

Strategies to Get “Unstuck”

Ask yourself questions to get “unstuck.”

- (1) What is the most important thing this client does to help the company make money?
- (2) How is success measured in this field?
- (3) What if you gave the client’s résumé and cover letter a bit more “attitude”?
- (4) What books are relevant to this industry? (Google the book’s title and check out relevant core competencies.)
- (5) Ask yourself, “What exactly am I stuck on?” Write down the question (“How can I explain the two-year gap on this client’s résumé?”) on a piece of paper, and go do something else for 10-15 minutes.
- (6) What song best describes this client? (“I Get Knocked Down (Tubthumping)” by Chumbawamba, “Simply the Best,” by Tina Turner, “For the Love of Money,” by the O’Jays, or “Start Me Up” by the Rolling Stones are some ideas.)