

CHAPTER 2 · 5 EXERCISES

KNOW THE MARKET BEFORE IT KNOWS YOU

(test the dream against reality)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/2/.

TRY THIS 45 minutes · once

THE TEN-ADVERT SCAN

Find ten current adverts that match the target sentence on your Positioning Statement. Copy the requirements from each into one document. Highlight every skill, qualification or experience that appears in at least half of them. Those highlighted items are what the market means by your target role.

★ **CORE ACTIVITY** 20 minutes per advert · in the lesson

THE JOB-ADVERT DECODER

Choose the three adverts from your scan that you'd most like to apply for. For each one, complete the decoder.

MUST-HAVES	DO I HAVE IT? ✓ / PARTLY / ×	MY EVIDENCE
NICE-TO-HAVES		
THE HIDDEN PRIORITY		
DECISION: APPLY NOW · CLOSE A GAP FIRST · NOT FOR ME		

TRY THIS 30 minutes · once

THE SALARY RANGE FINDER

SOURCE	ROLE TITLE AND LOCATION	SALARY OR RANGE

The typical range for my target role is _____ to _____. Given my experience, I sit near the bottom / in the middle / near the top, **because** _____.

TRY THIS 20 minutes · once

YOUR SKILLS-GAP ACTION PLAN

GAP	QUICK, MEDIUM OR LONG?	HOW I'LL CLOSE IT, AND BY WHEN

TRY THIS 20 minutes, plus preparation · once

ONE INFORMATIONAL CONVERSATION

Think of one person doing your target role, or something close to it: a former colleague, a friend of a friend, a LinkedIn contact or someone from a professional group. At senior level, a partner at a search firm that recruits for your target role is also worth a conversation, even when there's no vacancy. Ask for twenty minutes, by phone or video. Ask them:

1. How did you get into this role? 2. What does a typical week look like? 3. What do the best people in this role do differently? 4. What would you look for if you were hiring for it? 5. Is there anything you'd advise someone with my background to do first?

Afterwards, send a short thank-you message the same day. Then update your Positioning Statement and your gap plan with what you learned.
