

Alexandra Levit's *Career Chat*

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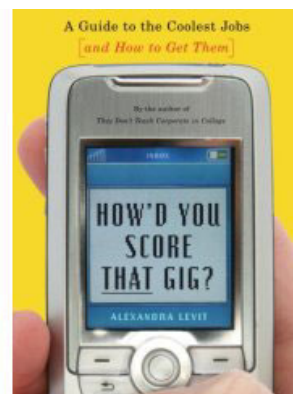
April 2008

Hi, Everyone! Welcome to the very first version of Career Chat, my new e-newsletter. You are receiving this because you have personally e-mailed me in the last year or so. I hope you'll be interested in the content, which will feature career advice content, interviews, and my latest news.

New Book: How'd You Score That Gig?

The biggest development I want to share is the publication of my new career advice title, [How'd You Score That Gig?](#) by Random House/Ballantine.

The book features 60 cool jobs, divided into seven categories based on the broad personality types that are generally best-suited to those jobs. I selected the cool jobs via an online survey in which I asked nearly 500 20 and 30-somethings to tell me about their dream careers. Based on the responses, I generated a list of the top 60 careers and constructed a comprehensive profile of each using the information I gathered from written sources and in-depth interviews with more than 100 individuals currently holding the jobs.



Then, I researched various personality type measures to develop my seven "passion profiles" - adventurer, creator, data-head, entrepreneur, investigator, networker, and nurturer - and placed the 60 cool jobs into the appropriate categories. In the first chapter, I designed an assessment to help readers decide which passion profiles might be most appealing to them. [Check it out](#) and let me know what you think (if you write a review on Amazon, you'll be entered in a drawing of all reviewers to win a \$50 gift card), and also join the How'd You Score That Gig? group on [Facebook](#) to win free copies of the book!

Six Tips for Landing Your Dream Job

1. **Learn about yourself.** Take time to do a self-assessment of your values, how you like to work,

assessment of your values, how you like to work, and what you'd be compelled to do even if you never got paid. Research careers and industries that map to your skills and interests.

2. **Don't be deterred by a lack of experience.** In developing a resume and other promotional materials for the field you want to pursue, think about how your current skills and talents apply to the responsibilities you'll hold in the new job.
3. **Ease into a new career one foot at a time.** Perhaps this means earning a paycheck at your current job while doing a part-time internship in your new field or taking an adult education class or workshop on the weekend.
4. **Remember that any progress is good progress.** Even confident people stay in unsatisfying jobs because they feel safe, and because they're afraid of making a bad decision. But in the quest to uncover a source of meaningful work, though, your worst enemy is inertia.
5. **Start early.** The process of self-discovery is much easier when you're unencumbered by family responsibilities and substantial financial burdens, and when you haven't yet reached a level in a career where it's tougher to turn back.
6. **Have realistic expectations.** Even if you're lucky enough to hold your dream job, there's no such thing as the perfect work situation. Every job has its ups and downs, and aspects we love and aspects we don't love.

30/20 Vision Radio Show and Podcast

My monthly radio show and podcast series, *30/20 Vision*, hosted with friends and fellow authors Christine Hassler ([20 Something Manifesto](#)) and Lindsey Pollak ([Getting From College to Career](#)), is on a roll! Our next show is on April 17, 2008 at 9PM ET and will focus on career change.

For those of you who might not be familiar with it, *30/20 Vision* is for 20-something woman who wishes she had a couple of big sisters to clue her in on the ins and outs of life after college. The three of us dish about everything from careers and relationships to celebrities and news of the day.

Hindsight is 20/20. Looking back on our 20s, we early 30-

Hindsight is 20/20. Looking back on our 20s, we early 30-somethings share how what we've learned from our own experiences to make life even sweeter for the next generation of 20-somethings. We hope you'll [have a look at our archives](#) and plan to listen live on the 17th!

Interview with Kori Carter, [Kori Elizabeth Events](#)

Alex: Describe some of the day-to-day activities of your job.

Kori: Some of my time is spent marketing my own business, and working with clients to plan and execute events including weddings, corporate events, and special occasions. I am also a sales and event manager for a high-end boutique catering company in Boston. I enjoy working on different projects with multiple clients and aiming toward a specific goal. Event planning is both innovative and creative and logical and planned.



Alex: How did you get your first paid position?

Kori: When I was in second grade I had a lemonade stand - not just any stand but a yellow wooden one with brightly striped curtains. Under my supervision, my friends sold lemonade, cookies, and candy to tourists coming out to the country to pick apples. From that point on, I was always on the hunt for an entrepreneurial challenge.

Alex: What's one piece of advice you'd give to recent college grads that aspire to become event planners?

Kori: The best advice I can give for those wanting to be an event planner is to work for a hotel or catering company as a banquet server or on the wait staff. Catering is the backbone of how an event flows, and the most successful event planners have a strong catering background.

Also, network with people within the planning industry to get your foot in the door, and explore creative options where event planners may be needed, such as historic properties, non-profit groups, academic organizations, design companies, destination management companies, and convention bureaus.

*Want to be in my next book, **Change Your Job, Change Your Life** (Random House/2009)? If you've made a major career change and have a great story to tell, please e-mail me at Alexandra.levit@hotmail.com. I would love to talk with you!*

Alexandra Levit is the founder and president of *Inspiration at Work*, a career consulting firm. A current blogger for HuffingtonPost.com and Getthejob.com, Alexandra has authored several books, including [**They Don't Teach Corporate in College**](#) and [**How'd You Score That Gig?**](#) Levit regularly speaks nationwide at conferences, universities, and corporations on workplace issues facing young employees. Learn more at AlexandraLevit.com.