



The Truth  
at Work

# 5 Simple Ways to Land Your Dream Job

**Jumpstart Your Job Search TODAY**



Kelley A. Joyce, MBA, CPC  
CEO + Founder  
The Truth at Work, Inc.

*Radically Changing Your  
Relationship with Work*

## Message from Kelley

Whether you are a fresh college graduate or you've been in the workforce for decades...worrying about finding your next job can be overwhelming, even paralyzing.

Yet if you are like many professionals I meet at The Truth at Work before they step into my program, you often find yourself saying...

***"Where are all the best jobs, and how do I get them to HIRE me?"***

I know how frustrating it is to have a big dream, a deep desire to use your talents, and an urgency to get rewarded for your efforts...but you can't find the perfect fit.

That's why I've put this guide together for you.

**You're about to discover some of my most effective stuff on how to jumpstart your job search NOW.**

These are some of the same strategies that my clients have been using to land hot new jobs or decide they want to start their own business, go back to school, take time off, or realize they can happily retire.

Put these into action and you'll always have a way to secure income, anytime you wish – no "perfect" work history, Armani suit, or Ivy league degree required.

Enjoy! And let me now how it goes.

Connect with me on **LinkedIn** for fresh career content or drop me a note at [kelley@thetruthatwork.com](mailto:kelley@thetruthatwork.com).

Warm Regards,

Kelley

**P.S. Want more help to find your dream job that generates money and happiness for you?**

I meet you where YOU are. My programs include private 1:1 weekly coaching, VIP intensive days, group workshops, and DIY courses.

**Ready to get started?** Find out more about how I can help and enjoy a free 45-minute Career Strategy Session with me by securing an appointment at:

[www.thetruthatwork.com/consult](http://www.thetruthatwork.com/consult)



## **At The Truth at Work, I'm passionate about empowering you to discover the work you love and the work you were put on this earth to do. Here's why...**

25+ years ago when I started my successful and exciting career in public relations, I was crystal clear that I wanted to pursue that particular career path. Nothing was going to get in my way. And even though there were many obstacles, ultimately nothing external blocked me from rising up the ranks for nearly 2 decades.

It was my clarity, passion and dedication that positioned me to be the 1 out of 50 entry-level people who actually made it to the top. But it was more than that. Working in my zone of genius made work a joy and challenge. I literally jumped out of bed in the morning, excited to work at an extremely low paying position!

As I matured, my responsibilities grew, and my skills sharpened, I started to painfully take note of what I was best suited for...at heart I was a communicator and a trusted advisor. My time as a public relations executive had not been a waste but my experience as a human was calling me to a higher level of providing to society.

The realization that I was personally deselecting my beloved PR career was tough and bold mentally. As difficult as it was to walk away to the uncertainty of entrepreneurship, the alternative was to squash my spirit.

In the past 10 years, many clients have asked me how I had the guts to walk away from the title and the money. And I always say that I had no choice. Becoming a coach was the only true work for me to do; it was my true calling. Was I scared out of my mind...of course?! But the rewards far outweigh the costs.

## **Discovering and going after your career destiny is one of the most fulfilling life experiences, and the outcome is work that is sustainable and profitable.**

We spend the majority of our waking hours on the job. Don't you want to love it AND get paid? There is no law that states loving your work and getting paid to do so are mutually exclusive. Why do you act like it's true? We are here to help you tap into your inner knowledge and strength to decide and go after what you want to do next: get promoted, land a new job, comfortably retire, start a new business, or go back to school.

## **The Truth at Work is dedicated to radically changing your relationship with work.**

Whether you realize it or not, you are constantly in relationship with your work and to ignore the nature and health of the relationship is dangerous. You must consciously nurture your interaction with work and deliberately choose how to be. If your work is making you sick or broke, you simply must take it seriously.



The key to sustainable and profitable work is to find the right fit. Like finding the love of your life, it requires honesty, vulnerability, and sincere effort. Discovering your calling demands that you step up. Isn't it worth it?

## Are You Ready to Discover the Work You Were Meant to Do?



Congratulations!!  
First let's get clear on ONE thing:

The jobs you want are already here.  
And they are closer than you think.



How do I know? Because once you know what you're looking for, you will recognize it when you see it.

Have you ever noticed when you decide you want to buy a new car that the exact make and model seems to magically be EVERYWHERE on the road? Decide that you want to buy a BMW and it seems like every vehicle is German engineered!

This is true of discovering and securing your next best career move. If you have a sincere desire to live out your calling, the very same calling you seek will ultimately embrace you.

### I'm asking you to trust in the formula of Belief + Action = Result

- Belief** = a leap of faith that a significantly better life awaits you in your desired vocation
- Action** = genuine and consistent steps towards your goal even if you're scared, tired, or burned out
- Result** = a career that provides for you financially, intellectually, emotionally, and spiritually

The jobs you want are already here!

"So where are they?" you might be asking. Keep reading...

In this report, you'll discover the 5 simple ways to land your dream job. These are powerful ideas you can implement now, no matter where you are in your work.

Get ready to jumpstart your search NOW for sustainable and profitable work.

## Want to make a guarantee that you jumpstart your job search NOW? Here's how...

### Make an all-or-nothing decision and take action

When I was beyond miserable and fried at my last agency job, what REALLY brought in that resilience to make a change was not the “tactics” and “strategies” of what to do but my all-or-nothing decision to save my emotional self and my career.

If you study the lives of successful people, you'll find they ALL have 1 thing in common; a rock bottom moment where there was no looking back. A “burn the ships” situation.

Because your True Work is already here, at least ONE of the following 5 Simple Ways WILL work for you...IF you make a decision.

Start with the first one on the list (it's how many of our clients get clarity and into action so quickly).

Want more momentum? Do them all.

If you've been completely stuck or confused by what to do next, you need to make a decision too. And there's no better time than right now.

What DECISION are you making and what calling are you CLAIMING?

Write, sign and date your declaration here:

I  (name) am committed  
to start my search as of  (today)  
to secure my dream role by  (date).

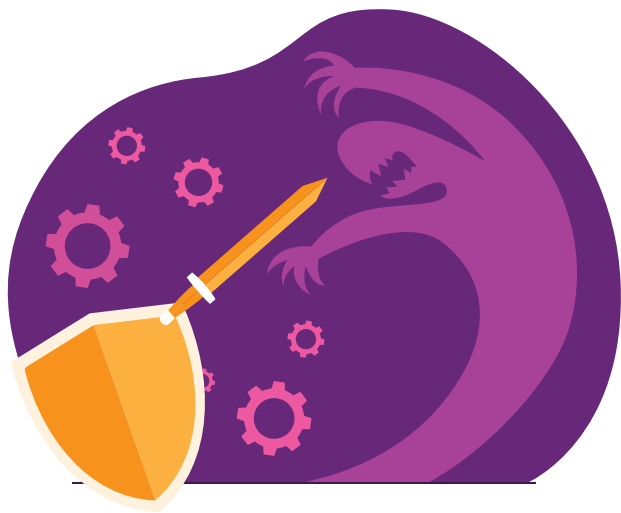


Awesome! Now let's dive in...

# 1 Confront Your Fears

Fear is the number one reason why you are living a subpar existence at your desk. Reaching and honoring your full potential means getting up close and personal with the negative thoughts circulating in your brain. Avoid taking yourself mental prisoner by “outing” your criticisms and worries.

Defuse the power of your fears by creating an exhaustive list of them – rational and irrational thoughts included. Here are some common fears:



- I'll be broke
- There are no other jobs
- My boss and co-workers will abandon me
- I don't know what else to do – I'm trapped!
- My partner will be angry with me
- I'm a nobody without this job

## Challenge each one of your fears by asking “How True Is That?”

For example, how true is it that you don't have enough money? The reality is that most Americans have almost no idea of how much they are worth financially; for better or for worse. Don't say you don't have the money when in reality you just don't have the facts. Seek out a financial planner for a financial check up.

Also, how true is it that your partner will be angry with you? When was the last time, if ever, that you had an open and honest conversation with your partner about how unhappy you are at work? Do they know the full scope of the adverse effects that your job is taking on your daily life? Give your partner the respect of a frank conversation to build a bridge of understanding and support for the changes ahead.

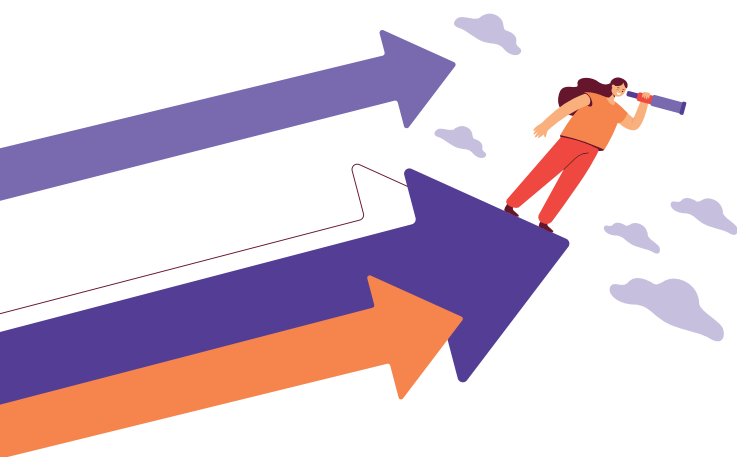
Confronting your fears is an exorcism of the workplace “boogey man” that ultimately ushers in hope. Hope is the secret weapon that pushes us toward making much better career decisions and development.

## 2 Know What You Need

We are trained by the corporate machine to pay homage to the needs of our employer. We stand on our left foot, jump up and down, and pat the top of our heads to stay in good graces and not get the pink slip.

But the reality is that we are giving our innate power away through this lopsided deal. It is our duty to ourselves to seek out an employment or business arrangement that actually suits our needs. This is the key to sustainability on the job – when we are a perfect match then the money and satisfaction flows more easily.

The path to profitability is to challenge the pervasive “Beggars Can’t Be Choosers” mindset. Critically ask yourself what do I need from work?



- ✓ Financially
- ✓ Emotionally/Spiritually
- ✓ Intellectually
- ✓ Physically/Logistically

**This description of your needs becomes your list of “deal breakers” for a new role.**

If you need to make \$80,000 per year to make the mortgage and send your child to college then you know your lower financial limit. If you absolutely dread driving more than 1 hour to work each way every day, then perhaps you need a closer location or at least reasonable options for public transportation or a hybrid job.

You are not being a prima donna or an unrealistic fool in demanding specific returns for your time and talent. It is actually unwise and risky for you to not have any requirements from the job.

Why is it a bad move to put up and shut up in your selection process? Because it sends a very specific signal to your employer, family, colleagues, and clients that they “own” you and they have the right to act that way. It’s the absolute fastest route to misery, misunderstandings, and potential abuse.



### 3 Reconnect with Dreams

Somewhere along the way, in the process of becoming an adult, we were encouraged to abandon our hopes and dreams for the sake of supposed practicality and security. I'm talking about the little girl who wanted to be a NASA astronaut or the little boy who wanted to be a Broadway actor. We are all that little boy or girl.

**But the dirty little secret is that there's no such thing as a sure thing anymore.**

So what's the point of pretending that playing by the rules generates a definite victory? Millions of Americans watched their financial security go down the tubes in 2008 and 2020 – 401K's slashed in half, loyal employees shown the door, and retirees no longer able to retire when they painstakingly planned. This rocked our world.

**The real "safe place" for us is within ourselves.**

Tap back into your natural talents and what gives you joy to perform. I give you absolute permission right now to remember what you wanted before someone told you "NO" or "That's a stupid idea".

**Who did you want to be when you were a little boy or girl?  
What did you tell people who asked you?**



You may not move ahead to become an astronaut or actor, but they provide important clues to our abilities and interests. For example, an astronaut requires bravery, a sense of adventure, curiosity about math and science, and a dedication to country. An actor likes to be on stage in front of people, can memorize and dramatically deliver scripts, and is creative and passionate. What are the careers that demand these abilities?

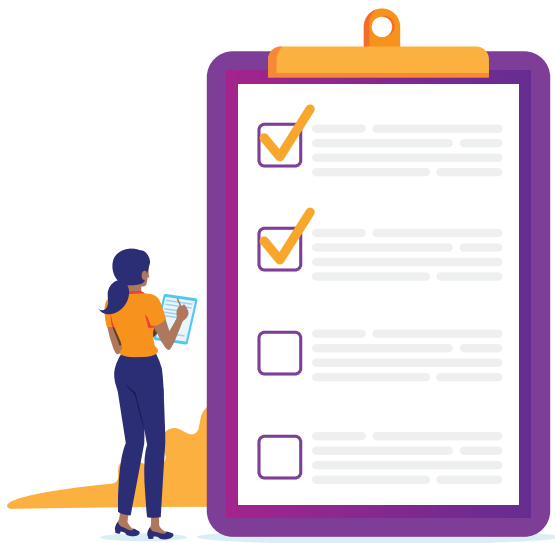
Understanding your conscious and unconscious desires is critical to fully utilizing your skills and striking the lightning rod of inspiration and energy to push ahead.



## 4 Ask for Help

The turning point in any career change is the realization and surrender to the fact that you need help. You will need the help of caring and qualified individuals to pull off an employment transformation. It's that simple.

Once you have the clarity that you are committed to change, it's likely you'll need quite a few of the following:



- ✓ Love and support from family and friends
- ✓ Networking contacts
- ✓ A Career Coach
- ✓ Talent assessments such as Myers-Briggs (MBTI) and STRONG Interest Inventory
- ✓ Legal counsel
- ✓ A health and wellness regimen that includes a spiritual practice
- ✓ A tax accountant and/or financial planner
- ✓ A therapist or family counselor

**The sooner you put your support system into place the sooner your transformation begins. You will rely on your trusted contacts during the ups and downs of change.**

Start right now by reaching out to your professional network. Don't know where to look? Look here:

- ✓ People you would love to support
- ✓ People who could refer
- ✓ Past employers or clients
- ✓ Groups you're already a part of such as alumni
- ✓ Formal networking groups such as BNI or a Chamber of Commerce
- ✓ Professional groups or associations for your industry
- ✓ Places where people you're targeting "hang out"
- ✓ Doing what you love (volunteering, book clubs, biking, hiking, etc.)
- ✓ Social networks like LinkedIn, Facebook, Instagram, Twitter, and TikTok

## 5 Roll Up Your Sleeves

Now that you believe it's entirely possible to live your dream job and not suffer, it's time to focus on manifesting the job, business, retirement or education that you desire.

Career change typically doesn't fall out of the sky, so you will need to roll up your sleeves and apply a mix of traditional and unconventional tactics to get the results you want.

### **Expect to devote serious consideration and exploration to what you want your next move to be.**

This is where professionals want to hurry up and cut emotional corners to quickly get to the chasing down of the jobs leads and securing interviews part. If you skip this step, you will not get out of the starting gate.

### **You'll actually need to slow down to speed back up.**

If you need a vacation, please take some time off. If you need a guided and tested process to discover your calling, then hire a Career Coach. Most professionals need the accountability of a coach to get it done.

Once you know what you want, you'll need tools to get rolling. Plan now to get these tools in your arsenal.



- ✓ A respectable headshot
- ✓ Business cards and/or QR code
- ✓ A professional email address
- ✓ Resumes (or CV), cover letters, and/or online portfolio
- ✓ An elevator pitch
- ✓ Interview attire and Computer Video Camera
- ✓ LinkedIn profile

Alternatively, if you're going back to school, research the institutions, programs, requirements, and costs of earning a degree or certificate. If you're planning to retire and/or create a second career, meet with your financial adviser, lawyer and your family to talk through needs and desires. If you're wanting to start a business, begin to live a double life by kicking off the early developmental stages of a company such as legal incorporation, business banking, and your first customers.

## About Kelley A. Joyce



Kelley is a Career and Business Coach to eager and earnest professionals who are ready to radically change their relationship with work. She is passionate about workplace and leadership issues such as management strategy, leadership development, career direction, and workaholism.

Kelley coaches executives and professionals in highly competitive and pressure-filled industries such as financial services, technology, legal, real estate, media & entertainment, and marketing communications.

As a 20-year veteran of marketing and public relations agencies in New York City and Boston, she deeply understands the dynamics and drama of executive management and running effective teams.

Prior to founding The Truth at Work, Kelley was Managing Director, US for London - based technology PR firm Hotwire where she drove the growth of the American team. Kelley's initial role was as Managing Director, North America of the boutique mobile technology PR firm IF Communications. Kelley was the US lead for successfully priming the agency and performing due diligence for the sale of IF Communications to Hotwire PR.

Previously, Kelley was Vice President, Global Corporate Practice at Waggener Edstrom Worldwide where she counseled Fortune 500 clients on how to steer their toughest business issues. Before Waggener Edstrom, Kelley was a Vice President and founding leader at HORN emerging technology PR for 10 years.

She holds a BA in Political Science and Sociology from Villanova University and an MBA in Management Systems and Marketing from Fordham University. Kelley is a graduate of the Coaching for Transformation program, an International Coaching Federation (ICF) accredited coaching certification offered by the New York Open Center.

Kelley is a life-long learner, seeker, and intuitive. As such, she has earned the following certifications: New York OASAS Recovery Coach / CCAR Recovery Coach Academy, Myers-Briggs Type Indicator (MBTI) Assessor, STRONG Interest Inventory Assessor, Rule #1 Investing, Bidy Tarot Certified Reader, and Colette Baron-Reid Oracle Card Reader.

## Discover a Simple System to Discover Your Career Path and Land Your Dream Job

Tap into your perfect vocation and build a career that you love

Welcome to True Work<sup>®</sup>!



Are you ready to...

- ✓ Uncover your strengths, interests and goals.
- ✓ Get clear on what kinds of jobs you want to pursue.
- ✓ Determine if you want to be self-employed, retired or go back to school.
- ✓ Understand what motivates and drives you.
- ✓ Have a custom roadmap that details your next steps to secure your next job.

**In the True Work: Discover Your Career Path and Land Your Dream Job program,** you'll discover what makes you tick on the job or in business. The program is perfect for those who have already achieved a certain level of success but are stuck or on a plateau or are just starting out in their early career.

The program is also perfect for those who are driven by career coaching that is "roll-up-the-sleeves" style. And for someone who wants to avoid boredom, stagnation, and the feeling of having dreams unfulfilled.

It's time for you to be incredibly successful and happy at work. I can help.

To learn more about my programs and enjoy a free 45-minute Career Strategy Session with me go to:

[www.thetruthatwork.com/consult](http://www.thetruthatwork.com/consult)