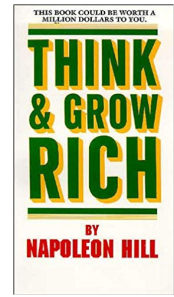


Create a Professional Brief to Secure Employment

From "Think & Grow Rich" by Napoleon Hill (1937)

Notes by Bob Evely
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Edwin Barnes once sought to be employed by Thomas Edison. He travelled to Orange, New Jersey to present himself to Edison. As he walked toward the office, he saw himself standing in Edison's presence. He heard himself asking Edison for an opportunity to carry out the one consuming obsession of his life; a burning desire to become the business associate of the great inventor.

Barnes' desire was not a hope. It was not a wish. It was a keen, pulsating *desire*. It was definite. He chose a definite goal, placed all his energy, all his power, all his effort, everything back of that goal.

He created a plan by which to attain that purpose. He burned all bridges behind him. He stood by his desire until it became the dominating obsession of his life. He did not say, "I will keep my eyes open for another opportunity in case I fail to get what I want in the Edison organization." And after persisting, he achieved his goal.

Do you have this same deep desire as you contemplate the position you now seek? What is your definite goal? And how will you act to achieve that goal?

Create a written "brief"

Set yourself apart. Do something others seeking the same position you seek are not doing. Perhaps they lack the creativity, or the initiative. Perhaps they don't have the same burning obsession you have to land this position.

Package yourself in such a way that sets you apart and causes your employer-to-be to take notice. Create a written brief to present your personal services.

Your brief should be prepared as carefully as a lawyer would prepare the brief of a case to be tried in court. Successful merchants employ men and women who understand the art and the psychology of advertising to present the merits of their merchandise. One who has personal services for sale should do the same.

Yes; seeking employment is really selling your personal services to an employer. Begin by defining the *specific* position you will be seeking.

Contents of your brief

The following information should appear in the brief.

1. Education.

2. Experience.

Be sure to bring out clearly any special experience you may have had which would equip you to fill the position you seek.

3. References.

Attach to your brief copies of letters from former employers, teachers under whom you studied, prominent people whose judgment may be relied upon.

4. Photograph.

5. The specific position you seek.

Apply for a specific position and give reasons you believe you are qualified for the position. This is the most important detail in your brief.

6. Offer to go to work on probation.

Offer to work for a week or a month without pay. If you are sure of your qualifications, a trial is all you need. Such an offer indicates that you have confidence in your ability to fill the position you seek. Make clear that your offer is based upon your confidence in your ability to fill the position, your confidence in your prospective employer's decision to employ you after the trial, and your determination to have the position you seek.

7. Knowledge of your prospective employer's business.

Before applying, do sufficient research in connection with the business to familiarize yourself thoroughly with that business, and indicate in your brief the knowledge you have acquired in this field. This will be impressive, as it will indicate that you have imagination, and a real interest in the position you seek.

Remember, it's the lawyer that meticulously prepares his case – covering every detail with great care – that improves his chances of winning. Don't be afraid of making your brief too long. And remember that neatness will indicate that you are a painstaking person.

Binding the brief

Have your brief neatly bound with something like the following on your title page:

BRIEF ON THE QUALIFICATIONS OF
John K. Doe
APPLYING FOR THE POSITION OF
Private Secretary to
The President of
THE EDISON COMPANY, INC.

Use the finest paper you can find, and use heavy, book-cover variety paper for the binding.

Your brief will serve as your salesperson. Give it a good suit of clothes so it will stand out in bold contrast to anything your prospective employer ever saw in the way of an application for a position. If the position you seek is worth having, it is worth going after with care.

Moreover, if you sell yourself to an employer in a manner that impresses them with your individuality, you probably will receive more money for your services.

If you seek employment through an employment agency, have the agent use copies of your brief in marketing your services. This will help gain preference for you, both with the agent and the prospective employer.

Some additional thoughts

1. Decide exactly what kind of job you want. If the job doesn't already exist, perhaps you can create it by rendering a compelling description.
2. Choose the company or individual for whom you wish to work.
3. Study your prospective employer as to policies, personnel, and chances of advancement.
4. By analysis of yourself, your talents, and your capabilities, figure what you can offer, and plan ways and means of giving advantages, services, developments, ideas that *you believe* you can successfully deliver.
5. Forget about a "job." Forget about whether or not there is an opening. Forget the usual routine of "have you got a job for me?" Concentrate on WHAT YOU CAN GIVE.

6. Once you have your plan in mind, arrange with an experienced writer to put it on paper in neat form, and in full detail (unless you're qualified to do this yourself).
7. Present your brief to the proper person with authority. Every company is looking for people who can give something of value, whether it be ideas, services, or connections. Every company has room for the one who has a definite plan of action which is to the advantage of the company.

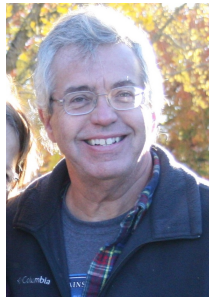
This process may take a few days or weeks of extra time, but the difference in income, in advancement, and in gaining recognition will save years of hard work at small pay.

Your QQS rating

Your objective is to sell your personal services to the employer. Remember the QQS formula – *quality*, plus *quantity*, plus the proper *spirit* of cooperation equals perfect salesmanship of a service. Apply the QQS formula as a habit.

And cultivate a pleasing personality! Having a pleasing personality is important as it enables one to render service in the proper spirit.

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