

## DRAFT CHAPTERS FOR “THE THREE DIMENSION JOB SEARCH CAMPAIGN.”

### 1. How do you define success:

<http://www.psychologytoday.com/blog/platform-success/201202/are-you-successful-ask-yourself-these-three-questions>

Permission to Dream Exercise.

Using Career Interest tests like the Strong or the Campbell or Career Ladders.

2. Managing life in three dimensions: we live with an illusion that the world is linear and predictable. In reality there are three dimensions of the social world: linear, non linear, and random. A job search should be structured to capture opportunity in all three dimensions of social life, including managing random opportunities.

<http://www.psychologytoday.com/blog/platform-success/201110/are-you-still-using-one-dimensional-approach>

<http://www.psychologytoday.com/blog/platform-success/201202/using-technology-control-non-linear-events-the-case-networking>

3. There are five distribution channels to get your resume from your computer into the hands of a decision maker with the authority to hire you. Effective job campaigns employ 3-5 distribution routes. Ineffective campaigns employ 1-2.

<http://www.psychologytoday.com/blog/platform-success/201309/seize-new-opportunities-starbucks-research>

<http://www.psychologytoday.com/blog/platform-success/201306/the-art-showing>

#### 4. The special case of shy job seekers:

<http://www.psychologytoday.com/blog/platform-success/201408/shy-leaders-success-guide-1>

#### 5. Critical component for success: research when you apply; research before you walk in the job interview room.

- primary research
- secondary research

<http://www.psychologytoday.com/blog/platform-success/201201/thinking-linking-your-reputation-new-leader-or-new-company-consider-the>

<http://www.psychologytoday.com/blog/platform-success/201309/seize-new-opportunities-starbucks-research>

#### 6. Be the last person standing during job interviews:

<http://www.psychologytoday.com/blog/platform-success/201303/people-want-follow-calm-assertive-leaders>

<http://www.psychologytoday.com/blog/platform-success/201212/how-conjure-the-ghost-in-the-interview-room>

<http://www.psychologytoday.com/blog/platform-success/201210/seal-the-deal-in-job-interviews>

#### 7. How to respond to the "tell me about yourself" question:

<http://www.psychologytoday.com/blog/platform-success/201301/what-do-you-do-living-two-new-ways-respond>