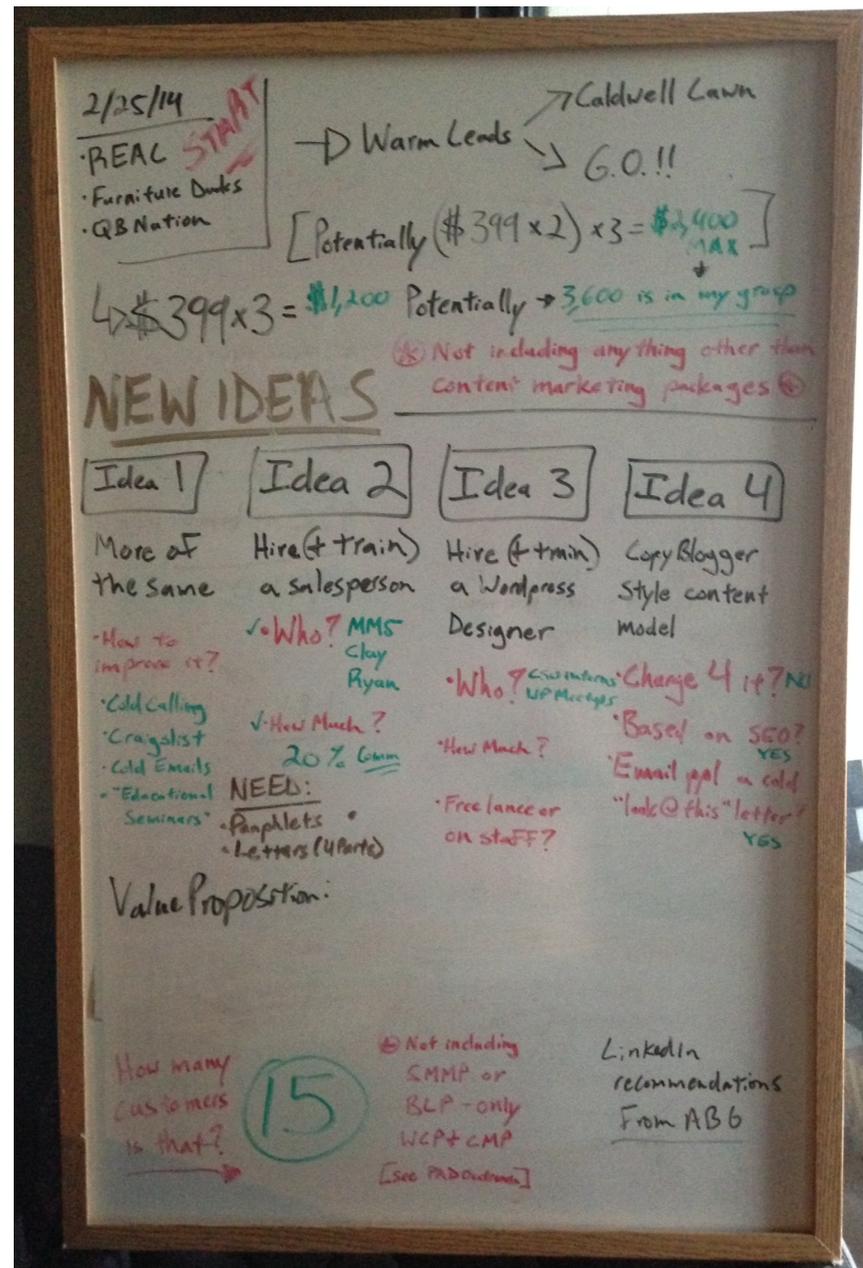
Within two weeks of declaring my intentions I had two new clients. One for a website redesign and one for some online marketing services. Business was booming!

It was exciting to have multiple customers. Since this was only the first two months of my entrepreneurial journey, juggling customers was something I had yet to experience. It seemed like everything I did was a "first" and I had good reason to be in love with my work every day.

But I knew I had to stay grounded. I'd never have these customers if I hadn't been generous with my previous friends; the ones that paid little or nothing to let me work with them. If I would have tried to charge them what I thought my time was worth, I would still be flopping around.

Everyone wants to be paid what they think they're worth from day one. If they're not getting paid, it's not worth it. Doing something for free sounds outrageous to lots of people. But that's the problem: we have endless amounts of plain. We have mountains of status quo. We have piles of cookie-cutter resumes.

But we don't have enough outrageous.



The people who aren't willing to compromise in the short-term are the ones that end up unhappy in the long-run. I had to work for free for a while, I questioned myself daily about that decision. But that lead me to bigger opportunities.

We don't accept that sacrifice has to be made if we really want to success. Few things that are worthwhile come quickly.

Don't go about things in a normal way; I went against the grain and gave my services away for free. Do something unconventional when you're pursuing your next job or your next customer.

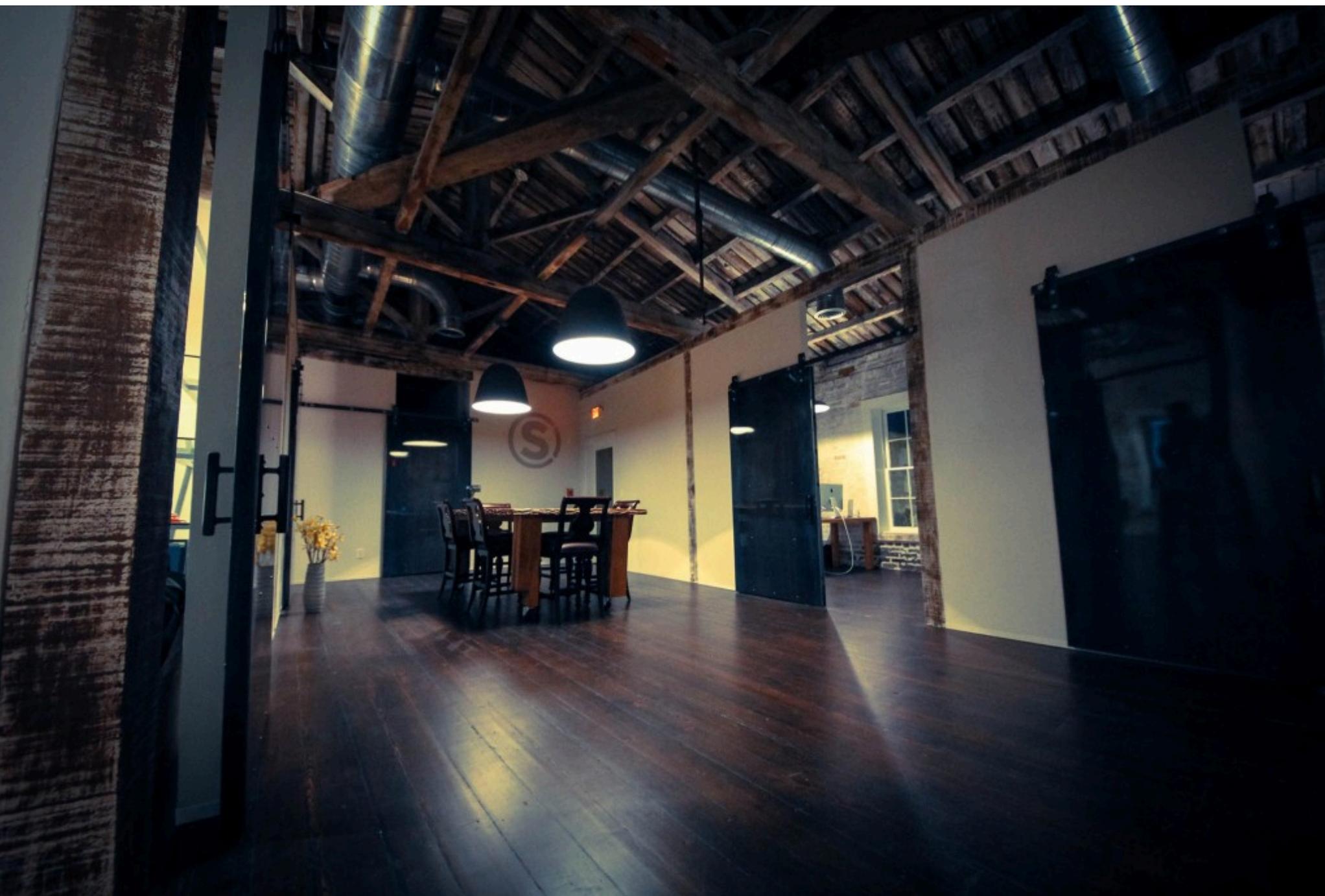
Instead of trying to make a transaction, start by giving a gift. In your last job search, did you ever offer to work for free to prove your worth? For the last client you courted, did you ever provide them with more services than they bargained for?

Years, decades, and centuries ago people had to learn skilled trades to provide for themselves and their families. In order to learn these trades, they had to be apprenticed. An apprentice had to be willing to give himself to the master artisan in order to become masters themselves.

We're more impatient now than ever in the "I want it now" world in which we live.

My "apprenticed" time was spent doing free work practicing on friends' websites. This is what got my foot in the door with the paying customers.

If you're having trouble breaking into an industry or getting a new job, find a way to give. Use your existing talents and time to get your foot in the door. Everyone likes to be flattered, and there's no better way to flatter people than to give them a gift.



8

SOUTH-BOUND

Little did I know it, but I was being watched. Not by a creeper, but by a scout.

My work with Mike at R.E.A.L. sparked some interest. Not because I had an eye for design, but because I could navigate this digital space and communicate clearly with a strong-minded business owner.

It's not simple to migrate a website, install a design platform, and start from scratch building a website.

Small business owners know what they want and they don't want to overpay for it. Their money is hard earned and anything that doesn't get spent goes into their pocket, not back into some corporate budget for a board of directors to discuss.

They need communication and you need the ability to communicate back to them if you're going to work together. You'll also need project management skills, patience, and most of all the ability to sell them your idea.

If you can do all that and leave your customer satisfied, you've got something people want.

Since Mike was satisfied with my work, he peaked another friend's interest. He told his long time friend, Nate, what I did for him. Nate attended the same church, so he knew me on a personal level as well.

Nate and Mike have been friends since they were kids. Nate knows Mike is a savvy business owner and that he had very specific expectations for people he was going to pay for services.

So when Mike had good things to say about me, Nate was listening. Then he did some research of his own and saw the process taken to finish the job. He saw I had some basic technical skills, I didn't just pitch Mike on an idea and leave him hanging.

Nate and his business partner John were in the never-ending process of expanding their operations. Because I have people skills and (enough) technical skills, they saw me as an asset to their company, **SOUTH**.

As excited as I was about starting my own company, I had plenty of reservations about that particular path. I had to weigh the opportunity cost of both options. There wasn't time for both since and I knew I would spread myself too thin if I tried. So I made a pivot and shifted my focus SOUTH bound.

I saw that my abilities were going to be more useful within the SOUTH model than my own. Plus, both John and Nate have done freelance work so they understood when I had other side projects that helped me pay my bills.



I debated long and hard about whether to stay my path and go solo. But I could see that dedicating my time to these guys was going to produce more in the long run.

Short term was a different story. When we started, my role was very small and slow. But I was willing to put in the time because I saw the light at the end of the tunnel. Some of our potential clients are massive non-profits, like the Alzheimer's Association (guess where I got a lead?) and they take some time to court.

In most sales positions you start slow, building lots of leads. But as you stick with it longer, more of those leads turn into sales and you're able to narrow your focus.

For those that are good, that sales cycle eventually takes on a life of it's own and you begin to regularly receive business from the people you contacted days, weeks, or months prior. Not to mention referrals from the people whose expectations you've already exceeded.

I never totally abandoned my freelancing career. I still take on side projects if and when time permits. Plus I've used the skills I gained to help me communicate to prospects with SOUTH.

To keep me sane through said sales cycle, I was still reaping some of the fruit of my labor with Pick a Direction Marketing. The two projects I started were wrapping up as I was starting at SOUTH, creating a seamless transition.

This allowed me to work for free at SOUTH while still having some sort of income from my personal projects. When you're freelancing, you're always prospecting. I always have more than one iron in the fire.



9

OPPORTUNITY STRIKES (AGAIN)

I have an app that alerts me when someone shares my blog on the internet. One day, it alerted me that Chris Winkler's Twitter account shared my blog with the headline "Read this blog!"

Normally, I'd go favorite this with my Twitter account and thank Chris for sharing my words. But before I could do so, I received an email from Mr. Winkler asking if that was my work.

Normally, this kind of response meant I really inspired someone and I would have been flattered to have a conversation with them. But since Chris was the Head of School at Coastal where I just began coaching, I didn't know what to expect.

For some reason I wondered if he found something offensive in my words. Or maybe there was some sort of conflict of interests. It could be that he was blown away by my simple blog and he wants me to be a teacher at the school... My mind whirled with crazy, outlandish ideas about why he wanted to speak with me.



Throughout our email exchanges, he remained brief. I wasn't sure of his motives and I became a bit anxious. Even though his Twitter account showed he liked what he read, I was a bit on edge until we sat down for coffee three days later.

As we sat in the atrium of an empty Coastal Christian Prep, Chris explained his vision for the school. With a textbook S.W.O.T. analysis (internal Strengths/Weaknesses, external Opportunities/Threats) Chris went on to tell me what the school does best and where its weaknesses have developed over the years.

“And this is where you come in.”

Fortunately, he was referring to the Opportunities branch of his analysis and not the Threats. After a sigh of relief, Chris offered me a job. He saw my story-telling experience and my personality as potential assets to the school and explained that they would be excited to work with me. When he found that I could also help with the migration of their website, he almost jumped out of his chair. They not only wanted my help, but they needed it at that point.

The best part about the Coastal opportunity was the fact that it was part-time, only about ten hours each week. It could pay many of my bills and it gave me the opportunity to continue working with SOUTH without interfering. I could see this as a very mutually beneficial relationship; I was in.

As the prospecting at SOUTH continued (slower than we anticipated) the Coastal opportunity popped up, allowing me more time to prospect while still having income. Both parties (SOUTH & Coastal) are great to work with, and it's exciting to have overlapping, yet separate positions.

Being in the right place at the right time has a lot to do with success. Some people call that luck, I call it hard work.

I only met Chris because I volunteered to coach. This opportunity only came because I decided to put myself out there and show my work on the blog.

Chris shared my 134th blog post. Meaning I wrote 133 posts prior to him finding the one that impressed him enough to offer me a job. It took eight months, but the blog got me noticed.

I wasn't noticed by millions, I was noticed by one. What most people don't understand is that one person is all it takes. One dream client changes the course of a business. One connection can get you the job of a lifetime.

Do something that will get you noticed by the right person.



10

APPLICATION

By no means am I a “job-finding” expert. And honestly, you should probably be wary of anyone who claims to be. That means they’ve probably spent a lot of time without a job.

I do know what worked for me: GIVING. I gave my skills to friends who needed websites built and it opened doors. I gave time to a friend who needed help coaching and new relationships were formed. I gave myself to an art I didn’t know I loved and opportunities presented themselves.

I want to encourage you to do 3 things:

1. GIVE GENEROUSLY

This can be volunteering. This can be mentoring. This can be helping a friend package products or print t-shirts for their business. It can be anything!

Just give and don't ask for anything in return. That's the key to this whole thing. When we're always asking for something in return, we never have the opportunity to give. In that sense, everything is a transaction. Transactions are everywhere, gifts are not.

Give first, that's how to leave an impression on people. Doors will be opened for those that are willing to give without expecting anything in return.

2. TAKE SOME RISKS

After I quit my job in July 2013, I vowed never to make a resume. I wanted to do things my way, that's what this book is all about. But that never would have been possible if I hadn't put myself out there for others to see and judge.

It was scary to publish my thoughts on my blog (& more so in this ebook!). It can be an uneasy feeling to pitch skills for which you've never been paid. But you have to do all these things and take risks if you ever want to change your current situation. My favorite quote is:

“When you want what you've never had, you must do what you've never done.”

– Thomas Jefferson

To start something new, you have to make change.

3. SHARE THIS

Some people are living out their dream jobs and don't need to change their situation. They may get some good insights from my experiences and I hope they do.

But I wrote this book for the ones who need to find new opportunities. The ones who feel stuck, the ones who feel like they're wasting their lives or their potential on something they don't care about. Share this book with them.

I had a fortunate situation where I was able to quit my job before I had everything figured out. The thing is, the time is never quite right to make that sort of change. Some of you reading this may have to start something while at a current job, that's OK. If you're not willing to sacrifice some time and energy up front to get what you want in the long run, you probably don't want it that bad.

This path is full of humility and hard work, don't start if you're not willing to push through those.

It's not always going to be easy, but it will be worth it.

I'd love to hear from you:

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